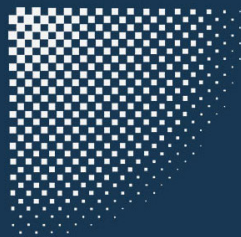


2022 ANNUAL REPORT



Photo credit: Bob Palermini



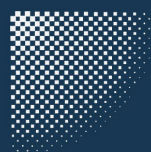
Ashland.news

Independent, Nonprofit Community News



Photo credit: Drew Fleming

Dedicated to founding board member Gary Anderson



Ashland.news

Independent, Nonprofit Community News

Our Community • Our News

Published April 2023



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AN OVERVIEW OF ASHLAND.NEWS

WHO WE ARE

Ashland.news is an independent, professional nonprofit news service supported by and serving residents of Ashland, Oregon, and nearby areas. Ashland.news gathers, verifies, and distributes reliable, trustworthy and timely Ashland community news and information via its website and email newsletters.

OUR MISSION

The mission of Ashland.news is to provide a sustainable news service that will inform the civic dialogue and promote cultural engagement by providing accurate, trustworthy and timely local and useful news and information about Ashland and surrounding areas.

OUR VISION

Residents of Ashland and adjacent communities engaged in informed conversation and effective collaboration, representing diverse points of view seeking a shared understanding and a common way forward.

OUR VALUES

As an organization, we value the following principles and endeavor to adhere to them in all our activities.

Honesty and Integrity

Independence and Objectivity We report the news without bias or agenda.

Community Ownership We are a hyper-local news service, published by, for and about the residents of Ashland. We amplify and respond to community voices and community needs.

Inclusive and Diverse We believe hearing diverse voices improves our common future.

Accessibility We believe that high-quality news and current information should be accessible to everyone.

Enterprise We value enterprise and innovation in the community and in our organization.

Culture We celebrate the cultural vibrancy of our community.

Engaging and Collaborative We seek to reflect the best of professional journalism by publishing accurate, well-crafted, compelling, relevant and visually memorable content for and from our community.

MESSAGES FROM THE PRESIDENT OF THE BOARD OF DIRECTORS AND THE EXECUTIVE EDITOR



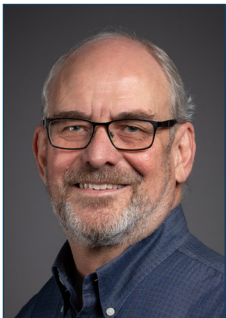
As is well-documented elsewhere, Ashland became a functional “news desert” after the historic Daily Tidings ceased publication in July 2021. At that time, with a few exceptions, any concentrated effort to report and document the day-to-day civic, cultural and commercial events of life in our city ceased.

To remedy this, several generous Ashland citizens, recruited and led by Herbert Rothschild, a Daily Tidings columnist, who was assisted by Bert Etling, a former editor of the Daily Tidings, and others, formed an ad hoc group that contributed ideas and seed money (documented in the donor list below) to launch a digital news service, which they named Ashland.news.

The group managing this enterprise formally convened a Board of Directors in November 2021 and started building the independent, nonprofit, community news service you are reading about in this annual report.

With the support of our community, Ashland.news aims to establish a sustainable news service that can inform our community with “reliable, trustworthy, and timely community news and information” for the foreseeable future in a transparent and faithful manner. This first annual report is another vital step in that process.

— **Paul Steinle**, 2023 President



Ashland.news made significant progress in its inaugural year, creating from scratch the foundation of a news reporting and distribution team which has reached an ever-increasing audience.

A total of more than 900 local items were posted, reaching an audience that grew from zero to more than 2,000 newsletter subscribers, 15,000 monthly online users, and 50,000 monthly page views by year’s end. Significant reporting included in-depth, news breaking articles on a number of Ashland institutions, including the Oregon Shakespeare Festival, Southern Oregon University, the City of Ashland, Ashland School District, and Asante Ashland Community Hospital.

