



Annual Report

2023
2024

PO Box 2602
Athens OH 45701

info@athensindependent.com
athensindependent.com

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Staff Writer



Jen Bartlett

Creative Director

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- **Kendall Bergeron**, editorial
- **Emma Hartman**, editorial
- **Kaitlyn Huff**, advertising
- **Abigael Miles**, photography
- **James Painter**, advertising

Southeast Ohio Independent News Board

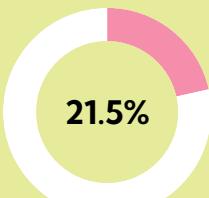
Name	Office	FY23	FY24
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Eli Flournoy Managing Director, Media Growth Partners	Treasurer	X	X
Tom Hodson Director Emeritus, Ohio University E.W. Scripps School of Journalism & WOUB Public Media	Secretary	X	X
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Emily Beveridge Artist and arts professional	Member	X	X
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Aimee Edmondson Associate Dean, Ohio University Scripps College of Communication	Member	X	
Kaelyn Ferris Software engineer and quantum computing specialist	Member		X
Shane Foster Owner, Athens Eye Care	Member	X	
Deanna Schwartz Owner, West End Cider House	Member	X	
Evan Shaw Emmy Award-winning documentary filmmaker and cinematographer	Member	X	X

Our Impact

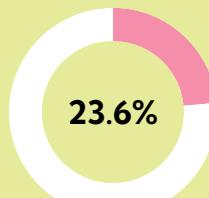
Fulfilling our mission

The Athens County Independent empowers community engagement through accessible public service journalism.

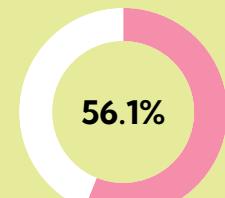
Has our reporting prompted you to take action in some way?



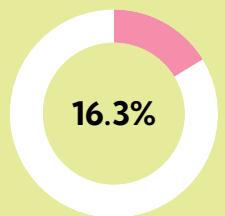
Attend a public meeting



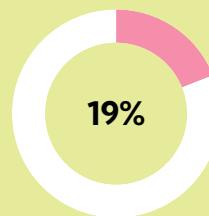
Donate to a local cause



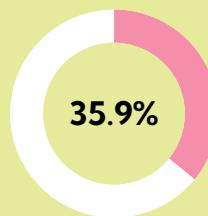
Attend a community event



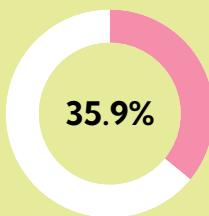
Attend a political event



Get in touch with an elected official



Vote in an election



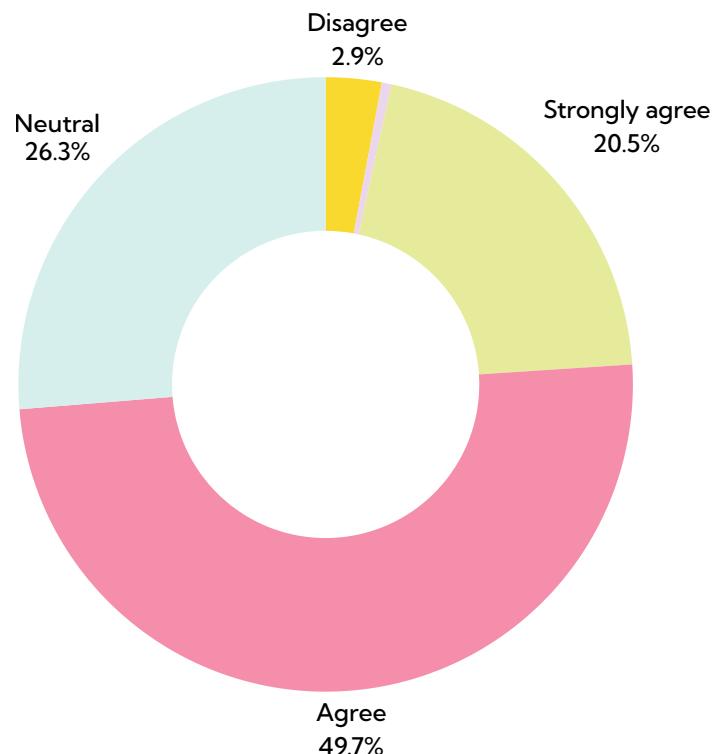
Decide how you'll vote

Do you agree or disagree with the following statement:

Reading Athens County Independent gives me something to talk about and share with others.

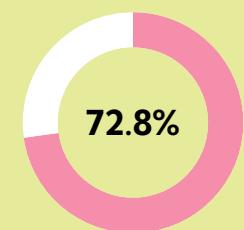
How does the Athens County Independent add to your life?

- Get up to date on major news of the day – 71%
- Go deeper into topics I care about – 44.5%
- Find things to do – 43%
- Discover things to talk about with other people – 28.4%
- Better understand others' perspectives – 27.6%
- Get information I need to make decisions in my life – 23.7%

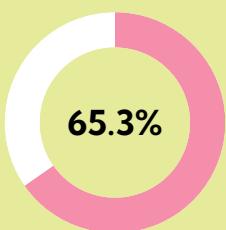


Every year, we ask readers about their perceptions of and experiences with the Athens County Independent. Here's what they told us in 2024.

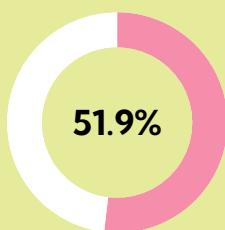
What story types to you value most from us?



