



# Columbia INSIGHT

Environmental News for  
the Pacific Northwest



2024 / 2025

# Annual Report



2024 / 2025

# A Year of Outstanding Environmental Journalism

**From wildlife conservation to clean energy, our reporting captured the stories shaping the Pacific Northwest.**

**Here's a look at the themes, investigations and moments that defined our year.**

How do you count the years? We count them in the stories we produce.

Last year: 100. Since we began: 825.

If you placed all 100 articles from last year side-by-side, a pattern would emerge, with a thread of wildlife coverage running through it. Woven among that thread were bright spots, such as the story of a retired woman who single-handedly built a composting service in rural Washington. Other stories tackled more difficult themes. These included in-depth looks at the ways solar, wind, hydro, wave and nuclear power are disrupting the Pacific Northwest's farmlands and rivers.

Together, these stories formed a larger picture, one that captured the richness of the region's environment and the scale of the changes transforming it.



# Major Reporting Themes

Our 2024 coverage explored the intersections of environment, policy and community, shedding light on how human activity is changing the region's ecosystems.



## Humans and Wildlife in Conflict A Special Series on the Growing Impacts of Human Activity on Wildlife

Residential, agricultural and industrial development are rapidly encroaching on wild habitat in the Pacific Northwest. In 2024, Columbia Insight launched its Humans and Wildlife in Conflict series to explore how close contact with people negatively impacts wildlife.



## Forestry: Beat Coverage

The health of our forests is tied to the health of everything else—from our environment and economy to our culture and identity. That's why Columbia Insight maintains the region's only dedicated Forestry beat. This commitment has made us a nationally recognized source for reporting on forestry issues that matter at home and beyond.



## Deschutes River Trouble: A Deep Dive into Water Quality Issues

In July 2024, after a months-long investigation, Columbia Insight published a report on water quality problems on Oregon's Deschutes River. The story examined a controversial water tower installed decades ago by Pacific Gas and Electric Company, and the resulting consequences that ripple through the river today.



## Wildlife Management in Crisis: Political Divides Threaten Conservation

Political and cultural divides are reshaping environmental policy across the nation and Pacific Northwest. With interest groups vying for influence and rhetoric becoming heated, Columbia Insight covered high-stakes disputes within Oregon and Washington's fish and wildlife commissions, the bodies responsible for managing the public's wild resources.

# Stories That Made an Impact

These were the stories that sparked conversation, drove awareness, and reached audiences well beyond our site.



Jan 2, 2025

## Report raises possibility of doing away with Wash. Fish and Wildlife Commission

A UW study called the state's fish and wildlife decision-makers "dysfunctional" and recommended major reforms. Columbia Insight's coverage has made it one of our most-read stories of 2025.



Feb 6, 2025

## The Forest Service is using the threat of wildfires to meet timber targets

The federal agency has sought to minimize environmental oversight and used authorities that incentivize the logging of older trees. Columbia Insight's exclusive coverage of the gray-area tactics was widely circulated.



Mar 27, 2025

## Are we ready for an underwater power line in the Columbia River?

Permitting for the Cascade Renewable Transmission Project that would sink a power cable at the bottom of the river hit a snag, but developers said it was just a minor hitch. Plenty of readers didn't even know the transmission line was planned.



Jun 27, 2024

## Now it's mountain bikers and recreationists impacting elk populations

In Oregon's Hood River Valley, elk and orchardists have long been on uneasy terms. New groups are entering the fray.



Jul 2, 2025

## 'Lab-grown' coho salmon debuts in Portland restaurant

The company behind "seafood without the sea" said its cultivated salmon is good for the environment and consumers. Judging by the thousands of views this story received, curiosity is running high.



"Thanks for this article. Really good background on the film and good explanation of the issues."

Pat Arnold

"Thank you for your steadfast journalism and dedication to environmental stewardship."

Russell Okamoto

"That's a very good story on funding for state wildlife agencies — best I've seen in years."

Bruce Taylor

# Our Reporting Reaches Readers Across the Country

In 2024, 28 media outlets amplified Columbia Insight's environmental reporting, bringing our stories to thousands more readers across the Pacific Northwest and beyond.

