



**Welcome**  
**to our community-news discussion**



# A Community-Owned, Local-News Model

# Introductions & Agenda

**Who** a passionate group of volunteers

**What** history, overview & product

**Where** coverage and the community

**Why** there is an essential need

**When** timing for the launch

**How** passion, hard work & people

**Who?**

# Meet the People

## The Catalyst

Inspired by a group of involved community advocates and leaders, Mid-Iowa Community News and the Ames Voice is being designed and developed to provide Ames and the surrounding Mid-Iowa Communities with a better, more relevant, more thorough, and more complete local news source.



**Carolyn Klauss**



**Lynne Carey**



**Mike Krapful**



**Susan Gwiasda**



**Ann Campbell**



**Al Weber**



**Bill Monroe**



**Eric Abbot**



**Cornelia Flora**



**Jan Flora**



**Doug Burns**



**Anthony Capps**



**Warren Madden**



**Mark Witherspoon**



**Ann Kinzel**

**What?**  
In three parts

part 1:

# What We've Been up to

## A Brief History

- **Fall 2022** - A community discussion organized by the League of Women Voters
- **Early 2023** – Community panel begins to meet regularly
- **Summer of 2023** – Monthly meetings hosted at KHOI and led by Carolyn Klaus and Lynne Carey



part 1:

# What We've Been up to

## A Brief History

- **January 2024** – Work groups begin
- **February 2024** - Vision, Mission, SWOT
- **April 2024** - Non-Profit Entity formed
- **May 2024** - Fundraising strategy begins

part 1:

# What We've Been up to

## A Brief History

- **June 2024** – Entity Website developed
- **August 2024** – Business Model and Budget
- **November 2024** – Community Outreach
- **December 2024** – 501 C 3 Status approved

part 2:

# What is Ames Voice?

## An Overview

- **Publicly Owned** – Mid-Iowa Community News is our governing nonprofit cooperation that's overseen by a Board of Directors
- **A Public Service** – Ames Voice is MICN's newsroom that will make Ames a more informed and healthy community.

part 2:

# What is Ames Voice?

## Our Mission

MICN & Ames Voice is dedicated to being the primary source of news and information for the Ames area, focusing on complete coverage that values local insights, diverse voices, and ethical reporting, while prioritizing community engagement and empowerment.



part 2:

# What is Ames Voice?

## Our Vision

Always be a leading, trusted source of news and information, fostering a well-informed and engaged Ames-area community.

part 2:

# What is Ames Voice?

## Our Values

- Truth and trustworthiness
- Transparency
- Freedom of expression
- Innovation
- Community ownership

