



“*I connect the readers to the moment, and serve my community.*”

— Jimmie Brown
PA Media Group
videographer/reporter

Bridging the Generations

JIMMIE BROWN, PA Media Group videographer/reporter

Jimmie Brown was turned on to becoming a journalist after a professor at Bloomsburg University connected him to an internship at PennLive.com, which is part of one of Central Pennsylvania’s oldest news companies. The internship drew Brown into the power of telling human stories and fueled his passion for journalism.

Like legacy newspapers across the nation, The Patriot-News has nimbly adapted from daily newspaper delivery to competing in a 24-hour news cycle by delivering instantaneous coverage through a strategic investment in its digital platform, PennLive.com. Parent company PA Media Group now delivers news to hundreds of thousands of families through PennLive.com, social channels, newsletters and The Patriot-News.

Brown, who understands that “his generation” wants news delivered in brief formats, is one of the industry’s videographer/reporters who blends new media with traditional storytelling to connect users through video. Working with editors, Brown’s content seeks to link longform reporting to instant video content capturing the voice and view of news as it happens. Maintaining journalistic standards is paramount.

From COVID closures to covering political rallies, Pennsylvania’s traditional print media news teams are engaging in the conversation as a first step in new media reporting.