

LIMESTONE POST

WRITERS WITH A VOICE, PHOTOGRAPHERS WITH A VISION



Impact Report

2023-2024

Limestone Media Limestone Post

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

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LETTER FROM THE EXECUTIVE DIRECTOR - RON EID



As the editor of Limestone Post, it is my honor and privilege to work with so many talented contributors. They come from a variety of disciplines and backgrounds, but they all have a passion for covering a topic thoroughly and telling a story well. I enjoy working with the seasoned veterans as much as with the reporters who are just starting out their journalism careers.

As a nonprofit, we collaborate on many levels with other local nonprofits. Calling the people who work at these organizations colleagues is an honor. A lot of our writing includes topics in which local nonprofits are hard at work to improve the quality of life in the community — whether that's helping people in need, working on social justice, or improving the environment. It is inspiring to see so many dedicated people trying to make the world a better place.

PRESIDENT'S LETTER

Dear Friends,

I have started my fifth year as president of the Limestone Post. We have had many accomplishments over the last year, and I am proud to be a part of an organization that lends its voice to those in our community. Local news is a critical part of our community, but more importantly, it is an essential factor in our democracy.

Do you know who loses the most when a local newspaper closes? You do. Without local news, communities lack the basic information to make decisions. Research has also found that government oversight disappears, taxes increase, voter participation and turnout decline, people become less involved in the community, and health and safety information is no longer reliably shared. When local news is missing, people turn to social media, and disinformation and misinformation proliferate.

Like many of you, I grew up in a community with a local newspaper, the Commercial News. My parents and grandmother were prolific newspaper readers, reading the local news and the great Chicago Tribune, where writers like Mike Royko, Richard Roeper, and Studs Terkel ruled the pages. But now, on average, more than two newspapers die a week.

We've seen it here. Sustaining local news is and should be a priority to our community. Without it, how will you know what's going on, who is making a difference, or if your local street is going to be closed next week all week?

With the impact report, we are strutting our stuff to you — but mostly, we are just proud to share the good work of our writers, editors, and photographers.

We are asking you to support Limestone Post. Support us with your money and readership so we can continue to publish for you.

Becky Hill
President, Limestone Post Board of Directors



DEEP DIVE SERIES RECAP

In February 2023, Limestone Post began a year-long journalism collaboration, called Deep Dive: WFHB & Limestone Post Investigate, with the news staff at WFHB Community Radio. The series was made possible by a grant from the Community Foundation of Bloomington and Monroe County. Since then, Limestone Post has published 16 in-depth articles about once a month on consequential community issues, such as health, housing, or the environment, and WFHB has aired numerous programs on each topic during its Wednesday news program.

This local news partnership was recognized by the Institute for Nonprofit News as a finalist for Journalism Collaboration of the Year during its annual Nonprofit News Awards held in Philadelphia. Deep Dive won six “Best in Indiana” Awards in the annual SPJ Journalism Contest in 2024. The series was so impactful that the Community Foundation helped secure more funding from the Knight Foundation. This support has allowed the collaboration to continue into 2024 and the first quarter of 2025.



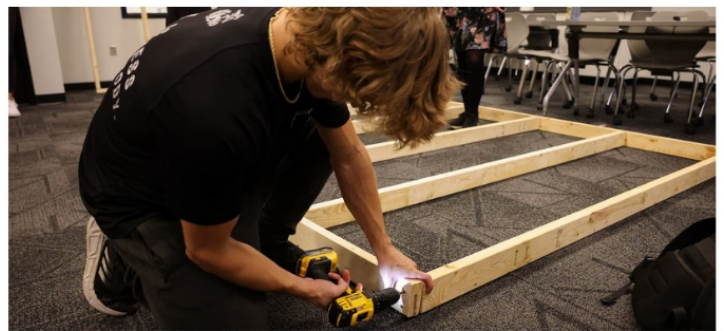
Political Polarization Hurts Communities — What Can Be Done?
by [Marjorie Hershey](#), photography by [Jeremy Hogan/The Bloomingtonian](#)



Goal of BPD and Social Support Team Is 'To Help People'
by [Haley Miller](#)



Resilience Amid Hardship: Refugees Find Challenges, Opportunities in Bloomington
by [Arnolt Center](#) for Investigative Journalism | Photo by [Paul Cooper](#), CC BY-NC 2.0



