

# Impact 101: how newsrooms around the world measure their echo



**DATAHARVEST 2025**

**Pierre Leibovici**  
Disclose



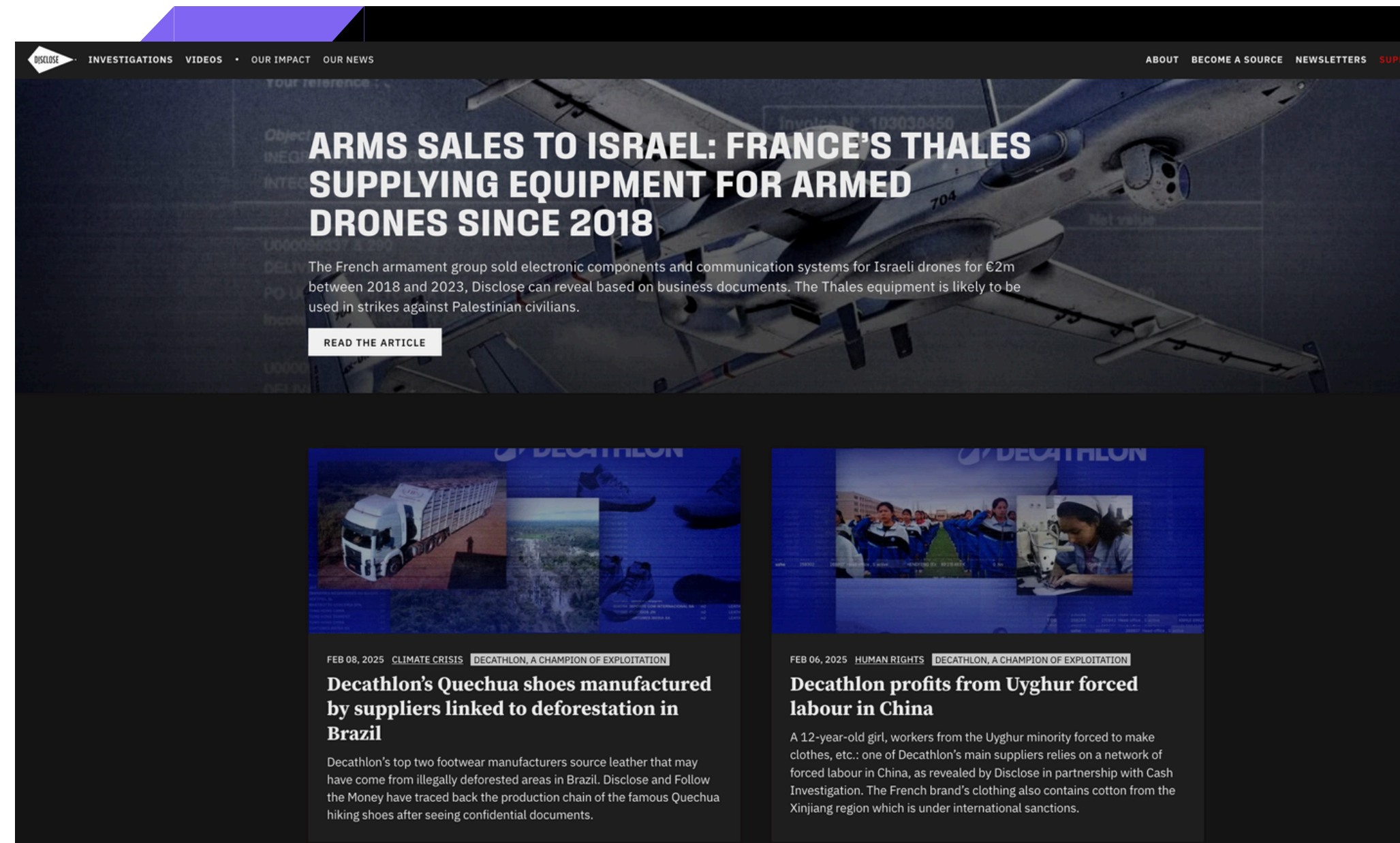
# Disclose: investigative journalism to bring about change

Investigations on public interest topics

Free-to-read, reader-funded

Impact-driven (partnerships with NGOs, news orgs)

Defending the right to information (FOIs, guides)





# Rembobine: impact journalism, one year on

Rembobine revisits impactful investigations one year after their publication

Free access, reader-supported, non-profit media outlet

Empowering citizens and newsrooms with resources (media literacy and trainings)



# The first guide to impact journalism in Europe



Official launch in September 2025

For freelance and employed journalists, editors, funders

27 interviews. Newsrooms from France, Belgium, Spain, UK, USA and South Africa

Supported by the French “Fonds pour une presse libre” (FPL)



