



We bring East Lansing the news.

ELi basics:

- ⊗ 501c3 founded in 2014
- ⊗ Focused on East Lansing (pop 50K)
- ⊗ Strictly nonpartisan: & factual
- ⊗ “News brigade” → Modeled on David Carr’s conception of local citizen journalism
- ⊗ We do grassroots media literacy by engaging our audience in news production



ELi's NewsMatch stats:



- NewsMatch virgin in 2018
- \$15,000 local match (raised in Oct.)
- Raised \$53,130 during NewsMatch
- +\$25,000 from NewsMatch
- +\$5,000 in NewsMatch bonuses
- 567 total donations
- 401 unique donors
- 112 first-time donors

ELi is a local news brigade.

Demand that we recognized:

- ⦿ Meaningful info for voters
- ⦿ Government transparency
- ⦿ Public schools transparency
- ⦿ Means of local info transfer *without* opinion and endless argument
- ⦿ Investigative news service



ELi is a local news brigade.

Supply in response to demand:



- ⊗ To date, 140 citizen reporters (some volunteer, some paid)
- ⊗ Steady team of about 12 of us (with 1 FT)
- ⊗ Steady, meaningful news
- ⊗ “Ask ELi” investigations
- ⊗ Run on less than \$100K/year, donated by readers

Before NewsMatch launch:

- 🎬 Focused constantly on transparency for readers/donors
- 🎬 Obtained \$15K in commitments from core donors

What ELi Did This Month and What It Cost

Thursday, March 1, 2018, 9:28 pm

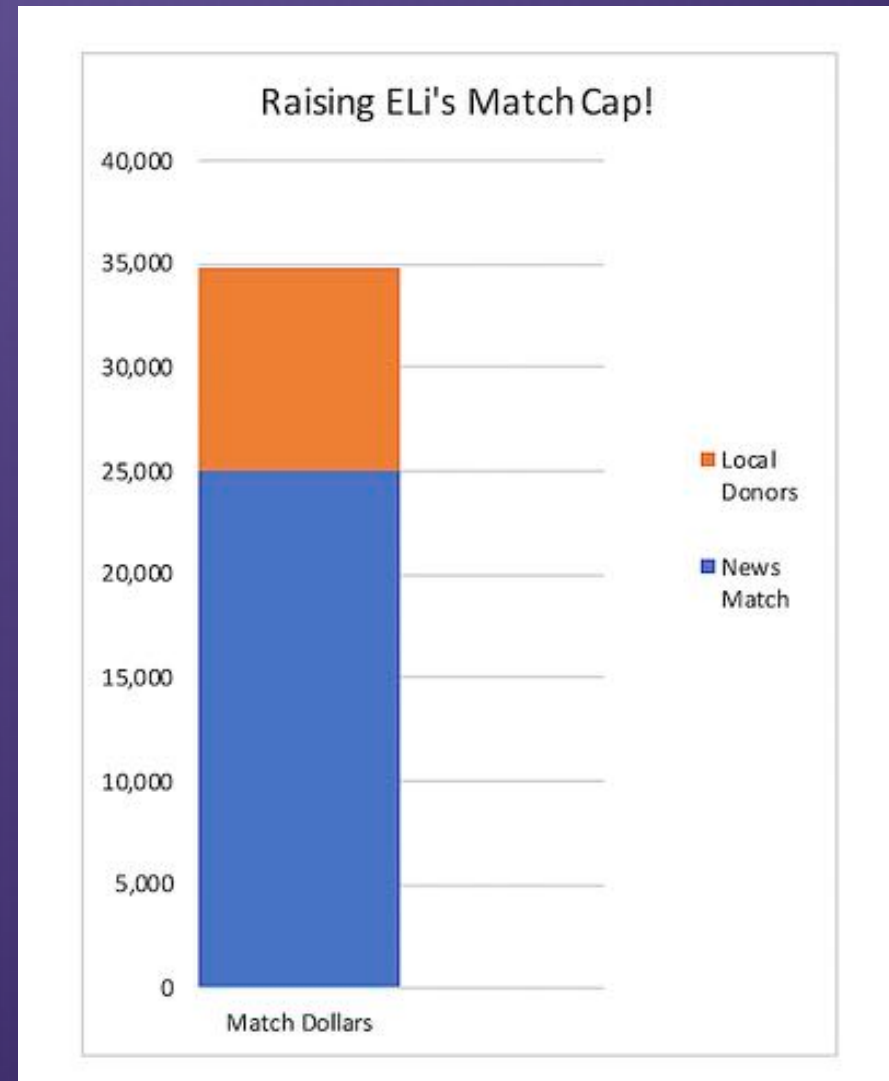
By: Alice Dreger, Publisher and Ann Nichols, Managing Editor



Above: Members of ELi's Community Advisory Board, top row (left to right) Thasin Sadar, John Kloswick, Samuel Hosey, Jr., Michael Krueger, Ann Nichols, Meg Croft, Beth Scanion, Alex Hosey; bottom row (left to right) Chris Root, Alice Dreger, Barbara Ball McClure.