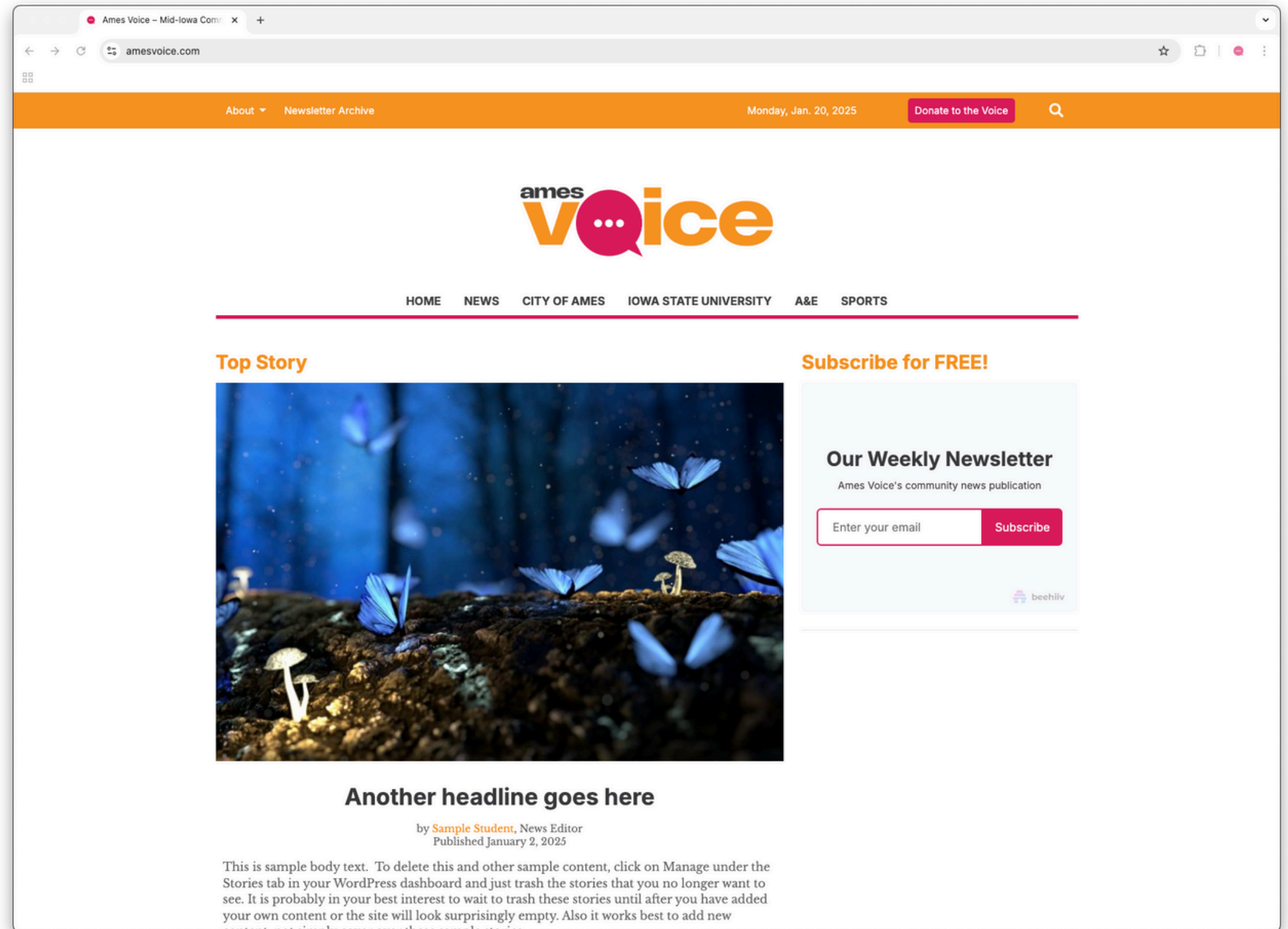
part 3:

# What is Ames Voice?

## An Overview

- **A Website** – A paywall-free, digital news space with comprehensive coverage of the Ames community