**Investing in  
impact**

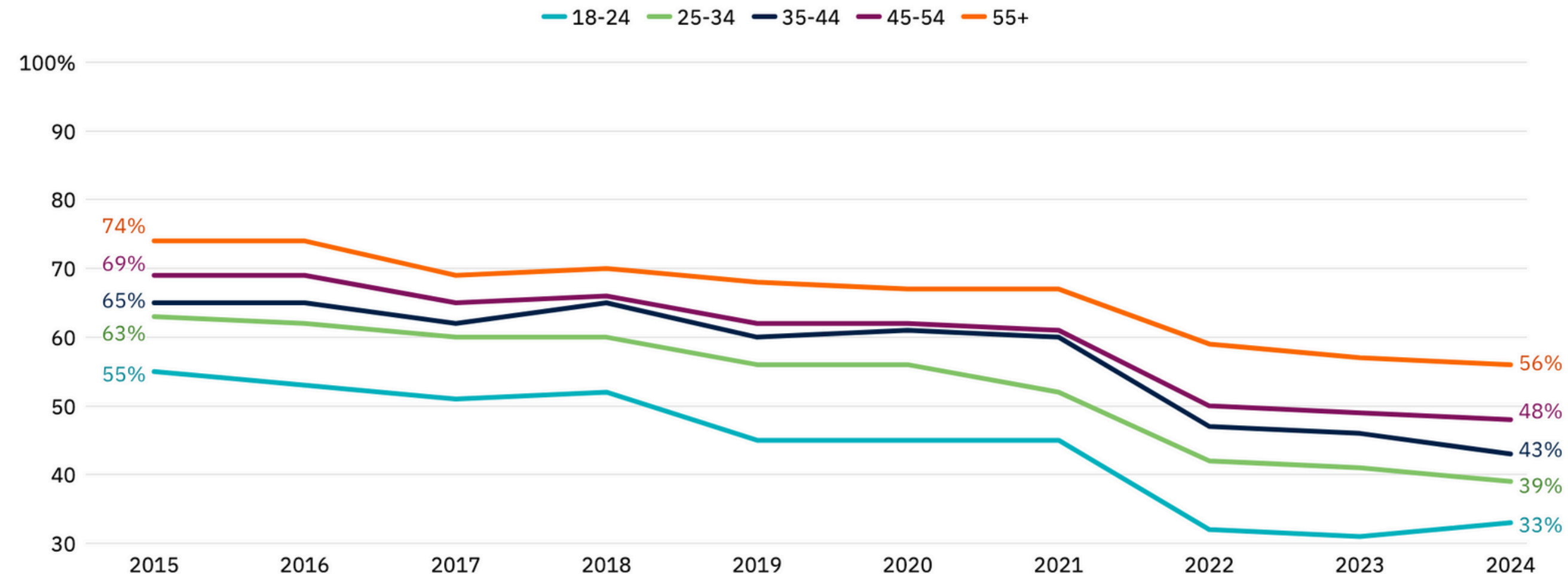


# Why newsrooms and journalists invest in impact?

To counter news avoidance

## Proportion extremely or very interested in news

Selected markets.



Reuters Institute for the Study  
of Journalism (February 2025)

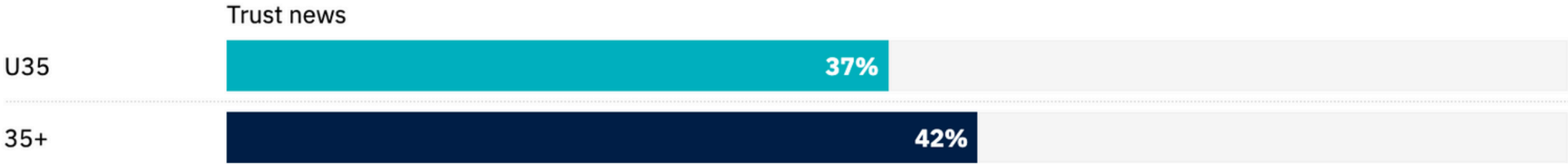
# Why newsrooms and journalists invest in impact?

To rebuild trust

## Proportion who say they trust most news most of the time by age group, income, and education

All markets

### BY AGE





# Why newsrooms and journalists invest in impact?

## Other factors

To convince readers to pay for news

To convince funders to support your work

To prepare for competition with AI-generated news

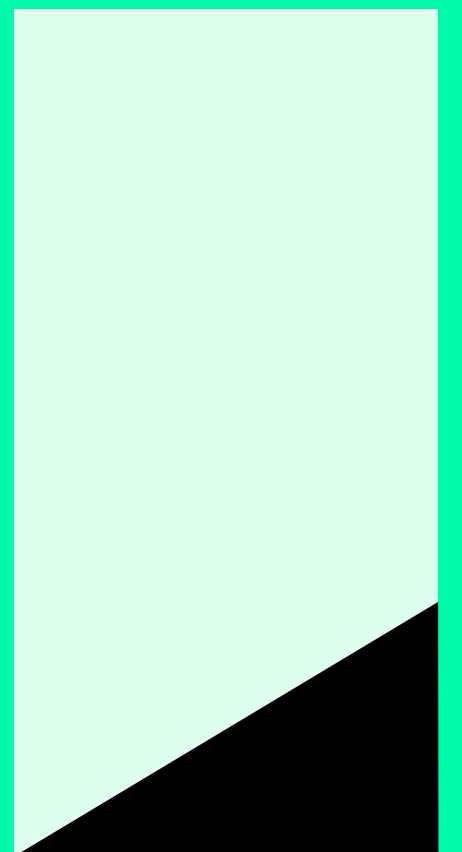
To renew motivation for doing this job

# **Let's think about the purpose of investigative journalism**

**From revealing  
misconduct...**

**... to bring about  
change**

# Measuring impact





# **A common framework for measuring impact**

**Media**

**Institutional**

**Justice**

























**Society**

# Example of a detailed impact framework

## Disclose's taxonomy of 20 impacts

### C'est quoi l'impact d'une enquête de Disclose ?

Thématiques :

-  **Institutionnel**
  1.  Interpellation publique
  2.  Réaction officielle
  3.  Enquête interne
  4.  Proposition de changement de réglementation
  5.  Changement de pratique
  6.  Changement de loi ou de réglementation
  7.  Rapport officiel
-  **Judiciaire**
  1.  Attaque en justice (Signalement article 40, assignation en justice, plainte)
  2.  Instruction judiciaire
  3.  Rejet/Classement sans suite
  4.  Décision de justice (Condamnation, Ordonnance, Relaxe, Mise en demeure)
  5.  Accord à l'amiable
-  **Médiatique**
  1.  Copublication
  2.  Mention par un média
  3.  Mention par une ONG, un think tank, un syndicat, ou chercheur·euse
  4.  Mention par une personnalité
  5.  Interview journaliste de Disclose
-  **Public**
  1.  Actions individuelles
  2.  Action collective
  3.  Distinction / prix / récompense

### L'IMPACT DE DISCLOSE

**559**

IMPACTS RÉPERTORIÉS EN 2023 :



**479**  
**REPRISES MÉDIATIQUES**  
MENTION DE NOS ENQUÊTES PAR :

- › un média,
- › une ONG,
- › un syndicat,
- › un think tank
- › une personnalité



**61**  
**RÉPERCUSSIONS INSTITUTIONNELLES**  
RÉACTIONS OFFICIELLES

- › du gouvernement
- › et d'entreprises mises en cause

DONT 30 MENTIONS AU PARLEMENT

- › Assemblée nationale
- › Sénat
- › Parlement européen



**14**  
**IMPACTS JUDICIAIRES**

- › assignation en justice
- › instruction judiciaire
- › décision de justice



**5**  
**ACTIONS COLLECTIVES**

- › pétitions,
- › mobilisations publiques,
- › etc.

