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## ProPublica Wins Pulitzer Prize for Wall Street Series



by Paul Steiger, ProPublica, April 18, 2011

ProPublica reporters Jesse Eisinger and Jake Bernstein have been awarded a Pulitzer Prize for National Reporting for their stories on how some Wall Street bankers, seeking to enrich themselves at the expense of their clients and sometimes even their own firms, at first delayed but then worsened the financial crisis. [More »](#)

Series: [The Wall Street Money Machine](#)

Pulitzer Prize for National Reporting: [Letter of Nomination](#)

Pulitzer Prize: [List of Winners](#)

## A Year After Gulf Tragedy, Offshore Oil Companies Still Shielded by Liability Limits



by Marian Wang, ProPublica, April 19, 2011

The political fallout of the Deepwater Horizon disaster caused BP and its contractors to waive certain caps on their liability. Why hasn't it caused Congress to change the laws on the books? [More »](#)

Series: [Gulf Oil Spill](#)



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**ProPublica** was founded in late 2007 as an independent, non-profit newsroom with a mission to produce investigative journalism in the public interest. We opened our doors in January 2008, and began publishing that June.

In 2010—just our second full year of operation—ProPublica became the first online news organization to be awarded a Pulitzer Prize. In 2011, ProPublica was awarded its second Pulitzer—the first such Prize ever for articles not published in print. In 2013, ProPublica won a Peabody Award, the highest honor in broadcast journalism.


In the best traditions of American journalism in the public interest, our goal is to stimulate positive change, uncovering unsavory practices and abuses of power in order to prod reform.

Our stories are written and published in an entirely non-partisan and non-ideological manner, adhering to the strictest standards of journalistic impartiality.



## The Mission

*To expose abuses of power and betrayals of the public trust by government, business, and other institutions, using the moral force of investigative journalism to spur reform through the sustained spotlighting of wrongdoing.*





ProPublica was founded by [Paul Steiger](#), the former managing editor of The Wall Street Journal. It is now led by [Stephen Engelberg](#), a former managing editor of The Oregonian, Portland, Oregon and former investigative editor of The New York Times, and [Richard Tofel](#), the former assistant publisher of The Wall Street Journal.

ProPublica is a non-profit, in business to spur reform—to change minds rather than to maximize page views. Our readers rely on us, open our emails, come back to our site, because we tell the truth—and make a difference.

Here are just a few examples of the sort of impact ProPublica reporting had in 2014 alone:

- Just weeks after we began publishing stories in partnership with NPR on the dysfunction of the Pentagon's efforts to find and identify the bodies of missing soldiers from past wars, the Secretary of Defense announced an overhaul of the program. With an internal report calling for a “paradigm shift,” the Department pledged to make more modern use of DNA, and to combine two feuding agencies into one. Later, a Pentagon inspector general's draft report we obtained repeated many of the criticisms identified in the ProPublica/NPR stories. Finally, the official who had led the program was told he would lose his job.
- New rules give the Department of Health and Human Services authority to expel physicians from Medicare if they engage in abusive prescribing. The new rules also allow the agency overseeing Medicare to compel health providers to enroll in the program before ordering drugs for patients covered by Medicare Part D. Both rule changes follow reporting by ProPublica documenting repeated failures of Medicare oversight.
- Six and a half years after a revelations in a ProPublica story led to the last-minute halting of a proposal to freely allow fracking of natural gas in New York State, the State finally concluded its review of such drilling and Gov. Andrew Cuomo announced a ban on fracking in New York.
- A new law, passed by the California legislature, in part in response to a ProPublica investigation, would hold companies legally responsible if temp agencies or subcontractors cheat temporary workers out of pay or endanger their safety. Illinois regulators moved to revoke the business license of a check cashing store identified in our reporting.

## Prizes and Awards

Pulitzer Prize for national reporting, 2011

Pulitzer Prize for investigative reporting, 2010  
and finalist for Pulitzer Prize for public service, 2010

Peabody Award, 2013

National Magazine Award for reporting, 2010

George Polk Award for television reporting, 2011 (with Frontline)  
and for radio reporting, 2011 (with NPR)  
and for environmental reporting, 2010

Online Journalism Award for general excellence, 2009, 2012, 2014  
and for innovative investigative journalism, 2010, 2011, 2013, 2014

Barlett & Steele Gold Award for investigative business journalism, 2014

American Society of News Editors Batten Medal, 2011

Selden Ring Award for investigative reporting, 2010

Overseas Press Club online journalism awards, 2010, 2011, 2012, 2013

Emmy award nominations for outstanding investigative journalism, 2011, 2012  
new approaches to news and documentary programming, 2011, 2012  
outstanding business and economic reporting, 2011, 2013

