



# PENNSYLVANIA'S NEWSPAPER INDUSTRY MAKES *a Significant Impact*

*Parker Phillips*  
assess. analyze. assert!  
**JUNE 2021**



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# EXECUTIVE SUMMARY



## About the Pennsylvania NewsMedia Association

PNA is the official trade organization representing more than 350 print, digital and news media-related members across the commonwealth. PNA advocates for members, provides educational services and acts as an information clearinghouse. PNA's mission is to advance the business interests of Pennsylvania news media organizations and to promote a free and independent press.

2020 Pennsylvania Newspaper  
Print Circulation

**2.8 MILLION**

2020 Economic Contribution

**\$1.3 BILLION**

2020 Labor Income

**\$528.8 MILLION**

2020 Employment Impact

**9,862 JOBS**

2020 State and Local  
Tax Impact

**\$51.8 MILLION**

First Newspaper Published in  
Pennsylvania: *American Weekly  
Mercury in Philadelphia*

**DEC. 22, 1719**



# About the Study

**“** *Pennsylvania newspapers have a long history of being welcomed into millions of homes in Pennsylvania, providing timely information on the news and events in the communities they serve. This report is evidence that Pennsylvania newspapers generate significant economic value to their communities in addition to the immense importance their reporting provides to their readers.*”

— Brad Simpson  
President, PNA



## PENNSYLVANIA NEWS MEDIA STUDY PROFILE

### DATA SOURCE:

U.S. Bureau of Economic Analysis

### STUDY TYPE:

Economic Contribution Analysis

### GEOGRAPHY:

Pennsylvania

### NAICS CODE:

511110 (2020)

### METHODOLOGY:

IMPLAN

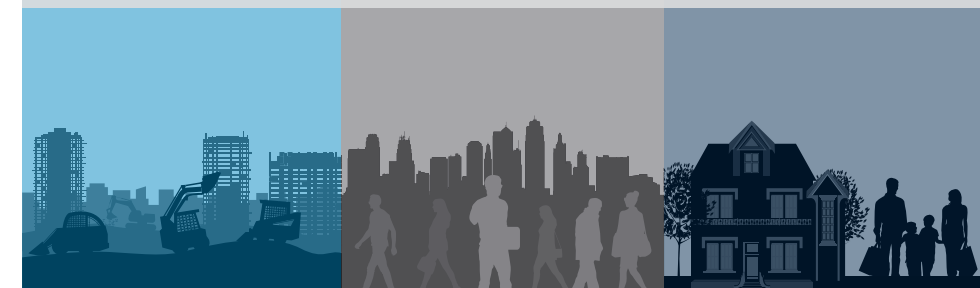
## Methodology

In 2020, the Pennsylvania NewsMedia Association engaged Parker Philips Inc. to measure the economic contribution of the industry across the commonwealth. The goal of this analysis is to provide a thorough assessment of the industry’s total economic, employment, and state and local tax impact on the commonwealth.

The primary tool used in the performance of this study is the I-O model and dataset developed by IMPLAN Group LLC. Primary financial data for this study was obtained from the U.S. Bureau of Economic Analysis and included the total number of employees and payroll using 2020 data. Additional information on the methodology and assumptions used to complete this study can be found in Appendix B.

The impact presented in this analysis is broken into three categories: direct impact, indirect impact and induced impact. The indirect and induced impacts are commonly referred to as the “multiplier effect.”