# Impact as a process: an alternative framework

## ProPublica's Impact Tracker

ProPublica (2013)

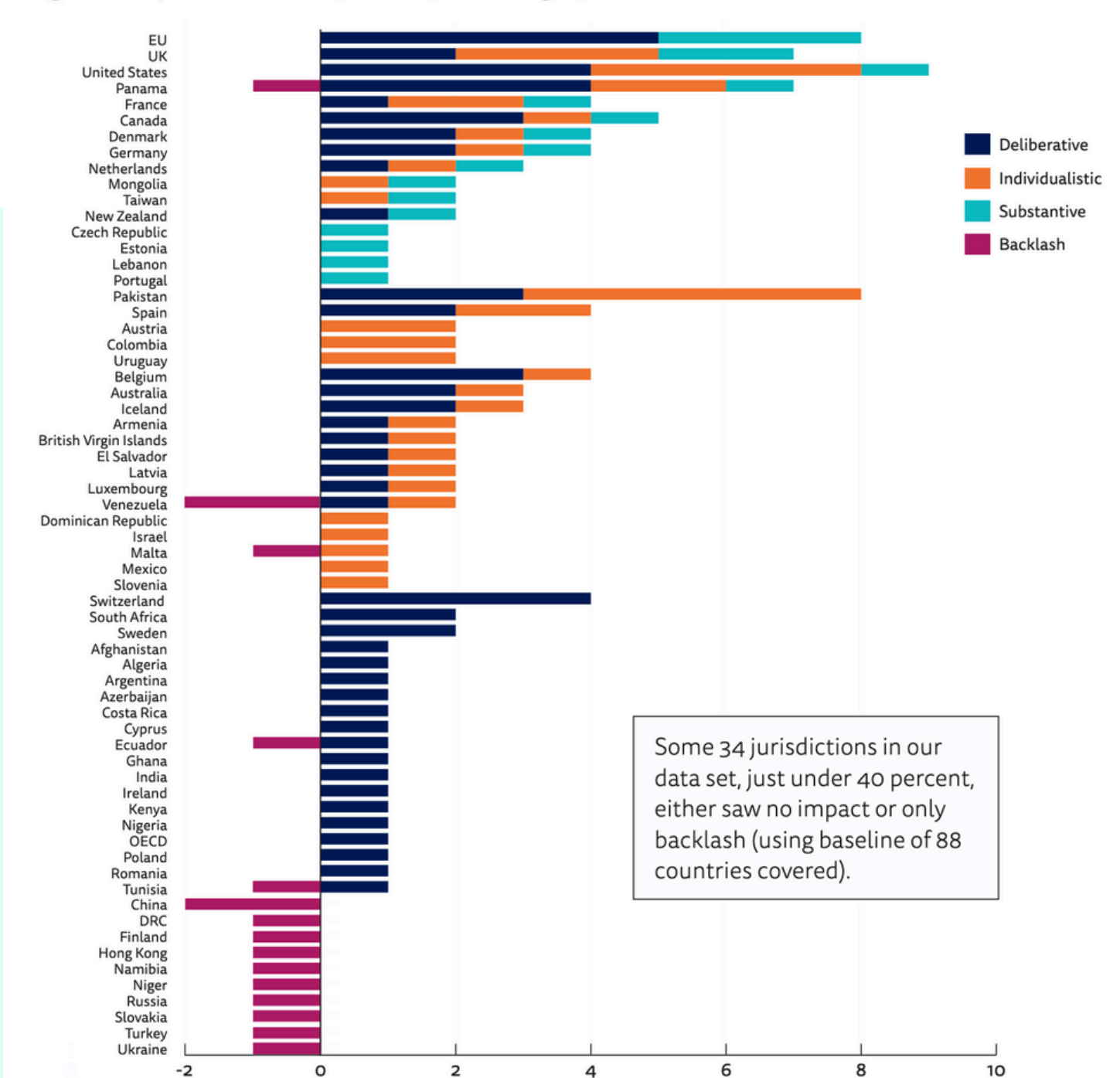
Story	Distribution Partner	Our Stories	Other Stories and Developments	Actions Influenced by the Story	Opportunities to Influence Change	Change that has Resulted	Lessons Learned
<b>Dollars for Docs.</b> Abuses in Speaking and consulting fees for physicians to market prescription drugs (reporters: Charlie Ornstein and Tracy Weber)	Washington Post (9/18 story)	9/18, story on failure to punish doctors named in whistleblower cases  9/19, podcast on update to database and related issues	9/14, Richard Levick column in Forbes follows our coverage; PhRMA responds in LA Times to our op-ed  9/15, local story based on database in Idaho Statesman, Detroit MetroTimes; op-ed advocating disclosure in Tennessean; Timing Logic blog follows our coverage  9/16, op-ed reprinted by Miami Herald; whistleblower story reprinted by Mass Device  9/18, column following coverage in Fort Myers [FL] News-Press; Business Insider column follows whistleblower story; local story based on database in [Norfolk] Virginian-Pilot  9/19, reporters on WNYC Leonard Lopate show; local stories based on database in Richmond Times-Dispatch, North County Times [San Diego]; The Hill, Kaiser Health News, Health Leaders, NewsMedical follow whistleblower story; St. Paul Pioneer Press reprints op-ed  9/20, Denver Post reprints whistleblower story, Pharmedica follows it; editorial calling for disclosure and local story based on database in Fort Myers [FL] News-Press; local story based on database on NBC San Diego, GoSanDiego.com	9/11, universities using database to police faculty compliance with disclosure rules			



# Impact in cross-border collaboration: another framework

## ICIJ's Panama Papers impact by country

Figure 2. Impacts recorded by country and category



# Example of a detailed impact framework

## An advanced taxonomy of impacts

Table 1: Taxonomy of media impact.

	Individual	Network	Institution
<b>Internal</b>	1. Awareness of problems 2. Journalists' professional opportunities 3. Journalists' skills 4. Journalists' competencies 5. Respect from peers	11. Team collaboration (within news agency) 12. Consortium collaboration (between news agencies) 13. Amplification of peers' work 14. Inter-peer learning 15. Training programmes 16. Tools, services and content	21. Diversity of perspectives 22. Organizational values 23. Revenues/income/financial benefits 24. Audience/reach of work? 25. Business operations
<b>External</b>	6. Awareness of news content 7. Audience perception of brand/trust 8. Increased knowledge 9. Beliefs/perceptions 10. Behaviour/individuals' intent to act	17. Social capital/strengthened networks 18. Advocacy and narrative change 19. Public attention, agenda setting and issue framing 20. Norms	26. Political repercussions 27. Law or policy change 28. Institutions/trust in institutions 29. Service delivery

Understanding journalism impact:  
A multi-dimensional taxonomy for professional,  
organizational and societal change (2023)