Robert F. Kennedy Journalism Award for New Media, 2015

Hechinger Grand Prize for Distinguished Education Reporting, 2015

Finalist for Goldsmith Prize for investigative reporting, 2009, 2010, 2011, 2012,  
2015

Livingston Award for Young Journalists, 2012



## Our Audience

### *Significant*

<b>Unique monthly visitors</b>	<b>1,044,000+</b> (Q1, 2015)
<b>Monthly page views</b>	<b>2,220,000+</b> (Q1, 2015)
<b>Daily email newsletter</b>	<b>74,000+</b> (Q1, 2015)

### *Influential*

**81% college graduates, 48% with graduate degree**

**One in every 13 a journalist; one in every 25 a government official**

**Median household income \$75,000; 36% above \$100,000**

### *Other demos*

**67% consider web their primary source of national news**

**Male 57%, Female 43%**

**Median age 55+**

*Sources: Google Analytics; ProPublica reader survey, April 2015 (2200+ respondents)*



## Sponsorship Opportunities


Daily email, 74,000 subscribers	\$3000 per week, exclusively
Data pages (news applications)	\$1000 per database per month
Series pages	\$1000 per page per month
“Our Investigations” page	\$1000 per month

Advertising is also available on the home page and all story pages of ProPublica.org







## Daily Email Sponsorship


ProPublica sends an email with links to its freshest stories each working day (and more often if necessary). Recipients have each signed up for this newsletter, and the list has grown entirely organically (never as a result of advertising or list acquisition). At present, more than 74,000 people receive ProPublica's daily email, and open rates average 18%, with click-throughs averaging 3%. The email can be sponsored exclusively one week at a time.

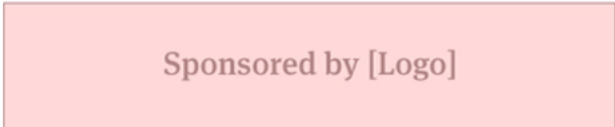
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Tuesday, March 6, 2012

**Ponying Up: How Much Have Big Banks Been Docked for the Financial Crisis?**  
*By Cora Currier | @coracurrier*  
Share:  Twitter |  Facebook  
We pull together a chart of notable settlements reached between big banks and the government—namely, the SEC and the Department of Justice—over charges stemming from the financial crisis.

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**Law School Clinic for Pardons Planned**  
*by Dafna Linzer | @dafnalinzer*  
Share:  Twitter |  Facebook  
Spurred by findings in a ProPublica investigation, former Maryland Gov. Robert L. Ehrlich pushes for a program to address inequities in the pardons process.  
*This story was co-published with The Washington Post.*  
**More coverage: Presidential Pardons: Shades of Mercy**

**#MuckReads**  
Reader-recommended collection of watchdog reporting elsewhere. Submit stories via Twitter using the hashtag #MuckReads or e-mail [muckreads@propublica.org](mailto:muckreads@propublica.org).

**Investment—weekly \$3000**

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ProPublica has become renowned for its cutting-edge data and news applications, which are a valued resource for both readers and other news organizations, and are searchable on such key dimensions as local zip codes. A significant and growing proportion of ProPublica's traffic is to the data pages, which tend to rank very highly on search engines. Each application can be sponsored exclusively a month at a time.

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 **Dialysis**  
The High Costs and Hidden Perils of a Treatment Guaranteed to All

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## Dialysis Facility Tracker

Updated Dec. 22, 2010

By [Robin Fields](#), [Al Shaw](#), and [Jennifer LaFleur](#), ProPublica, Dec. 22, 2010

This site is for dialysis patients and others who want to learn about the quality of care at individual dialysis clinics. Among other things, you can learn how often patients treated at a facility have been hospitalized, report certain types of infections or are placed on the transplant list. The information is submitted by facilities and collected by contractors of the Centers for Medicaid and Medicare Services, the federal agency that oversees most dialysis care.

Related story: [Dialysis Data, Once Confidential, Shines Light on Clinic Disparities](#) »

### Find a facility near you

Address, ZIP, or facility name  within  mi. [SEARCH](#)

For example, 1605 E. 55th St. Chicago, IL 60615, 77054, or UCLA



### Year End Giving

As the end of the year approaches, please consider making a donation to ProPublica. Your support will help us continue our critically important work of publishing investigative journalism in the public interest.

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### Our Stories



### Facilities in Your State

Name	Facilities
<a href="#">Alabama</a>	121
<a href="#">Alaska</a>	8
<a href="#">Arizona</a>	103
<a href="#">Arkansas</a>	64
<a href="#">California</a>	484
<a href="#">Colorado</a>	58



### Get Updates

Sign up here to be alerted when we update our dialysis facilities database.

