



# Annual Report

**2023  
2024**

PO Box 2602  
Athens OH 45701

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[athensindependent.com](http://athensindependent.com)

# The Staff



**Corinne Colbert**  
Editor in Chief



**Dani Kington**  
Staff Writer



**Keri Johnson**  
Staff Writer



**Jen Bartlett**  
Creative Director

## Interns

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

## Southeast Ohio Independent News Board

Name	Office	FY23	FY24
<b>Ilya Kogan</b> Middleware Engineer IV, Ohio University IT	Presidnet	X	X
<b>Mark Turner</b> Assistant Professor, Ohio University E.W. Scripps School of Journalism	Vice President	X	X
<b>Eli Flourney</b> Managing Director, Media Growth Partners	Treasurer	X	X
<b>Tom Hodson</b> Director Emeritus, Ohio University E.W. Scripps School of Journalism & WOUB Public Media	Secretary	X	X
<b>Laura Harbert Allen</b> Journalist, 100 Days in Appalachia	Member	X	X
<b>Emily Beveridge</b> Artist and arts professional	Member	X	X
<b>Janice Collins</b> Associate Professor, Ohio University E.W. Scripps School of Journalism	Member		X
<b>Aimee Edmondson</b> Associate Dean, Ohio University Scripps College of Communication	Member	X	
<b>Kaelyn Ferris</b> Software engineer and quantum computing specialist	Member		X
<b>Shane Foster</b> Owner, Athens Eye Care	Member	X	
<b>Deanna Schwartz</b> Owner, West End Cider House	Member	X	
<b>Evan Shaw</b> Emmy Award-winning documentary filmmaker and cinematographer	Member	X	X

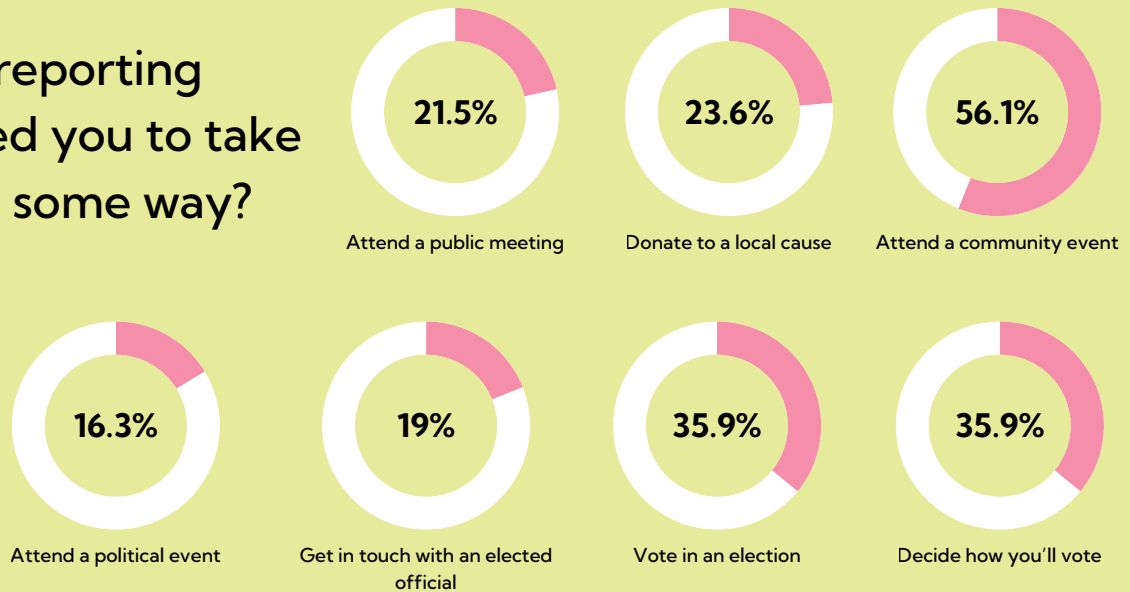
# Our Impact

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

## 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?

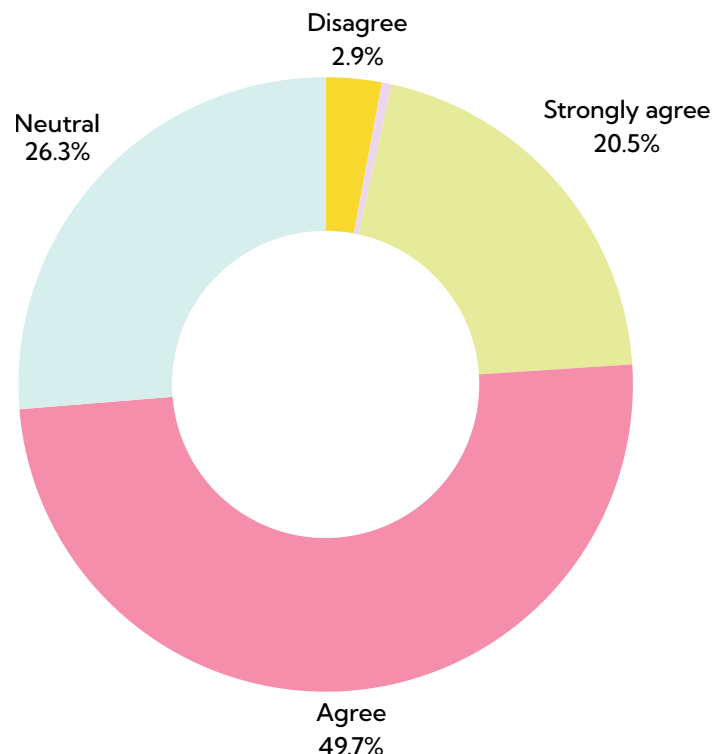


Do you agree or disagree with the following statement:

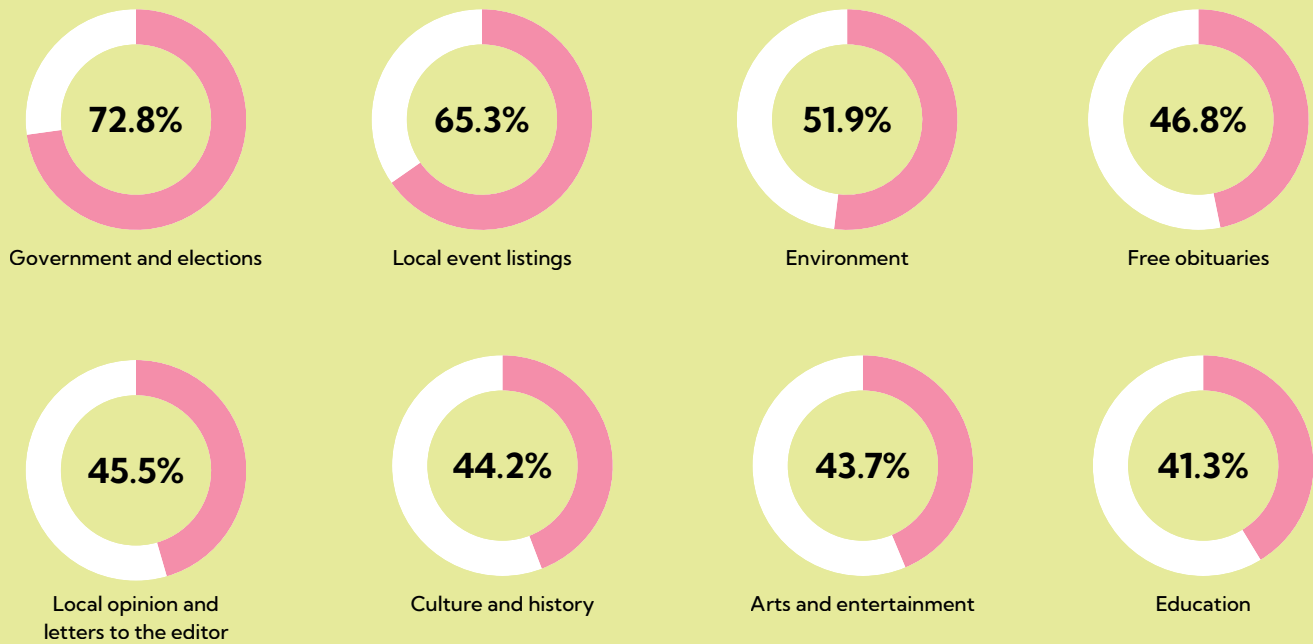
**Reading Athens County Independent gives me something to talk about and share with others.**

## 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%

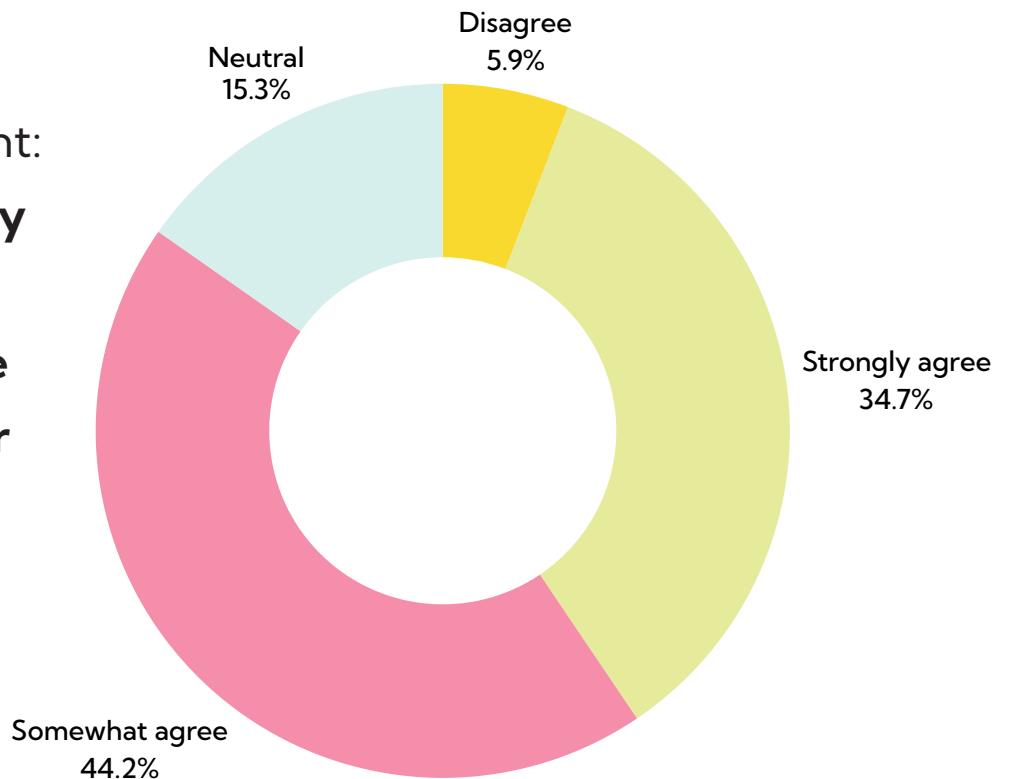


## What story types to you value most from us?



Do you agree or disagree with the following statement:

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

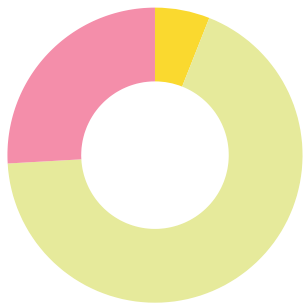


# Achieving our vision

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?

