NEWSWORKS LAB

# Rewriting the story of local news in western Pennsylvania

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# The year opened with sense of loss

**Pittsburgh City Paper**

Shut down — the first loss of the year.

**Post-Gazette**

Owners announced the paper's closure.

**The verdict in the room**

At a February forum, a colleague warned Pittsburgh would be a “second-class town” without a robust printed newspaper.

*Things looked bleak.*

# Then came a burst of creative thinking and investment

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| **01** | **Foundations stepped up** | The philanthropic community came together to fund local news and relaunch City Paper. |
| **02** | **Venetoulis Institute** | Purchased the Post-Gazette and kept it publishing. |
| **03** | **Trib Total Media** | Began printing a weekly edition focused on Pittsburgh. |

# NewsWorks Lab: a $1.25 million bet on accountability

Trib Total Media formed public-benefit company to produce original accountability reporting.

### Report in the public interest

First stories show national companies buying up mobile home parks and raising rents on people who can barely pay.

### Learn fast, in the open

New approaches to reporting and storytelling — findings published publicly so the whole industry gains.

### Meet audiences where they are

Readers carried our first stories onto Reddit in the hundreds before we even had a presence there.

**newsworkslab.com**

# This is only the beginning

From a moment of crisis, western Pennsylvania has become the leading hotbed for the present and future of local news — and we are rewriting what local news means to communities.

NEWS Works LAB

NewsWorksLab.com