

LIMESTONE POST

WRITERS WITH A VOICE, PHOTOGRAPHERS WITH A VISION



Impact Report

2020-2023

Limestone Media Limestone Post

ABOUT US

Writers with a voice, photographers with a vision...

Limestone Media is a success story in an industry in crisis mode. While communities across the country become news deserts or have limited sources keeping them informed on local issues, Limestone Media, with its flagship publication, Limestone Post Magazine, publishes more and more long-form articles every year for Bloomington, Indiana, and surrounding communities.

Limestone Post was nominated for two national awards in 2023: Journalism Collaboration of the Year (with WFHB Community Radio) and the Insight Award for Explanatory Journalism for an article on Alzheimer's disease. Limestone Media was the only news organization in Indiana to be nominated in the 2023 Nonprofit News Awards, and it plans to build on this success in 2024 and beyond, increasing its impact on a community that deserves independent, reliable news.

Nonprofit Journalism = Public-Service Journalism

Limestone Post was launched in 2015 to publish in-depth articles on topics not being covered elsewhere in Bloomington. Immediately, readers reacted enthusiastically, with praise like "Limestone Post fills a gap in the local media landscape." Since then, however, that gap has grown wider than one magazine (and a few fragmented news outlets) can fill.

Since becoming a nonprofit in 2019, the number of stories Limestone Post publishes has increased by 50 percent, enabling it to cover more on health, science, business, education, arts, the environment, and other consequential topics. It is the most reliable source in town for public-service and solutions journalism, which is rigorous reporting not only on the problems we face but also on the initiatives people employ to address those problems — and whether those initiatives are working.

Financial Strength

Despite the challenges presented by giant tech companies, which control 70 percent of all digital advertising revenue in the U.S. (a significant factor in the closure of local newspapers), Limestone Media's financial strength continues to grow. Revenue doubled in 2022 and again in 2023 from the previous years. LM earned a net profit of \$4,000 last year despite expenses increasing by 344 percent. Limestone Media also has a 6-month operating reserve. Development, capacity building, marketing, and grant writing have all become priorities to support LM's editorial mission.

In addition to publishing more articles, Limestone Media has been building its organization: implementing marketing plans, increasing the number of board members, creating policies and procedures, and developing and implementing a strategic plan, among other initiatives. These are all essential functions of a robust nonprofit — and it establishes the infrastructure needed to create and manage a local daily news site, Limestone Media's chapter two .

STRATEGIC PLANNING

In 2023, the Limestone Media board of directors undertook a strategic planning process.

A strategic planning committee was created, which led the process for the entire board.

The following are our mission, vision, and value statements.

A copy of the Limestone Media Strategic Plan is available on request.

STRATEGIC PLANNING

Mission

Limestone Media is a nonprofit news organization whose priority is public service. We dig deep into a wide range of topics that matter to our community through the lens of solutions-based journalism to provide a thorough understanding of issues and solutions.

Vision

Limestone Media envisions an engaged public equipped with fact-based information that supports a viable and active community.

Values Statement

Limestone Media provides honest, diverse, and civic-minded journalism that reflects community issues with journalistic integrity, transparency, and inclusivity.

LETTER FROM THE FOUNDER

Lynae Sowinski and I launched Limestone Post Magazine in 2015 to provide in-depth articles on a range of topics that needed to be covered adequately in Bloomington.



Our goal was to provide a platform for the diverse voices, underrepresented people, marginalized communities, and distinctive neighborhoods in Monroe and surrounding counties. Our tagline was “Writers with a voice, photographers with a vision.”

Since Limestone Media Inc. became a nonprofit in 2019, Limestone Post has been able to focus even more on solutions journalism to provide readers with a more thorough understanding of issues and solutions.

Because we feature long-form articles, writers can include history, relevant context, and multiple perspectives. This is why many of our stories have become “evergreen.” Much of what we published years ago is relevant today because readers still find useful information on health issues, housing, the environment, and our neighboring rural communities, as well as in our coverage of the arts, local business, and social justice issues.

We’ve increased the impact of the articles published by Limestone Post by collaborating with other local media. In the past, we’ve shared content with WFIU Public Radio and WFHB Community Radio and republished articles from statewide news sources such as Indiana Capital Chronicle, Indiana Environmental Reporter, and the Arnolt Center for Investigative Journalism. Limestone Post will continue to run stories by Indiana University scholars that are first published in The Conversation.

The mission of any nonprofit is to provide community service, so a nonprofit news organization reports on critical issues as a public service that benefits the community it serves. It focuses on news that matters rather than on click-bait headlines; it is responsible to the community, not to a faceless corporation.

Ron Eid

BY THE NUMBERS

Over
1000
subscribers
(and
growing!)



Equal
number of
readers in
every adult
age group.

Increased the number of stories published by
50% since 2020

Increased coverage of health, science, and education issues and expanded our coverage areas to more rural communities in south-central Indiana.



Readers spend
more than 5
minutes on
top articles



COMMUNITY ENGAGEMENT OPPORTUNITIES

EVENT CALENDAR

Our Event Calendar publishes events, for free, from area nonprofits, government entities, and other organizations and became the third most-visited page on our website in 2023.

