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ANNOUNCING
THE LAUNCH OF THE

ADDY

ALL-STARS

WHAT'S IT ALL ABOUT?

The Addison County Independent was founded in 1946 and for 77 years we have been committed to providing high quality, dependable news and information in and around Addison County, Vt.

How exactly we accomplish this mission is a moving target. We have modernized and adapted over time to best deliver on our promise and continue to do so.

With the launch of the ADDY ALL-STARS, our readers can now show their support for the paper through donations. Diversifying our revenue is increasingly important to build the resiliency and stability of the Addy Indy.

This extra section is dedicated to sharing the value of our operations, introducing the team who makes every edition possible, and inviting you to become an ADDY ALL-STAR supporter!



FROM THE PUBLISHERS:

WHY WE NEED ADDY ALL-STARS

Are we at the Addy Indy worried about the disruption of the news industry and the uncertain future for democracy that lies ahead?

Heck ya we are. But not in a way that makes us turn away.

In fact, it makes us want to sink our teeth in further, work a little harder and find solutions for community newspapers like *The Addison County Independent* that can help keep the public informed and engaged.

We know that communities with a well-supported newspaper share a greater sense of respect for each other and responsibility to one another. We know community newspapers can foster a sense of caring and genuine curiosity that makes communities stronger.

We know this because it's our business.

Through our weekly coverage and breaking news in our four weekly newsletters, the stories we tell help weave the fabric of our communities together. Sports and school activities tie so many of us together; selectboard and school board stories report how taxes are spent and basic services provided; personal profiles connect us to each other, as do the arts, social gatherings and obituaries; community news from all walks of life and advertising from merchants portray a team of engaged people working together.

Every week we hear from readers and advertisers that we offer a service they love. Absolutely love. The kind of service, they tell us, they can't do without.

For the past 77 years, the Addy Indy has been able to pay for this community service through a mix of subscription revenue and advertising. In fact, our amazing advertisers kick in the lion's share of our revenue, but they can't support us alone.

Because we believe in the value of accessible local news, the newspaper has set its

subscription rate at just enough to cover the cost of printing and mailing the paper. Today, it costs \$1.25 to print and mail a single issue of the Addy Indy, which turns into \$65/year. Likely less than many of us spend on a cup of Joe every day.

But the revenue generated by subscriptions doesn't pay our staff of 21 to report the news, graphic artists to create ads and layout the pages, the advertising staff to serve area merchants, nor the front office staff to process subscriptions, answer phones, process billing and run the business necessary to keep *The Addison Independent* operating. (A realistic breakdown of those cost is on Page 3 of this section. You'll be shocked to learn a single sports story with photos can cost over \$175!)

Today's launch of the ADDY ALL-STARS is the start of a shift in revenue to a more stable three-legged stool – advertising, subscriptions **and donations**. We want everyone to be an ALL-STAR, so please contribute and join our committed team of news enthusiasts. If even half of our existing subscribers committed just \$2 a week, it would be an enormous contribution to continue funding a quality team of journalists and staff.

With success, we intend to reach an ever-growing audience not only through the newspaper and through our digital newsletters, but also in less traditional ways – by holding educational workshops, roundtable discussions, and social gatherings to inform and build community. The possibilities are endless.

Our goal, as ever, is to strengthen community and our democracy, through information and engagement, but we can't do that on our own. Today, it also takes vibrant feedback from readers – and an ALL-STAR team!

We hope you'll join us.

JOIN THE TEAM. BE AN ADDY ALL-STAR!

“OK! YOU HAD ME AT ‘HELLO,’ BUT...”

WHAT'S IN IT FOR ME WHEN I JOIN?”

Being an ADDY ALL-STAR means helping us shape a more informative newspaper. It means helping the paper be more engaged in each of the county's 23 communities, and adding your voice to the community you live in. It means having a direct line when you have story ideas or ways the Addy Indy can better serve the community. It means being a part of forums hosted by the Addy Indy that tackle specific issues in your community, or overarching issues that affect us all. It means being privy to additional op-eds and joining in those discussions.