## KEY ECONOMIC IMPACT TERMS



### Direct

Investment in construction and expenditures for operations

### Indirect

Purchases from local suppliers

### Induced

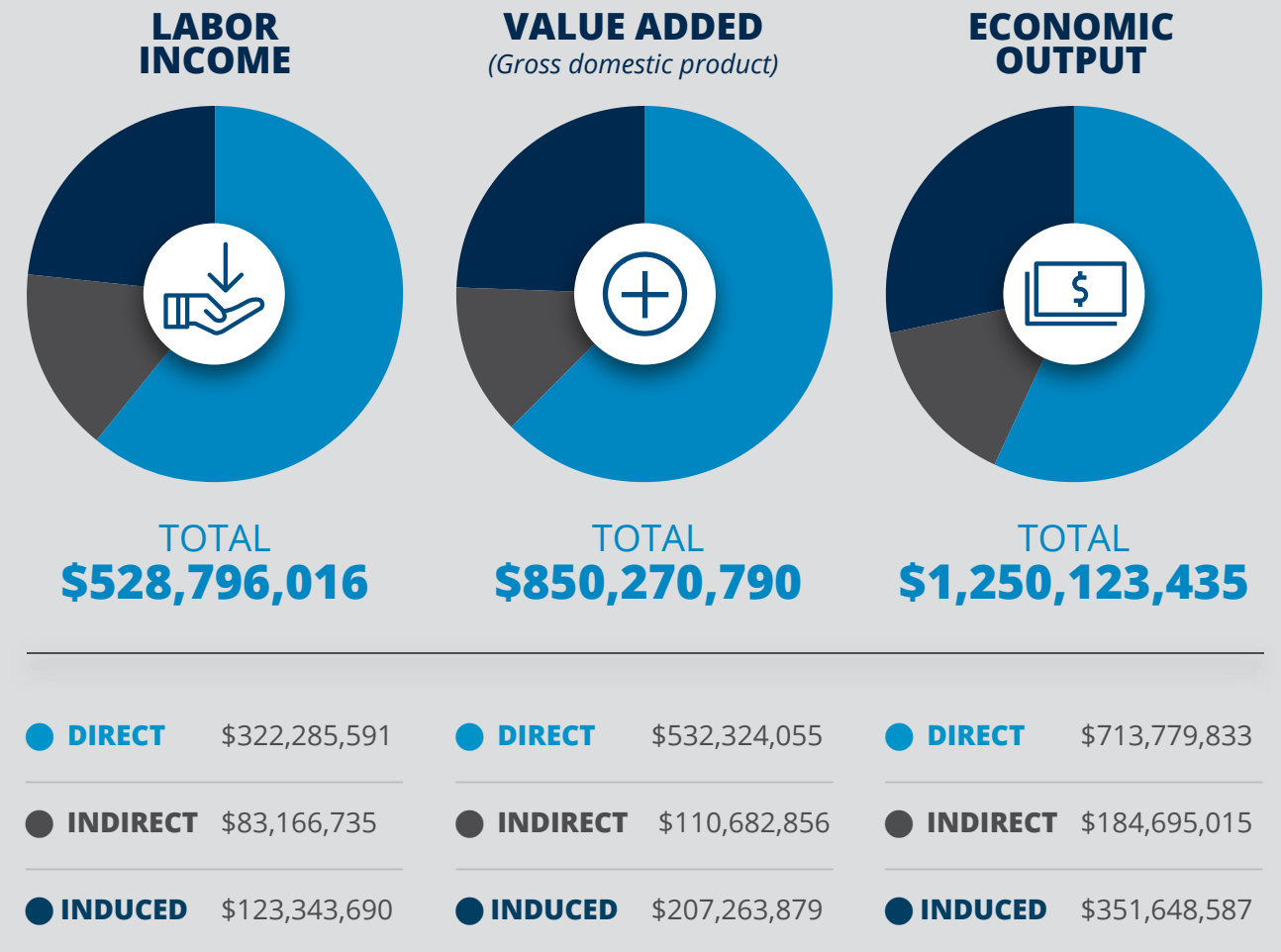
Household spending from earnings of direct and indirect expenditures



# The Newspaper Industry Makes a Substantial Impact on Pennsylvania

The newspaper industry contributes to local and statewide economies through its expenditures on operations and staff wages. Newspapers' direct, day-to-day spending and investment cause a statewide ripple effect that translated into an economic impact of **\$1.3 billion** in 2020. This significant point-in-time snapshot reveals the economic force that is Pennsylvania newspapers and their employees. The industry contributes \$528.8 million annually in labor income to the economy.