# When investigative journalism saves public money

“

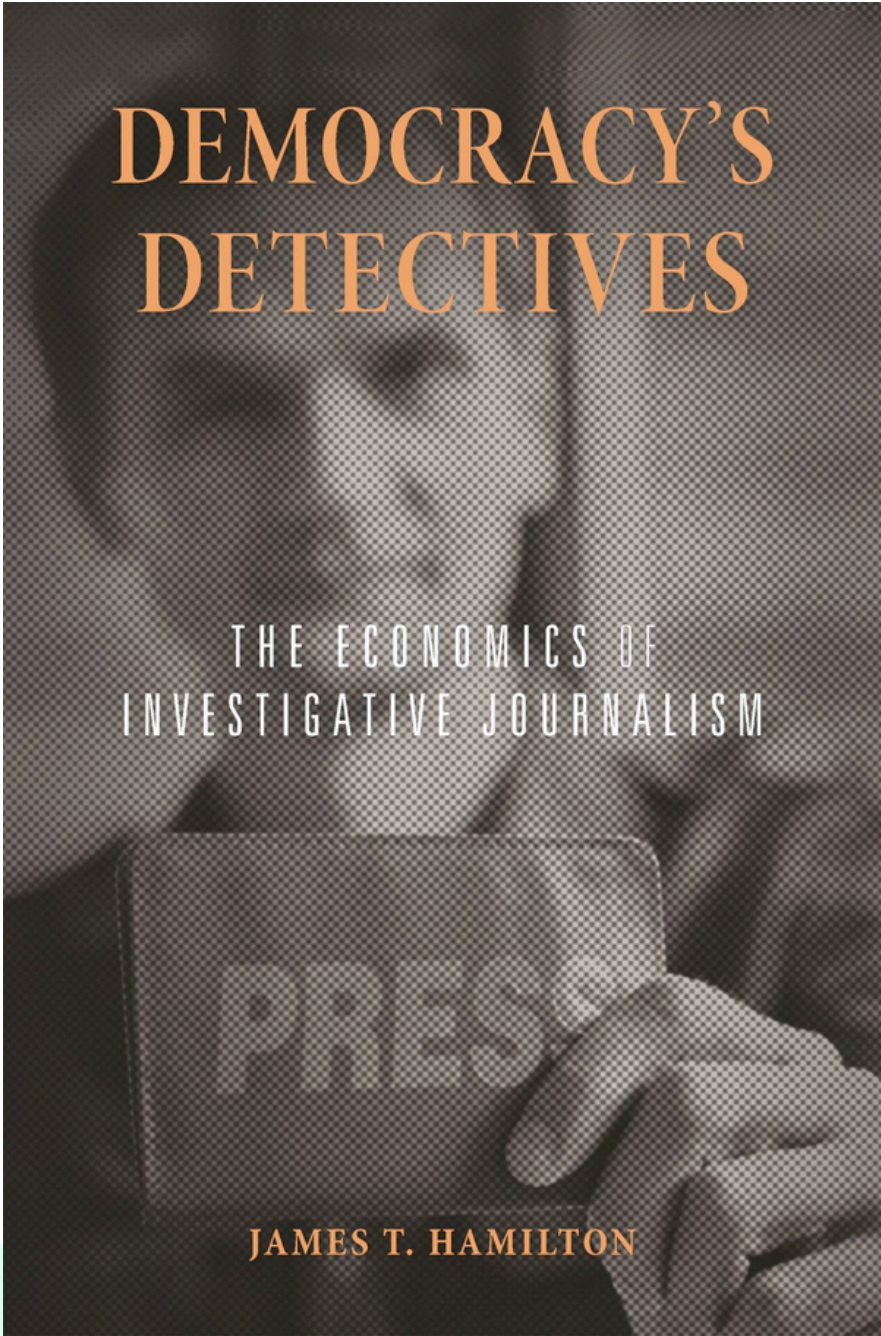
Each dollar spent on stories can generate hundreds of dollars in benefits to society.

”

TABLE 4.5. Costs and benefits of investigative series, for first year of policy change (2013\$)

Investigation	Story costs	Outcome	Policy benefits	Policy costs	Net policy benefits	Net policy benefits per \$1 of story cost
"Losing Track: North Carolina's Crippled Probation System," <i>The News &amp; Observer</i> , December 7, 9, 11, 2008	\$216,500	Eight murders by North Carolina probationers averted	\$73.9 million	\$11.8 million	\$62.1 million	\$287
"Behind the Kitchen Door," KCBS-TV, November 16–18, 1997	\$90,000	Fifty-four hospitalizations averted in Los Angeles County	\$148,600	0	\$148,600	\$1.70
"Deadly Force: An Investigation of D.C. Police Shootings," <i>Washington Post</i> , November 15–19, 1998	\$487,000	Eight fatal shootings by DC police averted	\$73.6 million	\$4.2 million	\$69.4 million	\$143

Note: Outcomes, policy costs and benefits, net policy benefits, and ratio of net policy benefits/story costs all refer to policy benefits and costs realized in the first year of the change in policy.



Democracy Detectives,  
James T. Hamilton (2016)



# How to collect the echoes of your work

**Hiring an impact  
editor...**

**and/or**

**... mobilising  
journalists**

# Some examples of impact trackers

## Lighthouse Reports Impact Tracker (Airtable)

L

LIGHTHOUSE  
REPORTS

Lighthouse Reports Impact Tracker

Quick Description \*

Name of submitter \*

Sélectionner une option

Newsroom \*

☐ Arms Tracking

☐ Borders

☐ Food Systems

☐ Migration

☐ Surveillance

☐ War Winners

☐ Waste

☐ Other

☐ None

Investigation

Sélectionner une option

Audience \*

Who was impacted by this? For example, did a media outlet publishing about this create new awareness in the public? Or was there a specific

change in an institution (like a change in the law)?

☐ Public

☐ Policymakers, Industry & Experts

☐ Affected Community

☐ Journalists

☐ Funders

Attachment

📎 Déposer les fichiers ici

Impact Event

Describe this event in as much detail as is useful. Reading it years later, will we understand what it's referring to?

Link

Another link

Date

dd/mm/yyyy

Envoyer

# Some examples of impact trackers

## Disclose Impact Tracker (Notion)

Impact constaté

Liste complète2025202420232022Par articlePar statutCalendrierTable+

Public11

Nomination de Save the Children des finalistes des Global Media Awards 2024 pour Investigate Europe: "France and Netherlands lobbied for child bord...

Distinction

Manifestation - ANV-COP21 appelle AXA à cesser d'assurer tous les projets de pétrole et de gaz

Action collective

Action Insure Our Future devant l'assemblée générale annuelle d'Axa

Action collective

Action de Insure Our Future devant les bureaux d'Axa à Nanterre

Action collective

Lettre de la CGT à Thales pour demander l'arrêt des ventes d'armes à Israël

Action collective

Action symbolique dénonçant l'hypocrisie de la campagne de « greenwashing » d'Arcelor Mittal

Action collective

Manifestation devant Eurolinks

Action collective

Myanmar villagers protest against Europe's Airbus after airstrikes

Action collective

CGT Thales Note d'orientation sur ventes d'armes

Action collective

la CGT Thales demande l'arrêt du commerce avec Israël

Action collective

Plus de 60 artistes exigent que la France cesse immédiatement tout commerce d'armement avec l'État d'Israël

Action collective

Nouvelle page

Médiatique99+

« Il est temps que la France fasse un choix politique méritant en stoppant ses transferts d'armes à Israël »

Mention par ONG / think tank / syndicat

News Check: Did the French authorities circumvent the ban and "illegally" export oak to China?