It means being part of an Addy Indy team that's building community, and bringing people together to share fun times.

For those who join, we'll be asking questions like:

- What could we add to the paper to make it more interesting?
- How would you suggest we improve our coverage of business, schools or religion in Addison County?
- As a resident of your community, what do you need to be more informed and what info would help you become more engaged?

It means supporting local journalism and democracy, because when we do our job well – including keeping tabs on local and state government – we all benefit.

But while we want to create an engaged feedback loop from our members, we don't intend for the ALL-STARS to be overly serious – as if there aren't enough things to worry about already!

WHAT DO YOU GET?

“IN SHORT, WE HOPE THE ADDY ALL-STARS WILL BECOME OUR TOUCHSTONES TO EACH COMMUNITY.”

- DIRECT CONNECTION
- COMMUNITY FORUMS
- EVENTS
- ALL-STAR NEWSLETTERS
- A VIGOROUS LOCAL PAPER

So, we'll have fun too. For instance, we'll ask about your favorite ways to use maple syrup in a recipe. We'll have prizes that involve photos and stories of favorite pets, challenge readers to write haikus, share family traditions and favorite summer vacations, and much more.

In short, we hope the ADDY ALL-STARS will become our touchstones to each community to help us do a better job covering each town. Plus, we hope it's a way for readers to be more personally engaged with the newspaper. The membership itself also will provide an important source of revenue to keep the newspaper sustainable (no small concern), but more importantly, the more members we have, the better we'll understand each other – and, consequently, the stronger our communities will be.

So, if you can, join us today. Everyone can be an ALL-STAR to help *The Addison Independent* remain dynamic, vigorous and vital to our communities – and make Addison County a more engaged democracy.

MEET THE ADDY INDY TEAMS WHO MAKE IT ALL HAPPEN EACH WEEK ON THE NEXT PAGE!

HOW DOES THE ADDY INDY MAKE MONEY?

The Addy Indy is a family-owned and operated independent weekly newspaper. We rely on support from readers through subscriptions & newsstand sales, advertising revenue and now donations through our newly formed ADDY ALL-STARS membership club. All three legs are critical for the support and stability of our operation.

SUBSCRIBE * ADVERTISE * DONATE



Left to right: Angelo Lynn, Megan James, Marin Howell, Andy Kirkaldy, John McCright, Steve James and John Flowers.

NEWS / EDITORIAL

The job of the News Department is fairly straightforward: We gather information about the community and reflect it back so people can learn about their neighbors and feel a stronger connection to the world we all live in. It's a simple concept, but execution is everything.

We have a trained staff of reporters who go out into Addison County, talk to people, do more research, and craft the information they glean into stories worthy of your time to read. Some stories are complex with many interviews, hours of planning and writing, taking of photos, editing and proofing. But even stories that seemingly fall from the sky take a team of people to turn them from raw information into polished stories. We have to balance the different ways everyone sees and experiences life here in Vermont.

In the end, we hope everyone sees a bit of themselves in the Addy Indy, and learns a bit about others.

Hi! We're the ad team, an outgoing crew working hard to foster connections between businesses and buyers in our community. It's our goal to find ways to represent the unique and exceptional goods and services offered by our business community in targeted and creative ways so customers can find what they're looking for. We help business leaders develop growth goals and build advertising and marketing solutions customized to the audiences and platforms they need to reach. Our team can offer print and digital advertising, digital directories, websites and of course, informed insight into all.

If you're interested in advertising, but unsure about what the ad should say or look like, never fear! It's what we do and we love doing it.

ADS & MARKETING



Left to right: Katy Foote, Jenna Hunsinger, Christy Lynn and Tom Van Sant.