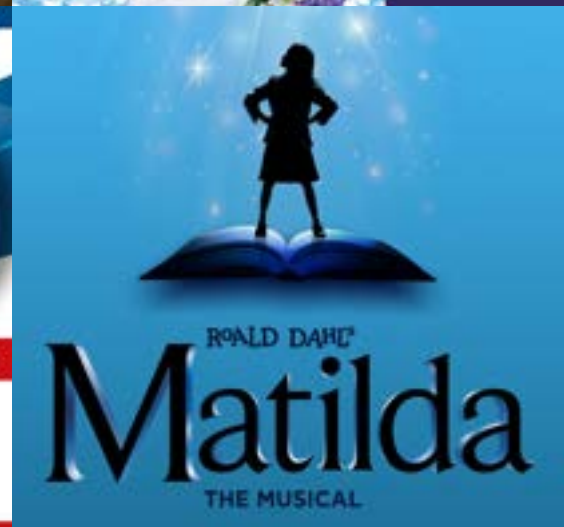
LOCAL SPORTS SCORES

We now publish local and regional high school sports scores on our website.

Below are some of the events found on our event calendar.



JULY 12 & 13 AT 7:30PM



Deep Dive

WFHB & Limestone Post Investigate

Independent and investigative, non-profit journalism.



Our yearlong “Deep Dive” collaboration with WFHB Community Radio, funded by the Community Foundation Bloomington and Monroe County, published a series of ten in-depth articles that covered opioid settlement monies, Lake Monroe water quality, housing, and food insecurity, among other issues.



WFHB produced two to three radio segments for each published Limestone Post article.



The series was selected as a national finalist for “Journalism Collaboration of the Year” in the 2023 Nonprofit News Awards.



We are thrilled to be publishing Deep Dive for the second year thanks to a more than \$30,000 grant from the Community Foundation Bloomington Monroe County and the Knight Foundation.

CIVIC ENGAGEMENT

In collaboration with the League of Women Voters, we published our civic engagement series that featured articles on voting, the independent state legislator theory and civic literacy.

Our voting guide was produced in collaboration with the League of Women Voters and became one of Limestone Post's most-viewed articles in 2023.



[Voting Guide for 2023 Local Primaries](#)
by [Debora Shaw](#), [League of Women Voters](#)



[Experts Grade Social Media Companies on Midterm Misinformation](#)
by [Dam Hee Kim](#), [Anjana Susarla](#), and [Scott J. Shackelford](#) Republished courtesy of The Conversation

LWV LEAGUE OF WOMEN VOTERS'
OF BLOOMINGTON-MONROE COUNTY

LIMESTONE POST

WRITERS WITH A VOICE, PHOTOGRAPHERS WITH A VISION

CORE COVERAGE AREAS

Arts

Over the past three years, Limestone Post has covered the arts by featuring author and artist profiles, the arts scene, and arts organizations.



Education

Experienced education writers such as Steve Hinnefeld and Keri Jean Miksza have reported on such topics as legislation that educators feel is harmful to students and partnerships rural schools rely on.



Health and Science

Experienced health and science writer Rebecca Hill has reported on living with Alzheimer's Disease, opioid settlement monies, cancer care, the Indiana power grid, and health issues in rural communities.



Housing

In 2023, Steve Hinnefeld wrote a two-part series on the tough housing market in Bloomington and Monroe County.



Food Insecurity

Limestone Post partnered with two journalists from the Arnolt Center of Investigative Journalism to report on food security.



STORIES WITH IMPACT

Voter Guide

A voter guide for the 2023 primary and general elections was created in collaboration with the League of Women Voters and became one of Limestone Post's most-viewed articles.

Convention Center

Steve Hinnefeld's story, "Expanding the Monroe Convention Center Still Faces an Uphill Battle," reopened conversations on expanding the convention center to suit our growing city better. Initial conversations had stalled during the pandemic.

Living with Alzheimer's Disease

Rebecca Hill's story, "The Long Goodbye: Living with Alzheimer's Disease," was nominated for the Insight Award for Explanatory Journalism, 2023, Nonprofit News Awards and generated a guest column response from Kathryn Moyle, Ph.D., a dementia advocate for the Dementia Australia Research Foundation.

Peer Publications

Limestone Post expanded its reach by republishing articles from several nonprofit news publications, including Chalkbeat, Indiana Capital Chronicle, Indiana Environmental Reporter, and the Arnolt Center for Investigative Journalism.



TOP STORIES FOR 2023

Limestone Post contributors reported on a variety of issues this year. All articles in the series “Deep Dive: WFHB & Limestone Post Investigate” made the top twelve. Here are our top fifteen stories for 2023.