While it came a long way, Ashland.news has a long way to go to fulfill its mission and vision of news gathering and distribution service to the community. Increases in staff and opportunities for community engagement are anticipated in 2023 to accomplish this end. Support from donors, sustainers, and sponsors grew through 2022, but will need to not only continue, but to accelerate, if Ashland.news is to fill the vital community role for which it was founded.

Ashland.news is grateful for the contributions of its team members — from staffers to freelancers to volunteers to board members — and especially its readers, whose desire for truthful, reliable, independent information about what’s going on in our community is the only need we’re here to fill. We thank you all for your time, attention, comments, suggestions, feedback and support. We look forward to continuing to inform the community dialogue in 2023.

— **Bert Etling**, Executive Editor



Photo credit: Bob Palermini

FIRST-YEAR OPERATIONAL PLANS AND OUTCOMES

Following a press conference on Dec. 16, 2021, to announce the launch of Ashland.news, the website made its online debut on Jan. 14, 2022. Each week on Monday, Wednesday and Friday, an email newsletter featuring three major news stories was distributed online to all subscribers. More than 900 stories were published in the first year, and all those reports were archived on the Ashland.news website.

When Ashland.news launched, we had a professional staff of an executive editor and one lead reporter. We hired professional contractors for bookkeeping, website design and maintenance, and several freelance reporters and photographers. In April, a part-time Community Outreach and Engagement Director was added to the staff. Then in September and November, an additional part-time reporter and web editor were hired. Financial sustainability guided the acquisition of any additional staff and contractors brought onboard.

Ashland.news is governed by a volunteer Board of Directors. In January 2022 there were six members, and by the end of December, after founding Board member Gary Anderson died, we added three more members, bringing the total to eight.

By August 2022, Ashland.news received IRS 501(c)3 status, establishing its independent operating nonprofit status, and also was registered with the Oregon Department of Justice Charitable Activities Section.

As a free, community-supported, nonprofit news service, Ashland.news seeks to build a large, loyal subscriber base. We are proud of the steady growth of subscribers, beginning in January with about 600 and ending 2022 with 2,060. We actively recruited subscribers through various methods and activities. We sought subscribers at the Ashland Growers Market, joined the Ashland Chamber of Commerce and attended several of their events, and posted news articles on our Facebook, Twitter and Instagram social media accounts to extend our reach.

We appeared on local radio programs on JPR and KSKQ; were featured in publications such as Sneak Preview; made presentations to local organizations such as Rotary and Soroptimists; and taught a course titled “Community Journalism” in the OLLI lifelong learning program at SOU, and exhibited at the OLLI Open House and the Talent Fall Harvest Festival.

We sent our lead reporter, Holly Dillemath, to Ashland’s sister city, Guanajuato, Mexico, as the sole journalist to accompany a Southern Oregon University contingent. Her coverage included special programs and SOU events at the University of Guanajuato.

Because 2022 was our launch year, we organized several targeted fundraising activities. The first event was in April for prospective major donors. In June White Cloud Press held a fundraising book sale to benefit Ashland.news. As the first year in operation wrapped up, we hosted a Donor Appreciation and First Anniversary event. Throughout the year, periodic email fundraising appeals were sent to subscribers.

Finally, in November and December we participated in the Institute for Nonprofit News (INN) NewsMatch matching donor campaign. Because we successfully exceeded our target of \$15,000 from individual donations, the INN NewsMatch program will contribute a matching grant of \$19,000 in 2023, an amount that includes bonuses for local matches and new donors. At year’s end, Ashland.news had four major donors, 19 mid-level donors, and 795 small donors. We greatly appreciate the financial support that our local community, sponsors, and foundation grants have provided.