I mostly trust your journalism  
25.9%

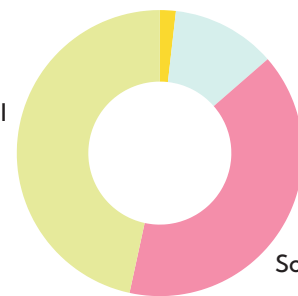


I trust your journalism  
68.1%

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

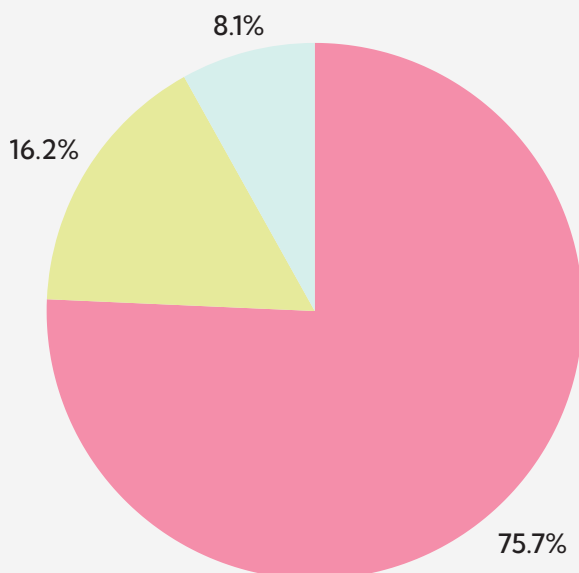
Sort of helpful  
11.8%

Very helpful  
46.6%



Somewhat helpful  
39.8%

## 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

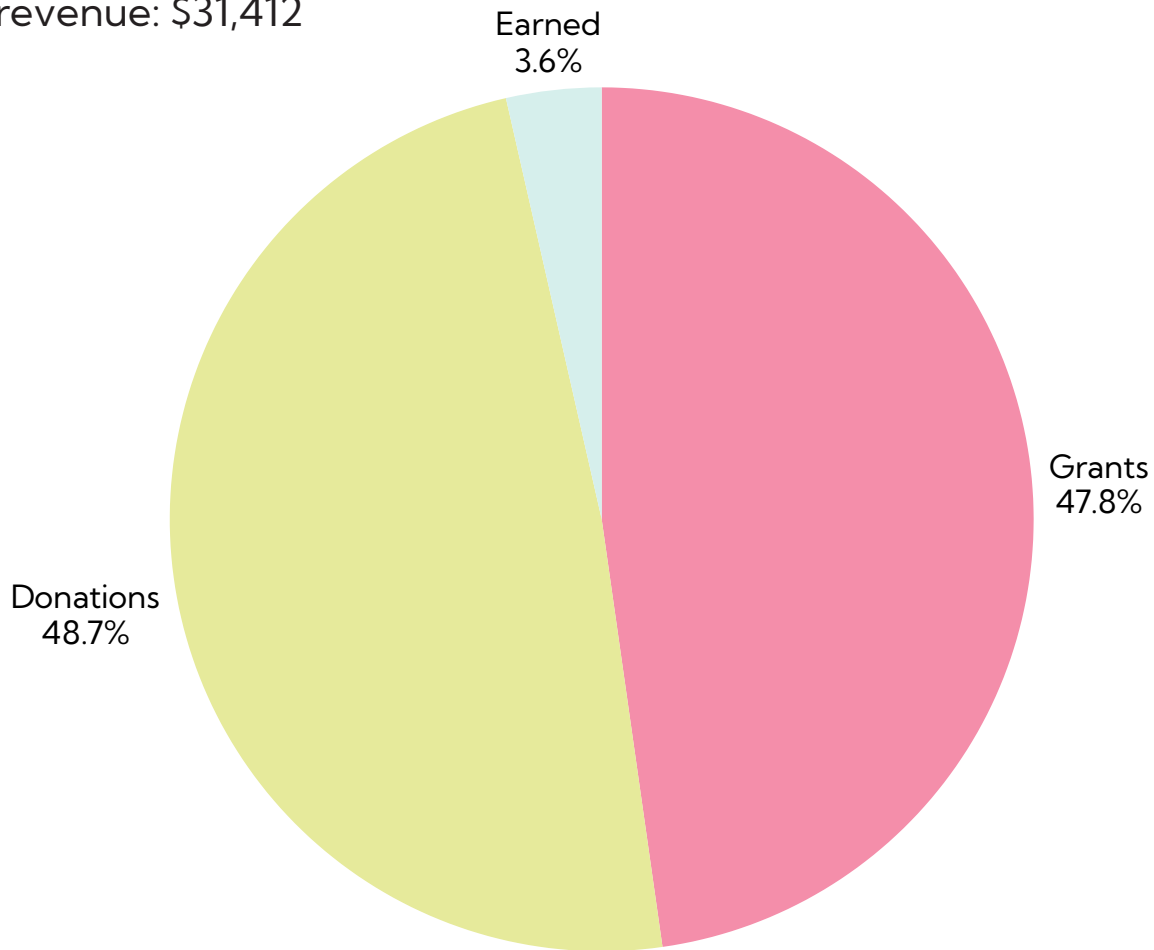
		2023	2024
Revenue	Contributed income	\$149,848	\$360,800
	Grants	\$73,345	\$244,834
	Business donations	\$850	\$452
	Individual donations	\$75,652	\$115,514
	Earned revenue	\$5,531	\$15,554
	Events	\$0	\$4,054
	Merchandise sales	\$87	\$581
	Advertising & sponsorship	\$5,444	\$10,819
	In-kind goods and 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