Mention par un média

ArcelorMittal steelworks in Bosnia violating pollution rules: report

Mention par un média

Leaked Report Highlights Pollution Problems at ArcelorMittal's Bosnian Steelworks

Copublication

ArcelorMittal accusé de ne pas respecter les normes environnementales en Bosnie

Mention par un média

ArcelorMittal Steelworks In Bosnia Violating Pollution Rules: Report

Mention par un média

Vidéosurveillance algorithmique: Amnesty enterre symboliquement "la vie privée" au Père-Lachaise

Mention par un média

Vidéosurveillance algorithmique: Amnesty enterre symboliquement "la vie privée" au Père-Lachaise

Mention par un média

L'ONG Amnesty enterre symboliquement « la vie privée » contre la vidéosurveillance algorithmique

Mention par un média

Vidéosurveillance algorithmique: Amnesty enterre symboliquement "la vie privée" au Père-Lachaise

Mention par un média

Impact constaté

Liste complète2025202420232022Par articlePar statutCalendrierTable+

En cours1

Ventes d'armes à Israël : dépôts de plainte par ONG et rejet par le tribunal administratif (19 juin)

19/06/2024

Nouvelle page

À surveiller30

Plainte contre Thales d'activiste pour complicité de génocide - Rosemonde

27/05/2025

salon du bourget et contre salon ONG 16-22juin

16/06/2025

Courrier de Mighty Earth à Decathlon sur son approvisionnement en cuir

11/03/2025

Proposition de loi : Favoriser le respect de l'Accord de Paris sur le climat en mettant fin à la consommation de gaz de schiste en France

13/02/2025

à suivre CMP + comité interminist handicap

06/03/2025

résultat de la proposition de loi pour la sureté dans les transports sur les obligations de consultation du FIJAISV pour les conducteurices de transports en c...

06/03/2025

à suivre : question écrite Ugo Bernalicis sur IA act (date indicative)

24/02/2025

la CFE-CGC Orange interpelle sa direction sur les investissements du personnel Orange dans Amundi pour leur épargne salariale

23/01/2025

suivi rencontre Ofii-députée Belouassa 13/02 (voir notes)

13/03/2025

CGT Thales : journées d'étude sur la paix et ventes d'armes 19-20 mars

19/03/2025

Question écrite du parlementaire LFI Aurélien Saintoul au ministère de l'Intérieur sur l' "Utilisation illégale du logiciel Briefcam par la police nationale"

12/11/2024

Proposition de loi visant à renforcer l'indépendance des médias et à mieux protéger les journalistes

24/07/2024

Multiples mentions sur la page Wikipédia "Exportations d'armes de la France"

29/09/2024

instruction judiciaire à la chambre spécialisée environnementale du tribunal de Paris sur Perenco en RDC suite à l'enquete de Disclose + plainte des amis de...

12/10/2024

Danish pension funds have invested over DKK 200 million. kroner in Airbus, which has close links to Myanmar's military

17/09/2024

Pollution à Fos-sur-Mer : la cour d'appel d'Aix relance l'action judiciaire des riverains

16/05/2024

Question écrite du député Jérôme Guedj (PS) sur Briefcam

05/12/2023

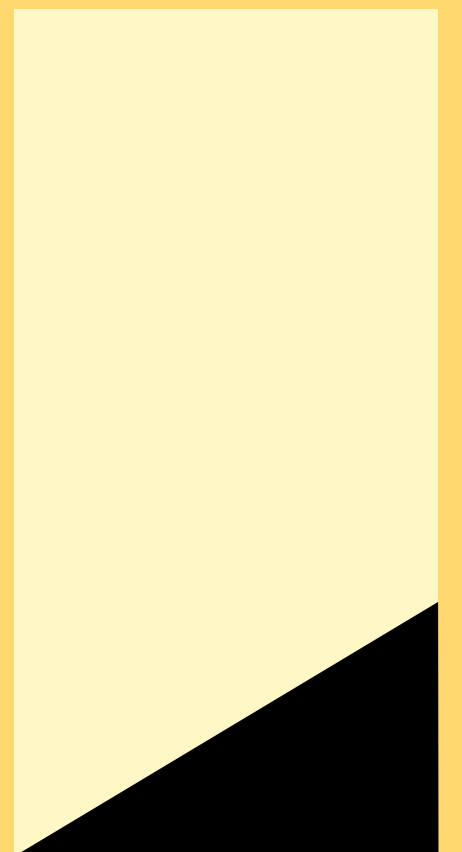
Question du député Ugo Bernalicis (LFI) au ministre de l'intérieur sur l'utilisation de logiciels de surveillance de l'entreprise Briefcam

12/12/2023

Ouverture d'une information judiciaire par le Parquet national antiterroriste contre Dassault Aviation, MDBA et Thales

30/11/2022

# Promoting impact



# How to communicate about your impact

## A section on your website





Consulter  
le journal

🏠

Actualités ▾

Économie ▾

Vidéos ▾

Débats ▾

Culture ▾


Le Goût du Monde ▾

🔍

LES ENQUÊTES DES DÉCODEURS • LES DÉCODEURS

### AFFAIRES À SUIVRE

Avec la rubrique « Affaires à suivre », « Le Monde » suit dans la durée les répercussions et les développements des enquêtes publiée dans ses colonnes.



Newsletters

Search

Donate


## IMPACT

JOURNALISM IN THE PUBLIC INTEREST

Impact has been at the core of ProPublica’s mission since we launched in 2008, and it remains the principal yardstick for our success today. Our investigative journalism does more than expose wrongdoing and injustice; we intend for it to spark real-world change.


We’ve written **a whole white paper** on the topic, and examples of how our stories have produced such change — from the resignation of corrupt officials to the passage of new laws — are compiled in **our annual reports**. On this page, you’ll find our reporting on the impact of our work.

FEATURED IMPACT




### Lawmakers in at Least Seven States Seek Expanded Abortion Access

Some of the bills were filed in direct response to ProPublica’s reporting on the fatal consequences of abortion bans.




### Justice Department Sues Six of the Nation’s Largest Landlords in Effort to Stop Alleged Price-Fixing in Rental Markets

Federal prosecutors allege that the landlords have used RealPage pricing



### EPA Finalizes New Standards for Cancer-Causing Chemicals

The regulation specifically targets ethylene oxide, which a ProPublica analysis found was the single biggest contributor to excess industrial cancer



### Idaho Legislature Approves \$2 Billion for Schools to Repair and Replace Aging Buildings

The funding was pledged by Gov. Brad Little after an Idaho Statesman and ProPublica investigation showed



# How to communicate about your impact

## Newsletters dedicated to impact



### The Spark


A weekly look at stories changing the world for the better

Written by  
Lucy at TBIJ

#### Archive


🔍 Search posts...

