



# rewire news group

## 2024 Annual Report

VOTE 4  
VOTE YES  
AMENDMENT

What Other  
Rights Will  
They TAKE AWAY?

YOUR LEGITIMACY  
IS CRUMBLING



ROOM!  
DYERED

Pronouns  
2024  
POLLING

into her phone  
and she had flown  
overnight to New  
York to fight the  
Troy Shaw said it  
was just a few hours  
of flight

348

2024

2024

2024

ABORTION ACCESS

AGENCY

CHOPS

PHOTOGRAPHY  
ITEMS  
SHUT  
BUCKET  
UP  
WINS

labor  
liber

LET  
MEN  
DECIDE

ROOM!  
DYERED

# WELCOME

## A Letter From Our New Executive Director

Despite a turbulent U.S. Presidential election, constant attacks on press freedom, and our own leadership transition, one thing remained constant in 2024: *Rewire News Group* is resilient. **We are still here.**

As the new Executive Director, I'm deeply grateful for the tireless work of our staff during this challenging time. Their passion, determination, and grit keep us moving forward. I also want to thank Kate Berynk, our board member and interim president, for steering us through 2024 with steady leadership and a commitment to journalistic excellence. It's not just about reporting the news—it's about shaping conversations, challenging the status quo, and ensuring that people have access to accurate information in the fight for their rights and freedoms.

Before we dive into the team's incredible accomplishments outlined in this report, I want to share our big plans for 2025 and how we will continue *Rewire News Group's* resilience throughout this second Trump presidency and beyond.

**First, we will broaden our coverage—not to dilute our focus, but to welcome new audiences. Reproductive health, rights, and justice intersect with every issue our readers care about. We won't just report the news; we want to turn awareness into action.**

We are also bringing the "Group" back to *Rewire News Group*. We are more than a website; we're an ecosystem. All of our content, from *Boom! Lawyered* to *The Fallout*, provides entry points for our audience to learn, act, and inspire others.

Finally, this year, you'll see our expanded editorial content, including the transformation of Imani Gandy's successful column *Angry Black Lady Chronicles* into a newsletter and interview-based podcast, as well as the launch of our Membership Program for our most dedicated supporters.

As we prepare for what's next in this uncertain time, we're grateful to have the support of our community in safeguarding access to expert journalism about reproductive and sexual health, rights, and justice.

Thank you for being with us every step of the way.



*Mallory Johns*

**MALLORY JOHNS**  
Executive Director

## Changing the National Narrative

*Rewire News Group* journalists are constantly challenging the national narrative on abortion by ensuring our perspective on reproductive and sexual health, rights, and justice reaches larger media outlets.

**In 2024 our journalists were seen on:**

- JAN** RePROs Fight Back – Garnet Henderson
- MAR** Center for American Progress Action – Imani Gandy
- APR** California Repro Coalition – Jess Pieklo
- JUN** Covering the Supreme Court
  - NPR – Imani Gandy
  - KPFA Law & Disorder – Imani Gandy
  - Dean Obeidallah Show – Jess Pieklo
  - John Fugelsang Sirius XM – Jess Pieklo
- JUL** BBC News – Garnet Henderson
- AUG** Forensic Nursing Conference – Jess Pieklo
- SEP** KPFA – Garnet Henderson
  - Colorado Department of Public Health and Environment Plenary – Imani Gandy and Jess Pieklo
- OCT** TRT World – Garnet Henderson
  - In the Thick with Maria Hinojosa and Judy Reyes – Imani Gandy
- NOV** KALW Election Night – Garnet Henderson
- DEC** Medical Students for Choice's Annual Conference Plenary – Jess Pieklo and Imani Gandy