### Investment—monthly \$1000 per application

*Note that sponsorship for a news application will not be accepted from any participant in the industry or sector covered by that application.*

## Series Sponsorship

Each ProPublica series—many of them running for months, some for years—is separately branded and promoted on its own series landing page, where all series stories reside. Series pages also often include popular multi-media features augmenting series content. Each series, and its accompanying story pages, can be sponsored exclusively a month at a time.

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## Brain Wars

 How the Military Is Failing Its Wounded 

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The Story So Far

Feature Stories

Brain Injuries Remain Undiagnosed in Soldiers

Soldiers Face Battle for Care for Traumatic Brain Injuries

Congress Demands Answers on Care at Texas Base

Leader of Military's Brain Injury Program Steps Down



### Brain Injuries Remain Undiagnosed in Thousands of Soldiers

by T. Christian Miller, ProPublica and Daniel Zwerdling, NPR - June 7

The military medical system is failing to diagnose brain injuries in tens of thousands of soldiers who served in Iraq and Afghanistan, and many of them receive little or no treatment for lingering health problems, an investigation by ProPublica and NPR has found. [More »](#)

**Graphic:** Traumatic Brain Injury in Combat: When Blasts Damage the Brain

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Unread Stories Only (23)

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ProPublica (1)

T. Christian Miller (20)

All (23) 0 updates since last visit

### American Legion Pushes For Coverage of Treatment for Troops With Brain Injuries

by T. Christian Miller, ProPublica, and Daniel Zwerdling, NPR Jan. 5, 6:08 p.m.

Citing an investigation by ProPublica and NPR, the nation's largest veterans group is demanding that Tricare, the Pentagon's health plan, pay for cognitive rehabilitation therapy

0 comments

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### Investment—monthly \$1000

*Note that sponsorship for a series will not be accepted from any participant in the industry or sector covered by that series.*

## Overall Long-form Sponsorship

All of ProPublica's award-winning series come together on the "Our Investigations" page, prominently linked from the front page, and showcasing the range of ProPublica's investigations. The page can be sponsored exclusively a month at a time.

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### Brain Wars

#### How the Military Is Failing Its Wounded

While military statistics show that more than 115,000 soldiers have suffered mild traumatic brain injuries, unpublished research suggests that such injuries have gone undiagnosed in tens of thousands of troops. Even when the injuries are diagnosed, at one of the largest U.S. Army bases, soldiers have had to fight to get the appropriate care.

**22 Stories in the Series. Latest:**  
**American Legion Pushes For Coverage of Treatment for Troops With Brain Injuries**  
*by T. Christian Miller, ProPublica, and Daniel Zwerdling, NPR*  
*Jan. 5, 6:08 p.m.*



### Buried Secrets

#### Gas Drilling's Environmental Threat

Vast deposits of natural gas have brought a drilling boom across much of the country, but the technique being used, called hydraulic fracturing, is suspected of causing hundreds of cases of water contamination. Now environmentalists and lawmakers are pushing for closer oversight of the gas industry, which is pushing back.

**82 Stories in the Series. Latest:**  
**Pennsylvania's Drilling Wastewater Released to Streams, Some Unaccounted For**  
*by Nicholas Kusnetz*  
*ProPublica, Jan. 5, 2:20 p.m.*

#### Latest Tools and Data

[Scraping for Journalism: A Guide for Collecting Data](#)

[Dialysis Facility Tracker](#)

[Find Homes With Tainted Drywall](#)

[Interactive: Which Banks Got Emergency Loans from the Fed During the Financial Meltdown?](#)

[Dollars for Docs](#)

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#### Recent Documents

[Tricare Statement on Cognitive Rehabilitation](#)

[Statement From Fresenius Medical Care North America on Oversight](#)

[Statement from DaVita on Oversight](#)

[Federal Inspection Report: BMA-South Annapolis](#)

[Federal Inspection Report: Benicia Dialysis](#)

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Most Commonly Found



**Water**  
Water makes up 99% of fracking fluid.



**Crystalline silica**  
Found in concrete, brick mortar and construction debris. Dust is harmful if inhaled repeatedly over a long period of time and can lead to silicosis or cancer.



**Methanol**  
Found in antifreeze, paint solvent and vehicle fuel. Vapors can cause eye irritation, headache and fatigue, and in high enough doses can be fatal. Swallowing may cause eye damage or death.



**Isopropyl alcohol**  
Found in glass cleaners, antiseptics, cosmetics, perfumes and soaps. Vapors can cause irritation of the eyes and the upper respiratory tract. Ingestion causes drowsiness and vomiting.



**Hydrochloric acid**  
Found in the fuel for the US Air Force's F-22 aircraft. It can cause skin and eye irritation, headache and dizziness. Lung burn exposure can damage liver, kidneys or blood.



**Ethanol**



**Ethylene glycol**



**Diesel**



**Sodium hydroxide (lye)**



**Naphthalene**

### What the Frack is in That Water?

by Lena Groeger  
ProPublica, Today, 11:38 a.m.