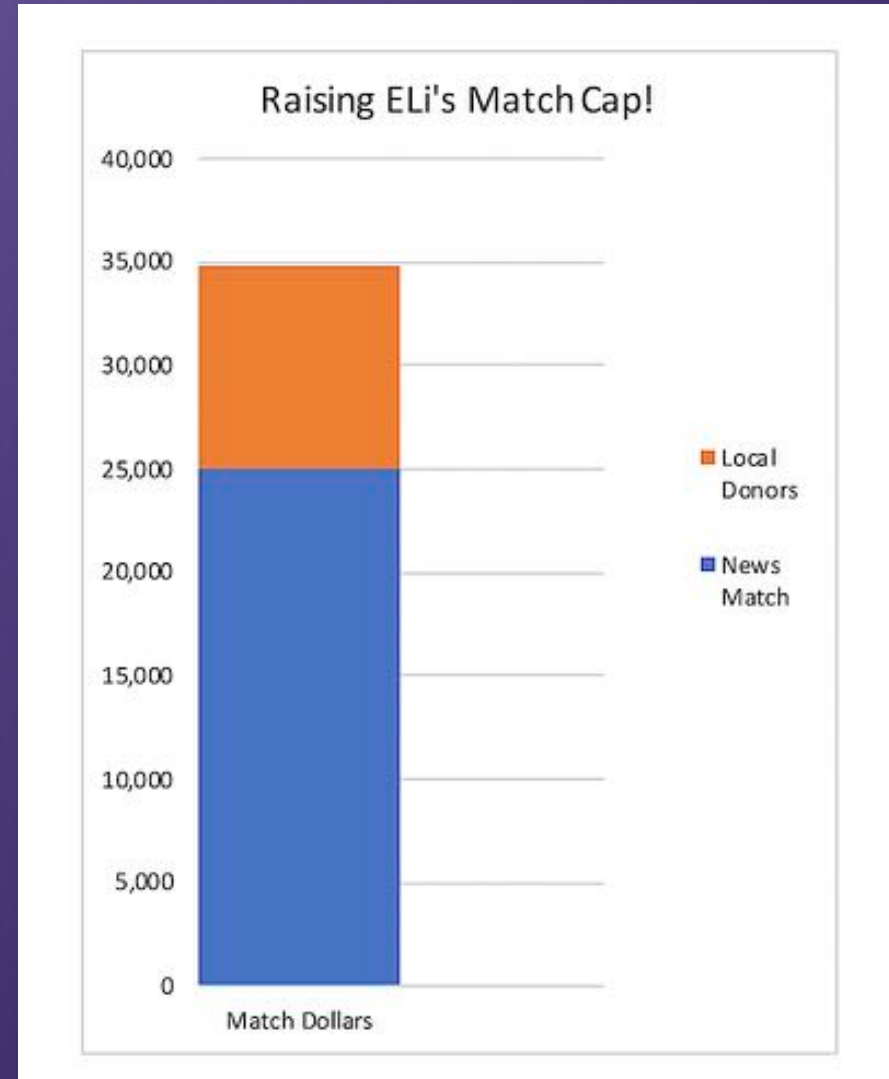
Before NewsMatch launch:

- 🎬 Focused constantly on transparency for readers/donors
- 🎬 Obtained \$15K in commitments from local donors (enabling us to have \$40K in match dollars)
- 🎬 Tried to figure out how to explain this blended match (thanks, Jason!)



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- 🎬 Tried to figure out how to explain this blended match (thanks, Jason!)
- 🎬 Worried. A lot.



During NewsMatch:

- ⊙ Reported repeatedly on progress

ASMSU Donates \$1,500 to ELi for NewsMatch

Friday, December 7, 2018, 12:05 am

By: Somer Sodeman



Above: ELi Publisher Alice Dreger talks with ASMSU; photo by Somer Sodeman.