## Economic Contribution of the Newspaper Industry in Pennsylvania, 2020



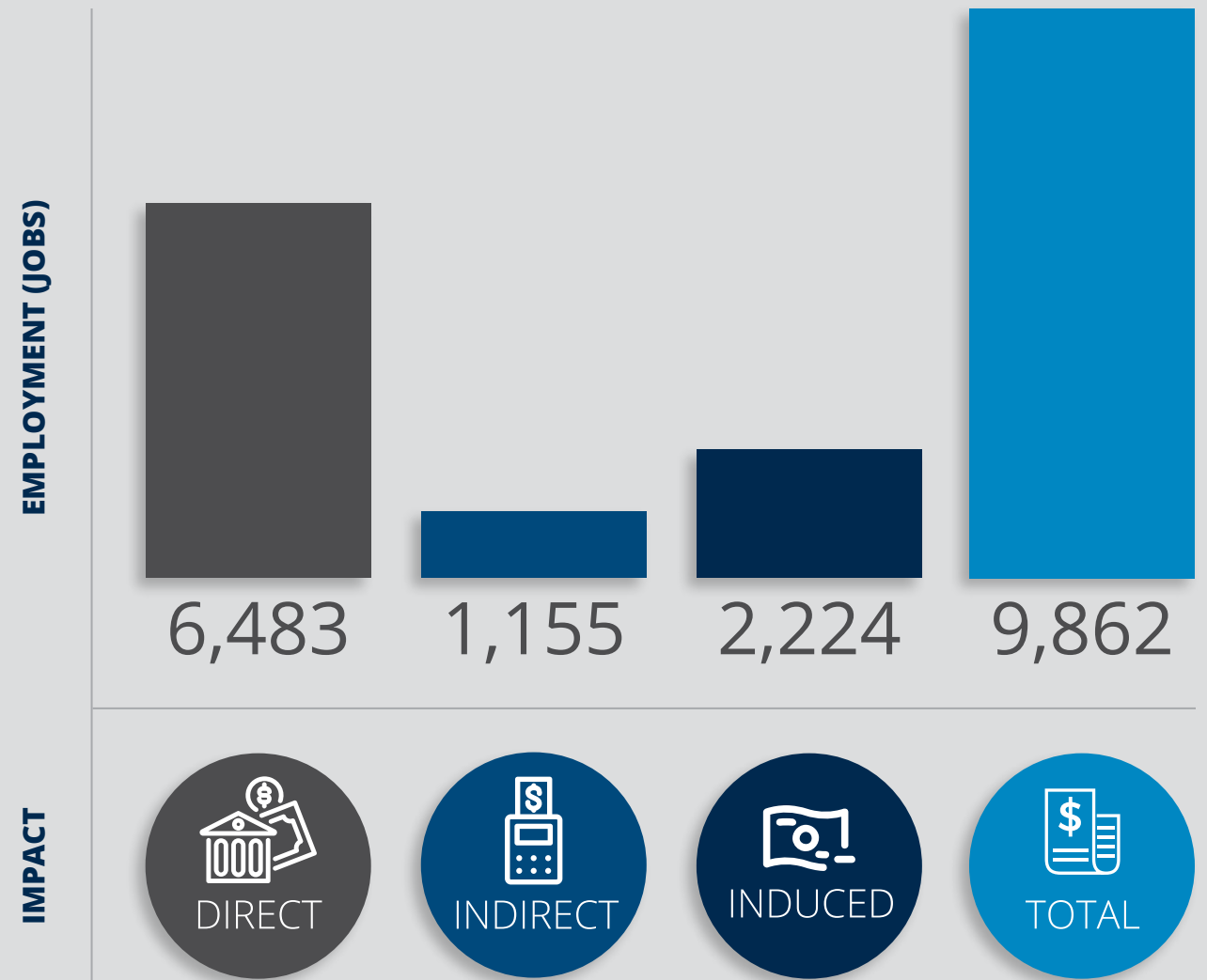
Source: Parker Philips using IMPLAN



# The Newspaper Industry Creates and Sustains Jobs Throughout Pennsylvania

The newspaper industry supports a combined total of **9,862 full-time and part-time jobs** in the commonwealth. The industry supports 6,483 employees on a direct basis. Based on analysis by industry sectors, other jobs supported by the industry include those in information services, computer programming services, employment services, hospitals and health care, real estate, retail, and human and hospitality services (e.g., restaurants, child care centers and entertainment).

## Pennsylvania Newspaper Industry Supports and Sustains Jobs, 2020



Source: Parker Philips using IMPLAN



THIS FOG SERVES THE  
AUTOMATIC SPRINKLER  
SYSTEM FOR  
10-10 W. KING STREET

# The Newspaper Industry Generates Local and State Tax Revenue

The newspaper industry, its employees, its suppliers, and its related constituencies contribute significantly to the local and statewide tax bases. In 2020, the newspaper industry contributed an estimated **\$51.8 million** through local spending as well as direct and indirect support of jobs.

At both the state and local levels, the newspaper industry contributes to the tax bases through its operations and employment levels. Specific taxes include employee and employer contributions to state and local social insurance funds, sales taxes, personal property taxes, taxes paid on motor vehicle licenses, and payments of fines and fees.

## Newspaper Industry Impacts State and Local Taxes, 2020

**TOTAL LOCAL AND  
STATE TAXES**  
(Direct, Indirect and Induced)



**SOCIAL INSURANCE TAX:**  
Employee and Employer Contribution

\$287,413



**TAX ON PRODUCTION AND IMPORTS:**  
Sales Tax, Property Tax, Motor Vehicle  
Licenses, Other Taxes and Special Assessments

\$35,344,830



**PERSONAL TAX:**  
Income Tax, Motor Vehicle Licenses, Property  
Taxes and Other Household Taxes

\$12,513,275



**CORPORATE PROFITS TAX**

\$3,662,656



**TOTAL**

**\$51,808,174**

Source: Parker Philips using IMPLAN

# NEWSPAPER CIRCULATION ACROSS PENNSYLVANIA

The newspaper industry is a vital part of the lives of people across the commonwealth. Newspapers are the most dominant source of news in local markets across all platforms — print, digital and social media. Consumer trust in printed newspapers (67%) is more than double the trust in social media on social networks (33%).<sup>1</sup> Recent surveys also show that during the pandemic, American adults increased their time with newspaper media — much more than with radio and television.<sup>2</sup>

Readership of print and digital newspapers across the commonwealth is extremely strong. The total print circulation in 2020 was 2.8 million, with that reach expanding to more than 7 million Pennsylvanians who read a printed newspaper every week. Many newspaper websites throughout the state average multimillion unique page views each year.