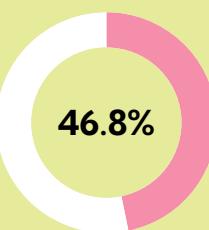
Government and elections



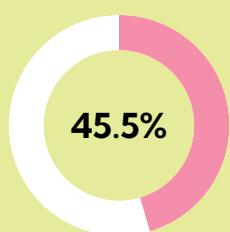
Local event listings



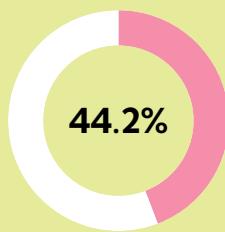
Environment



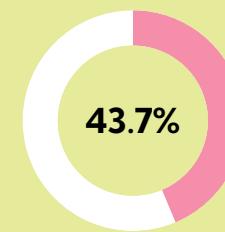
Free obituaries



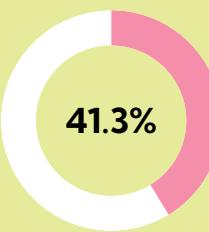
Local opinion and
letters to the editor



Culture and history



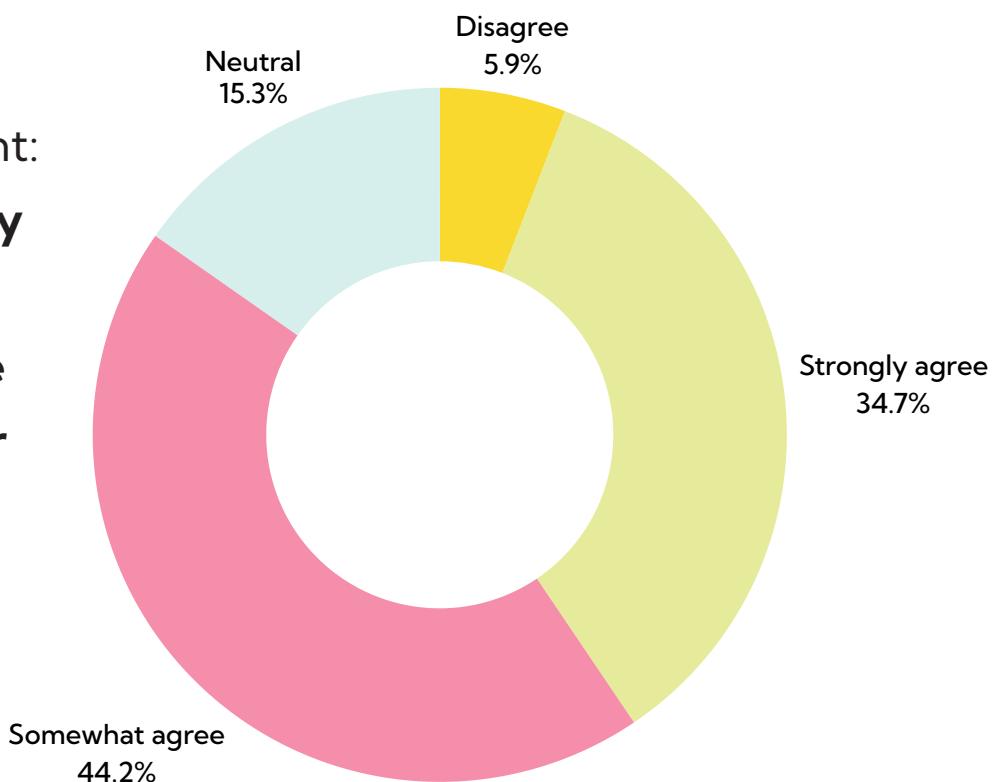
Arts and entertainment



Education

Do you agree or
disagree with the
following statement:

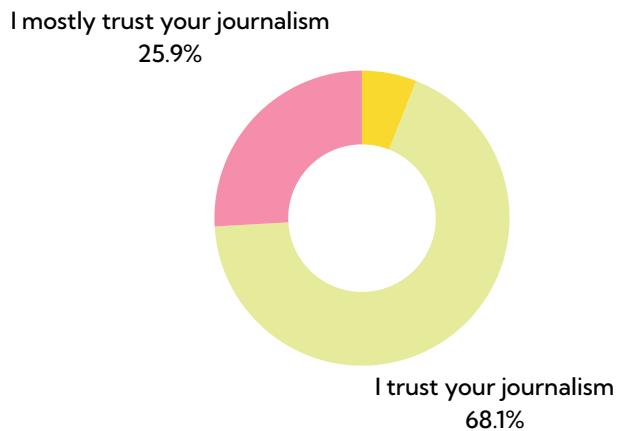
**The Athens County
Independent's
coverage is unique
compared to other
local outlets.**



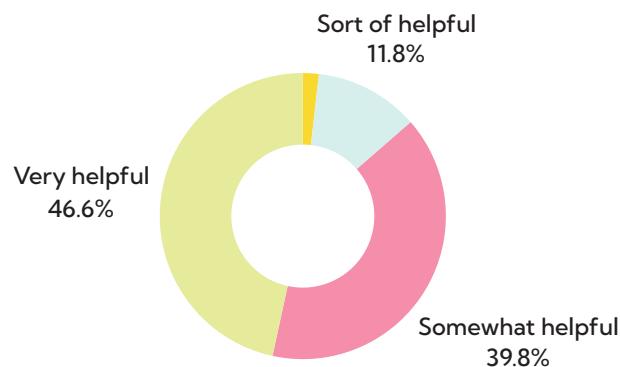
Achieving our vision

We will be Athens County's trusted, go-to news source, empowering all residents to drive change toward a more fair, connected and participatory community.

