



# Ipswich Local News, Inc.

2022 Annual Report

## IPSWICH LOCAL NEWS message

The Ipswich Local News had another successful year in 2022. There were a number of welcome developments for the organization.

It was our third full calendar year of operation, and we couldn't have gotten to this point without the community's support. Although we receive revenue from advertising, it only covers part of our operating budget. Donations are essential. They also are a barometer that allows us to, in part, measure the impact we have on the community.

We intentionally set up the newspaper as a nonprofit to protect it from the predations of uncaring corporate owners and to help maintain it as community-centered organization. We take our charge seriously — even when we appear to have a lot of fun doing so.

Financially, we are on a good footing, but as we are a young organization, we are not yet funding our full costs. Although we finished the year with a surplus of \$41,087, this reflects a conservative budget that does not fulfill our potential and the hard work and dedication of our core staff and interns.

However, we still need to work on making the organization more sustainable. For example, it is a challenge to hire staff when we cannot offer health insurance or competitive wages. That will require extra attention to fundraising.

Although it looks like our total income was down for 2022, the previous year's total was skewed by the inclusion of a one-time donation of \$70,000 from the late Bill Wasserman. His contribution is to be used to defray reporting expenses.

Bill's grant allowed us to hire interns for the summer. It was particularly gratifying to see two of those interns go on to win journalism awards at the annual New England Newspaper & Press Association competition. Ella Niederhelman, a rising high school senior, won for a personality profile, while Tristan Ashlock, a journalism student at Salem State University, won for historical reporting.

As 2022 was the first year we entered the competition, we were very pleased to be recognized with seven awards.

Another notable achievement for 2022 was the in-depth reporting we offered on large issues affecting the community, including the Waldingfield Road development, water scarcity, and town elections.

We sincerely believe we are making a positive impact in the community. That belief is shared by the many residents when they sit down to send us a donation along with a card or short note of encouragement.

With the support of our readers and the community, we continue to build a sustainable and enduring local news organization.

John P. Muldoon, editor and publisher  
Tracy Filosa, board chair

## **IPSWICH LOCAL NEWS** mission

To fairly and accurately report the news in our local community.

## **IPSWICH LOCAL NEWS** values

We believe in providing accurate, full, and fair coverage of the news through local independent journalism.

We believe local news should be free and easily accessible to everyone in the community.

We believe that fair and accurate news reporting promotes civic engagement and strengthens community ties.

We believe in providing a forum for readers to express their views and opinions.

We believe in supporting a strong local economy through helping our local businesses with advertising sales.

## IPSWICH LOCAL NEWS financial summary

*Ipswich Local News* ended its 2022 fiscal year with a net surplus of \$41,087; this compares to \$127,000 in 2021. Revenue from all sources totaled \$414,321, while expenses were \$373,234.

As shown in the charts below, our primary expenses are content/wage related. ILN runs a lean operation, focused on delivering a weekly paper at our lowest possible cost.

*Ipswich Local News* is supported through advertising revenue at \$261,586, which was up from \$246,000 in 2021. Fundraising campaigns raised \$127,339 in 2022. We are extremely grateful for every gift received, as they go directly to support our mission to educate the public about local issues and events that affect them.

*Ipswich Local News* is also the recipient of grant funding, primary from matching gifts in response to NewsMatch, a fundraising program supported by major journalism funders. 2022's grant of \$16,487 was received for donations given in our fall 2021 fundraising drive.

