

Pennsylvania NewsMedia Association Foundation

The Northside Chronicle

Grant Awarded: 11.2022

Project: Sura

Project Timeline: 11.2022 through 6.2023

Final Report Submitted: 8.4.23

Submitted By: Andrew Cheeseboro, Resource Development Officer

Final Report Summary

The Northside Chronicle (NSC) is the free hyper-local monthly print newspaper of Pittsburgh's historic Northside community founded in 1985. The NSC serves over 34,000 residents and we deliver to 215+ stops throughout each official Northside neighborhood as well as to 17 newspaper boxes. Please see our status report for the funding for a special freelance photographer. The specific impact related to the project goals include the following up to January 12, 2023.

Our photographer is helping the NSC to tell stories with diverse photos, conveying messaging better and more quickly, and the photos enhance credibility of our stories. The photographer helps the newspaper by providing photos for readers to make their own judgments about a story. We believe the photos in our paper help to provide an experience for residents, small businesses, community organizations and others that can be just as rich as the information in it.

Previous NSC photos were taken by our journalists, interns, and community volunteers. While those photos can make do in a purely utilitarian fashion, our photographer is capturing more artistic and eye-catching shots. The photographer is using a drone with a camera, enabling us to take photos that we could not before. One of the first projects the photographer worked on is a profile piece of a longtime local business, Waltmire Pharmacy, working alongside one of our interns.

The pharmacy has been a staple of the community for many years and the photos were able to capture the spirit of the business and what it means to the community. Our photographer has taken aerial and other photos of 4 local landmarks, 21 existing and 9 new local businesses and 8 community-based organizations. These pictures help us to grant a new perspective to familiar and new neighborhood sights, and give us a reservoir of neighborhood photos we can pull on for stories on the Northside of Pittsburgh PA.

Outcomes:

The Sura Project was able to better enlighten readers about community issues with the services of a photographer. Our goal was to advance marketing efforts, and we did that by reaching 34,000 + residents who are senior citizens, people with disabilities who are often underserved, single parents, two parent households, youth, small business owners and others.

- The NSC used the photographer to focus on feature stories more than news stories because of timing issues. Our feature stories helped us to promote small businesses, events, and issues like health, education, housing, employment opportunities and safety that are important to the community.
- The photographer was able to capture moments in time that helped the NSC inform about people, places in the community, and everyday life.
- We required the photographer to take photos so that we could communicate the truth about a situation.
- Our journalist collaborated with the photographer to ensure we provided quality stories and we used symbols in images to convey messages more clearly.
- The editor collaborated with the photographer to ensure that photos were captured in believable manner within the content. It was important for the photos to communicate an appropriate perspective and convincing visual effects.
- One of the goals we had for the photographer required that quality photos be taken so that they can be strung together into a more complete story. We wanted to ensure that images would help to expand narratives.

The photographer helped Northside Pittsburgh residents, small businesses, schools, elected officials, and more feel like they were in the photo provided. Our goal was to invite the readers in so that they could interpret photos and stories the way they wanted to.