Apprenticeships Work for Some High School Students But Not All — Yet
article by [Steve Hinnefeld](#), photography by [Benedict Jones](#)



What's at Stake in the Debate Over Indiana's Wetlands?
article and photography by [Anne Kibbler](#)

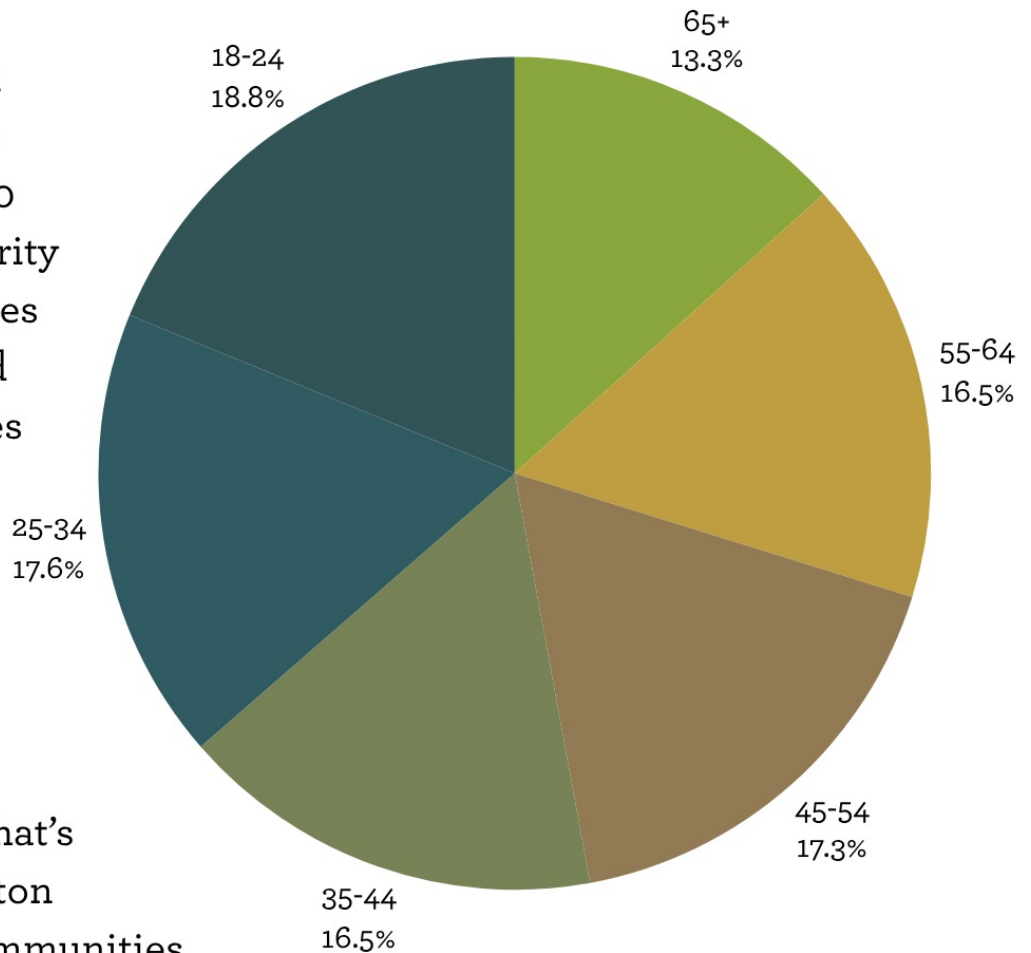


Political Polarization Hurts Communities — What Can Be Done?
by [Marjorie Hershey](#), photography by [Jeremy Hogan/The Bloomingtonian](#)

METRICS & AUDIENCE ENGAGEMENT

Limestone Post stands out from other local media outlets in several key areas. Our readership, for example, represents every adult age group almost equally, meaning that people of all ages benefit from our in-depth reporting on the issues that matter to our community. Our website users are categorized by Google Analytics as “Avid News Readers” with strong interests in lifestyles/hobbies, travel, food/dining, and technology among others. Furthermore, they are engaged readers: The Average Engagement Time Per User is 34% higher on LP than Google’s benchmark.

While LP is read around the world, with multiple readers in more than 100 countries, the vast majority of the audience comprises residents in Monroe and the surrounding counties of Owen, Greene, Morgan, Brown, Lawrence, Daviess, and Jackson. Likewise, our editorial focus is hyperlocal, because our readers want to know what’s happening in Bloomington and the surrounding communities. Some of our most-read articles are about issues in some of the news deserts in south-central Indiana.