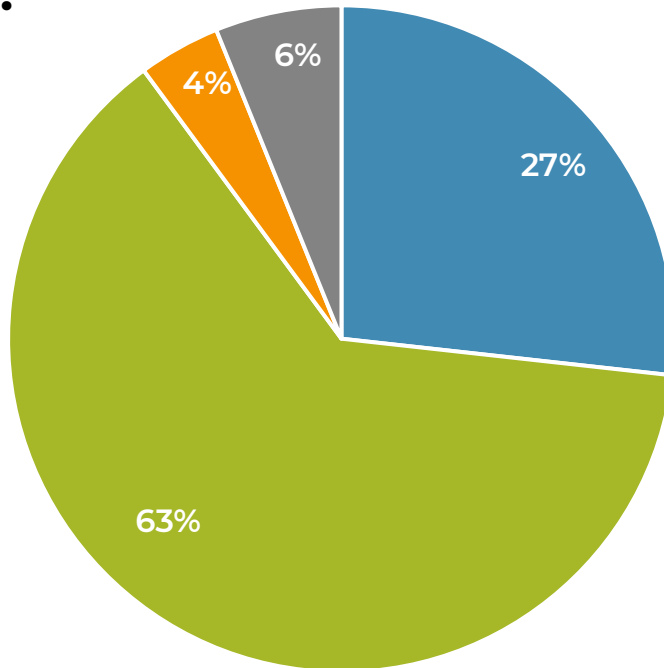
The support we received from our new donors meant we qualified for additional bonuses over and above the original \$15,000 in matching funds.

To learn more about *Ipswich Local News*, you can find our Form 990 on our website.

# IPSWICH LOCAL NEWS financial summary

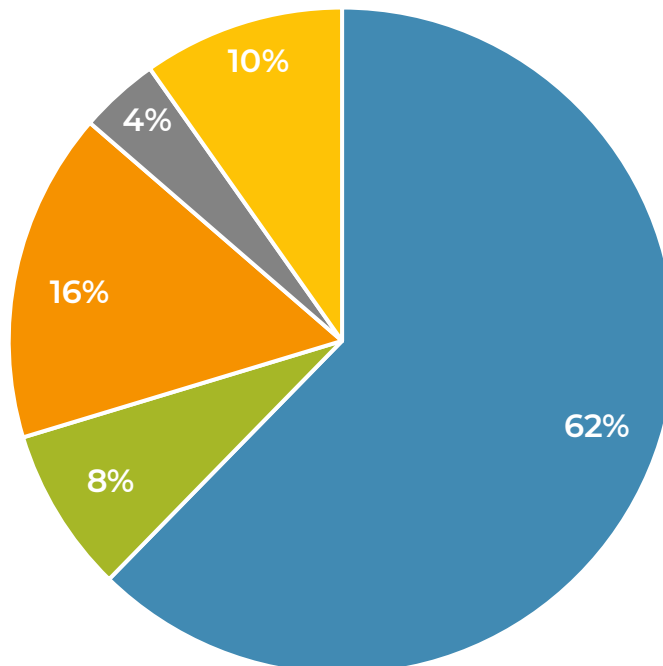
## TOTAL REVENUE 2022: \$414,321

- donations: \$110,852
- advertising: \$261,586
- grants: \$16,487
- other: \$25,396



## TOTAL EXPENSES 2022: \$373,234

- wages: \$232,597
- postage: \$29,876
- printing: \$59,809
- legal/professional: \$14,453
- other: \$36,499



## IPSWICH LOCAL NEWS by the numbers in 2022

**1,195**

individual  
donors

**\$107**

average donation  
amount

**852**

multi-year  
donors

**\$16,487**

received in  
grant funding

**158,000  
per  
month**

*The Local News*  
website page views

**36,000**

average monthly  
visitors to website

**6,700**

papers printed  
and distributed  
every week

**1,044**

letters to  
the editor

**7**

number of journalism  
awards won (so far)