<sup>1</sup> Source: Kanter Media "Dimension 2018"  
<sup>2</sup> <https://www.editorandpublisher.com/stories/data-shows-americans-increased-their-daily-time-with-newspapers-during-the-pandemic,181155>

## TOP 10

Average Daily Circulation



- |  |  |
|--|--|
| <b>1</b> <i>The Philadelphia Inquirer</i><br>193,497 | <b>6</b> <i>The Morning Call</i><br>35,564   |
| <b>2</b> <i>Pittsburgh Post-Gazette</i><br>104,517   | <b>7</b> <i>The Times-Tribune</i><br>32,336  |
| <b>3</b> <i>LNP</i><br>56,507                        | <b>8</b> <i>Reading Eagle</i><br>26,518      |
| <b>4</b> <i>The Patriot-News</i><br>38,455           | <b>9</b> <i>Erie Times-News</i><br>25,019    |
| <b>5</b> <i>Tribune-Review</i><br>35,877             | <b>10</b> <i>Observer Reporter</i><br>21,497 |

## TOP 10

Sunday Circulation



- |  |   |
|--|---|
| <b>1</b> <i>The Philadelphia Inquirer</i><br>265,181 | <b>6</b> <i>Tribune-Review</i><br>47,000            |
| <b>2</b> <i>Pittsburgh Post-Gazette</i><br>131,974   | <b>7</b> <i>Reading Eagle</i><br>39,273             |
| <b>3</b> <i>The Morning Call</i><br>73,276           | <b>8</b> <i>The Times-Tribune</i><br>36,343         |
| <b>4</b> <i>LNP</i><br>66,801                        | <b>9</b> <i>Erie Times-News</i><br>32,577           |
| <b>5</b> <i>The Patriot-News</i><br>56,753           | <b>10</b> <i>The Philadelphia Tribune</i><br>23,698 |

Circulation is defined as number of sold print and digital subscriptions and single copy sales.

Source: Alliance for Audited Media



## ■ COVERAGE THAT MADE A DIFFERENCE

The Pennsylvania Office of Attorney General partnership with area news media plays an integral part in bringing criminals to justice throughout the commonwealth. This same scrutiny applies to government entities, a key check that holds public officials accountable.

The pursuit of justice for victims of sexual predators — physicians and clergy have been among the perpetrators — in Johnstown, Lancaster and other Pennsylvania communities headlined reports on newspaper front pages and websites statewide. Print and digital newspaper coverage prompted the attorney general to establish hotlines that he has credited with helping to advance his office's work on behalf of Pennsylvania citizens.



*“In an era when journalism is under attack almost as much as politicians are, I can't help but wonder what my office would be able to do or how much we would be able to succeed without the help of news reporters, opinion writers and Twitter users.”*

— Attorney General Josh Shapiro

## ■ ADVOCATING FOR THE PUBLIC'S RIGHT TO KNOW

Pennsylvania state Rep. Kerry Benninghoff won legislative office in 1996, and colleagues elected him House majority leader in June 2020. A staunch advocate for the newspaper industry, Benninghoff led a transparency charge when it was discovered that journalists were denied the names of all candidates running for an open county commissioner seat after submitting a Right-to-Know request. PNA and Barash Media Publisher Bernard A. Oravec approached Benninghoff; he introduced legislation and worked to successfully convince the Pennsylvania Supreme Court to adopt a Rule of Judicial Administration, which states that when courts now fill vacancies in elected office, the public has a right to access all candidates' names and application materials.



*“The press plays a critical role in a free society and has an important constitutional function that keeps the public informed of what government is doing. Now more than ever, responsible work by the news media is needed to provide transparency and government accountability.”*

— House Majority Leader Kerry Benninghoff  
PNA 2020 Advocate of the Year Award



## PNA RECOGNIZES EXCELLENCE IN THE NEWSPAPER INDUSTRY

Each year, PNA hosts the Keystone Media Awards to celebrate and honor the best of Pennsylvania's print, digital and broadcast journalism. Hundreds of individual and staff prizes are awarded in seven newspaper and four broadcast divisions. Newsrooms across the commonwealth also compete for Sweepstakes Awards, First Amendment Awards, as well as the prestigious PNA Foundation Public Service Award, Reader Initiative Award and the G. Richard Dew Award. Awarding excellence in investigative reporting, intensive enterprise projects, innovative community outreach programs, and photojournalism recognizes the critical role that media play in the daily lives of Pennsylvania families and communities.