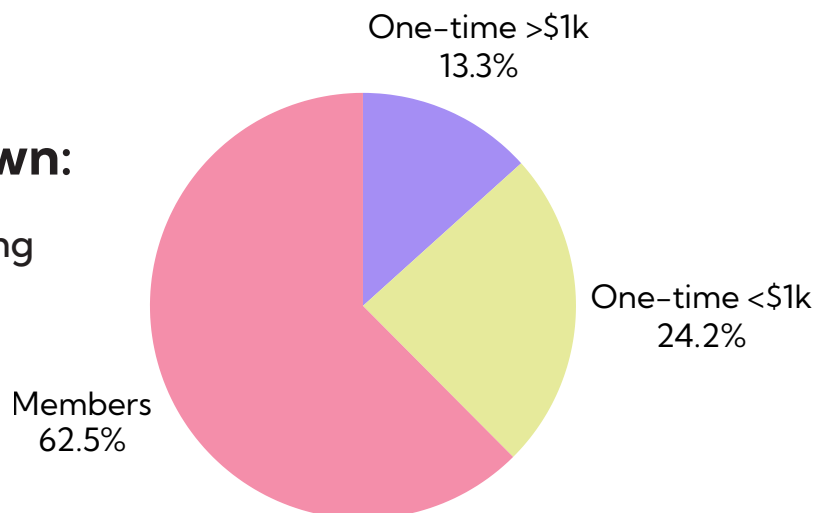
**Gross revenue: \$155,931**

Net revenue: \$31,412



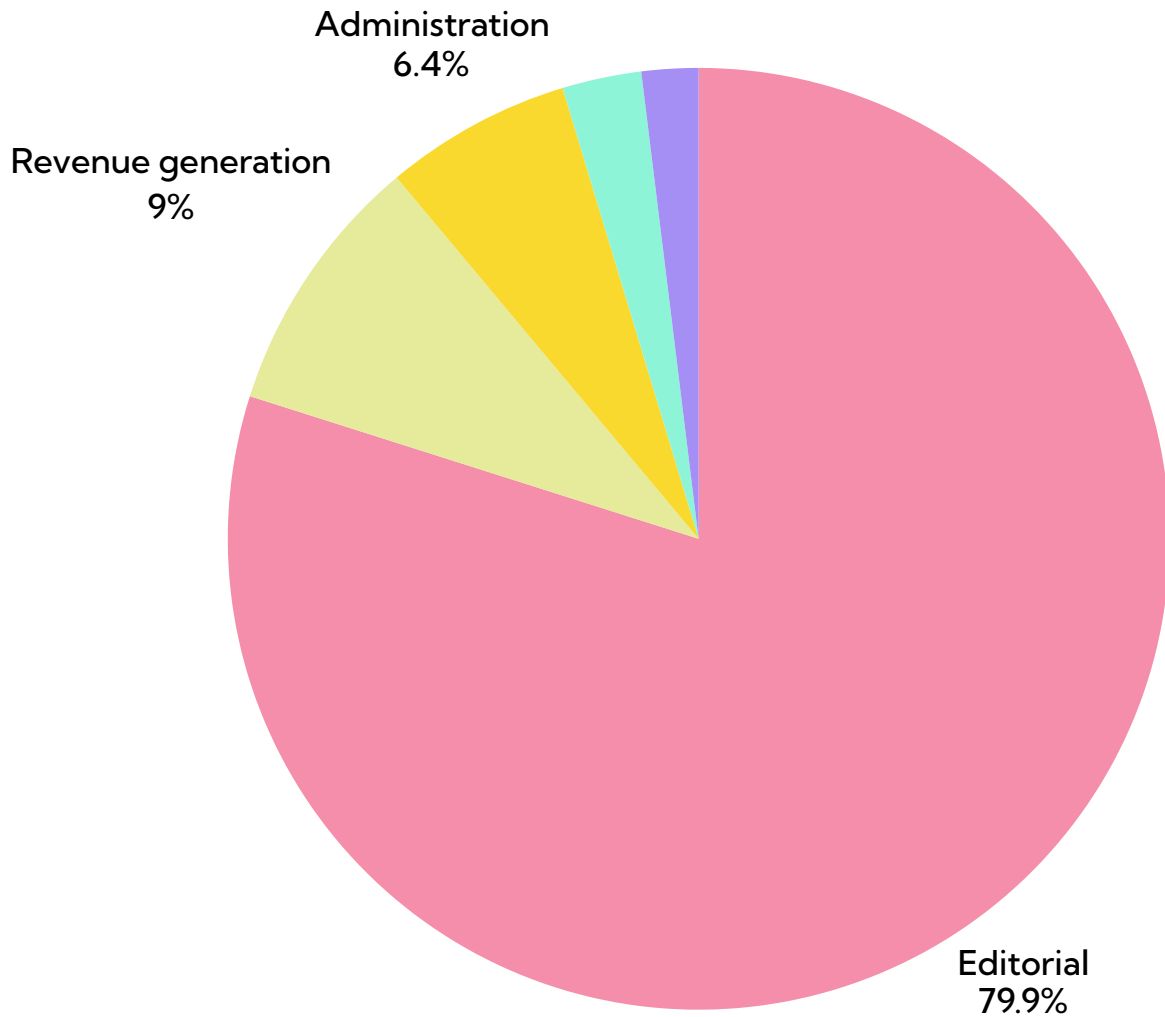
## Donations breakdown:

Annualized value of recurring donations: \$26,641



# Expenditures:

Total expenditures: \$124,519



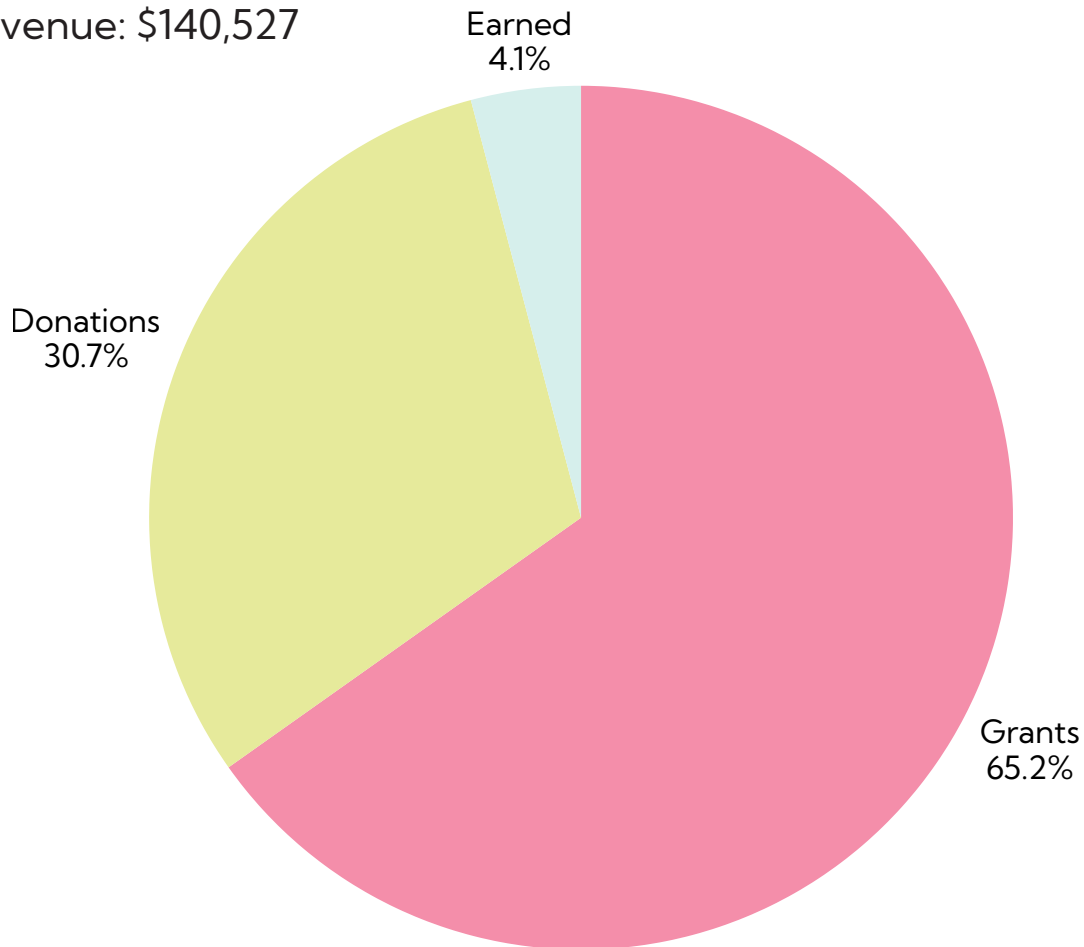


# Financial Snapshot

Jan. 1–Dec. 31, 2024

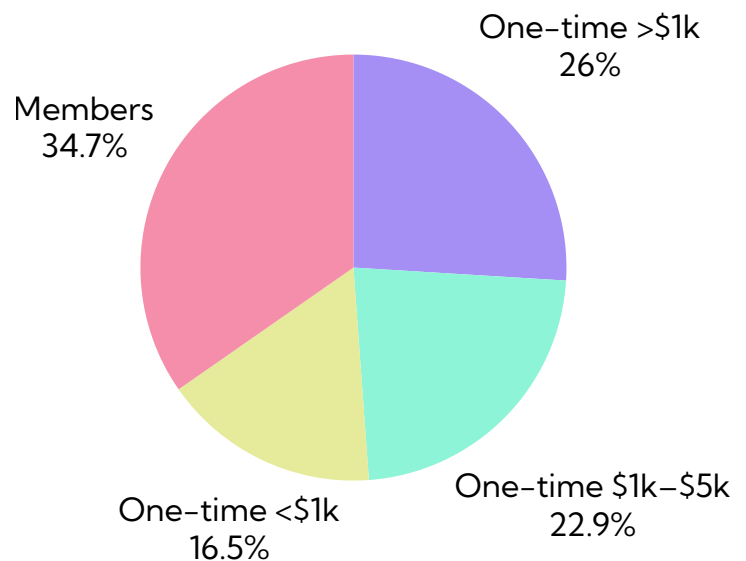
