



Community Journalism Initiative

The **Voice** of NKY

LINK nky was created to GIVE a voice to NKY and now we are GROWING that voice by deeply engaging our community.

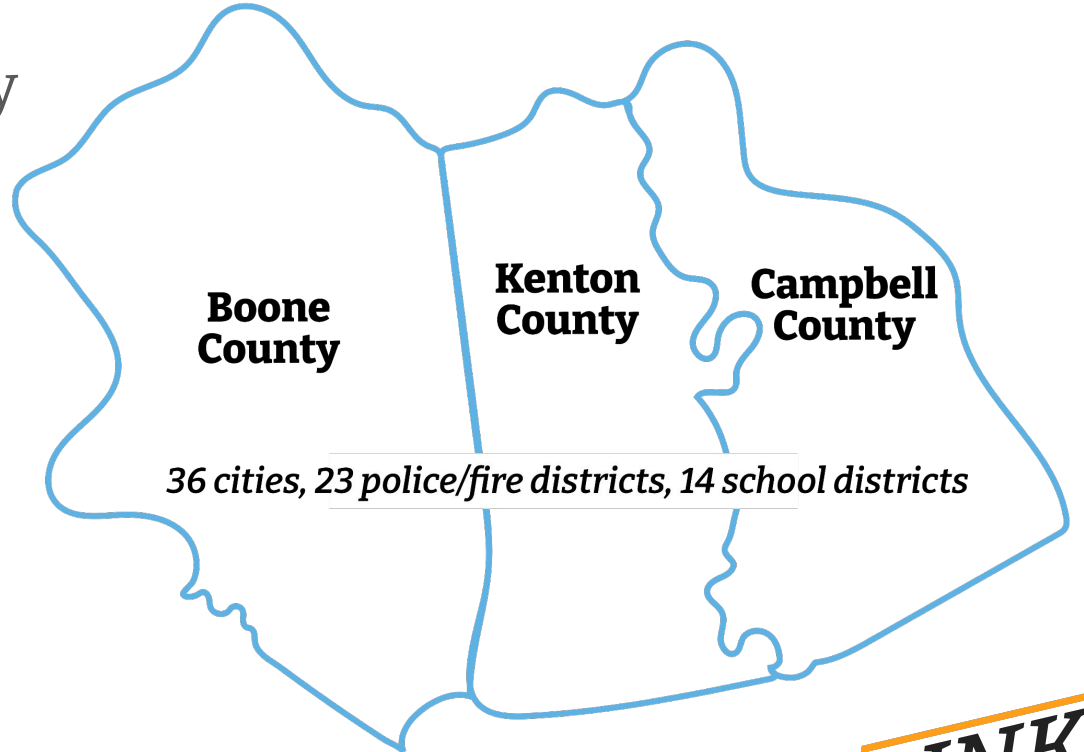
We are **unapologetic NKY fans** who are **good stewards** of the investment our community places in us. We are **solutions focused, independent, local** journalists.



The Audience

LINK serves a community of 405,000 people in 173,000 households in NKY.

Additionally, NKY was a news desert for nearly 17 years before LINK's founding in 2021.



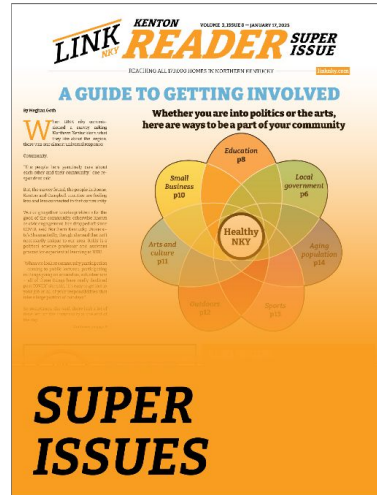
The Problem

In our fall 2024 Community Survey, NKY residents identified housing, infrastructure, workforce, education and healthcare as the biggest issues facing our community.

However, 45% of respondents said they were “not at all” involved in community decision-making — so they see the problems but don’t feel as though they are part of the solution.

Journalism Response

LINK's **Community Journalism Initiative** was created to inform NKY about the issues that matter most.



Resources Needed

This project has hard costs:

- Six annual **Super Issues** to every single NKY household: \$325k/yr
- Six annual **Community Conversations**: \$70k/yr
- 2026 **Community Survey**: \$15,000

\$1.2M over 3 years.

The Results (so far)

65% of our readers say that if LINK went away tomorrow, they'd lose their **only source** of NKY news.

We've written more than **17,000 stories** about our community, and our reporting has facilitated community action on housing, environmental issues, and education.



The **Results** (so far)

We've also piloted our **Community Journalism Initiative**, conducting our first **Community Survey**, holding our first **Community Conversation** (where 94% of attendees said they'd attend another one in the future) and sending **Super Issues** to every household in NKY.

The **Ask** and **Thank You!**

We want to build on the success we've already achieved and grow our **Community Journalism Initiative** to help our community thrive.

We hope you'll consider supporting our work.

Thank YOU!