Left to right: Elsie Lynn Parini, Sue Leggett and Sarah Pope.

DESIGN & GRAPHICS

Team Graphics! We are often asked "what do you do at the paper?" From advertising design to page layout, we are the glue that puts all the pieces together. Our sales reps gather information from their clients. We break down the info, add some graphics, color and the business logos and send the completed ad back to the sales rep. Sometimes it is a very simple idea. Others we call "Brown Baggers" — a term from years ago when we received ad copy from places like Ben Franklin literally in a brown paper bag.

We also put together the pages of the paper, using the ads, news and photos that are sent our way. It's very rewarding to take that brown bag of info and see it printed on the page every Thursday! If you like puzzles, you'd be a great fit on the graphics team!

FRONT OFFICE

For the last 37 years, anyone who has walked through the front door of *The Addison Independent* office has been greeted by the smiling face of Vicki Nolette. Harris Gerner recently joined the front office team and together they both serve as the first point of contact for everyone wanting to connect with the Addy Indy. A typical day in the front office involves helping people renew their subscriptions, taking ads for the classified section and providing help with various projects, from archiving newspapers to helping customers with special requests and support.

In addition to her front office responsibilities, Vicki facilitates all things related to accounts receivable for subscribers, advertisers and community members.



Left to right: Vicki Nolette and Harris Gerner.



Left to right: John Ebert, Dennis Smith and Gene DeLorenzo.

CIRCULATION

Every Thursday morning from the printing press in Mirabel, Quebec, the paper arrives at the Addy Indy office. Before the sun comes up and through all kinds of weather, you'll find John, Dennis and Gene preparing the paper to be circulated. From delivering subscriber copies to the post office, to dropping off papers at the 50+ businesses across Addison County who stock it on their shelves — this team makes it happen.

In addition to his front desk duties, Harris serves as circulation manager. He ensures the paper gets where it is supposed to go, and is excited to develop innovative ways to support and engage subscribers, businesses and our community.

TESTIMONIALS

ADDY ALL-STARS

Middlebury College senior and Addy Indy summer 2023 intern
SOPHIA AFSAR-KESHMIRI

“ I feel so fortunate to live in a place with a crew of journalists who are so passionate about putting out a newspaper full of interesting, important and accurate news! I always look forward to perusing the Op-Ed section of the paper. It makes me so happy to see the community engaging with local news in a thoughtful and honest way. As a summer intern at the Addy Indy in 2023, I came to understand how important local news is to a community. I also learned that anything that pique's your interest can make an amazing story!



AROUND THE BEND COLUMNIST
JESSIE RAYMOND

“ In a time where many towns and cities are losing their local news outlets, we are lucky to have a valuable resource like the *Independent*. To be fair, I used to work at the paper (and have been a columnist for over 20 years), so I know and love many of the hard-working staff who continue to put out editions week after week. But even if I weren't biased, I would be grateful for the *Independent*; having a well-written, informative and entertaining local paper is one of many benefits of small-town living, one I will never take for granted.



BRISTOL MASON'S
CECIL FOSTER

“ The Masons of Libanus Lodge #47 in Bristol would like to express our appreciation of the placement of our photo and article on the Masons' Feed the Goats Christmas Tree Program — it was awesome! I have received an email and 3 texts about what a nice program it is and people are looking forward to us continuing the program next year.



ARTIST/CREATIVE CONSULTANT
KELLY HICKEY

“ Long after we leave Addison County our stories will remain as part of the cultural fabric captured in-part by *The Addison Independent* & *Minibury*. Whether that be a sometimes hilarious police blog report or a devastating situation one could never predict; a young community member being uplifted or a neighbor needing support; the range of news captured by these publications is closely interwoven into all of our humble lives as we make our mark on this place & time.



