

The Baltimore Banner  
621 East Pratt Street, Baltimore, MD 21202  
thebaltimorebanner.com



To Whom It May Concern:

The best move The Baltimore Banner made in 2023 was adding a fully-staffed sports department to its newsroom. The addition of this group of 10 reporters and editors, expanded The Baltimore Banner's ability to meet the needs of our audience, broadened the scope of our coverage and bolstered our visibility to significantly enhance our relevance online.

The decision to add sports was always part of our roadmap but we expedited that decision due to the evolving needs and preferences of our audience. We assembled a team of talented sports journalists to cover local sports along with the Baltimore Orioles and Baltimore Ravens. We also hired a columnist to bring perspective and be the voice of sports fans in the region.

From accountability reporting regarding the Camden Yards lease with the state to in-depth profiles of players and coaches, our sports coverage has strengthened our editorial offering and become a driver of subscriptions and audience engagement.

As a new website, The Banner did not have much prominence with keywords on Google search. Yet within a few months of Orioles coverage, the consistent posting of stories changed the proportion of our referral traffic by nearly 10 percent. This allowed us to attract more organic traffic to our site and also improved the search results for content across our platform.

Our presence in local sports also meant an opportunity to hold a revenue-driving event to honor more than 100 high school student-athletes from across the region at M&T Bank Stadium.

In addition to our digital coverage, we produce a weekly podcast with Orioles Hall of Famer Adam Jones and a Ravens podcast hosted by our beat reporters. Both have become viable products for our ad sales team. We also hired a social media producer who has attracted 10,000 followers across all platforms in less than a year.

The Banner's business, newsroom and product are stronger because of the addition of sports coverage in 2023.

Sincerely,  
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