READER TESTIMONIALS

“Thanks for all you do at Limestone Post — a valuable and important community resource — far beyond the calendar!”

“THANK YOU!!”

“Thank you for sharing this impactful article with us. Wow, some staggering statistics about the mental health of our youth. Thank you for giving voice to such an important story that needed to be told.”

“Excellent reporting. Introspective writing!”

“Thanks for all you do at Limestone Post — a valuable and important community resource!”

“Thank you for your coverage about refugees”

“Keep up the good work!”

“Thank you for all you do to make Limestone Post Magazine available to all of us!”

“Thanks for the good work that you all do.”

“I love Limestone Post and have shared articles and your website with many.”

“Thanks so much for the quality publication and website. Big kudos to you and the Limestone team!”

SPJ AWARDS SUMMARY

In April 2024, Limestone Post won 11 awards in the Society of Professional Journalists' "Best in Indiana" Journalism Contest. LP contributors Steve Hinnefeld, Haley Miller, Christina Avery, Christine Brackenhoff, Steven Higgs, Michael G. Glab, Rebecca Hill, Jill Bond, Krista Detor, and Debora Shaw were among the winners. Their reporting covered a wide range of categories, including social justice issues, medical and science reporting, business and consumer affairs reporting, and election and campaign coverage.

Those statewide awards came on the heels of national recognition for LP's collaborative series Deep Dive: WFHB & Limestone Post Investigate. The series was a finalist for Journalism Collaboration of the Year in the 2023 Nonprofit News Awards, held in Philadelphia.



HIGHLIGHT SUMMARY

Limestone Post's readers are engaged and involved. They not only want to learn about issues affecting our community but also how they can help. That's why our focus on public-service journalism — especially in areas like mental health, affordable housing, education, and civic engagement — is so well-received. And you can tell the commitment of our readers by the variety of LP stories they read. For example, our most-read articles in 2024 covered the environment, health, social justice issues, local business development, government oversight, education, and the ever-popular arts and entertainment.



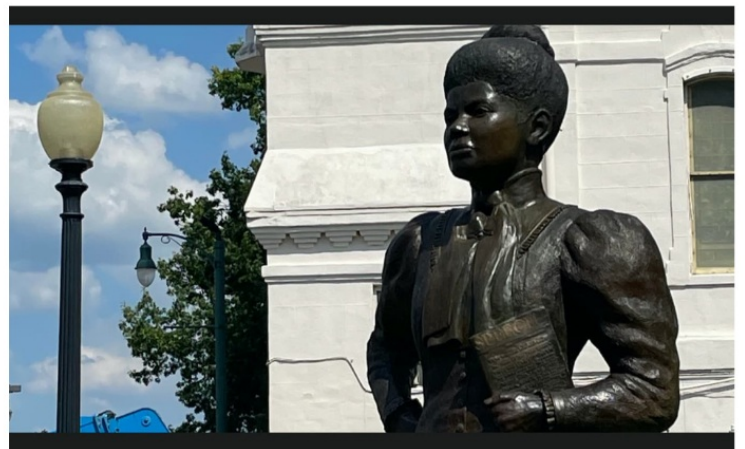
[Sandhill Cranes Are the Stars of Marsh Madness at Goose Pond](#)
by [Carol Johnson](#) | Photo by [Tina Nord](#)



[Mental Health Issues Are Increasing Dramatically Among Hoosier Youth](#)
[Deep Dive: WFHB & Limestone Post Investigate Teen Mental Health](#)
by [Rebecca Hill](#) | Photo by [Benedict Jones](#)



[The 'WonderWomen' Behind WonderLab](#)
by [Trung Le](#) | Photo by [Melinda Seader](#)



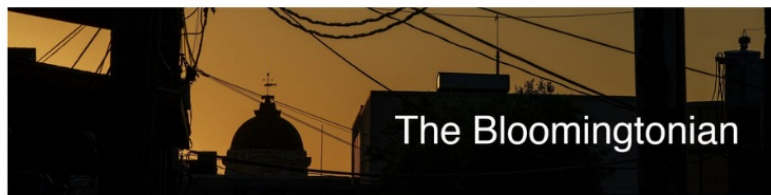
[Ida B. Wells and the Campaign Against Lynching](#)
by [Richard Campbell](#) | Photo by [Southern Hollows/S. Liles](#),
[CC-BY-SA-4.0](#)

WRITER PROFILE

Limestone Post's articles are mostly written by freelance contributors. This allows LP to include voices from across the community, ensuring fresh perspectives on the varied topics we cover. The contributors include veteran newspaper reporters, lifelong journalists, journalism students, and experts in specific topics, such as college professors who can write clearly and thoroughly about complex issues. Using local freelancers allows Limestone Post to include a broad cross-section of the community, giving people from marginalized communities a chance to have their voices heard.