**Gross revenue: \$386,225**

Net revenue: \$140,527



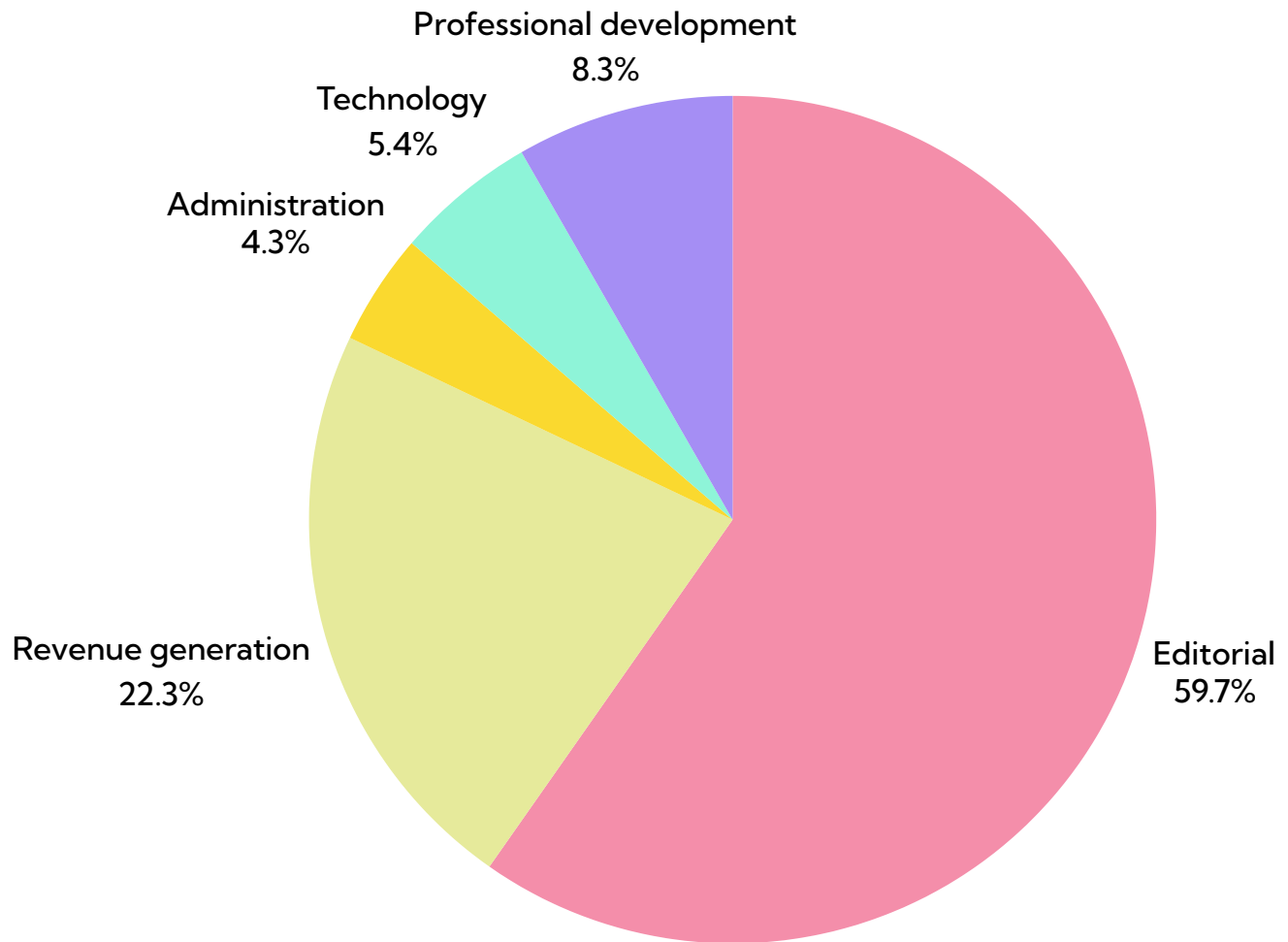
## Donations breakdown:

Annualized value of recurring donations: \$39,763



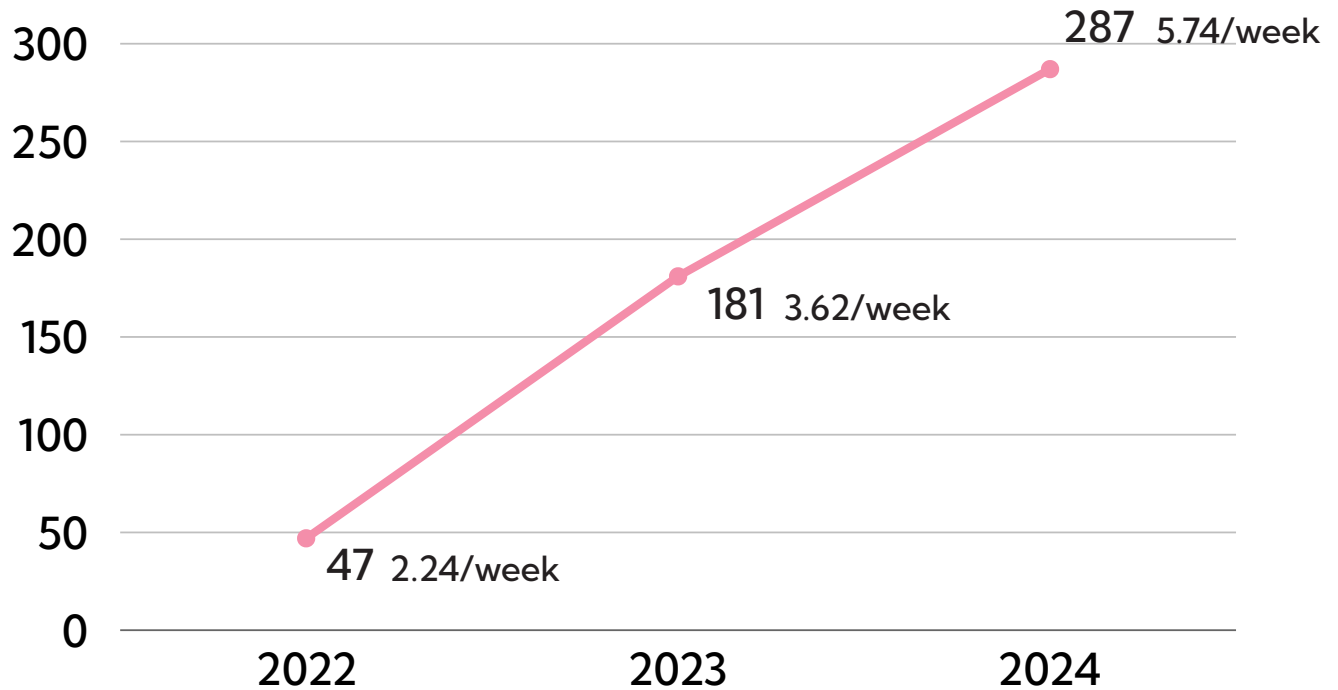
# Expenditures:

Total expenditures: \$245,698

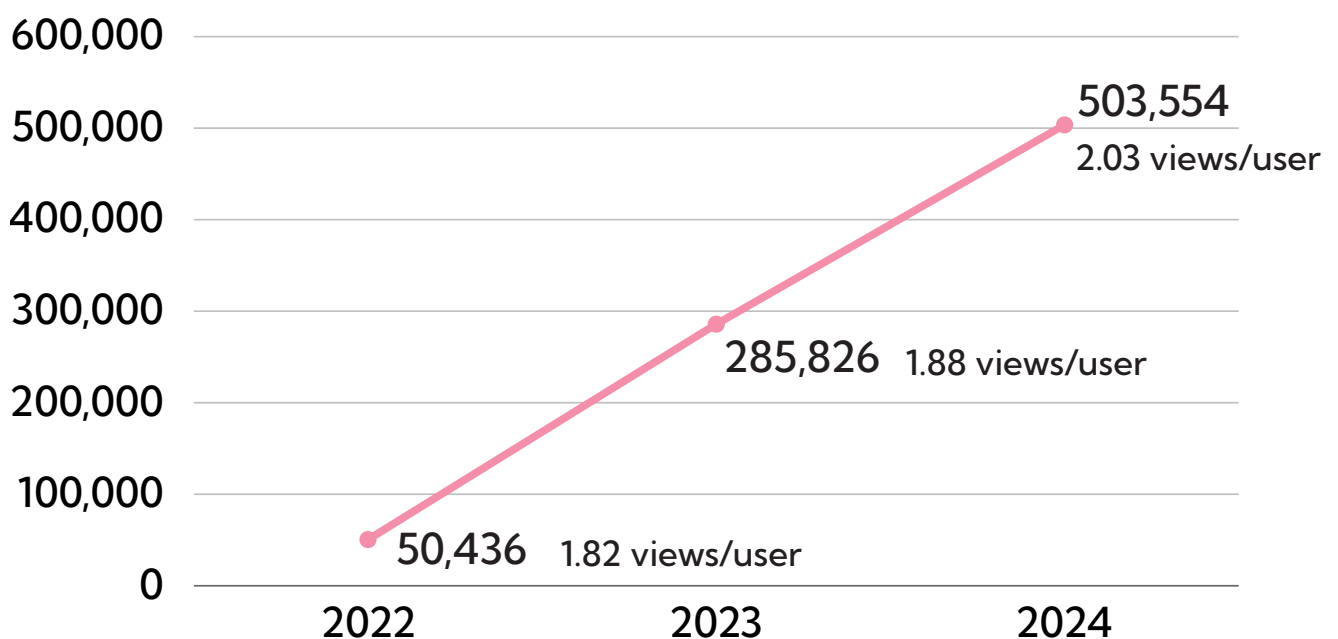


# By the numbers

## Total news stories published

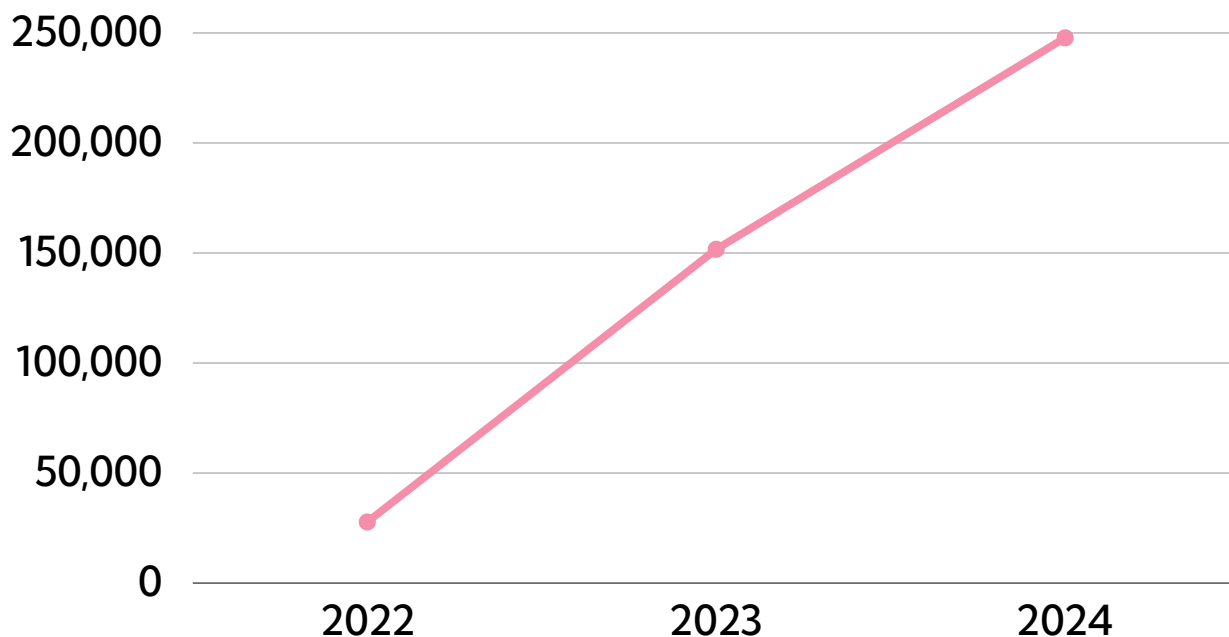


## Total page views

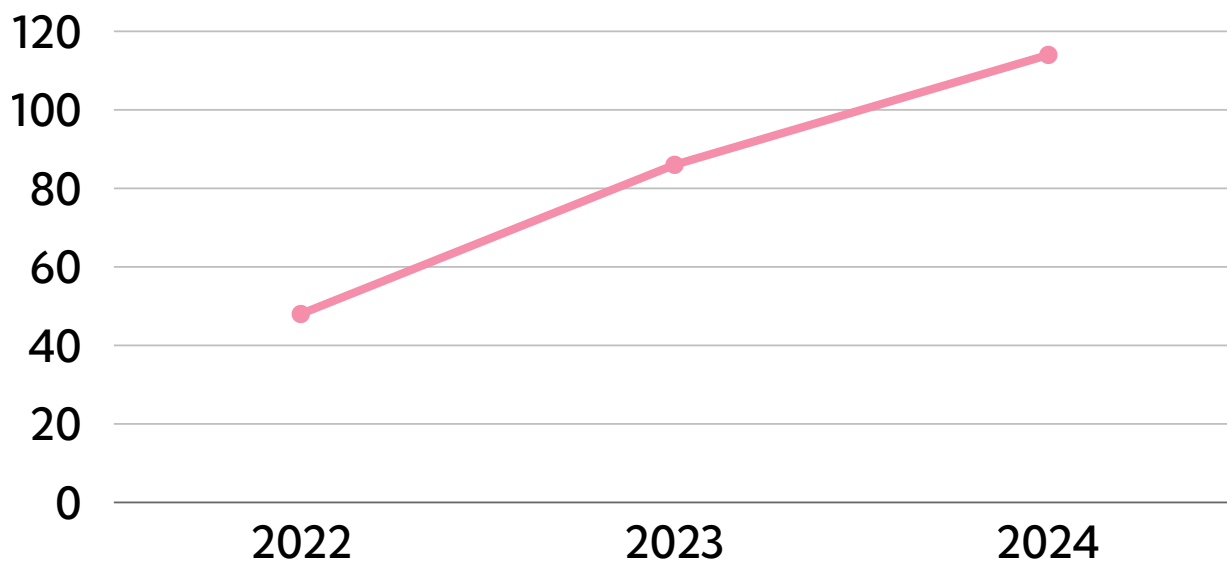


# By the numbers

## Active site users



## Average time on page (seconds)



# Our Supporters

## Institutional Supporters

- Athens County Foundation
- 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
- Larry's Dawg House
- Libby V & Associates
- Ohio University Center for Entrepreneurship
- 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  
Dr. Kaelyn Ferris  
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  
Terry & Lyntha Eiler  
Michael Geringer  
Adele & Sam Hanson  
Ann Florentine Knott  
Mark Isaac  
Mr. & Mrs. Geoffrey A. Morgan  
Paul Reed  
Kelee Riesbeck  
Marc & Lila Rosenweig  
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.

Mary Abel  
Bret Adams  
Ann Addington  
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**Jilly Anderson**  
Anonymous  
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Andy & Holly Clubok  
in memory of Arthur Clubok  
**Isaac Coblentz**  
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**Michelle Greenfield**  
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**Holly Hardman**  
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**Barb Harrison**  
**Jim Hart**  
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**Sharon Hatfield**  
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Lisa Heinz  
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Robert Hikida  
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**Madison Koenig**  
**Ilya Kogan**  
**Brooks Kohli**  
Terry Koons  
**Liesbeth Korink**  
**Beasley**  
Kate Kramer  
**Zak Kramer**  
Damon Krane  
**Tim Kresse**  
Anne Krieg

# THANK YOU SO MUCH!

Cecilia Krieg Boll  
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 Aubrei Krummert  
 Hans Kruse  
 Michael Kubisek  
 Carol Kuhre  
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 Ben Lachman  
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 Andrew Smigelski  
 Christine Smith  
 Judith Smith  
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 Janalee Stock  
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 Melinda Yaskoff  
 Katherine Young  
 Nerissa Young  
 Scott Zielinski  
 Martha Zinn

# Ways to give

- 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.



**PO Box 2602  
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**[info@athensindependent.com](mailto:info@athensindependent.com)**

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