PROPRIETOR OF THE CHIPMAN INN
ELIZABETH GUILBEAU

“ Even though I've been a part of the Addison County community for less than a year, *The Addison Independent* has quickly become indispensable to me and Chipman Inn. Its coverage not only keeps us connected but has also provided valuable visibility for our inn. The initiation of the ADDY ALL-STARS is a testament to the paper's commitment to deepening community ties, something I've already experienced firsthand through positive interactions and valuable insights gained from the paper.

LINCOLN NEWS CORRESPONDENT
DAWN MIKKELSEN

“ *The Addison Independent* has been my go to for local news since my family moved to Lincoln in 1988. Even after going out of state for college, my mom would mail me the newspaper every month. For seven years I've had the privilege of writing the Lincoln News column for the newspaper. I enjoy reading *The Addison Independent* to learn more about community events and local businesses that I might not otherwise have heard of.



SHOOT FOR THE STARS!

HOW DO YOU WANT THE ALL-STARS TO SUPPORT OUR COMMUNITY?

We're excited about what we can do with support from the ADDY ALL-STARS to help build community and strengthen the relationships we have with our readers! Here are a few of the pop-up events we'd like to host (these would be free and open to all — not just ALL-STARS):

Something serious:

Meet the folks running for local office at a candidates forum

Something practical:

BYO holey socks and tattered jeans to a DIY mending night

Something educational:

Come hear from a local expert on a timely topic

Something silly:

Test your wits with local news trivia

Do you have some ideas for pop-up ADDY ALL-STAR events? We want to hear them! Email allstars@addisonindependent.com.

BUDGET BREAKDOWN

THE COST OF COVERING A SINGLE STORY

SPORTS

(LABOR ONLY)

REPORTER: 2 hours at the game \$50

PHOTOGRAPHER: shoot & process \$50

REPORTER: write up the story \$40

EDITING & PROOFING: \$25

LAYOUT & DESIGN: \$10

SPORTS TOTAL (Labor ONLY)..... \$175

Total average cost (labor only) to produce a sports section each week \$700

STAFF REPORTED NEWS

This is just an example of a sports story budget. Consider that *The Addison Independent* averages 10-15 staff-written stories per issue.

WEEKLY STORY TOTAL (labor only) \$2,100+

WHAT IS LOCAL NEWS WORTH TO YOU?

Would you give \$5/week if you knew you could easily put your hands on quality, reliable local news delivered right to your door or inbox? Great! Please do! An additional \$5/week from every one of our existing subscribers could fund our entire newsroom's salaries, relieving the burden on advertising revenue and offering a much more resilient funding stream for your local news.

SUBSCRIBE * ADVERTISE * DONATE

GET OVER \$25,000 OF VALUE IN EACH ISSUE

It costs a lot — and takes a lot of time and care — to put out the news. Every week, our reporters and editors meet with sources all over the county, attend public meetings and sports games, chat with local leaders, visit with artists, farmers, educators, centenarians and other local characters. Sometimes snap a photo or two. Then the writing begins.

Our photographer spends hours on the road each week, meeting folks at home or on the job, capturing the faces and places that color this community. Meanwhile, our sales reps are working every day with local businesses to create the ads that keep them in front of potential customers.

On the left you can see a simple breakdown of one segment of the Addy Indy — SPORTS. Plus the time it takes to produce the news stories. A school board meeting, for example, will take two hours (at least) to attend, an hour-plus to write up. Then there is editing, proofreading, putting it on the page, proofing the page — another 60 minutes. At \$30 per hour of staff time, that's at least \$120 for a routine story. We ran more than 17 bylined staff stories per edition last year (plus many stories without bylines — who do you think writes the police logs, for instance.) That's at least \$2,000 of value every week just in labor if they were all routine stories; and most are far from routine.

Then there's managing press releases, obits, calendar, letters, op-eds, town news, etc. — and all the ad creation, layout and online posting. And don't forget about MiniBury and circulation.