FINANCIAL REPORTS

2022 Revenue and Expenses

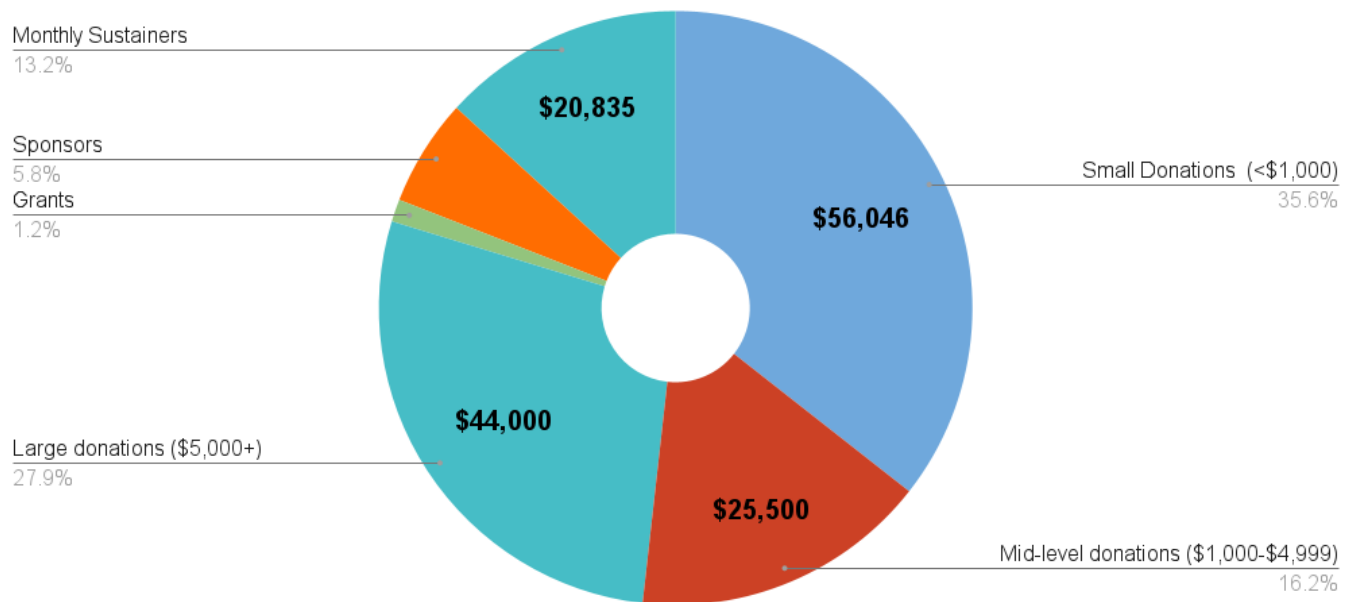
Revenue

Donors	\$125,546
Grants	1,920
Sponsors	9,193
Sustainers	20,835
Total Revenue	\$157,494

Expenses

Banking	731
Business Registration Fees	140
Computer Repair	282
Dues & Subscriptions	1,091
Office Supplies	1,891
Online Meetings	165
Postage & Box Rent	486
Promotions	2,767
Website	6,276
Printing & Copying	8
Public Meetings	2,476
Telephone	325
Insurance	3,488
Payment Fees	1,489
Travel & Meetings	4,382
Conferences/Conventions	931
Payroll:	
Salaries	105,337
Payroll Taxes	11,265
Employee Benefits	294
Payroll Expenses	2,192
Contract Services:	
Accounting	4,734
Freelance Graphics	525
Freelance Photography	1,410
Freelance Reporting	10,580
Total Expenses	\$163,265
Net Revenue	\$ -5,771