# OUR IMPACT

Reaching more people  
with our reporting

## 3.5M

ENGAGEMENTS

from 600,000 dedicated audience  
members across all platforms

## Our Newsletters

## 18,411

SUBSCRIBERS

## 32%

AVERAGE OPEN RATE

# THE FALLOUT



ABORTION  
**Pennsylvania Just Got Closer to Declaring the  
Right to Abortion**

FEB 1, 2024, 10:00AM | JESSICA MASON PIEKLO



ABORTION  
**Anti-Choice Groups Want to 'Make Abortion  
Unthinkable'**

JAN 25, 2024, 10:00AM | JESSICA MASON PIEKLO



ABORTION  
**Congress Needs to Repeal the Comstock Act**

MAR 7, 2024, 10:00AM | JESSICA MASON PIEKLO



## Our Podcast



## 1.6M

TOTAL DOWNLOADS



## 15,000

AVERAGE MONTHLY  
DOWNLOADS



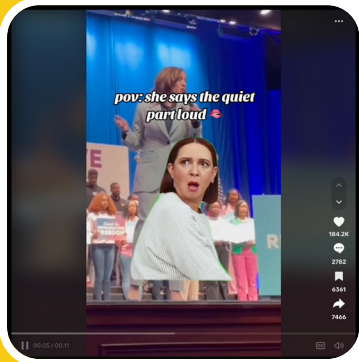
## 85%

AVERAGE EPISODE  
COMPLETION RATE



In 2024, we launched a new newsletter product for our donors, *The Uplift: Celebrate Wins, Fund the Future*. Every month, *The Uplift* brings our audience stories of optimism, progress, and resilience in the reproductive justice movement—because now more than ever, we know how much our readers need reasons to hope.

# OUR IMPACT



## Social Media

# 1 MILLION

VIDEO VIEWS ACROSS PLATFORMS

25,000 new followers across platforms



**11,800**

INSTAGRAM FOLLOWERS



**995,000**

TOTAL TIKTOK ENGAGEMENTS

**680,000**

VIDEO VIEWS



**20,000**

BLUESKY FOLLOWERS



**75,800**

TWITTER/X FOLLOWERS

**1,832,036**

TOTAL IMPRESSIONS



**44,091**

FACEBOOK IMPRESSIONS

**↑ 97.33%**

REDDIT TOP ENGAGEMENT RATE

**39,211**

YOUTUBE TOTAL VIDEO VIEWS



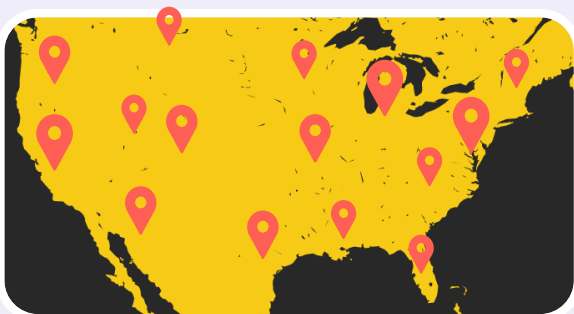
**1.1 MIL**

REWIRE PAGEVIEWS

**2.7**

AVERAGE PAGES PER VISITOR

## Where are our readers?



## What readers have done thanks to Rewire News Group's journalism

**67%**

Shared a story

**13%**

None of the above

**45%**

Contributed money to a cause or event

**10%**

Participated in a community discussion

**37%**

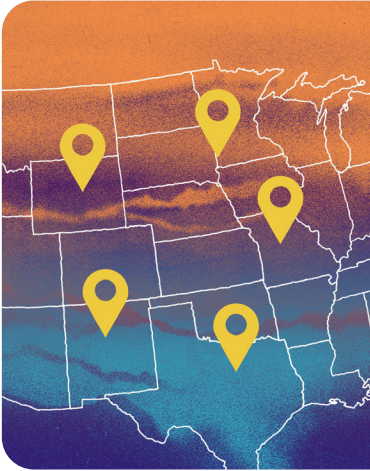
Voted in an election

**8%**

Attended an event

# OUR TOP STORIES

2024 was a big year for reproductive and sexual health, rights, and justice. We covered the two biggest Supreme Court abortion cases since *Roe v. Wade* was overturned in 2022, challenges to IVF, the criminalization of trans people's right to exist, and a presidential election with abortion on the ballot in 10 states. And that was just the tip of the iceberg...