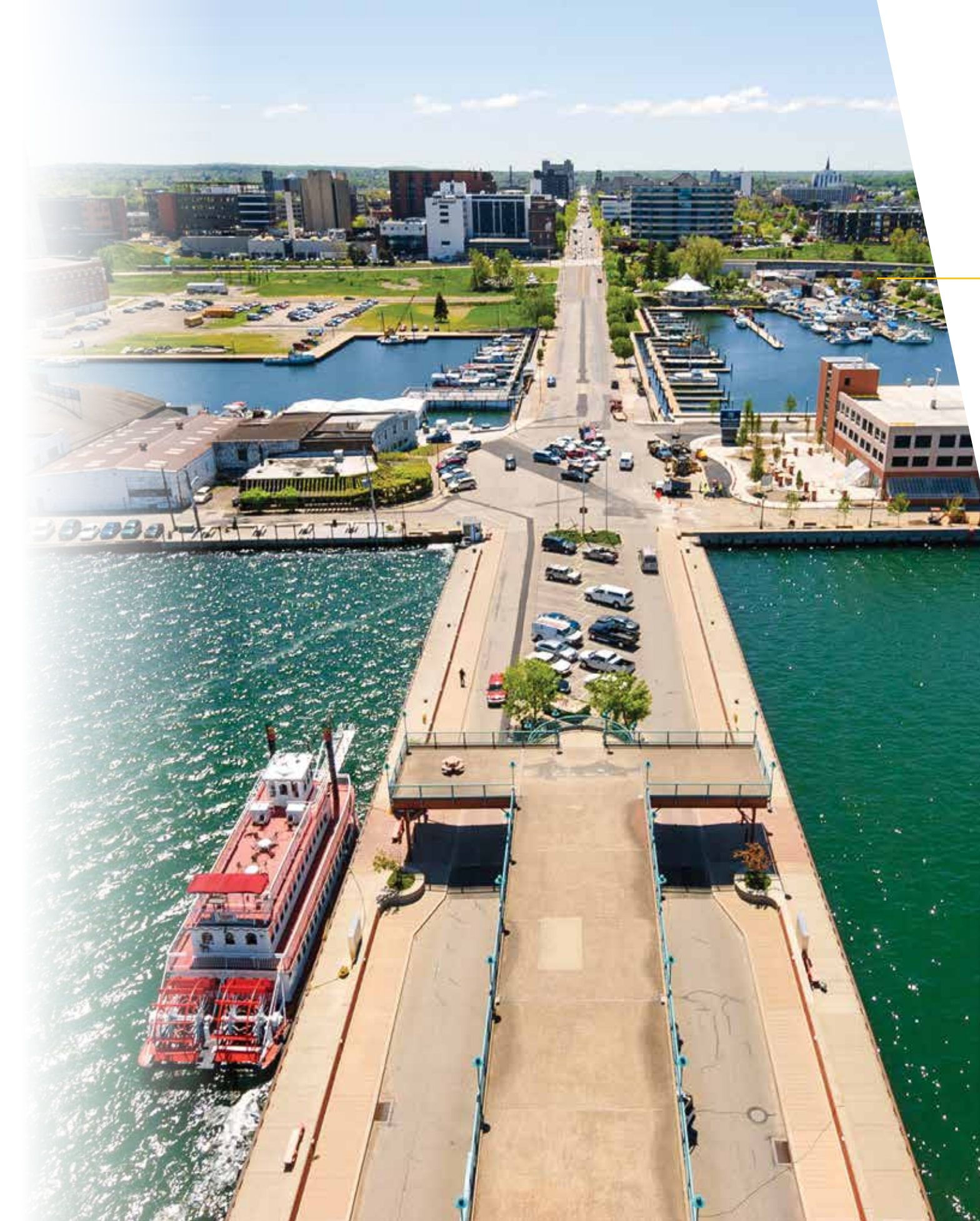
In 2020, Reading Eagle reporter David Mekeel, pictured at left, won the distinguished writing award for his series "No Home of Their Own," which focused on homelessness in Berks County.



*“This award recognizes Dave’s ability to tell the stories of the people in our community in a way that helps others understand their circumstances and share in their emotions. Dave writes with an unmistakable style and ease that draws readers into his stories while, in this particular series, putting a human face on a subject that often is uncomfortable to discuss.”*

— Managing Editor Dave Mowery





## LOCAL CONNECTIONS ACROSS THE PAGES OF 'THE PAPER'

Bertie McCune of Erie has subscribed to the Erie Times-News for 40 years. Initially she subscribed to “the paper” to learn about her new hometown after relocating to Erie from Pittsburgh. As her family grew, the newspaper became a way to keep up with her children, their school calendars, sports scores, community life through photos — and to engage in conversation with friends and neighbors.

Bertie looked to her local newspaper to stay apprised of different views and opinions on the issues of the day — hospital takeovers, elections and business announcements. In Erie, there was rarely a day that an editorial or business report didn't involve notable local happenings. “It made for intelligent conversation points when life included socialization,” she said of the days before the pandemic.

With four decades of life in Erie behind her, Bertie still depends on the local newspaper, whose coverage and delivery have evolved. Bertie values that the Erie Times-News presents balanced news based on facts.

During the COVID-19 global health crisis, the Erie Times-News has informed her of the government response to the pandemic as well as strategies to combat the spread locally. The newspaper has also become a source of sad but important news about friends who have lost their lives to the virus.

Bertie treasures the local touch only found in the pages of her Erie Times-News. “One thing that is upbeat during such a dire time is the paper's daily highlight on small businesses in town. Some of the places were old favorites, but I'm happy to report that many are 'new to me,' and I will definitely give them a try!”