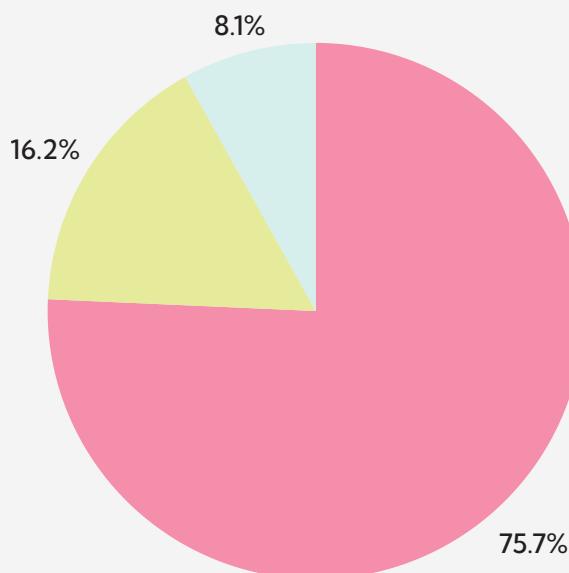
How much do you trust what you read in the Athens County Independent?



How useful is Athens County Independent's reporting to your life?



If the Athens County Independent ceased to exist, you would:



- Feels like you lost a source of news you can't find anywhere else
- Feel you've lost a source of news, but can find the information elsewhere
- Would not be impacted, turn elsewhere for the news

Financial Statement

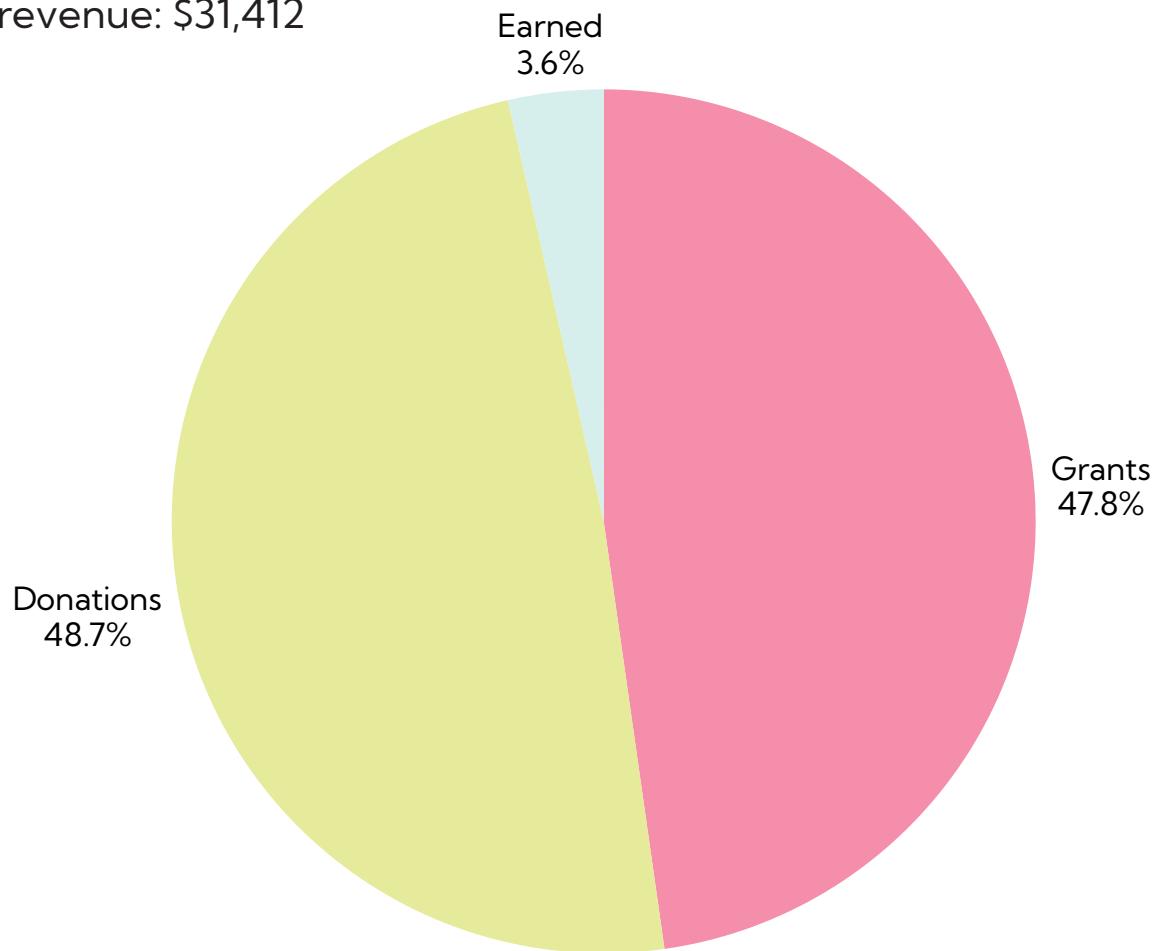
		2023	2024
Revenue	Contributed income	\$149,848	\$360,800
	Grants	\$73,345	\$244,834
	Business donations	\$850	\$452
	Individual donations	\$75,652	\$115,514
	Earned revenue	\$5,531	\$15,554
	Events	\$0	\$4,054
	Merchandise sales	\$87	\$581
	Advertising & sponsorship	\$5,444	\$10,819
	In-kind goods and services	\$0	\$8,412
	Miscellaneous income	\$552	\$2,046
Gross revenue		\$155,931	\$386,225
Expenses	Advertising & marketing	\$2,117	\$15,399
	Contract & professional fees	\$9,309	\$24,845
	Financial fees and revenue sharing	\$3,174	\$4,020
	In-kind goods and services	\$0	-\$8,288
	Insurance	\$4,026	\$4,837
	Office space	\$900	\$2,650
	Office expenditures	\$7,399	\$18,916
	Payroll	\$95,830	\$153,651
	Professional development & travel	\$1,764	\$12,633
	Total expenses	\$124,519	\$237,495
Net revenue		\$31,412	\$148,730