REVENUE BY SOURCE



EXPENSES BY CATEGORY

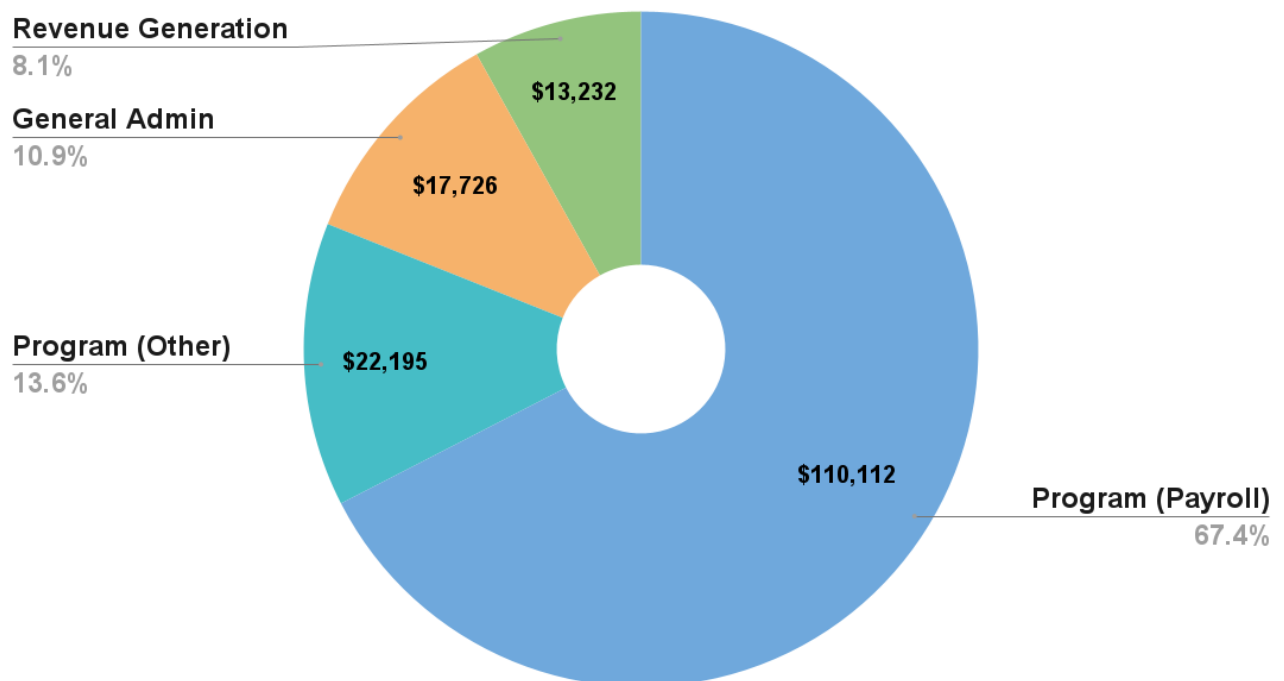




Photo credit: Drew Fleming

2022 BOARD OF DIRECTORS AND STAFF

Board of Directors

Paul Steinle, *President*
Herbert Rothschild, *Secretary*
Gary Anderson, *Treasurer (January-May)*
Laura Simonds, *Treasurer (June-December)*
Tod Davies
Lorrie Kaplan
Bob Palermini
D.L. Richardson
Charlie Ter Bush

Staff Members

Bert Etling, *Executive Editor*
Holly Dillemoth, *Lead Reporter*
Stephen Floyd, *Reporter*
Ryan Pfeil, *Web Editor*
Jordin Crow, *Community Outreach
& Engagement Director*

BOARD OF DIRECTORS



Paul Steinle (*President*) is a journalist, documentarian, news manager and educator. From 1961-1990, Steinle was a broadcast journalist; foreign correspondent; TV news director in Syracuse and Seattle; CEO of the Financial News Network, 1984 -1986; and COO of United Press International, 1988-1990. From 1991-2001, he taught journalism at the U. of Miami and Quinnipiac U.; from 2001-2010, he taught journalism and served as associate provost, SOU. Steinle has an MBA, Harvard; an MS, Syracuse U.; and a BA, Amherst College.



Herb Rothschild, Ph.D., Harvard, (*Secretary*), taught English literature at LSU for 22 years. In Louisiana, he founded an ACLU chapter and served as state president and legislative director. In 1978, he founded the Center for Disarmament Education in Louisiana. From 1987 to 1990 he served as executive director of New Jersey SANE/Freeze (now Peace Action). In 1999, he founded the Houston Peace and Justice Center, U. of Houston. Until recently, Rothschild chaired the board of Peace House, Ashland, and serves on the board of Vision Quilt.