During NewsMatch:

- Reported repeatedly on progress
- Made videos explaining what we do, where your money goes



During NewsMatch:

- Reported repeatedly on progress
- Made videos explaining what we do, where your money goes
- Struggled mightily with data

	F	G	H	I	J	K	L	M	N
1				New Monthly	Local match		Local Running	\$14,050.00	
2		(intended amt)	(pledged amt)	14	eligible?		Match Used		
3	method	\$ (gross 1x)	new monthly	amt charged	NM eligible?	NM running	NEW NM	Amt ELI display	ELI running
37	GG	\$250.00		\$261.04	\$261.04	\$3,827.00		\$522.08	\$7,643.26
38	GG	\$75.00		\$75.00	\$75.00	\$3,902.00		\$150.00	\$7,793.26
39	GG	\$25.00		\$26.38	\$26.38	\$3,928.38		\$52.76	\$7,846.02
40	GG	\$75.00		\$75.00	\$75.00	\$4,003.38		\$150.00	\$7,996.02
41	GG	\$50.00		\$52.45	\$52.45	\$4,055.83		\$104.90	\$8,100.92
42	check		15		15	\$15.00	\$4,070.83	\$30.00	\$8,130.92
43	check		1000		1000	\$0.00	\$4,070.83	\$0.00	\$8,130.92
44	check		250		250	\$250.00	\$4,320.83	\$500.00	\$8,630.92
45	check		25		25	\$25.00	\$4,345.83	\$50.00	\$8,680.92
46	check		200		200	\$200.00	\$4,545.83	\$400.00	\$9,080.92
47	check		5		5	\$5.00	\$4,550.83	\$10.00	\$9,090.92
48	check		25		25	\$25.00	\$4,575.83	\$50.00	\$9,140.92

During NewsMatch:

- Reported repeatedly on progress
- Made videos explaining what we do, where your money goes
- Struggled mightily with data
- I personally hit up everyone without a CoI. Repeatedly. And asked reporters to do the same.

Ask ELi: Promotion of Native Species in New Developments?

Monday, March 4, 2019



A reader wrote in to ask if the City of East Lansing encourages the use of native species and pesticide-free plantings in new developments. ELi's Paige Filice brings the answer.

East Lansing's Assessor Explains Increases in SEVs

Friday, February 22, 2019



Why are some people seeing relatively big increases in their East Lansing homes' State Equalized Value (SEV)? We asked the City's Assessor, David Lee, to explain.

Ask ELi: Walking Dogs Without Leashes?

Sunday, February 17, 2019



Is it legal in East Lansing to walk a dog with just a "shock collar" on? ELi's Casandra Eriksen looks into the question and brings some thoughts on off-leash dogs from a member of City Council who has been concerned about the issue.

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- 🎬 Reported repeatedly on progress
- 🎬 Made video explaining what we do, where your money goes
- 🎬 Struggled mightily with data
- 🎬 I personally hit up everyone without a CoI. Repeatedly. And asked reporters to do the same.
- 🎬 Kept troops' spirits up! (Events!)



Post-NewsMatch:



🎬 Thanked everybody!

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- ⦿ Thanked everybody!
- ⦿ Slept for 3 days.

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48	check		25		25	\$25.00	\$4,575.83	\$50.00	\$9,140.92

- 🎬 Thanked everybody!
- 🎬 Slept for 3 days.
- 🎬 Struggled with data.

Post-NewsMatch:

ELi Announces 2019 Summer Youth Journalism Program

Friday, May 24, 2019, 8:45 am

By: Cody Harrell and Alice Dreger



- 🎬 Thanked everybody!
- 🎬 Slept for 3 days.
- 🎬 Struggled with data.
- 🎬 Now working on continuing to engage, engage, engage

Post-NewsMatch:

Having Problems Accessing ELi's Reports?

Friday, April 12, 2019



Why have some readers been having problems accessing our reports, and how can you help diagnose the problem?

The Games This City Plays

Saturday, March 16, 2019



ELi's Publisher lets you in on what it's like trying to get information out of this City administration.

Your ELi: The City Just Made FOIA More Transparent

Friday, March 1, 2019



The benefits of the City Clerk's new approach to Freedom of Information Act requests are big for the public, including for East Lansing Info as your public service local news source. Our Publisher explains.

- 🎬 Thanked everybody!
- 🎬 Slept for 3 days.
- 🎬 Struggled with data.
- 🎬 Now working on continuing to engage, engage, engage
- 🎬 Using every struggle as an opportunity for fundraising education.

Thank you!

EastLansingInfo.org

We bring East Lansing the news.

(And teach why high-quality non-partisan journalism matters...and requires money!)