Environmentalists have repeatedly asked oil and gas companies to report what chemicals they use for fracking. No one knows the exact makeup of the mixture, but this list breaks down the main ingredients revealed so far.

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### MAJOR PROJECTS

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#### Fracking

##### Gas Drilling's Environmental Threat



#### New York Court Affirms

##### Towns' Powers to Ban Fracking

by Lena Groeger  
ProPublica, Feb. 22, 5:51 p.m.

New York communities gain new authority to determine who can frack in their town.

[See entire series »](#)



### Message Machine: Reverse Engineering an Obama Email Campaign

by Jeff Larson, Al Shaw and Lois Beckett  
ProPublica, Yesterday, 5:34 p.m.

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### How Much Have Big Banks Been Docked for the Financial Crisis?

by Cora Currier  
ProPublica, Yesterday, 1:09 p.m.

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### PAC Track

What and Where are the Super PACs Spending?

Choose a committee...

TOTAL RAISED*	TOTAL SPENT
<b>\$112,272,114</b>	<b>\$69,686,846</b>

\*as of 1/31/2012

[See more data »](#)

### #MuckReads

Our ongoing collection of watchdog reporting elsewhere

 about 1 hour ago

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the latest from our tumblr

### Officials Say the Darndest Things

Just because we support legalized prostitution doesn't mean we want to live it.

A Cato employee on how he'd feel working at Koch-run think ...

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### MORE STORIES



#### Reverse-Engineering Obama's Message Machine

by Lois Beckett and Jeff Larson  
ProPublica, Yesterday, 5:34 p.m.

How different are a campaign's emails to different voters? President Obama's re-election campaign tried at least six different messages sent on behalf of campaign deputy manager Julianna Smoot in an email blast last week.

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Yesterday, 1:25 p.m.

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#### School of Hard Knocks: Fed Education Data Shows Racial Disparities, Unequal Opportunity

Yesterday, 9:31 a.m.

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#### Presidential Pardons: Shades of Mercy Ebook Available Today



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### The Detention Dilemma

## Administration Prepares to Defy Efforts to Limit Obama's Options for Guantanamo

by Dafna Linzer  
ProPublica, Jan. 3, 2011, 6:17 p.m.

5 Comments | Republish | E-mail | Print

**Update (4:25 p.m.):** This story has been updated to reflect our latest reporting with the addition of a third sentence in the second paragraph.

Obama administration officials say they plan to reject Congressional efforts to limit the president's options on Guantanamo, setting the stage for a confrontation between the president and the new Congress on an issue that has been politically divisive since Inauguration Day.

The Guantanamo provisions, which include limits on where and how prisoners can be tried, were attached to a spending bill for military pay and benefits approved by Congress late last year. Some Administration officials are recommending that President Obama sign the spending bill and then issue a "signing statement" challenging at least some of the Guantanamo provisions as intrusions on his constitutional authority. Others have recommended that he express opposition to the Guantanamo sections without addressing their constitutionality.

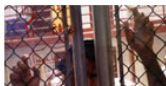
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#### Multimedia



President Barack Obama looks out the window in the Blue Room of the White House on Nov. 3, 2010. (Official White House Photo by Pete Souza)

The statement, officials said, would likely be released along with a new executive order that outlined review procedures for some - but not all -- of the 174 Guantanamo prisoners still held without charge or trial.

Obama has used signing statements in the past, but this one would carry political significance as the first test of his relationship with a Congress in which the House is firmly in Republican control.

Officials said the White House is still weighing how to calibrate the signing statement. A statement rejecting all of the bill's Guantanamo provisions would almost certainly be viewed as

This article is part of an ongoing investigation:

#### The Detention Dilemma

The government remains uncertain what to do with its prisoners at Guantanamo Bay.



Medium Rectangle

300 x 250

#### Latest Stories in this Project

[Disclosure of Possible Gitmo Signing Statement Spurs Debate Inside and Outside Administration](#)

[White House Drafts Executive Order for Indefinite Detention](#)

[DOJ's Troubled Case Against Uthman](#)

[Key Deletions in the Uthman Trial Court Opinions](#)

[Exclusion of Coercion-Tainted Evidence Echoes Other Gitmo Cases](#)



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In connection with these moves, we have developed the following advertising acceptability guidelines.

First, ProPublica reserves the right to accept or decline any advertisement or sponsorship it is offered.

ProPublica will decline to accept advertising that it knows or believes to be misleading, inaccurate, fraudulent or illegal, or that fails to comply, in ProPublica's sole discretion, with its standards of decency, taste or dignity.

ProPublica, like all quality publishers of original journalism, maintains a clear separation between news and advertising content. Advertising that attempts to blur this distinction in a manner that, in ProPublica's sole judgment, confuses readers will be rejected.

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