WHERE OUR STORIES WERE REPUBLISHED

## OREGON

- The Oregonian/OregonLive (Portland)
- Oregon Public Broadcasting (Portland)
- Oregon Capital Chronicle (Salem)
- The Corvallis Advocate (Corvallis)
- The News-Review (Roseburg)
- Herald & News (Klamath Falls)
- East Oregonian
- Columbia Community Connection (The Dalles)
- The Salem Reporter (Salem)

## WASHINGTON

- The Columbian (Vancouver)
- The JOLT News (Tumwater)
- The Daily World (Aberdeen)
- The Orcasion (Eastsound)
- Chinook Observer (Long Beach Peninsula)
- EcoClips (Seattle – Native American coverage)
- Sightline (Seattle)

## REGIONAL & NATIONAL

- Indian Country Today
- The Wildlife News (Cora, WY)
- Canary Media (New York, NY)
- The Daily Yonder
- Inside Climate News (Brooklyn, NY)
- Carbon County News (Red Lodge, MT)

## ONLINE & ADVOCACY

- Yahoo News
- NewsBreak
- Friends of the Columbia Gorge
- Greater Hells Canyon Council
- Columbia Land Trust
- Spokane Audubon Society



# Our Most-Republished Stories



Oct 17, 2024

[A rare water collaboration is overcoming regulatory obstacles. And benefitting fish.](#)



Dec 12, 2024

[Following November election, Washington is emerging as a national leader in climate battle](#)



Jan 16, 2025

[A new forest project, including logging, is coming to Hells Canyon](#)



Jan 30, 2025

[A new fight is coming over plastic bags](#)



Jun 26, 2025

[Plan for 'largest sell-off of public lands in U.S. history' rejected, but still not dead](#)



Jun 16, 2025

[Rowena Fire claims historic house, causes evacuation of animal shelter](#)



# Our 2024 Impact at a Glance

Your support powers our mission. This snapshot shows what we accomplished together last year, and the growing reach of our reporting.

- **Published 100 original stories** connecting the environment to the lives of people across our region
- **Had our work republished by 28 media organizations**, expanding our reach to thousands of new readers
- **Welcomed 712 new readers** to our newsletter community
- **Received support from 300 donors** who believe in the power of independent environmental journalism
- **Received grants from 8 foundations** committed to protecting the Pacific Northwest’s natural heritage



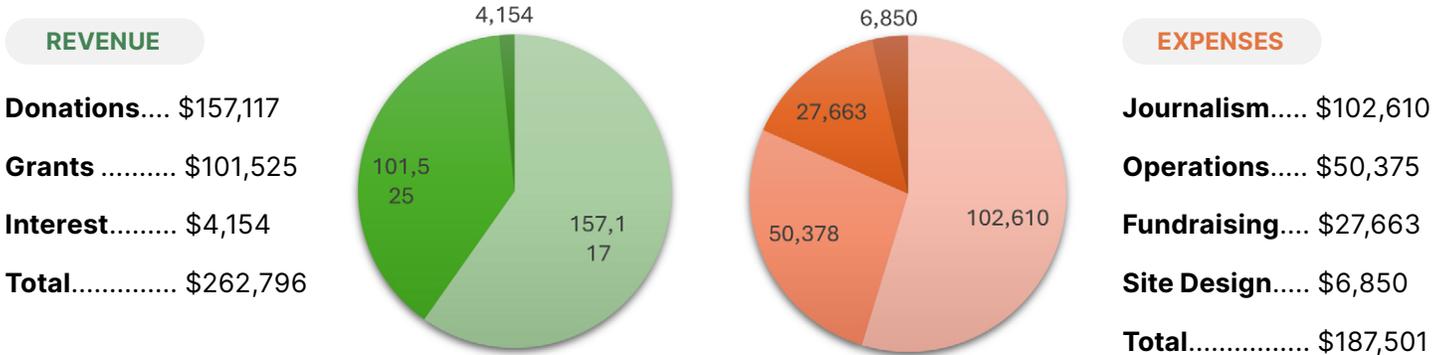
## Our Reach Is Growing Every Year

Year after year, our audience expands—proof that there’s a growing appetite for trustworthy, in-depth environmental reporting.

- 2018 – 411
- 2019 – 705
- 2020 – 814
- 2021 – 1,303
- 2022 – 1,508
- 2023 – 1,644
- 2024 – 2,063
- 2025 – 2,775

## Your Investment in Environmental Journalism

Here’s how your contributions directly supported our work in the 2024/25 fiscal year, from original reporting to operations and outreach.