part 3:  
**What is  
Ames Voice?**  
A Website





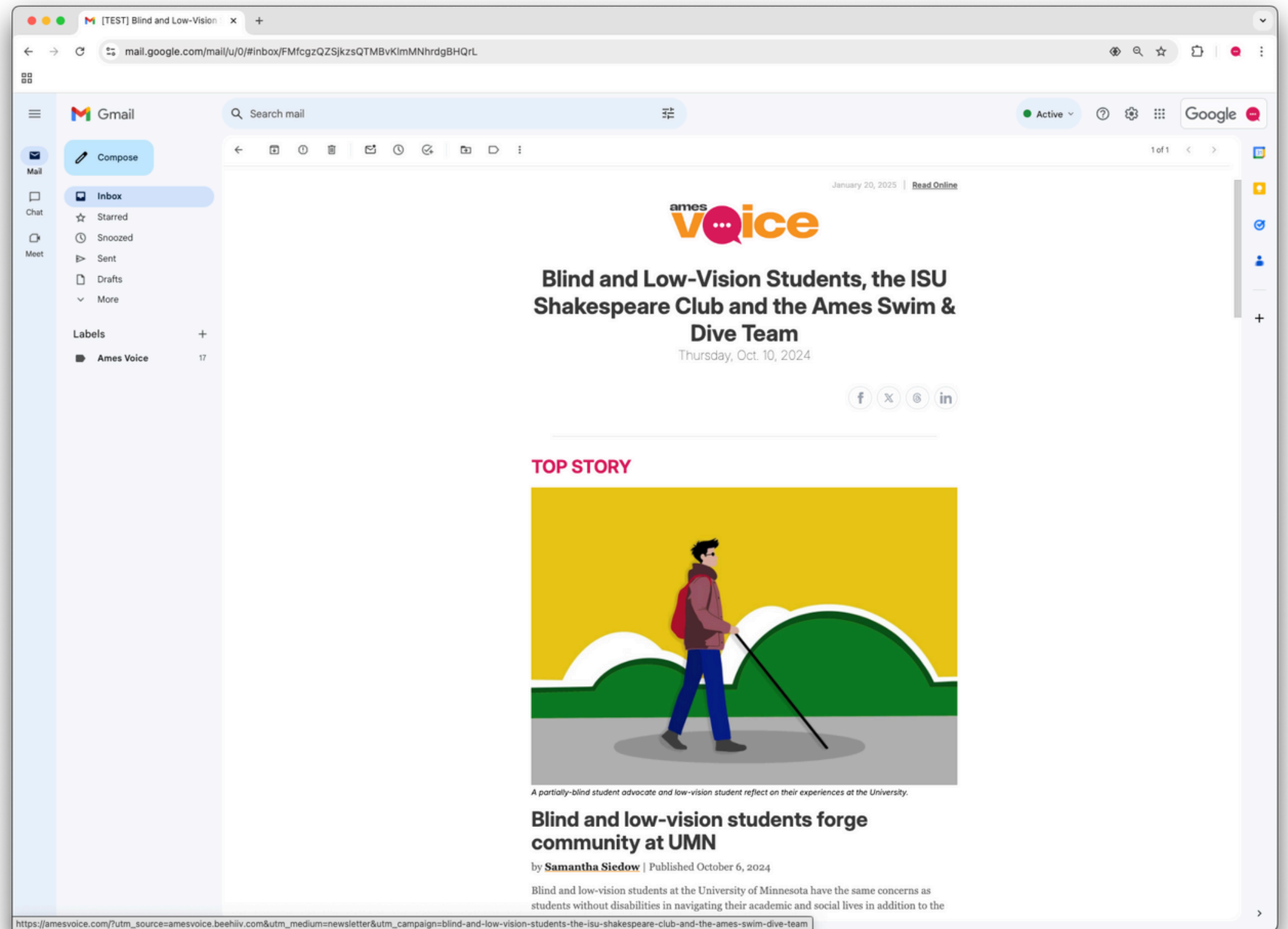
part 3:

# What is Ames Voice?

## An Overview

- **A Newsletter** – Free weekly (to start) news source that regularly informs and engages with its readers in a meaningful way
- Created on BeeHiiv, a newsletter platform that promotes building strong audience engagement and development for publishers through its expanding tool set

part 3:  
**What is  
Ames Voice?**  
The Newsletter



**Where?**

# Where Will Ames Voice Operate?

## Coverage & Operations

- **Ames Area** – Coverage will primarily be Ames proper, with an expansion into greater Story County when time and resources permit
- **Remotely** – The Ames Voice staff and volunteers will facilitate day-to-day operations remotely, but will have in-person meetings when needed

**When?**

# When Do You Plan to Launch?

## News Operations

Our plan is to launch the website and begin publishing the weekly newsletter in the first quarter of 2025

**Why?**

# Why is Ames Voice Needed?

## Journalism is in Decline

Headlines from across the country show a continued decline in local news coverage.

Not just with newspapers, but local radio stations also continue to fade. We created Ames Voice to support the Ames community and revitalize its local-news economy.

Nonpartisan, fact-based reporting is essential for community health and well being — an informed community, is a healthy community.



# Nonprofits Work



The Salt Lake Tribune

Why is  
Ames Voice  
Needed?



