

For Immediate Release
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CALIFORNIA WATCH INVESTIGATIONS CONTINUE TO REACH MILLIONS THROUGHOUT THE STATE

Berkeley, CA – California Watch, a project of the Center for Investigative Reporting, is continuing to implement a distribution model that is reaching millions of Californians with multimedia investigations.

On January 10, California Watch released a story by Will Evans about how California continues to give certain large corporations tens of millions of dollars in new federal stimulus funds despite previous pollution violations, criminal probes, and allegations of fraud. The story appeared in the *San Francisco Chronicle*, *Los Angeles Daily News*, *Monterey Herald*, *Bakersfield Californian*, and *La Opinion*, among others with a combined circulation of 1.2 million. In addition to the print stories, Web sites such as Alternet (1.8 million unique monthly visitors) published and radio stations including KCBS in San Francisco broadcast related stories.

On January 3, Chase Davis' story about how politicians and their supporters hide millions of dollars in donations by funneling money through county-level political party committees, reached over 1 million Californians through newspapers, Web sites, and KQED San Francisco's program The California Report, which is distributed to public radio stations throughout the state.

California Watch stories are distributed through a variety of media outlets – Web, broadcast, and print – highlighting California Watch's strategy of focusing on important statewide issues with local appeal and collaborating with media outlets to customize the content and engage local communities. Over 42 media outlets have distributed California Watch stories since the launch, including ethnic media outlets.

Each investigation is accompanied by a set of interactive tools produced by California Watch including videos, extensive searchable databases, additional research and resources, and a “react and act” section” to engage the public in the topics covered. To view the latest stories, plus related multimedia material, go to www.californiawatch.org.

About California Watch and The Center for Investigative Reporting

California Watch, the largest investigative team operating in the state, was launched in 2009 by the nonprofit nonpartisan Center for Investigative Reporting (CIR). Priority areas of coverage include education, health and welfare, public safety, the environment and the influence of money on the political and regulatory process. The goal is to expose hidden truths, prompt debate and spark change. California Watch receives funding from The James Irvine Foundation, The William and Flora Hewlett Foundation and The John S. and James L. Knight Foundation.

Founded in 1977, the **Center for Investigative Reporting** is the nation's oldest nonprofit investigative news organization. CIR reports have reached the public through television, print, radio and the web, appearing in outlets such as *60 Minutes*, *PBS Frontline*, *NPR*, *The Los Angeles Times*, *Washington Post*, *Politico* and *U.S. News & World Report*. CIR stories have received numerous journalism awards including the Alfred I. du Pont

Columbia University Silver Baton, George Polk Award, Emmy Award, Investigative Reporters and Editors Award, and National Magazine Award for Reporting Excellence. More importantly, its reports have sparked congressional hearings and legislation, United Nations resolutions, public interest lawsuits and change in corporate policies. CIR founded California Watch to help create a new model for regional investigative and other high-impact reporting.

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