## Columbia Insight 2018-2024/25 Finances

Fiscal Year	2018	2019	2020	2021	2023	2024	2024/25
<b>Revenue</b>	56,033	69,008	101,949	137,625	152,614	147,820	262,796
<b>Expenses</b>	51,852	65,700	77,649	102,802	138,934	150,817	187,501
<b>Assets</b>	2,935	19,332	42,218	88,806	104,172	119,501	203,263

## Meet the People Behind Columbia Insight

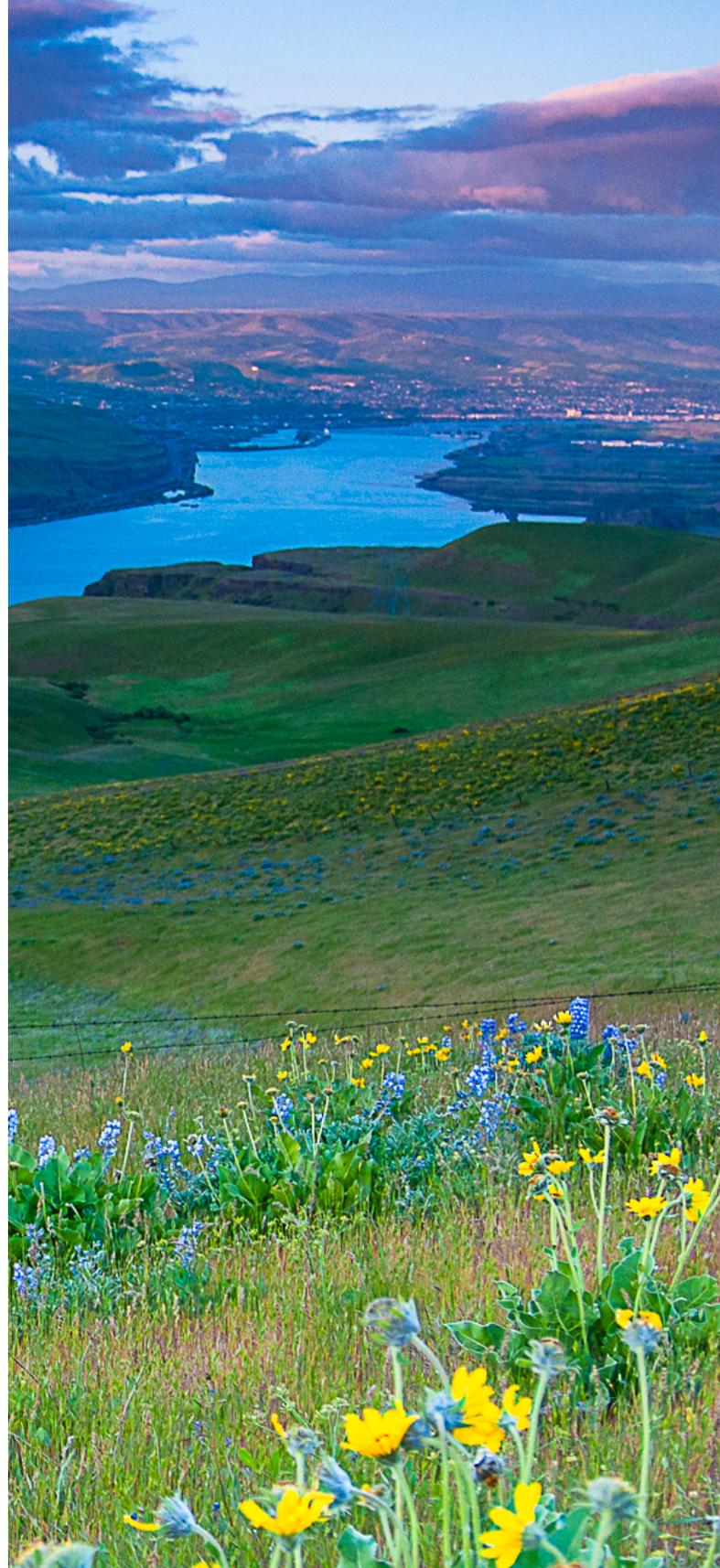
### Board of Directors

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Bob Bailey  
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Mary Lou Soscia  
Pam Davee

### Staff

Publisher Emeritus Susan Hess  
Executive Director Matthew Latterell  
Editor Chuck Thompson  
*In July 2025, Columbia Insight Founder & Publisher Susan Hess transitioned into the role of Publisher Emeritus.*

Photos: Jurgen Hess, pg. 1, 2, 3, 5, 6, 8



### Stay Connected

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Columbia Insight is a 501(c)3 nonprofit organization based in Hood River, Oregon.