**THE SPARK**  
THE BUREAU OF INVESTIGATIVE JOURNALISM


May 21, 2025  1

**Finding a massive hole in the social safety net**

Inconsistent data left vulnerable people at risk of losing their gas and electricity until journalists intervened


 Lucy Nash

**THE SPARK**  
THE BUREAU OF INVESTIGATIVE JOURNALISM


May 14, 2025  1

**One year of sparks, countless stories of change**

It's been a privilege to champion the stories making a positive difference across the world


 Lucy Nash

**THE SPARK**  
THE BUREAU OF INVESTIGATIVE JOURNALISM

May 07, 2025  1

**Romanian journalists expose their own surveillance**

Reporters were wiretapped and watched for investigating government corruption

 Lucy Nash

The Spark / The Bureau of Investigative Journalism (2025)

# How to communicate about your impact

## Newsletters dedicated to impact

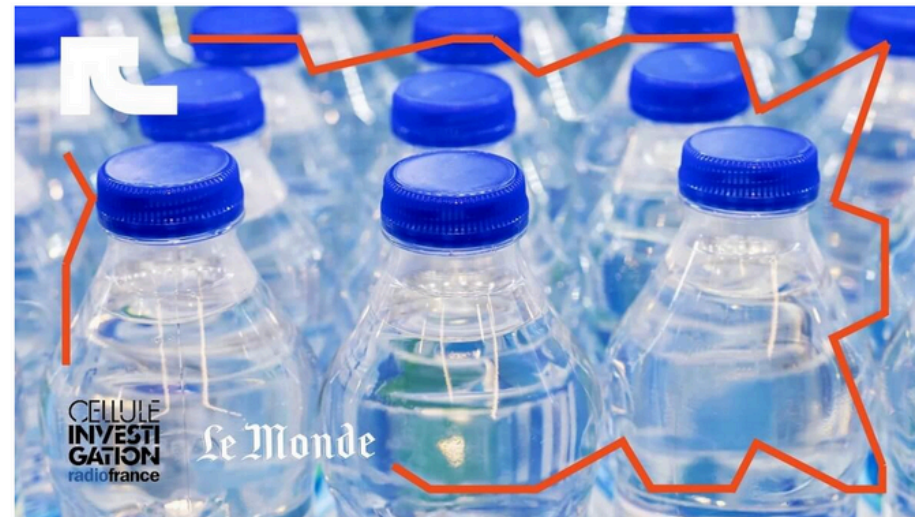


REMBOBINE, LE MÉDIA QUI LUTTE CONTRE L'OBSOLESCENCE DE L'INFO

### Eaux en bouteille : une enquête qui éclabousse l'industrie et les autorités #49

Par Timothée Vinchon • 28 Jan 2025

[Voir dans le navigateur](#)



Salut les Rembobineur-euses,

L'enquête dont on va vous parler cette semaine est importante. Car elle démontre un problème qui impacte pour ainsi dire l'ensemble des citoyen-nés. Elle révèle une fraude massive dans l'industrie des eaux

#### IMPACT MÉDIATIQUE ✓

→ L'affaire a été massivement reprise par des médias majeurs, au-delà de la copublication des deux énormes médias que sont *Le Monde* et *Radio France*. *Futura-Science*, *BFMTV*, les *DNA*, *France 24*, *RFI* ou encore *Que Choisir* ont relayé l'enquête. Public Sénat a également beaucoup suivi l'affaire tout au long de l'année.

→ En juillet 2024, [Mediapart révélait de nouveaux éléments](#) issus d'un rapport de la DGCCRF. La fraude de Nestlé s'élève à plus de 3 milliards en 15 ans. Ils poursuivent ce dossier "Water Stories". Le 24 janvier 2025, le média en ligne révélait [la stratégie de lobbying de la multinationale](#) sur le sujet.

→ Une émission d'*Envoyé Spécial* a été consacrée au problème. Quelques créateurs de contenus sur YouTube se sont également emparés du sujet.

#### IMPACT JUDICIAIRE ✓

→ Le 10 septembre 2024, Nestlé Waters conclut une Convention judiciaire d'intérêt public (CJIP) avec le parquet d'Épinal. La multinationale accepte de payer une amende de 2 millions d'euros pour éviter des poursuites judiciaires liées à l'utilisation de traitements interdits et des forages illégaux.

→ Le 25 septembre 2024, l'ONG Foodwatch dépose deux nouvelles plaintes pour "tromperie" contre X, visant notamment Nestlé Waters et Sources Alma. Ces plaintes dénoncent l'utilisation de traitements illégaux sur des eaux prétendument "de source" ou "minérales naturelles". On apprenait, vendredi 17 janvier, qu'un juge d'instruction avait été nommé fin décembre par le tribunal judiciaire de Paris, faisant suite à ces plaintes.

#### IMPACT PUBLIC ✓

→ L'ONG Foodwatch, en complément de son action en justice, a lancé une pétition. À l'heure actuelle, plus de 18 000 personnes l'ont signée.

### Les coulisses de l'enquête

Marie Dupin est journaliste à *Radio France*, spécialisée dans les questions de santé publique, de consommation et d'environnement. Elle a collaboré avec Stéphane Foucart du journal *Le Monde* pour révéler des pratiques illégales dans l'industrie des eaux embouteillées, mettant en lumière des manquements graves des industriels et des autorités publiques.

Dans son interview à Rembobine, elle dénonce une entente secrète entre l'État et Nestlé pour cacher une fraude systémique dans l'eau embouteillée, l'échec des pouvoirs publics et la persistance de pratiques non-conformes, malgré les révélations.

#### "Une collusion avérée entre l'État et Nestlé"

Marie Dupin, journaliste à Radio France, dénonce une entente secrète entre l'État et Nestlé pour cacher une fraude systémique dans l'eau embouteillée,...

 Rembobine, le média qui lutte contre l'obsolescence de l'info  
• Timothée Vinchon



### Des ressources pour mieux suivre le sujet ?

En parallèle des révélations sur les fraudes dans l'eau en bouteille, un autre problème inquiète : la pollution de l'eau potable par les PFAS, ces "polluants éternels" issus de l'industrie chimique. Ce jeudi 23 janvier, les associations UFC-Que choisir et Générations futures ont révélé une contamination massive de l'eau potable à l'acide trifluoroacétique

Rembobine (January 2025)



## Impact reports (quarterly or annually)

FALL 2024

The Marshall Project

# Impact Report

The Marshall Project tracks the impact of our journalism on policymakers, advocates and other media. This report highlights some key examples.