*“I trust our local paper. Now, especially after all of the criticism directed toward media, I look to it for more information and see less bias than other news sources.”*

— Bertie McCune of Erie




# PENNSYLVANIA'S NEWSPAPER INDUSTRY CHANGES WITH THE TIMES

**Local dailies and journalists are adapting to rapidly changing conditions and transforming their business models. This ongoing newspaper industry revolution has accelerated in the face of the global pandemic, a government insurrection, an economic downturn not experienced since the Great Depression and civil unrest rivaling that of the 1960s.**

The spread of the novel coronavirus has wreaked havoc on nearly every sector of the economy. Pennsylvania's local newsrooms have not been spared. Layoffs as a result of declining advertising revenue shrunk the pool of journalists, forcing seasoned newsroom staffers into premature retirement. Newsrooms that are relied upon for essential news and information have been forced to furlough staff and reduce hours as they cover an unprecedented level of once-in-a-lifetime news events.

Despite these challenges, the mission of the newspaper industry remains the same: to provide an accurate, fair and informed report about events both big and small that impact readers and audiences. Whether the story focuses on high school sports or national politics, local newspapers are vital to the health of our families, communities, economies and democracy.

Throughout the coronavirus pandemic, the newspaper industry displayed grit and a capacity to serve as a consistent source of accurate information, tamping down rumors and misinformation, and providing much-needed facts and analysis about how to stay safe. As citizens emerge from virus restrictions and vaccine rollouts, newspapers remain the most trusted source of



information. Throughout the COVID pandemic, the newspaper industry has been part of a developing story, keeping people in the know in good times and in bad. Across the commonwealth, newsrooms big and small have continued to provide access to timely, trusted and accurate information that is necessary both for democracy and for the physical well-being of people.

Newspapers throughout the commonwealth provide hyperlocal insight into the ongoing events of communities either on an aggregated website or printed pages. Social media cannot replace the function of local newspapers providing professional news coverage. Local newspapers are oftentimes the only source of quality news and also act as a one-stop shop for public notices about government meetings, public hearings and required legal notices, such as foreclosures, lien sales and court notices. Laws in Pennsylvania require government entities to publish public notices in local newspapers about a range of activities — public sales, regulations, bid lettings, meetings, seizures, ordinances and elections. These notices create a more informed citizenry and promote government accountability. Local newspapers serve a unique role in providing effective and efficient outreach for public notice that remains vital to community awareness and engagement.

As the industry adjusts to the increasing need for digital news, the importance of strong local journalism remains vital. A 2020 report — “News Deserts and Ghost Newspapers: Will Local News Survive?” — by the University of North Carolina found that when local newspapers close, “routine government meetings are not covered, for example, leaving citizens with little information about proposed tax hikes, local candidates for office or important policy issues that must be decided.”<sup>3</sup> Further exacerbating the industry’s evolutionary challenges, recent attacks on print media and the rise of a post-truth American political class have caused a divide between the pursuit of true investigative journalism and the blogosphere. Given these challenges, the importance of maintaining newsrooms across the commonwealth — from the Erie Times-News to the Ephrata Review — cannot be understated.

<sup>3</sup> Source: Abernathy, Penelope Muse, *The Expanding News Desert*



# Innovation and Commitment to Craft in an Ever-evolving Industry

**The public's hunger for state government news did not wane as newsroom cutbacks forced staff reductions. Rather, the need gave way to a collaborative journalism approach conducted under the banner of Spotlight PA. And it's working.**

"Powered by The Philadelphia Inquirer in partnership with PennLive/The Patriot-News, TribLIVE/Pittsburgh Tribune-Review and WITF Public Media," Spotlight PA "is dedicated to producing nonpartisan investigative journalism about Pennsylvania government and urgent statewide issues," according to its website.

Spotlight PA describes itself as "an independent watchdog unafraid to dig deep, fight for the truth and take on the powerful to expose wrongdoing and spur meaningful reform. We connect Pennsylvanians to their state, and to each other, through public service journalism that matters to their lives and is creatively told in the many modern, digital ways they consume their news."

While this approach doesn't solve the financial pressures in every market, Spotlight PA's model is generating a significant boost in coverage and capacity in its partnering newsrooms.

*"We're not here to compete with other newsrooms across the state – we can all agree that there are not enough reporters, so we cannot afford to compete. There is a greater sense now more than ever that we're all in this together."*

— Christopher Baxter  
Editor-in-chief, Spotlight PA

Well-coordinated enterprise coverage avoids duplication and focuses resources, while keeping reporters on the stories that impact Pennsylvania – a streamlined model responding to a transforming industry.

It is a long-held American belief that strong investigative journalism is vital to a fair and thriving democracy. However, there are also tangible financial implications for communities that lose their local daily paper. The value of local journalists serving in their role as the fourth estate makes an impact on local economies. When journalists show up at local zoning board hearings, city council meetings and school board work sessions to report on decisions being made by government officials, review, study and transparency follow. Without the fourth estate, public funds are left unchecked, oftentimes resulting in real financial consequence to taxpayers.