# Why is Ames Voice Needed?

## Our Goal is Community Stewardship

- Create a relevant and engaging source of local news and information
- Provide an environment for respectful discussion & intelligent debate
- Serve as a watchdog for the Ames & Iowa State University communities

# Why is Ames Voice Needed?

## Our Goal is Community Stewardship

- Act as a conduit that brings the city and campus communities closer together
- Set an innovative, open-source model for other local news organizations to follow
- Community Ownership & Engagement

# Why is Ames Voice Needed?

## Our Goal is Community Stewardship

This won't work without your help

**How?**  
In two parts

in two parts

**How will this  
Get Done?**

**Money & People**

part 1:

# How will this Get Done?

Money

## Addressing the nonprofit structure of it all

- Nonprofit doesn't mean "unprofitable"
- It means any profit generated will be saved and/or reinvested into the organization
- This organizational tax structure opens up additional benefits and revenue opportunities inaccessible to for-profit business

part 1:

# How will this Get Done?

Money

## The Voice will utilize three primary revenue sources

- **Sustaining donors** (small-dollar donations that replaces subscription revenue)
- **Development** (i.e. fundraising, grants and tax-deductible sponsorships made by businesses and foundations in the area)
- **Advertising** (sales through products and marketing services as we grow)



part 2:

# How will this Get Done?

People

## Volunteers: We Need Your Help

Does this sound like you or someone you know?

- Passionate about our community
- Passion for delivering quality, unbiased, news
- Willing to put in effort to make things happen
- Works well with others
- Willing to work in a fluid, startup environment

part 2:

# How will this Get Done?

People

## The Four Areas of Need

- **Admin & Operations** (Board of Directors, human resources, legal, accounting and finance, etc.)
- **Editorial** (Writing & Reporting, Editing, Visuals and other content production, etc.)
- **Marketing & Engagement** (Outreach, audience development and engagement, promotions, etc.)
- **Revenue & Development** (Sales, sponsorships, fundraising, grants, etc.)

part 2:

# How will this Get Done?

People

## General Volunteer Profile

- Shares in our mission of providing quality news to our community
- Willing to invest time/effort into building the organization toward sustainability
- Possesses applied skills to help meet our goals (i.e. content, operations, fundraising, technology, etc.)
- Excellent communicator
- Collaborative
- A strong belief in stewardship

# How will this Get Done?

## Next Steps

- Fill out our volunteer form, let us know your area of interest
- We'll contact you to discuss roles
- Subscribe to the newsletter
- Follow **@amesvoice** on Facebook, X, Threads, and Instagram
- Tell people about the Voice!



# Q&A

and breakouts

# 3 Ways You Can Support Our Cause

## Volunteer



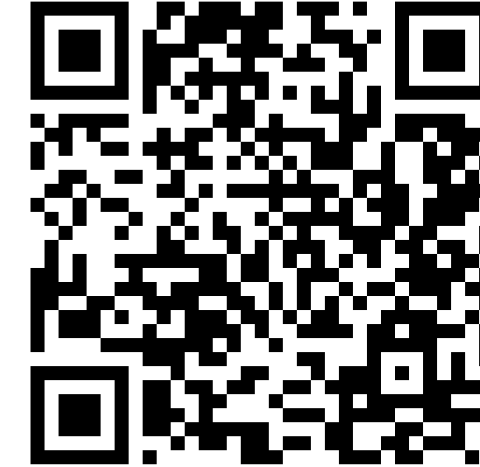
We're looking for help in a number of areas as we near launch. Fill out our volunteer sign-up form, and we'll connect you with the relevant work group.

## Subscribe



Stay up to date on our progress as we near Launch. Subscribing is free, and you'll be the first to know about any project announcements!

## Donate



Your donations are essential to the Voice. Our journalism will be available to all readers, paywall-free, thanks to our community's support.



**Thank You!**

**For additional info, email us at: [info@amesvoice.com](mailto:info@amesvoice.com)**