



East Lansing Info / eastlansinginfo.org

We bring our community factual, comprehensive news—of the people, by the people, and for the people of East Lansing.

What does East Lansing Info offer?

We are the only source providing consistent, comprehensive coverage of:

- East Lansing City Council
- East Lansing Public School Board
- campaigns for Council and School Board
- the City's budget, taxes, revenues and expenses, bond rating, and more
- lawsuits involving the City of East Lansing
- local environmental issues, including the Red Cedar River basin

We strive to provide a sense of place and of our City's diverse people by covering:

- local arts and entertainment opportunities, including outdoor activities
- local places to eat, play, shop, and make friends
- local faith communities
- opportunities and challenges faced by particular groups, including youth, military veterans, people of color, the Muslim community, seniors, and LGBT people

We provide public-service reporting focused entirely on East Lansing that is:

- non-partisan (aims to fairly represent varied points of view)
- non-editorial (we do not endorse candidates, projects, etc.)
- non-commercial (we are reader-supported)
- factual, accurate, clear, comprehensive

Our reporters are citizens who work out of a passion for community service, and:

- our reporters range in age from high schoolers to seniors
- many of our reporters are paid (a little), some volunteer their labor
- our reporting team includes ELHS, MSU, and other college students; work-from-home parents; underemployed individuals; people doing this on the side of full-time work; and people retired from conventional occupations
- so far we have had 100+ people work as reporters for ELI

We are always looking for:

- community members who will donate to keep ELI sustainable
- more readers, including subscribers to our free e-news weekly digest
- more citizen reporters (we provide the help new reporters need)

ELi's Community Advisory Board

The basic purpose of the Community Advisory Board (CAB) is to help us achieve our mission of providing independent, nonpartisan, non-editorial news of importance to people who live, work, and play in East Lansing.

We want you to:

1. Help connect other people to ELi so that we are achieving our mission of outreach.
2. Help us understand how our reporting can be better. This includes pointing out to us where there are gaps and biases.
3. Sometimes read drafts for us or assist us in figuring out how to fact-check something.
4. Tell us what you think we need to know as you keep your ear to the ground. Alice and Ann have thick skin – don't hold back if you hear that someone is unhappy with our reporting, or if you are unhappy. This kind of "in-reach" is critically important to making our outreach of higher quality.
5. Meet together as a group four times a year, but be in touch with each other and with us more often as need be for us to do a good job for this city.

Here are some basic steps you can take on your role as a CAB member:

1. Read ELi.
2. Sign up for our daily or weekly mailer (eastlansinginfo.org/mailers) so that you are seeing what's coming out.
3. If you're on Facebook, "like" the page so you can see posts more often.
4. When you are talking with people and it makes sense to do so, mention ELi and make sure people know we use a citizen-reporter model and we are always looking for more participation – readers, tip sources, reporters (and donors).