Recent research published in the Journal of Financial Economics provides the evidence. This study finds that local newspaper closures affect public finance outcomes for local governments.<sup>4</sup> When a newspaper closes, municipal borrowing costs increase by 5 to 11 basis points,<sup>5</sup> which costs the municipality an additional **\$650,000** per loan issue. The effect is **not driven by underlying economic conditions** in a community. Rather this effect is causal, **meaning that newspaper closures have a direct and negative effect on public financing.** The loss of government monitoring as a result of a newspaper closure is also associated with higher government wages and deficits, and increased likelihoods of costly advance refundings<sup>6</sup> and negotiated sales. Local newspapers hold government accountable, keeping municipal borrowing costs low, and ultimately saving local taxpayers money. Shining a light on government activity makes a difference.

<sup>4</sup> Gao, Pengjie and Lee, Chang and Murphy, Dermot, *Financing Dies in Darkness? The Impact of Newspaper Closures on Public Finance* (October 18, 2018). *Journal of Financial Economics*, (2020) vol. 135, no. 2, 445-467, available at SSRN: <https://ssrn.com/abstract=3175555> or <http://dx.doi.org/10.2139/ssrn.3175555>.

<sup>5</sup> Basis points, otherwise known as bps or "bips," are a unit of measure used in finance to describe the percentage change in the value of financial instruments or the rate change in an index or other benchmark. One basis point is equivalent to 0.01% (1/100th of a percent) or 0.0001 in decimal form.

<sup>6</sup> Refunding is the act of replacing an old loan or other debt with a new one.





“*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.



# Local Coverage Counts

## JOE WINGERT, Publisher, Bucks County Herald

As the largest and only locally owned news media company in Bucks County, the Bucks County Herald is making an impact through its commitment to covering everything from local supervisor elections to high school sports and a covered bridge — all at the ground level.

When a local issue crops up outside the interest or capacity of larger regional news sources, community coverage shines a light on local decision-making. Pointing to a land development saga that played out along a fallow stretch of Route 202, Publisher Joe Wingert succinctly demonstrates the value of local coverage.

A controversial move by township officials to commission a study and purchase a tract of land for development, without public hearings, frustrated residents who eventually persuaded the township to change course. The Bucks County Herald covered the politics, the public response and the process.

Wingert maintains a fierce loyalty to all things local. He has formed community partnerships such as one with the League of Women Voters to provide in-depth coverage of local elections, ensure community engagement and encourage voting. The LWV provides content on elections, issues and related topics.

The Bucks County Herald manages this coverage through the newsroom and about three dozen freelance reporters/photographers. The paper relies on advertising revenue and a community-based journalism fund, and is exploring a nonprofit parent group to maintain coverage and its valuable role in the community. The evolution of the business model is a necessary step to continue the consolidation of the “big news” in upper and central Bucks County — news that matters to the people living in those communities.



**“***I’m a news junkie myself, but what you hear on the cable networks and even in the Philadelphia market is not at the ground level. You may hear everything happening in the governor’s race or federal elections, but not so much in the local contest.”*

— Joe Wingert  
Publisher, Bucks County Herald



# The Pennsylvania Newspaper Industry Rises to the COVID-19 Challenge



- Dropping Paywalls for Online COVID-19 Coverage Early in the Pandemic
- Coverage of Essential and Non-essential Business Closures
- Coverage of School, College and University Closures
- Coverage of Vaccine Rollout and Availability
- Coverage of Caseloads, Hospitalizations and Mortality Rates

In March 2020, the coronavirus impacted the life of every Pennsylvanian. In fact, it would be hard to identify one person or sector of the economy that wasn't harmed by the pandemic. Shortly after lockdowns began in March, the newspaper industry experienced severe advertising revenue declines, staff layoffs and significant production challenges. Yet the state's newspapers kept moving forward, dropping their paywalls to give Pennsylvanians vital information about closures, COVID-19 case data and ways to stay safe during a public health crisis. Even with fewer staff members and less revenue, newspapers rose to the challenge and did more with less.

*“We have been there for our community during the pandemic. But we’re never going to be more important to them than we are as we come out of this crisis, because there’s going to be a reconstruction. We’re going to have to help businesses. We’ve probably lost 20 businesses that just couldn’t survive this economic fallout. It’s going to be up to the newspaper to help bring these communities and companies back in partnership with the community. We’re just going to do everything we can to get everybody open and reach out to all of the 46,000 people who live in Huntingdon County to restart the local economy.”*

— George “Scoop” Sample  
CEO, The Sample News Group  
Publisher, The Daily News







# PENNSYLVANIA'S NEWSPAPER INDUSTRY *Gives Back*

Communities throughout Pennsylvania benefit from services provided by nearly 6,500 direct employees in the newspaper industry. Based upon assumptions derived from the U.S. Census Bureau and the Points of Light Foundation<sup>7</sup> regarding donation amounts and volunteerism, income level and employment status, it is estimated that employees give nearly **\$3.9 million annually** in charitable donations and volunteer for over 100,000 hours, valued at **\$2.5 million**. In 2020, the combined impact of charitable giving and volunteerism from the commonwealth's newspaper industry totaled **\$6.4 million**. These benefits were in addition to the \$1.3 billion annual economic impact.