Laura Simonds (*Treasurer*) worked for three publishers in the San Francisco Bay Area as Director of Marketing and Sales. She specialized in management, nonprofit leadership, human resources, and performance management. She served with several nonprofit organizations in leadership positions, including Filoli Historic House and Gardens and the Mercedes-Benz Club of America. Since 2020, she has been active on the Communications & Community Outreach Committee of OLLI at SOU. She holds degrees in communications: a master's degree, U. of Oregon; and a bachelor's, California State, Los Angeles.



Tod Davies is an editorial director, publisher, screenwriter, film and television producer, social activist, radio show host, actor, and amateur cook. She founded Toxteth TV, an educational/ media studio for young people, and the Exterminating Angel Press. In 2005, she was Artist in Residence at St John's College, Oxford. She's the author of The History of Arcadia series, as well as the Jam Today cookbook/memoir series. She believes culture is formed at the story level, and that many of the most ignored stories tell us the most about ourselves ... and can help us change our world.



Lorrie Kline Kaplan worked in healthcare communications, editorial management, and nonprofit leadership roles in the Washington, D.C. area. She was Executive Director, National Home Infusion Association, 1997-2007; and CEO, American College of Nurse-Midwives, 2007-2016. Since moving to Ashland, she has provided pro bono consulting services to local nonprofit organizations; she chairs the Ashland Climate Action Project, Southern Oregon Climate Action Now; serves as treasurer, Rogue World Music; and is a member of the Bee City USA-Ashland Committee. Lorrie earned a BA, cum laude, economics and English, U. of North Carolina, Chapel Hill; and served in the Peace Corps in Paraguay.

BOARD OF DIRECTORS



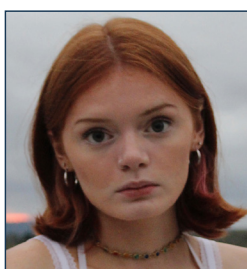
Bob Palermini has more than 35 years' experience across a range of newspapers. He started as a photographer and reporter, and later publisher, at weekly newspapers in northern Illinois. He moved into leading technology, production and project management for small dailies, then at Tribune Company newspapers. He was named Sr. VP and Chief Technology Officer, LA Times, in 2000. In 2005 he was named Sr. VP Production Technology, for all Tribune newspapers. In Ashland, he has been a photographer for Ashland.news, SOU athletics, OSF, Ashland Parks and Recreation and other local organizations.



Charlie Ter Bush retired in 2014 after a 34-year career primarily in legal publishing. He was a tax accountant, Arthur Andersen, and returned to legal publishing as a strategic planning manager and later director of marketing. He served as president of a provider of electronic tax and business forms, and later as a VP for Lexis-Nexis. Finally, he was Director of Book Publishing, ABA, Chicago. He has a BA, Ohio State U.; a law degree, U. of Illinois; an MBA, DePaul; and a CPA certificate. Charlie and his wife, Ruth, are District Coordinators for the local AARP Tax Aide program.



D.L. Richardson has taught teaching and diversity training for 25-plus years. He served as Chair of the SOU Communications Department. He has served or still serves on: the Oregon Cares Fund for Black Relief and Resiliency; The Oregon African American/Black Student Success Advisory Committee; The Governor's (Oregon) Healthy Schools Re-opening Council; the Oregon Racial Justice Council's Education Recovery Committee, and the Jackson County United Way Board of Directors. He is a board member with Foundations for a Better Oregon and the Black Southern Oregon Alliance and sits on diversity, equity and inclusion committees for the OCF and JCUW. He currently serves with the SOESD as the Southern Oregon Black/African American Success Specialist.



Riley Bowen is a communications major at SOU with a minor in creative writing, and also a staff writer for The Siskiyou, SOU's school newspaper. She plays for the SOU women's soccer team, and enjoyed writing articles about her experience there. She hopes to be a journalist, is passionate about writing and hopes that journalism can be a way to contribute to the world. Joined the board in January 2023.



I LOVE THE ARTICLES AND IN-DEPTH
DISCUSSION OFFERED ON SO MANY TOPICS.

