





The Austin Monitor is read by the most informed people in Austin. The Monitor keeps Austin transparent and accountable. The Austin Monitor provides accurate, well-researched daily reporting about the key happenings in and around central Texas. It makes municipal governments in the region transparent via this reporting, daily email blasts, and live civic engagement events. As such, it is read by the most informed people in the region.

STAYINFORMED

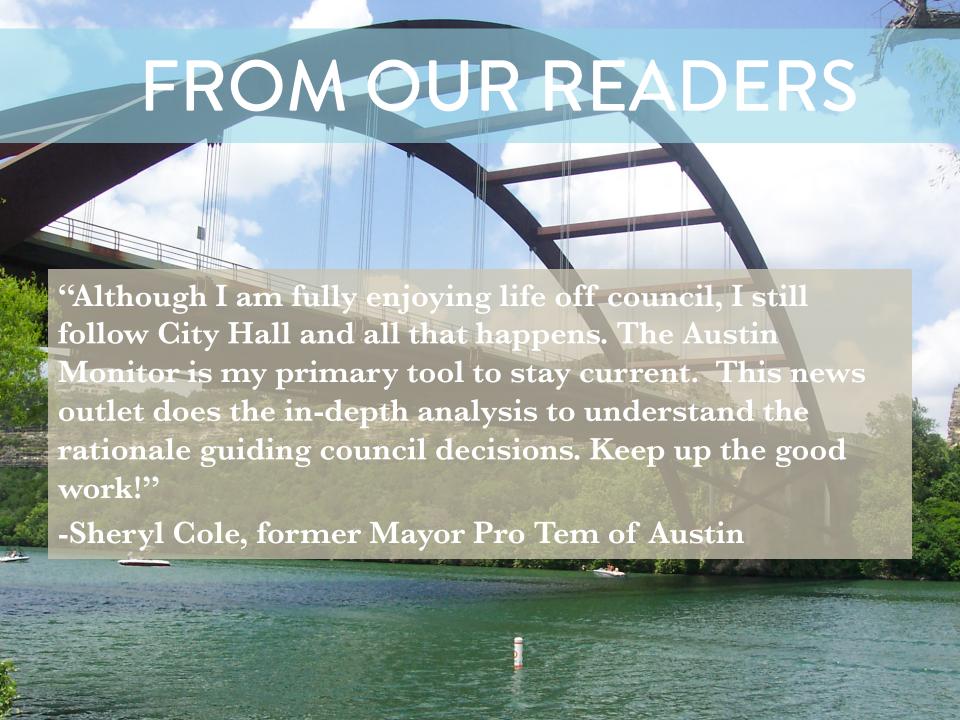
The Austin Monitor:

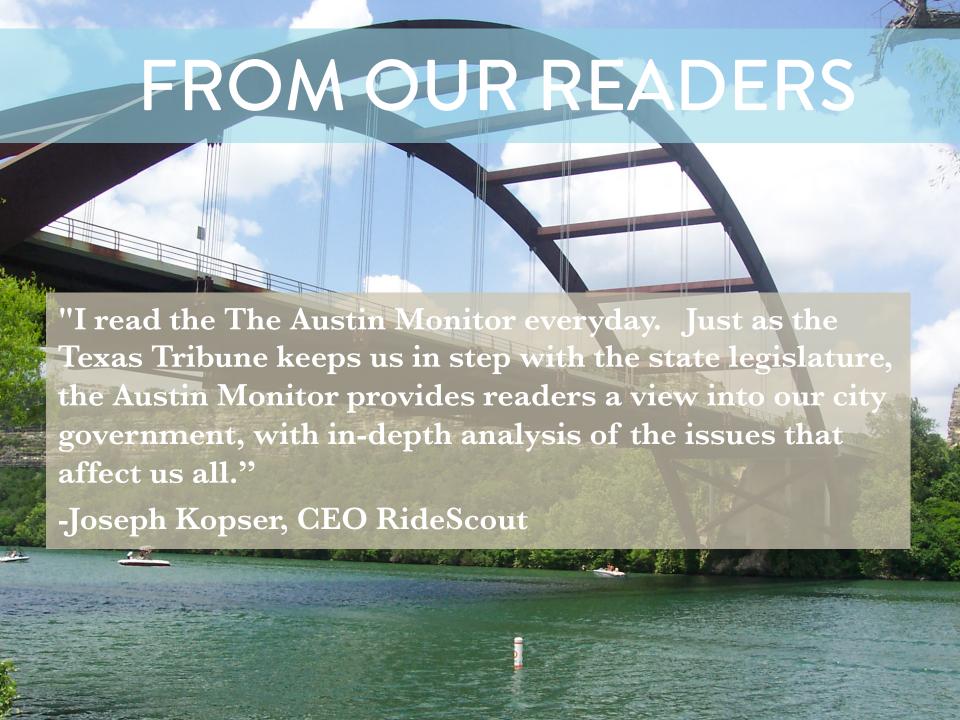
- Sends 2,000 emails out each day
- Has 868 subscribers (as of 7/20/15)
- · Doubled the amount of subscribers in less than a year

From Council members to frontline employees, many city employees take advantage of a discounted Monitor subscription. It is the go-to source for local news for the most influential people in the city.

FROM-OUR READERS

"If it's 12 AM on a weeknight, I'm probably pulling up the Austin Monitor on my phone to get the scoop on what to expect the next day at City Hall. I can't find a better source of information for the goings-on of our local politics. Considering that our state and federal governments seem to be in constant gridlock (or worse), our community badly needs accurate and persistent reporting on the many decisions our local governments make on a daily basis. As elected officials, the Monitor is invaluable for spreading the word about our good deeds and also holding us accountable for our decisions." -Greg Casar, Austin City Council Member





OUR IMPACT

The Monitor makes an impact on Austin. We get more stories from more places than other news outlets in town. We are a force of journalism in Austin with the best local coverage.

The Adler-Martinez Poll was the first public poll in a City of Austin election. It gave Austinites a clear picture of the race, one to which they had never before been granted access.

The Monitor offers readers a complete set of City of Austin Boards and Commissions appointees. Displayed in an easy-to-use database.

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The Monitor's live Twitter coverage of Austin City Council meetings continue to offer Austinites a way to follow deliberations closely and remotely. It once led former Councilmember Mike Martinez to vote against extra funding for CoA owns live tweeting desk.

The Monitor story, City Overpays EMS Worker by \$200,000, led to City of Austin action on the matter and an auditor's investigation.

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Facts and figures quoted from 2013 Texas Civic Health Index, Annette Strauss Institute