Financial Snapshot

Jan. 1–Dec. 31, 2023

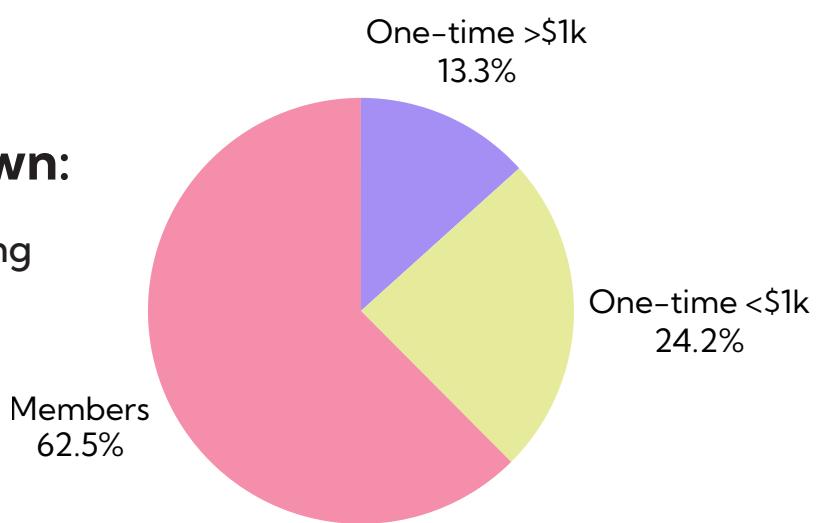
Gross revenue: \$155,931

Net revenue: \$31,412



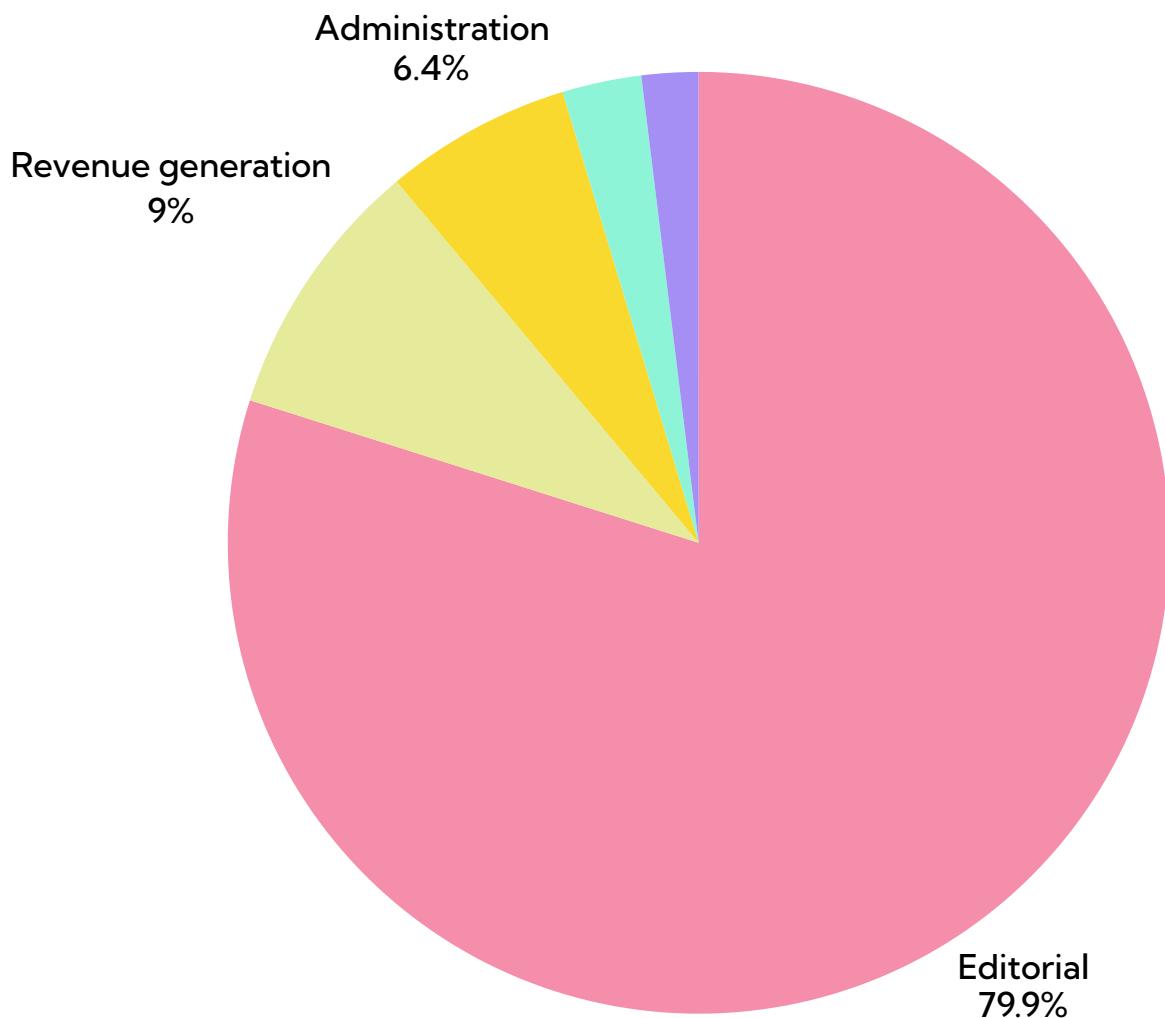
Donations breakdown:

Annualized value of recurring
donations: \$26,641



Expenditures:

Total expenditures: \$124,519

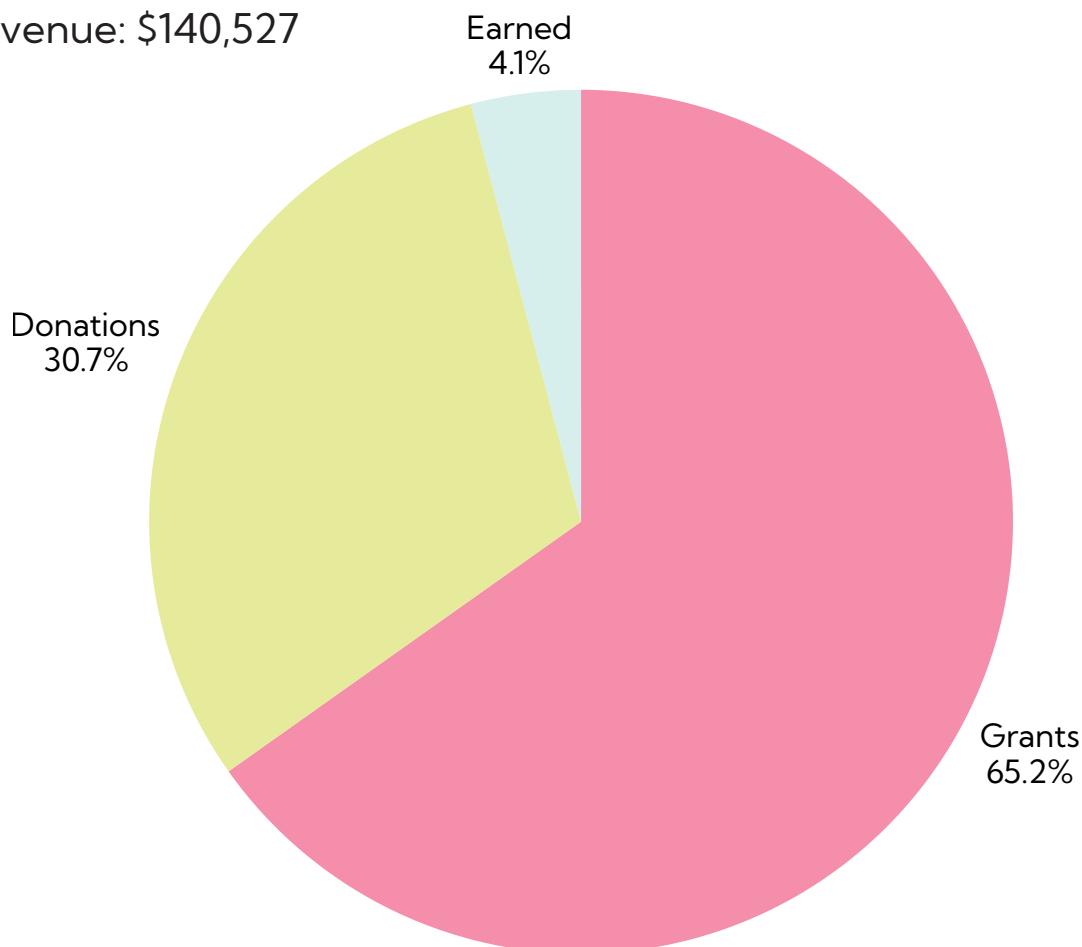


Financial Snapshot

Jan. 1–Dec. 31, 2024

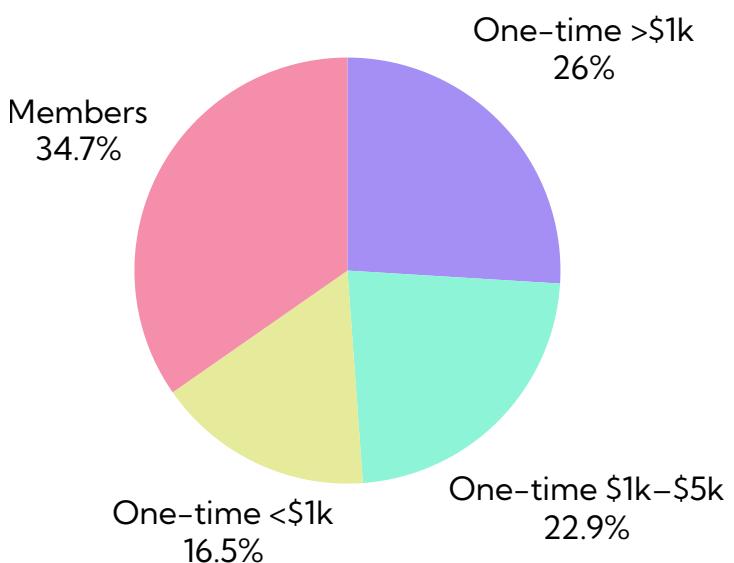