## IPSWICH LOCAL NEWS board of directors

President	John P. Muldoon
Treasurer	<p>William Craft</p> <p><i>While serving in elected public office in Ipswich it became clear to me that an exceptional local newspaper is fundamental to sustaining our democracy and to shaping the future of a caring, vibrant community. The Local News keeps us informed about all aspects our community — the extraordinary, the good, and the still improving. It educates and makes us proud to be part of Ipswich.</i></p>
Secretary	<p>Mary Buckley-Harmon</p> <p><i>Local news supports democracy by providing readers with the fact they need to make informed decisions at the ballot box. I joined the board so that I could support ILN's efforts to inform and connect residents. The demise of the Ipswich Chronicle left a huge void in our community — one that ILN filled.</i></p>
Chairperson	<p>Tracy Filosa</p> <p>I joined the ILN board in 2020 because I was elated to have a local newspaper devoted to Ipswich again. In the teeth of the pandemic, this paper persevered as a start-up and served a vital purpose in bringing Ipswich together. I thought Bill Wasserman and John Muldoon were cutting-edge and spot-on with the non-profit newspaper model. It's a great fit for the mission of the paper and a community that supports and appreciates its local journalism. I believe the mission of ILN is a vital component of the town's fabric, as it promotes an informed and engaged community.</p>
Director	Richard F. Howard

## IPSWICH LOCAL NEWS staff

Editor and Publisher	John P. Muldoon
Deputy Editor / Graphic Design	Kristen Aiton Muldoon
Business Managers	Sarah Evertson and Diane Linehan
Advertising Sales	Kimberly Mavroides
Freelance Reporters	Ella Niederhelfman, Tristan Ashlock, Dan MacAlpine, Amy Palmer
Cartoonist	Ed Colley
Volunteer columnists	Doug Brendel, Bob Waite, Rebecca Pugh, Bill Sargent, Paula Jones, Charlotte Kahn, Carlene White, Esther Baird



## IPSWICH LOCAL NEWS supporters

Thank you to our columnists. They generously donate their time and talent to bring us informative and entertaining stories that help to connect us all.

I'm delighted to write the "Outsidah" column for the *Ipswich Local News* to amuse readers and sometimes shine a light on small-town absurdities. On a more serious note, I'm proud to be associated with the paper; it's a boon to our local communities, and I'm grateful it's here.

— Doug Brendel



As an Ipswich native who began his writing career here and still thinks of the town as home, I am inspired by the efforts of John Muldoon and the late Bill Wasserman to bring quality community journalism to the town's citizens. Community engagement has never been more important, and it is a privilege to be able to contribute, in my small way, to that effort.

— Bob Waite

I write "Running with Birds" to let people who are out in the environment notice the birds overhead and along the roadways. The chance to pay attention to them is good — for ecology, for their survival, for our spirits, for interconnection.

— Rebecca Pugh

Why do I volunteer to help the paper? There are two reasons: First, I love the opportunity to circulate in our community, meet new people, and learn about all the fun and sometimes kooky things that go on here. And two, I'm doing it for democracy. Without this paper, we would all be in the dark — a dangerous and scary place to be, particularly in these polarized times.