## The Risks of Private Health Care in Jail

SEPTEMBER DAWN BOTTOMS FOR THE MARSHALL PROJECT AND CASSANDRA GERALDO FOR THE MARSHALL PROJECT

One Oklahoma county announced it was seeking a new health care provider for its local jail, following our reporting on poor care for patients. Another county is investigating. In July, The Marshall Project and The Frontier published an investigation focused on Turn Key Health Clinics, a private company that has contracts to provide medical care for more than 75 jails in at least 10 states. At least 50 people in Turn Key's care died during the past decade. We took a closer look at several of these cases. According to government records, in some cases, the company's employees didn't send critically ill people to hospitals. In others, records showed that local sheriffs complained about prisoners not getting proper medication.

### LACKING OVERSIGHT

The operator of a local youth care center had its contract terminated after we surfaced social media posts advocating for abuse. In August 2024, the Marshall Project - Cleveland found that the private youth care centers receiving kids from the Cuyahoga County Juvenile Court lack oversight. They had not helped improve outcomes for kids, or reduced the number of kids in detention centers. We found social media posts from

In the wake of our investigation, officials in Oklahoma County announced their intention to seek a new medical provider for the jail, which serves Oklahoma City. Turn Key, which had offered a discount to the county to renew the contract for the jail, then announced it would exit the new contract after 30 days due to "understaffing" of security at the jail. Records show that Oklahoma County's was one of the larger jails in which Turn Key operated as a health care provider. Also in Oklahoma, Cleveland County hired a firm to look into deaths at its jail, where two people featured in our story died.

one youth care center's operator, boasting that "one lick from that cord" could set kids straight. Court officials terminated that operator's contract a day later.

ILLUSTRATION BY NATE SHALWOOD AND GUS CHAN FOR THE MARSHALL PROJECT

### MISCONDUCT COUNTS

LESLIE ANN CELEBREZZE, ADMINISTRATIVE JUDGE OF THE CUYAHOGA COUNTY DOMESTIC RELATIONS COURT. GUS CHAN FOR THE MARSHALL PROJECT

In September, the Ohio Disciplinary Council filed multiple misconduct counts against prominent local judge Leslie Ann Celebrezze with the Ohio Supreme Court. In the complaint, Celebrezze is accused of making a false statement during the Council's investigation and violating multiple rules of judicial conduct. A year ago, The Marshall Project - Cleveland published a series of stories about how Celebrezze steered several lucrative divorce cases to a longtime friend who worked as a receiver in the Cuyahoga County Domestic Relations Court. The judge never disclosed the relationship to the parties in court.

### SHERIFF OUT

In early August, voters in St. Francois County, Missouri, ousted Sheriff Daniel Bullock after 32 years. This came four years after The Marshall Project reported on abusive conditions in the jail Bullock runs. Civil rights lawyers told The Marshall Project that our reporting spurred a major class action lawsuit over conditions in the jail, which in turn became a campaign issue for Bullock's challengers in a Republican primary. In October, Chamham penned an op-ed in The New York Times about the importance of sheriff elections, with a reference to his trip to St. Francois County.

IMPACT REPORT FALL 2024

# LIGHTS, CAMERA, ACTION!

Incarcerated jury members interview Contessa Gayles, director of "Songs From the Hole," and Mindy Goldberg, producer of "Daughters," at the Sing Sing film festival. KHOLOO EID FOR THE MARSHALL PROJECT

In October, we organized a [film festival at the Sing Sing state prison](#) in New York. More than 100 outside guests attended the event at the prison on the Hudson River, where "Songs From the Hole," directed by Contessa Gayles, won top honors. Leading up to the event, a jury of incarcerated men [who share a deep love for movies](#) received training from documentary filmmaker El Sawyer on how to judge films. The five jurors (and four alternates) considered five

recent feature-length documentary films before deciding on the winner.

The Marshall Project has long served as a conduit to broadcast the voices of incarcerated people, and with this event we set out to underscore that incarcerated people are an audience with valuable opinions and expertise. The event received significant attention, including a [segment on NPR's Morning Edition](#) before the event and another on [All Things Considered](#) after.

KHOLOO EID FOR THE MARSHALL PROJECT

"I'm learning to watch movies for more than just entertainment. I've started to understand the importance of looking for messages and critiquing quality. Since participating in this festival, I view each film differently than I ever have before."

MICHAEL HOFFER,  
MEMBER, SING SING FILM FESTIVAL JURY

## INSIDE POLITICS

The political views of incarcerated people reached a broader public for the first time after The Marshall Project helped 20 different news outlets localize our opinion survey for their state. Leading up to the election, we published a one-of-a-kind [survey to get insight on the political opinions of incarcerated people](#). More than 54,000 people in nearly 800 facilities across 45 states responded to our survey. The poll showed that Donald Trump remained popular behind bars, and opinions were split on Kamala Harris.

While results couldn't be generalized to the entire prison population like a traditional poll, our survey provided insight into trends across race, gender and party affiliation. And we worked to [surface as many individual voices](#) as possible. Our local Cleveland newsroom also [looked at results in Ohio](#), where nearly 3,000 people in 31 prisons and 20 jails across the state responded.

We also developed an [Investigate This! toolkit](#) featuring state-by-state results, which helped inform stories published by at least 20 different outlets across 11 states.

NATIONAL SURVEY RESPONDENTS

54K PEOPLE

785 FACILITIES

45 STATES

DIANA EJAKTA FOR THE MARSHALL PROJECT

Party affiliation	Percent of respondent pool
Independent	35%
Republican	21%
Democrat	18%
Other	17%

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# How to communicate about your impact

## Impact reports (quarterly or annually)

### IMPACT: DEFORESTATION INC. (2023)



**In the weeks and months following publication, major consumer markets for agricultural commodities unveiled plans to clear their supply chains of products linked to deforestation and to address charges of greenwashing: false or exaggerated claims that products are environmentally friendly.**

● In April, just months after ICIJ's Deforestation Inc. investigation exposed the way illegally sourced timber and other forest products were trafficked around the world, the U.S. Department of Justice announced a taskforce to bolster its efforts to identify, investigate and prosecute timber sales linked to environmental and other crimes.

● India launched a certification program to help companies validate forest management practices and forest products as environmentally sound and sustainable.

● Separately, the U.K. outlawed large companies' use of commodities such as soy or beef from deforested areas.

● A new EU regulation taking effect at the end of 2024 will require firms selling wood, palm oil, soy, beef, cocoa, coffee and rubber on the European market to prove that the products don't come from deforested land. While the law was first proposed in 2021, passage only came in April 2023, a month after Deforestation Inc. was published.