Add it all up and we invest over \$25,000 per week into each newspaper — all for the bargain price of \$1.50 per week at the newsstand, or \$65 per year for a subscription. (And that doesn't even include our four digital newsletters, our Facebook and Instagram presence, or our website — which draws 15,000 unique visitors each week.)

Good local journalism can't be farmed out. It relies on having good journalists working here in our community, and dedicated staff to support them. For you, our readers, that's a whole lot of value in a weekly product.

ADDISON COUNTY INDEPENDENT

Serving Addison County, Vt., Since 1946



Bristol Potty Race



Woolstock



Middlebury New Filmmakers Festival



TAM Trek

SUBSCRIPTIONS & MEMBERSHIPS

ADDY

ALL-STARS

WE'VE GOT MERCH!

Just because it's fun!

Snag your swag with a donation of \$50 or more, and help us spread the word about becoming an ADDY ALL-STAR supporter!

Each donation level is eligible for a different product. Find more about products and options online.

ADDISONINDEPENDENT.COM/ALL-STARS



WHY ARE RATES GOING UP?

We want YOU to get the paper.

In fact, we want everyone in Addison County to get the paper. That's why we set the cost of a subscription to *The Addison Independent* as low as possible. The goal with our subscription revenue is to cover the cost of printing and mailing your paper — that's it.

This year we are increasing our subscription rates and simplifying our offerings to cover higher postage and printing costs.

Wonder what it costs to print and mail a copy of the Addy Indy? It's about \$1.25 per paper (\$65 per year). And that is how we came to our new base-price for an annual print and digital subscription.

PRINT & DIGITAL SUBSCRIPTIONS

STANDARD SUBSCRIPTIONS (PRINT & DIGITAL)

2 YEARS	\$125
1 YEAR	\$65
6 MONTHS	\$35

DIGITAL ONLY SUBSCRIPTIONS

1 YEAR	\$50
1 MONTH.....	\$10
1 WEEK.....	\$3

Get 10% off as a Senior (65 years and older).

Get 25% off as a Student.

Discounts valid on all subscriptions. Proof may be required.

78%

of Americans say they have more trust in local news to give them the information they need to get involved in their community.

More people feel encouraged to participate in their community or local politics after consuming local news, as opposed to national news or news on social media.

Source: Gallup/Kight Foundation (Nov.23-Dec.3, 2021)

YOU CAN BE AN ALL-STAR. DONATE TODAY!

ADDISONINDEPENDENT.COM/ALL-STARS

DONATION AMOUNT: \$

DONATE \$50-100

DONATE \$101-\$250

DONATE \$251-\$500

DONATE \$501-\$1,000

DONATE \$1,000+

YOUR INFO:

Name _____
 Town _____ State ____ Zip _____
 Phone Number _____
 Email address _____

PAYMENT INFO:

Check Credit Card (plus processing fee)
 Visa MC Amex Discover
 Card # _____
 CCV _____ Exp. Date _____

JOIN THE TEAM!

I want to support the Addy Indy every year. Yes, sign me up for automatic payments annually.

ADDY

ALL-STARS

THANK YOU!

ADDISON COUNTY INDEPENDENT

Serving Addison County, Vt., Since 1946

ARE YOU A SUBSCRIBER?

Yes No

Super!

You can add your ALL-STAR donation to your account online.

Would you like to subscribe?

Yes please! No thanks.
 Complete the form below to subscribe!

Name _____

Town _____ State ____ Zip _____

Phone Number _____

Email address _____

Check Credit Card (additional processing fee)

Visa MC Amex Discover

Card # _____

Auto Renew CCV _____ Exp. Date _____

STAY IN THE GAME!

GET THE NEWS FIRST WITH OUR FOUR WEEKLY NEWSLETTERS.

Yes! Sign me up for the Addy Indy newsletters:

ADDY INDY NEWS MINIBURY

Mondays, Thursdays & Fridays

Tuesdays

Don't worry. We promise to never sell your information.