Gross revenue: \$386,225

Net revenue: \$140,527



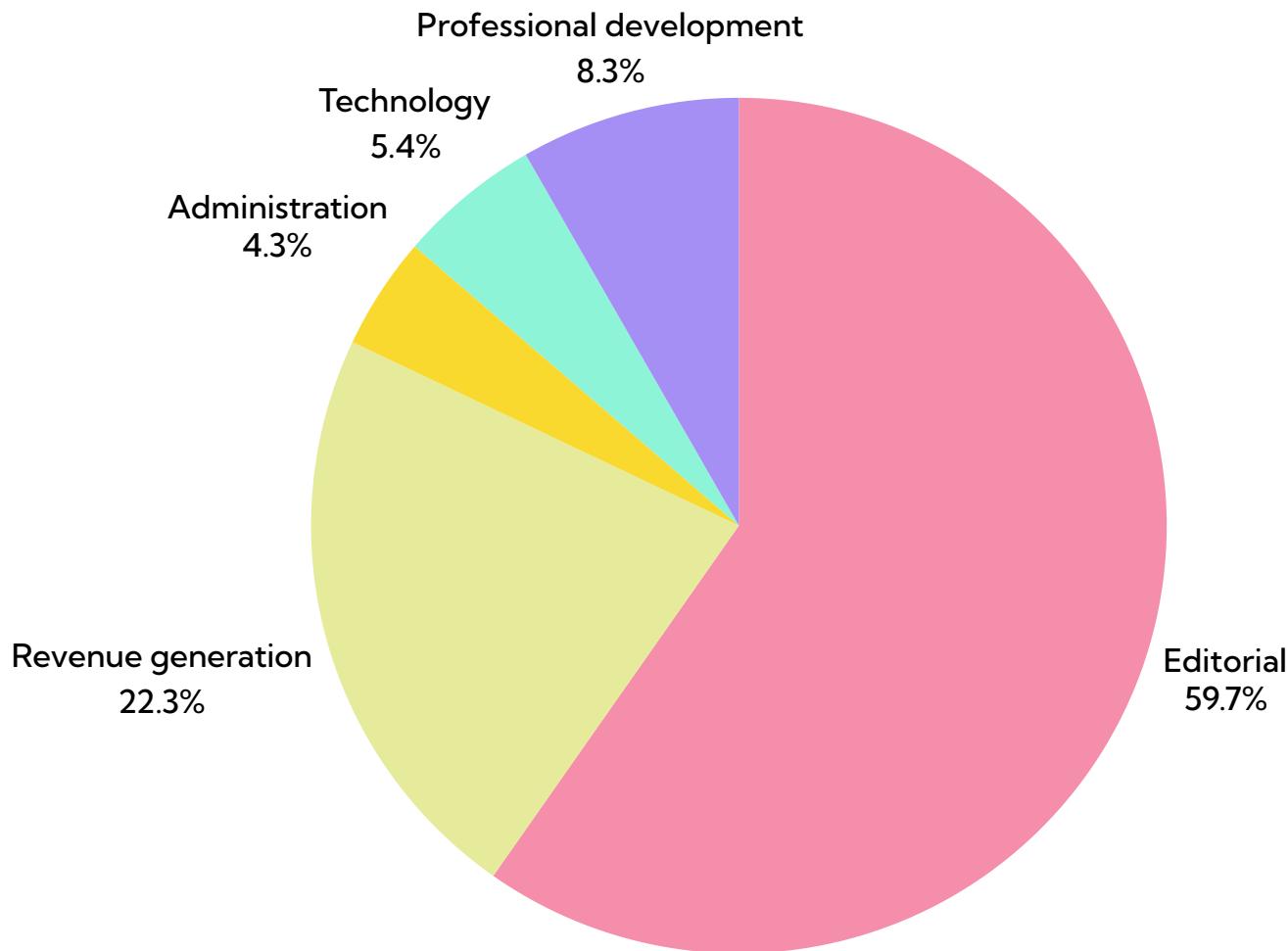
Donations breakdown:

Annualized value of recurring
donations: \$39,763



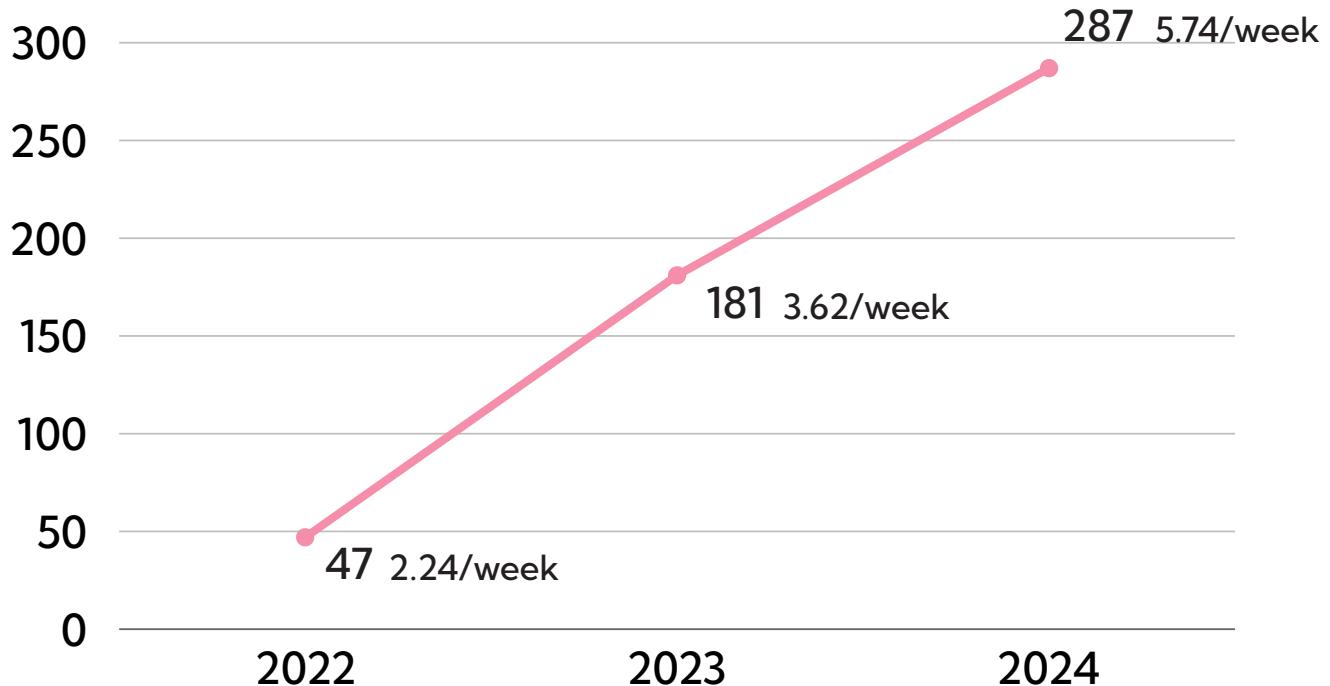
Expenditures:

Total expenditures: \$245,698

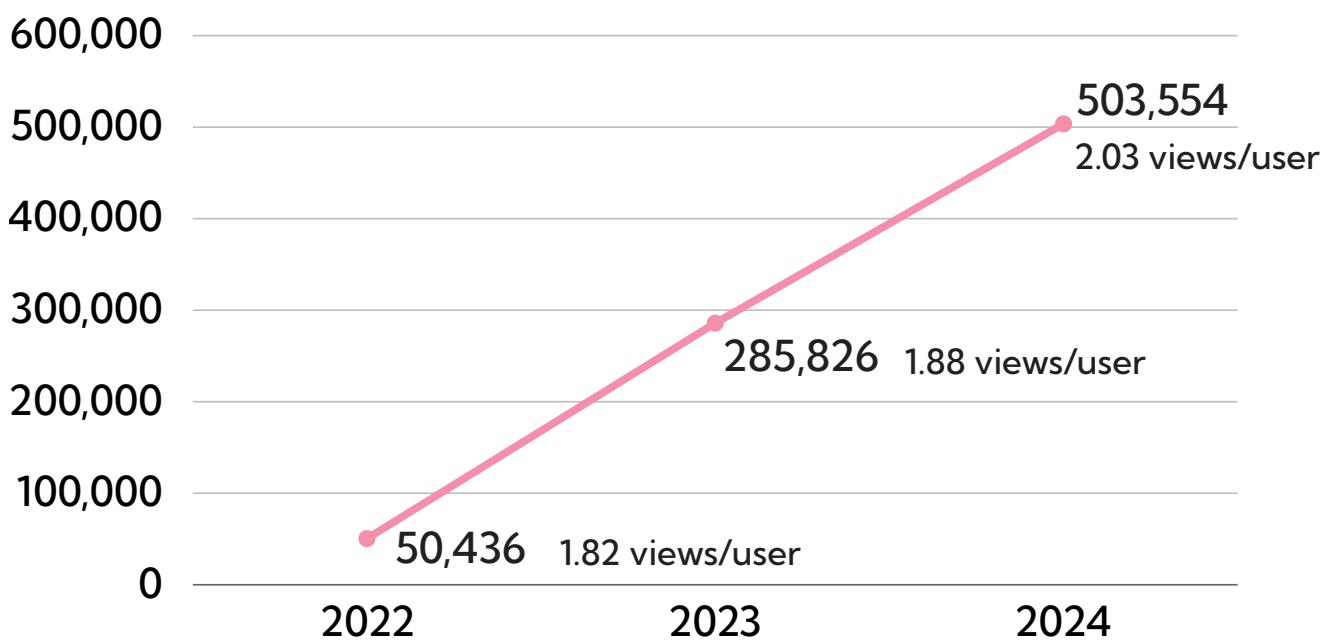


By the numbers

Total news stories published

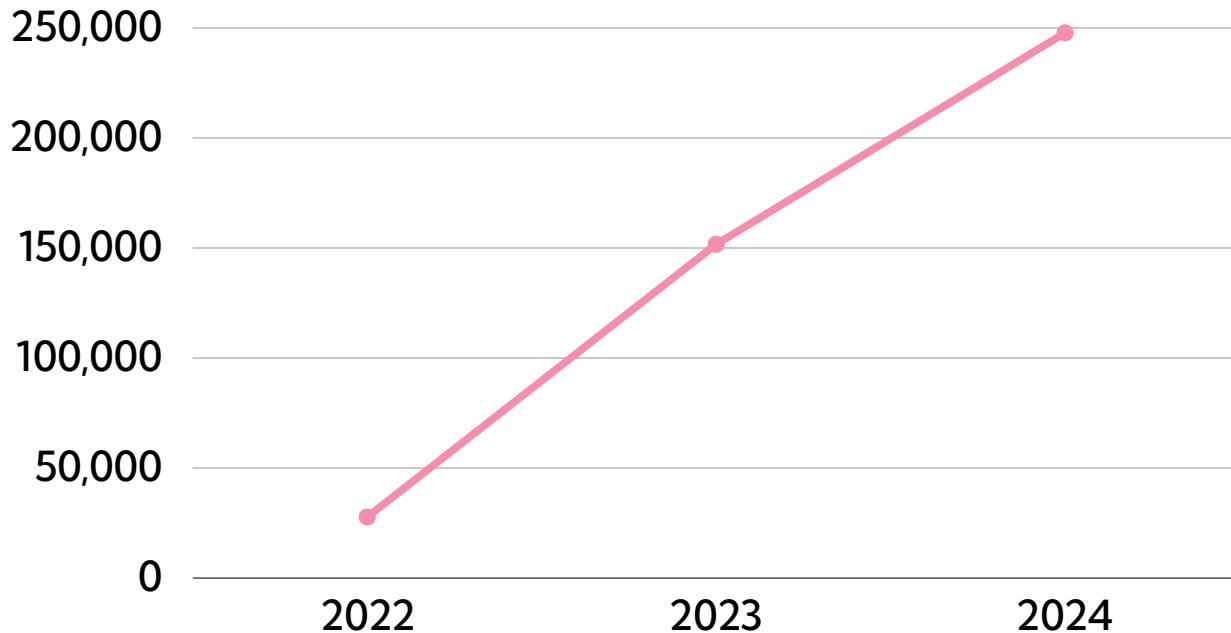


Total page views

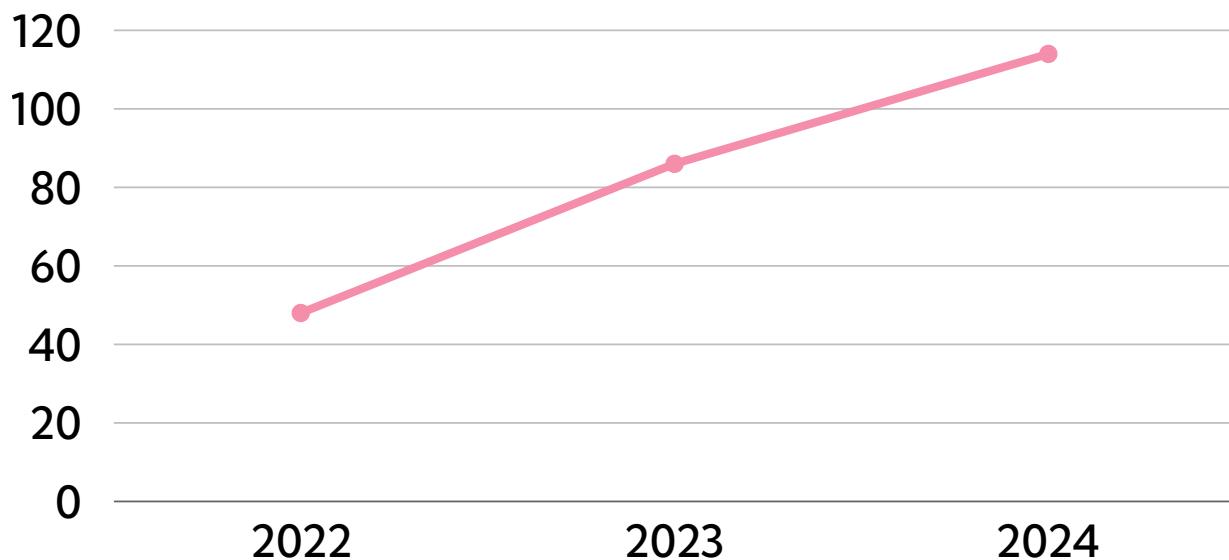


By the numbers

Active site users



Average time on page (seconds)



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- Google News Initiative
- Indiegraf, News Startup Fund
- Institute for Nonprofit News
- Invest Appalachia
- The Joyce Foundation
- John Glazer Impact Fund, Athens County Foundation
- John S. and James L. Knight Foundation
- LION Publishers
- The Miami Foundation
- Nelsonville Community Foundation Fund, Foundation for Appalachian Ohio
- Press Forward
- The Revada Foundation
- The Sugar Bush Foundation

Community Partners

- ACEnet
- Casa Nueva
- Devil's Kettle
- Eclipse Company Store
- Envisage Wealth
- Hyacinth Bean
- Kleinpenny Educational Fund
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- Ohio University E.W. Scripps School of Journalism
- Passion Works Studio
- Republic of Athens Records
- Rural Action
- Shagbark Seed and Mill
- Snowville Creamery
- Steak 'n Shake
- West End Cider House

Founders

In 2023, we launched our Founders Campaign, which seeks to raise \$300,000 in major gifts over three years. Our Founders as of 12/31/2024 include:

Independent News Champions (\$30,000 or more)

Andy & Holly Clubok in memory of Arthur Clubok
Don Flournoy
The Revada Foundation
The Sugar Bush Foundation

Couriers (\$15,000 or more)

David Descutner & DeLysa Burnier

Muckrakers (\$7,500 or more)

Kleinpenny Educational Fund
Don & Sally Linder

Supporters (\$3,000 or more)

Martha Boyce