1. Deep Dive: [Trees Do More Than Add ‘Charm’ to IU’s Campus](#) by Laurie D. Borman
2. [New Legislation Would Double Size of Deam Wilderness](#) by Steven Higgs
3. Deep Dive: [Struggling with Housing Supply, Stability, and Subsidies, Part 1](#) by Steve Hinnefeld
4. Deep Dive: [How Healthy Is Lake Monroe — and How Long Will It Survive?](#) By Michael G. Glab, photography by Anna Powell Denton
5. [Travel with Laurie: Historic Treasures in French Lick and West Baden Springs](#) by Laurie D. Borman
6. [Voting Guide for 2023 Local Primaries by League of Women Voters](#) by Debora Shaw
7. [Eternal Sunflower: Remembering Janiece Jaffe](#) by Krista Detor
8. Deep Dive: [‘No Silver Bullet’: Advocates, Officials Use Many Tactics on Housing Woes](#) by Steve Hinnefeld
9. Deep Dive: [Local Parents, Educators Face ‘Attack’ on Public Schools from Indiana Lawmakers](#) by Steve Hinnefeld, photography by Garrett Ann Walters
10. [Public Schools in Orange County Rely on Unique Health Partnerships](#) by Keri Jean Miksza
11. Deep Dive: [The Power Struggle in Indiana’s Changing Energy Landscape](#) by Rebecca Hill, photography by Benedict Jones
12. Deep Dive: [How Will Opioid Settlement Monies Be Spent — and Who Decides?](#) by Rebecca Hill, photography by Benedict Jones
13. [IU Professors Host Ethical Metalsmiths and Radical Jewelry Makeover](#) by Hiromi Yoshida
14. [Virginia Githiri, Ph.D., Entrepreneur, Wellness Coach, Life Strategist, and More](#) by Shannon Livengood
15. Deep Dive: [On Saving the Deam Wilderness and Hoosier National Forest | Photo Essay](#) with story and photography by Steven Higgs

Peer Impact



Collaborations

Limestone Post collaborated with WFHB to bring their Deep Dive series to the Bloomington community. Deep Dive brought a series of investigative articles and radio programs on issues like housing, food insecurity and lake water quality.



Morgenstern's and Limestone Post collaborated on a series of articles on the literary arts that included author interviews and book reviews.



Bloomington Health Foundation and Limestone Post published a series of articles on health-related topics in Bloomington.



Networking

Limestone Post started the Women in Media networking group for women in the Bloomington and Monroe County area.

Awards

At the 2023 Nonprofit News Awards, Limestone Post was selected as a finalist for Journalism Collaboration of the Year (with WFHB) and for the Insight Award for Explanatory Journalism.

Nonprofit News Awards 

BRINGING PEOPLE TOGETHER

Community Building

Over the last three years, executive board members and the executive editor have met with over 100 key community stakeholders and leaders to discover what they want to see in local news.

Limestone Media Board Members (l-r, by row from the top): to the right: Becky Hill, Lynae Sowinski, Joy Harter, Carol Williams, Krista Freedman, Kaytee Lorentzen, Maqubè Reese, Emily Reynolds, Fred Turner, Douglas Woodhouse. Missing photo: Jennifer Fettchenhauer.



LIMESTONE MEDIA DIVERSITY

Limestone Media's board of directors created and approved a diversity, equity, and inclusion policy that addresses DEI in our organization.

At Limestone Post Magazine and our official nonprofit organization, Limestone Media Inc., we recognize that our mission to inform our readers can be achieved only by actively cultivating diversity, equity, inclusion, and belonging in our work and workplace, including but not limited to our editorial content, staff, contributors, volunteers, board of directors, leadership, donors, and audiences. We are committed to diversity, equity, inclusion, and belonging in principle and practice.

We acknowledge and respect the value of diverse lived experiences and heritages of each person in the Limestone Media community, and we work to ensure that all voices are heard. As diversity, equity, inclusion, and belonging are central to the organization's success, there shall be no barriers to full participation at Limestone Media based on identity, experience, or way of moving through the world.

We are committed to providing equal employment and advancement opportunities at Limestone Media and maintaining an inclusive environment with equitable treatment for all.

IN YOUR WORDS

“Thank you for providing background for this historic opportunity to expand Indiana’s only wilderness.” —Marilyn, in response to “On Saving the Deam Wilderness and Hoosier National Forest | Photo Essay” by Steven Higgs, part of the series “Deep Dive: WFHB & Limestone Post Investigate”

“Thank you for writing such a beautiful portrait of Janiece [Jaffe]. She touched so many lives, so many more than we will ever be able to count. She is missed and loved.” —Barb, in response to “Eternal Sunflower: Remembering Janiece Jaffe” by Krista Detor

“Thank you for bringing light to this issue! When IU Health Morgan shut down obstetrics in Martinsville, pregnant women in our area lost access to an amazing CNM and are now forced to use Bloomington OBs or travel elsewhere.” —Pamala, in response to “IU Health Addressing Push to Provide Nurse-Midwives” by Susan Brackney

“Great article! I love this kind of history and minutiae in regards to basketball in the state. Houck’s book seems like a must read for me.” —Dom, in response to “Hoosier High School Mascots Tell the Stories of Our State” by Michael G. Glab

“Reading your piece made me want to dust off my hiking boots. Many thanks!” —Ruth, in response to “From the B-Line Trail to the Pacific Ocean — Hiking the American Discovery Trail” by Ron Eid

Readers can find our journalism at
<https://limestonepostmagazine.com/>

Connect with us!

@limestonepost