## National Abortion Ballot Tracker

Abortion wins elections. Throughout 2024, *Rewire News Group* tracked every abortion ballot initiative nationwide, updating our audiences as groups gathered signatures for their petitions, secured their place in the year's elections, and celebrated or commiserated after Election Day.



## Campus Dispatch: The Issues Affecting Gen Z

Campus Dispatch explores how Gen Z is uniquely impacted by confusing and ever-changing policies on reproductive, voting, and LGBTQ+ rights. On the last Monday of every month, we published stories by young writers that tackled the issues most affecting their generation.



## Supreme Court Coverage

The battle to safeguard access to medication abortion and the Emergency Medical Treatment and Active Labor Act (EMTALA) isn't over. But, when both issues came before the Supreme Court in 2024, *Rewire News Group* was there to help our audience untangle these very confusing decisions.

## Top 5 Stories Published in 2024



POWER

### Indiana Now Has a Religious Right to Abortion

APR 19, 2024, 9:15AM | CHRISTINE RYAN



ABORTION

### Exclusive: Doctors Resign in Protest From Kansas Abortion Clinic

MAY 23, 2024, 2:00PM | GARNET HENDERSON



ABORTION

### Following National Funding Cuts, 'July Was Pure Hell' for Abortion Funds

AUG 13, 2024, 12:29PM | GARNET HENDERSON



POWER

### I'm an ER Doctor. If the Supreme Court Upends EMTALA, Patients Will Die.

APR 24, 2024, 8:47AM | NADIA RIESER



POWER

### Birthright Citizenship Is Absolutely On the Table

DEC 13, 2024, 3:11PM | IMANI GANDY

# FINANCIALS & SUSTAINABILITY

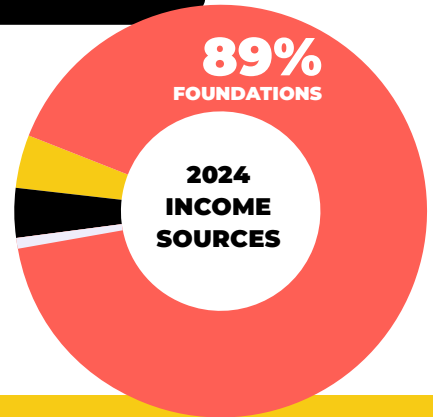
As a nonprofit newsroom, our journalism is funded entirely by supporters of our work.

We are primarily funded through private foundation grants with a growing number of individual and major donors, and are working to further diversify our sources of income to ensure our journalism is sustainable.

**5.5%**  
MONTHLY DONORS

**4.5%**  
ONE-TIME DONORS

**1%**  
MAJOR DONORS



## 2024 REVENUE VS. EXPENSES

REVENUE	
Foundation Grants	\$1,368,082
Individual Contributions & Monthly Donors	\$170,851
<b>Total Revenue</b>	<b>\$1,538,993</b>

\*Rewire News Group receives time-restricted, multi-year grants from multiple foundation partners. 990 forms can be found on [rewirenewsgroup.com](http://rewirenewsgroup.com).

EXPENSES	
Salaries & Benefits	\$1,689,566
Editorial Programs & Technology	\$208,356
General Operating Expenses	\$311,104
<b>Total Expenses</b>	<b>\$2,209,027</b>

**\*NET ASSETS AT THE END OF 2024**

**\$2,455,467**

## Our Gratitude

We would not be able to produce our journalism without the support of our incredible partners and donors. **Thank you.**

## Board of Directors

**Andrea Hagelgans, Chairperson**  
**Leng Leng Chancey, Treasurer**  
**Sono Aibe, Secretary**  
**Yvonne Gutierrez**  
**Kate Bernyk**  
**Angela Maske**  
**Jennifer Martindale**  
**Diane Quest**  
**Elizabeth Toledo**



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