● Canada's Standing Committee on Natural Resources ordered an investigation into Canadian forestry giant Paper Excellence. Our reporting had linked the company to a forestry conglomerate tied to deforestation, human rights violations and disputes with Indigenous communities.

● The importation of timber from Myanmar into Europe dropped by 80% in 2023 amid a wider crackdown that included raids by customs officials and coordinated inspections in multiple countries.

● The Australian Competition and Consumer Commission released guidelines to help companies ensure they provide accurate information to consumers about how their businesses impact the environment.

# Newsrooms investing in impact improve reader revenue

## Impact as an argument on donation/subscription pages

The Daily Maverick  
/ ICIJ (2025)

Help keep *DM* free so our work has more impact

**MEMBERSHIP BENEFITS**


- \*Ad-free browsing.
- \*10% always-on discount at the *DM* Shop.
- \*Free access to *DM168* newspaper e-edition.
- \*50% off tickets to all *DM* events.
- \*Comment on articles


Become an Insider

R200 pm R150 pm

R75 pm Own Amount

INTERNATIONAL CONSORTIUM OF INVESTIGATIVE JOURNALISTS

 **ICIJ** **STORIES THAT ROCK THE WORLD**

 **INTERNATIONAL CONSORTIUM OF INVESTIGATIVE JOURNALISTS**

**Vous ferez avancer les choses**

Rendez le monde meilleur, plus agréable et plus radieux.  
Chaque dollar que vous donnerez fera avancer les choses.

[Donate in cryptocurrency](#)

**Don sécurisé**

Ponctuel ☒ Mensuel

650 € 450 € 190 €

75 € 35 € 15 €

€ 40 EUR

☐ Dédier ce don

[Ajouter un commentaire](#)

**Faire un don**

Mon don est-il sécurisé ? Ce don est-il déductible des impôts ? Puis-je annuler mon don récurrent ?



# Newsrooms investing in impact improve reader revenue

Fundraising campaigns focused on impact



StreetPress (July 2024)

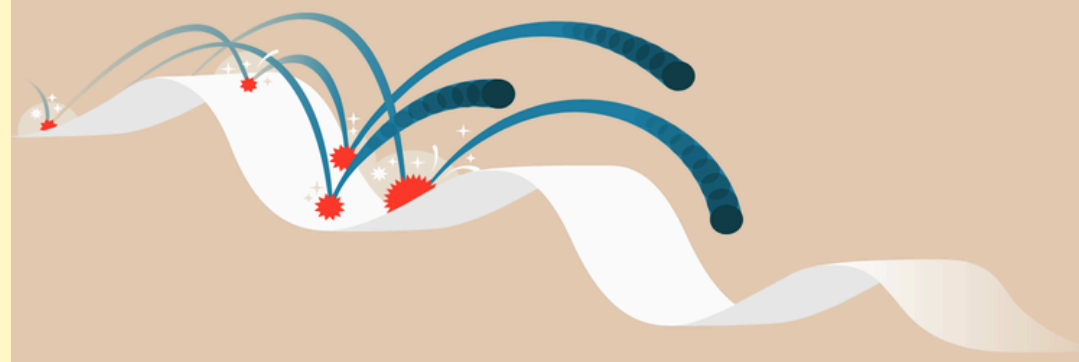


# Newsrooms investing in impact improve reader revenue

## Fundraising campaigns focused on impact



### Rapport d'impact



#### Notre utilité, votre combativité

La liberté d'informer est en danger. Après avoir qualifié les journalistes d'« ennemis du peuple » pendant sa campagne, le nouveau président états-unien a commencé à bannir celles et ceux qui ne se plient pas à sa novlangue. Ainsi, les reporters de l'agence de presse Associated Press se voient interdire l'accès à la Maison-Blanche au motif qu'ils refusent d'appeler le golfe du Mexique « golfe d'Amérique », comme l'exige Donald

Notre mission d'intérêt public, telle que nous l'envisageons à Mediapart, est de produire une information de qualité, déliée de toutes les pressions d'où qu'elles viennent, pour faire bouger les lignes.

Contre la résignation que cherchent à produire les raids contre la liberté d'informer, il est urgent de rappeler que le journalisme, pour peu qu'il ait les moyens de son indépendance, a de l'impact, au service des citoyens et des citoyennes.

En accordant la primauté aux faits recoupés, vérifiés et documentés, en nous appuyant sur la rigueur et l'honnêteté de notre travail journalistique, nous luttons contre les fausses nouvelles et les préjugés.

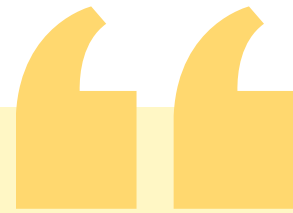
**À l'occasion des 17 ans du journal, découvrez en 11 questions notre tout premier rapport d'impact pour l'année 2024.**

**Commencer**

Mediapart (March 2025)

# Newsrooms investing in impact convince funders

## The “quest for measurment”



**Non-profit newsrooms face increasing pressure for quantifiable results from numerous stakeholders.**



— Richard Tofel

# Journalists seeking impact convince funders

## Cross-border teams increasingly asked to think about impact



**Like its donors, Journalismfund Europe wants the results of journalistic investigations to have a maximum reach and therefore create a greater chance of impact**



Looking more in detail, *impact of the projects that we supported* can be divided into following categories:

### **Societal**

- Audience engagement (social media and offline, e.g. protests after the Correctiv publication on the far right)
- Organic spread (reach, further publications in other media)
- Community engagement/action
- Transformation of cultural norms
- Advocacy and narrative change
- Social capital / strengthened networks / community building
- Shifting public attitudes
- Open a dialogue about a certain issue

### **Legal and institutional**

- Legal action, opened cases, prosecution
- Parliamentary sessions and questions
- Changes of laws, bills and amendments
- Change of business operations/protocols

### **Professional**

- Awards and prizes for investigations
- Used as a case in specialist literature
- Film festivals, conferences
- Other examples of the influence of reports on media organisations and networks of journalists
- Team collaboration (within news agency or a group of freelancers)
- Collaboration between media outlets, news agencies)

### **Individual**

- People dismissed from their posts, or having taken disciplinary action against them
- A concrete case is resolved (e.g. a house spoken of in a story was rebuilt, an area was recultivated)
- Change in behaviour, individuals' actions
- Change in beliefs and perceptions

Like its donors, Journalismfund Europe wants the results of journalistic investigations to have a maximum reach and therefore create a greater chance of impact.

# Perspectives for the guide to impact journalism



Translating and adapting in other languages

Expanding the scope to organisations outside of the news industry

Building an online version

...

**Thank you!**

**Let's keep in touch!**

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**DATAHARVEST 2025**

