



Our Mission:

California Watch, a nonprofit and independent investigative reporting team, exposes injustice, waste, mismanagement, wrongdoing, questionable practices, and corruption so that those responsible can be held to account and the public is armed with the information it needs to debate solutions and spark change.

About Us:

In the summer of 2009, the independent, nonpartisan Center for Investigative Reporting launched a new reporting initiative called California Watch, the largest group of journalists dedicated to investigative reporting in the state.

The team at California Watch pursues in-depth, high-impact reporting on issues such as education, public safety, health care and the environment. Our reporters also produce stories that hold those in power accountable, while tracking government waste and the misspending of taxpayer resources. We place a major emphasis on solution-oriented reporting intended to have an impact on the quality of life for Californians and our communities.

We plan to engage the public by building and creating interactive tools that make it easier to connect with leaders and decision makers about key issues. And we offer searchable databases through our Data Center and other resources, links and guides that enable anyone to do their own basic watchdog reporting.

We distribute our stories as widely as possible through collaborative relationships with local and regional news organizations and through social media. California Watch has established working relationships with California news organizations of all kinds – newspapers, online publications, television, radio, ethnic media and other new forms of media – to help localize and distribute our reporting. We also publish unique, original content on our Web site that isn't available anywhere else.

California Watch is supported by major grants from the James Irvine Foundation, the William and Flora Hewlett Foundation and the John S. and James L. Knight Foundation. We have offices in the Bay Area and in Sacramento and hope to open an office in Los Angeles in the near future.

Founded in 1977, the Center for Investigative Reporting is the nation's oldest nonprofit investigative news organization, producing multimedia reporting that has impact and is relevant to people's lives.

Distribution Network:

California Watch stories are carried in – and when appropriate produced in collaboration with -- news outlets around the state in multimedia formats as well as on our own site. California Watch has formal partnerships with KQED San Francisco (public radio and television), New America Media, and the Associated Press, which distributes our material through its AP Exchange Marketplace feature. Print, broadcast, and online outlets that have carried our initial stories include:

Center for Public Integrity
Contra Costa Times
East County Times
Fremont Argus
Hayward Daily Review
KCRA-TV Sacramento
KGO-TV
KTVU
Los Angeles Daily News
Marin Independent Journal
The Modesto Bee
Oakland Tribune
La Opinion
Lodi News Sentinel
TheLoop21
Monterey Herald
Nguoi Viet
Orange County Register

Sacramento Bee
San Diego Union Tribune
San Jose Mercury News
San Mateo County Times
Santa Cruz Sentinel
Santa Rosa Press Democrat
Sing Tao Daily
Sun-Reporter
Tracy Press
Tri-Valley Herald
TruthDig
Vacaville Reporter
Vallejo Times Herald
Valley Times
Voice of San Diego
West County Times

(List current as of November 2009.)

California Watch is using new media tools to disseminate its reporting and maximize its impact.

We use the social media ecosystem – blogging, Twitter, Facebook, flickr, YouTube and other emerging tools – to engage users in discussion and discovery. User experiences include commenting on stories, live chats, virtual events, and sharing via social media.

The Team:

California Watch has assembled a diverse team of reporters with strong investigative, data analysis and multimedia reporting skills. With seven reporters, we currently have the largest investigative reporting team in the state. Mark Katches, who previously directed investigative reporting teams at the *Orange County Register* and *Milwaukee Journal Sentinel*, serves as editorial director. Louis Freedberg, California Watch director, has reported extensively on California for the *San Francisco Chronicle* and other state and national publications. Robert Rosenthal, who joined CIR as executive

director in 2008, was formerly managing editor of the *San Francisco Chronicle* and executive editor of the *Philadelphia Inquirer*.

Our Business Plan:

A major focus of California Watch is to develop new models for journalism sustainability. We are formulating a business plan based on diversified revenue sources, including philanthropic support, organizational sponsorships, individual memberships, fees for reporting products, advertising and licensing agreements.

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