While many of our contributors have written for us since we launched in 2015, each year we add new contributors — new voices — to the masthead, giving our readers a range of perspectives. In addition, in 2024 we collaborated with other local news outlets, such as the WFHB News Department, Southern Indiana Business Report, The Bloomingtonian, and the Arnolt Center for Investigative Journalism.

We also have arrangements with other outlets to republish articles that would be of specific interest to our readers. These publications include The Conversation, Futurity, The Indiana Capital Chronicle, and Chalkbeat Indiana.



FUNDRAISING & DONOR ENGAGEMENT

Contributions from our donors, subscribers, and community friends are what enable Limestone Post to publish content that we know our readers want. Those dollars bring to our community news and perspectives that no other publication in our community provides. As a nonprofit organization, we appreciate every donation and encourage you to continue giving. We couldn't do this without you. Thank you so much!

THE 2024 NEWSMATCH CAMPAIGN
ACHIEVED SUBSTANTIAL SUCCESS!

TOTAL
RAISED

\$28,118

INCLUSIVE OF MATCHED CONTRIBUTIONS

DONOR
PARTICIPATION

66

TOTAL DONORS

33

NEW DONORS

SIGNIFICANT MILESTONE:
FIRST-EVER SINGLE DONATION OF \$10,000

This campaign growth demonstrates increased community recognition and support for our mission and journalism. It also underscores the importance of securing additional funding to ensure we can continue delivering this vital resource to our community.

BOARD MEMBER HIGHLIGHT: KAYTEE LORENTZEN

This year, we would like to highlight one of our board members and their work for Limestone Post. We are a working board, so all board members are volunteers who help make the spokes of our wheel turn. We are grateful for our board members and their commitment to Limestone Post.

Kaytee Lorentzen joined our board in August 2022. The President and Executive Director sat down with her and immediately knew she would be a fantastic board member. Her thoughtful ideas about community engagement, experience in marketing, and genuine enthusiasm for our mission stood out right away. Since then, she has created our marketing and fundraising strategies for our publication and championed our social media, boosting it from nothing to a regular boost each week. She's smart, strategic, innovative, and a team player. When we asked her why she was a member of the Limestone Post board, she said:

"I have always been an advocate for access to information. Since I was in high school, I understood the necessity of news organizations and their importance to informing the public. I wanted to play a part in continuing these efforts even if it wasn't from a newsroom."

We are lucky to have her in our corner.

As Director of Communications and Events, Kaytee leads all marketing efforts for the Greater Bloomington Chamber of Commerce. Kaytee has been with the Chamber since 2021.



She graduated from Ball State University in journalism and holds a master's degree in communications with a concentration in public relations and marketing from Purdue University.

Outside of work, Kaytee enjoys spending time with her Australian Shepherd, Kora, and traveling — the Dominican Republic is one of her favorite destinations. She is also engaged to be married in the fall. Our thanks to Kaytee for all that she does to contribute to our success.

THE LIMESTONE POST TEAM

Board of Directors (April 2025)

Becky Hill, President
Emily Reynolds, Co-Vice President
Lynae Sowinski, Co-Vice President
Joy Kahn Harter, Secretary
Carol Williams, Treasurer
Krista Freedman, Board Member
Kaytee Lorentzen, Board Member
Fred Turner, Board Member
Steve Hinnefeld, Board Member
Cassy Caswell, Board Member
Francine Marseille, Board Member

The Creators of Limestone Post (April 2025)

Ron Eid, Publisher, Executive Director
Anne Kibbler, Assistant Editor
Jordan Kimbrough, Development Director
Daniel Kessler, Intern

We extend our heartfelt thanks to all readers, donors, contributors, and community partners who helped make 2024 a remarkable year at Limestone Post. Your unwavering support and engagement enable us to continue providing essential, impactful journalism that strengthens our community.

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

Connect with us!
@limestonepost