— JOAN DEAN

STAFF MEMEBERS



Bert Etling (*Excutive Editor*) edited the Ashland Daily Tidings, 2014 – 2019, and subsequently produced a five-fold increase in local content. Earlier, he edited The Cambrian, a weekly published by the San Luis Obispo Tribune. During 13 years managing The Cambrian, the paper won the top prize in the California Newspaper Publishers Association Better Newspapers contest. The paper also took second place in the nationwide Inland Press Association contest for two consecutive years. Etling also earned awards for editorial writing and newspaper design at The Cambrian and the Santa Ynez Valley News (Solvang, Calif.), where he began in 1982. Etling has a degree in philosophy from Stanford.



Holly Dilemuth (full-time reporter) has been a professional journalist since 2011. She covered water conflicts, agriculture, and the Klamath Tribes as well as city and county government and major corporations during her more than seven years at Herald and News, Klamath Falls. She also recently covered the water shutoff in the Klamath Basin as well as the Bootleg Fire in Klamath County for JPR. Dilemuth has deep roots in southern Oregon. She grew up in Phoenix, Oregon, and graduated from SOU in 2010 with a BS degree in communication with a journalism emphasis.



Jordin Crow (Community Outreach and Engagement Director) graduated from Arkansas State U. in 2016 with a degree in communications and is now pursuing a master's degree at SOU. He has been actively involved in the local community, starting a group called Engage at SOU, created National Treasure (a city-wide treasure hunt every fall to connect the college to the community), volunteered in local elementary school programs, raised funds for local nonprofits, and serves in his local church (Living Hope). His desire is to cultivate healthy connections within the community to make it stronger. He believes that everyone wins when the community wins.



Stephen Floyd (part-time reporter) has been reporting on small towns throughout the Pacific Northwest since 2011, including four years as a reporter and editor with Lewis County News in Winlock, Washington, and three years in Southern Oregon at the Klamath Falls Herald & News. He joins Ashland.news as a general assignment reporter specializing in police, courts and government. He holds an Associate's Degree in Journalism from Mt. Hood Community College and lives in Silverton, Oregon.



Ryan Pfeil (part-time editor) graduated from SOU after studying communication with a journalism emphasis. He started reporting professionally at the Colorado Springs weekly, The Woodmen Edition, in 2005. From 2007-2011, he worked at the Klamath Falls Herald & News as a videographer, general assignment reporter, and an education and features reporter, and he was at the Medford Mail Tribune as a reporter and web editor from 2011-2021. He has won multiple first place awards from the Oregon Newspaper Publishers Association, Society of Professional Journalists, and C.B. Blethen Memorial Awards. He currently works for the Jackson County Library District's marketing department.

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BEGINNING TO FEEL LIKE ASHLAND IS STARTING TO
“WORK” AGAIN.

— CANDACE TURTLE



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TO HAVE AN ASHLAND-SPECIFIC NEWS SOURCE.
— SHANNON STUVER

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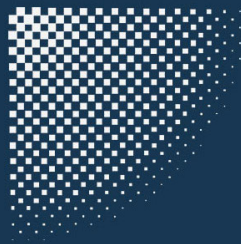
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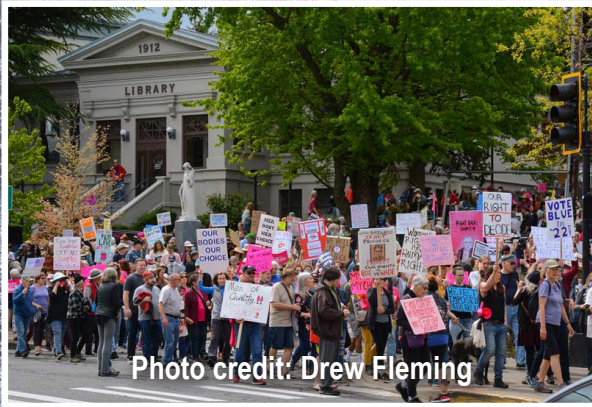


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