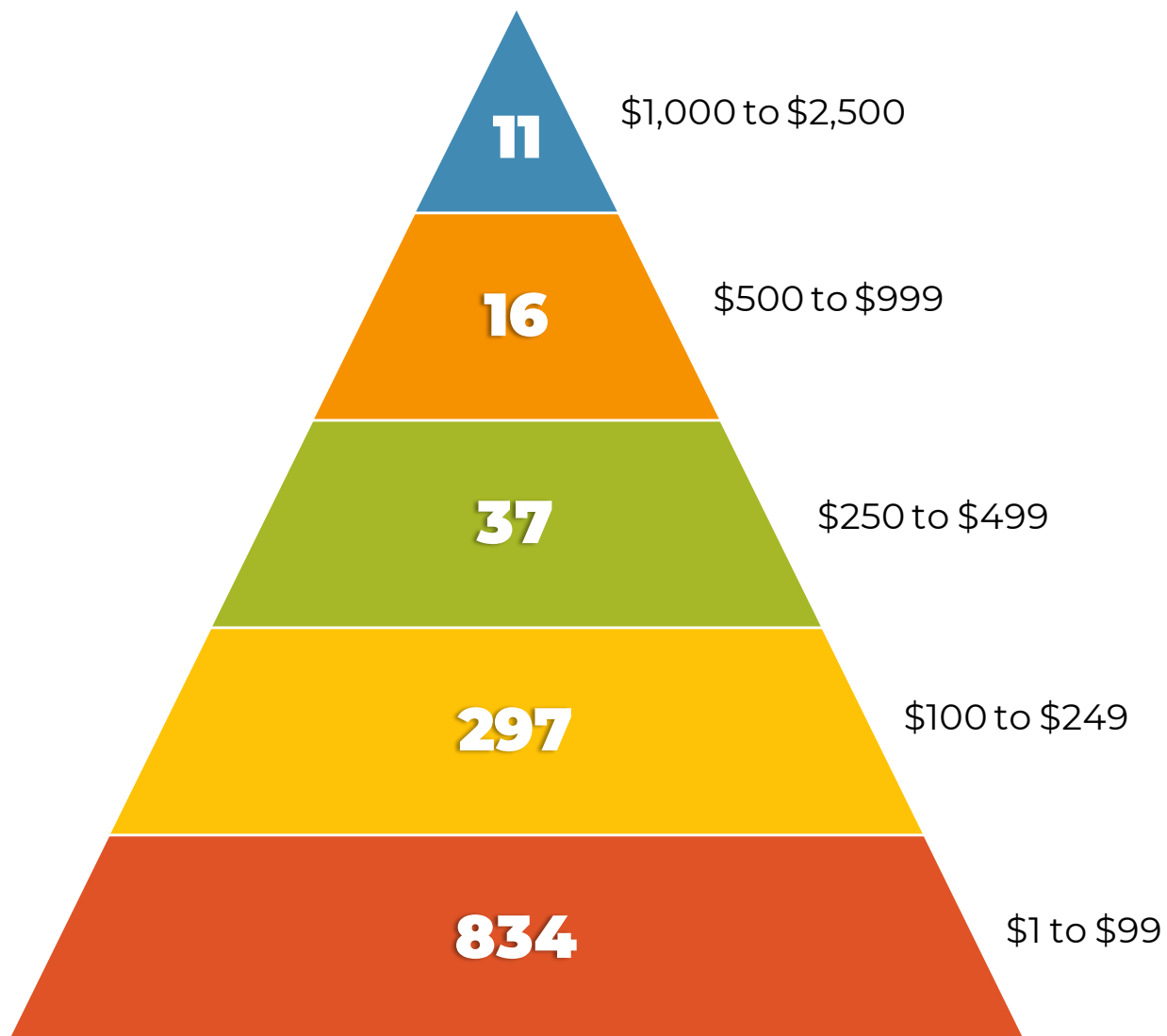
— Coco McCabe

## IPSWICH LOCAL NEWS supporters

And thanks to you, our readers and donors. You are the reason we exist and can continue to do the important work of reporting news and covering events that affect our community.

Local news fosters a sense of connection and encourages participation in our community.

We appreciate all that our contributors, volunteers, and advertisers have done to keep this enterprise afloat.



# IPSWICH LOCAL NEWS SUPPORTERS

Here's what a few of our readers have to say about the paper:

I discovered your local newspaper several weeks ago at the Council on Aging. How remarkable to be so well informed on a weekly basis about what is happening in town. And to boot — it's free! May it long endure.

I love your little paper and will try to send some money each month.

My mother, who lives at Riverbend, enjoys reading your newspaper. She likes reading about the local community each week. Thank you for helping to make her world a little bigger.

Thank you for keeping me "up to date" in 2022!

I have just recently started reading the paper and have found it to be informative and actually entertaining. My only regret is it is not a daily publication. Keep up the good work!

We enjoy and appreciate having access to coverage of our town's news. Thank you!

We love receiving the *Ipswich Local News* each week. I always look forward to it and read it cover to cover.

I always look forward to reading our *Ipswich Local News*. You continue to print great local news.

Thanks so much for keeping us in the local loop!

Thank you for your ongoing efforts to provide much-needed community news and information in Ipswich and surrounding communities.

Local news is vital to our town and to democracy. Keep on with the good work!