Twitter Thread by Tracy Beanz

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Thread: When I started doing investigative journalism full time, I fully understood the responsibility I was taking on. In a sea of disinformation from all sides, I vowed to be a place people could come where they knew they were getting the truth, even if painful.

As time went on and I looked at the landscape around me, I widened my goal. How could I start a new company that was FILLED with people who had the same commitment to honest journalism that I did? With the help of some amazing people, @UncoverDC was born.

We have a set of standards at @UncoverDC that I am honored to say are much different than elsewhere. Straight news, with NO partisan spin, investigative journalism, and opinion. This is what we do at @UncoverDC and we do it really well.

Since we “opened” a year and a half ago we have had some amazing accomplishments. I shared some of them in this post: “One year of Actual Journalism” https://t.co/PsnmV6quAN

We’ve come so far even since this article, and I think it’s because we value and respect all of you so much as our equal. UncoverDC is for everyone. You are all a part of this family. A lot of folks have told me that what I will say next has been to my detriment.

There are two things I vowed not to do at UDC. 1. Assault our reader with ads. I refuse to place advertising that insults our reader on the site. There currently are no ads being run and haven’t been - and if we ever do run ads, they will be in direct partnership with companies

I won’t run served ads and bombard you with toenail fungus and viagra megs and bags and whatever else while you are trying to get the news of the day. You deserve better. I intend to deliver it to you. And - 2. Content will NEVER be behind a paywall.

No, I won’t do it. We are reporting on crucial information of the day. I can’t in good conscience make you pay to read it. This model has always bothered me.

Many have told me I could be rolling in cash if I would just do these two things that are counter to everything I believe in. I won't do them. So, we sat down to dream up a way to fund this business and I did something ELSE few do:

We've launched a completely voluntary monthly or one time subscription option at UncoverDC: https://t.co/6LrH9bwRXN

Here you can VOLUNTARILY subscribe for a monthly contribution - there are some inexpensive ones and some more expensive ones - to support UncoverDC and the work that we do. There are some really cool perks there and I hope that you enjoy reading through.

I suppose my leap of faith is that I am counting on the good people out there to want to help us keep going. I will never sacrifice our values for money, and I will never force anyone to pay us. We are reshaping media, and I want to prove that THIS is a viable option.

So, if you appreciate the work at UDC, consider a monthly support tier and join our family. We are a business and businesses need money. More than that, you'd be a part of revolutionizing media for a new age. Lots of love, and my humble respect to all of you.

https://t.co/CZCnU1mkiL