The Cornwell Family Foundation
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Eli Flournoy
Marilyn Greenwald
Brent & Sara Hartman
Lynn Harter & Scott Titsworth
Tom & Jan Hodson
Tony Kington
Max & Sheila Mark
Will Myers
Libby Villavicencio
Susan Westenbarger

Shout-out to the other members of our Publishers' Circle (\$1,000 or more)

Robert Benz
Jeffrey Chaddock
Craig Davis
Will Drabold
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Deanna M. Schwartz
Lucian Spataro
Catherine Woolley

Individual donors

(as of Dec. 31, 2024)

Names in bold are our members — those who give recurring annual or monthly gifts. Names in pink were members of the Indy staff or of the board of Southeast Ohio Independent News in 2023 or 2024.

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THANK YOU MUCH

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Martha Zinn

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- Donations can be made in monthly, yearly or one time gift commitments.
- Donors who give on a monthly or annual recurring basis gain membership perks, which includes: A periodic members report, a membership sticker, an invitation to our annual members' forum, which helps guide our work, and recognition in the Member Spotlight section of our newsletter.
- Supporters can attend Independent events, such as Pints for the Press, or The Possum Premendade.
- The Independent also produces merchandise, including t-shirts, stickers and magnets, the sale of which help support the operation.



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Athens OH 45701**

info@athensindependent.com
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