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## **George “Scoop” Sample selected as Lifetime Achievement Award recipient**

HARRISBURG, Pa. (Oct. 6, 2022) — The Pennsylvania NewsMedia Association is proud to present its 2022 Lifetime Achievement Award to Sample News Group Publisher and CEO George “Scoop” Sample. The Lifetime Achievement Award recognizes exceptional service and outstanding accomplishment spanning a career in journalism.

“It is a great and humbling honor to be in the company of so many great Pennsylvania newspaper giants,” Sample said. “This Lifetime Achievement Award has marked an enjoyable 50 years with some of the best colleagues you could imagine.”

Sample’s career began with his first job at the Punxsutawney Spirit after college in 1973. He moved up through the ranks of the American Publishing Company before he and his family founded Sample News Group in 1991 with the purchase of the Huntingdon Daily News and the Tyrone Daily Herald. Since then, Sample has acquired more than 70 publications in Pennsylvania, New Jersey, New York and Vermont.

In their nominating letter, Bedford Gazette Publisher Joseph Beegle, Gettysburg Times Publisher Harry Hartman and Morning Times (Sayre) Publisher Kelly Luvison wrote: “Scoop reminds all of us each day with his phone calls that start at 6 a.m. that we have built the ‘biggest small-town newspaper company’ through hard work and by caring about our small towns and trying to make them a better place to live and work.”

They added: “From day one in 1991 in Huntingdon and Tyrone, Scoop’s mantra of producing a good ‘local news’ paper has led the way. He has said many times that we may not be the biggest newspaper group in the country, and we may not be the smartest, but no one will ever outwork us.”

“While the changes I have seen have been monumental, starting with Linotypes in my first two newspapers, the camaraderie of people who have loved this business has been unparalleled,” Sample said. “We’ve had a lot of fun, a lot of hard work, and hopefully we have made our communities better. We know the work we do each day is important and we look forward to a bright future.”

Sample graduated from Denison University in Granville, Ohio. He is married to Marlene “Sissie” Sample and they have one daughter, Morgan, and one grandchild, McKinley.

The award will be presented to Sample at PNA’s Annual Dinner on Oct. 13.

**About PNA:**

Founded in 1925, PNA is the nonprofit trade association for print and online news media in Pennsylvania. Its mission is to advance the business interests of Pennsylvania news media organizations and to promote the importance of a free and independent press. PNA has 300 newspaper and media-related members, including daily, weekly and collegiate newspapers and online news publications.

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