<sup>7</sup> For the purposes of this study, it is assumed that 24.9% of staff donate an average of \$2,064 annually. Volunteer impacts are based upon assumptions found in the U.S. Census survey of charitable giving, and the value of a volunteer hour (estimated at \$23.56 per hour) was obtained from the Points of Light Foundation. For the purposes of this breakout analysis, it was assumed that 27.2% of staff volunteer for an average of 51 hours.





## REGIONAL COMMUNITY IMPACT STORIES

### NORTHWEST PENNSYLVANIA

#### Times Old Newsies Give Back to Erie Community

On the first Friday of every December, The Times Old Newsies, a group of more than 300 good-hearted volunteers from the community, give up a day of work to stand on street corners and in front of banks, stores and businesses to sell copies of a special holiday newspaper and collect money to buy food for families in need. In 2020, the newspaper printed an additional 19,000 copies that were wrapped in a special section for sale on the streets in the Erie market.

Most expenses for the organization have been covered by the Erie Times-News. This means that every single penny collected on sale day goes toward the purchase of boxes of food — serving more than 2,400 families. Because The Times Old Newsies group partners with the Second Harvest Food Bank, more than three times as much food can be purchased with the donations. Another team of volunteers gathers to pack the boxes, which are then delivered to families who have registered with various social service agencies.

Its first fundraising year, 1939, The Times Old Newsies group raised \$1,620.66. Now the organization collects \$70,000 to \$80,000 annually, raising a total of more than \$2.6 million over the last 80 years.

*Note: All Regional Community Impact Stories Contributed by PNA*



## REGIONAL COMMUNITY IMPACT STORIES

### SOUTHEAST PENNSYLVANIA

## The Spirit Brings Collaboration, Unity to Police and Citizens

When Paul Bennett, publisher of *The Spirit*, Glenolden, saw the national news of police brutality and racial tensions in the early summer months of 2020, he considered the relationship between the police and citizens in his own local news coverage area. While Bennett said there had been some intermittent, small issues, there had been nothing near the experiences in Minneapolis or Georgia. With this in mind, Bennett began a campaign to bring together the local police and the communities they serve to discuss what was happening nationally and locally.

Bennett recognized the intense need for open communication between the police and the citizens of the community, and he felt compelled to take a more active role in assisting his readership in achieving improved communication. “The role of community journalism has changed,” said Bennett. “We used to just tell the story. You tell side A, you tell side B, and then the community does the rest. We have found that the community doesn’t necessarily do the rest.”

The *Spirit* team organized the first in a series of meetings called the Summit for Serious Solutions on July 9. Bennett reached out to police chiefs from the 49 local municipalities and contacted the Pennsylvania State Police, which oversees municipalities without local law enforcement. He also reached out to the heads of the NAACP and other local activist organizations. Meetings were held at the Delaware County Emergency Services 911 Center, free of charge for the group.

Two critical issues were revealed at the outset. Police in Delaware County were, like the community, appalled by national events. And Delaware County law enforcement was not well-connected with the community; for that reason, the public was more likely to react to the national news. Following the findings of the first summit, *The Spirit* began a Behind the Badge feature to highlight police units and departments, as well as the individuals themselves. The goal was to connect Delaware County police and its citizens.

At a second meeting, police discussed recent initiatives and again addressed communication issues and needs. Bennett said the attendance for both meetings was bolstered not only by the presence of the police chiefs and activist group leadership,



“Some of the leadership in the community today is really lacking. News organizations have a valuable potential role — where the leadership doesn’t exist, we need to provide it.”

— Paul Bennett  
Publisher, *The Spirit*

but also by the county law enforcement chaplain, local business leaders, and current and former members of the county council.

The ideas and initiatives culminated in a third meeting Sept. 9. “We are going to lead the creation of The Delaware County Police/Community Institute,” said Bennett. “We will have a nine-member board: three police officers, three individuals representing the community, and three individuals representing local businesses. Ultimately, this will be designed to marry police and community in a more formal and predictable way so that both entities will have a vehicle to express concerns and ideas they have and then work on them together.”

Bennett is no stranger to the creation and early work of a statewide nonprofit, having served as a member of the Philadelphia Association of Black Journalists more than 40 years ago. He said that the preliminary objective of The Institute would be to educate and institutionalize the relationship between the police and the community in Delaware County.

“Some of the leadership in the community today is really lacking,” said Bennett. “News organizations have a valuable potential role — where the leadership doesn’t exist, we need to provide it.”





CENTRAL PENNSYLVANIA

PA Media Group Provides COVID Coverage on Multiple Platforms

As PA Media Group saw the demand for COVID news and information on PennLive and in The Patriot-News skyrocket, the company rolled out several new platforms for coronavirus content in March 2020. These platforms included a daily electronic newsletter, a COVID vertical for essential news on the website, a supplement to the daily "Good Morning PA" podcast, and a direct text-messaging service for the most important news on the pandemic.

Marketing and Advertising's #Rally4Local initiative is providing free online and print listings to more than 470 small businesses and nonprofits struggling under the pandemic. In addition to the microsite, the initiative includes a series of free business recovery teleseminars and virtual job fairs.

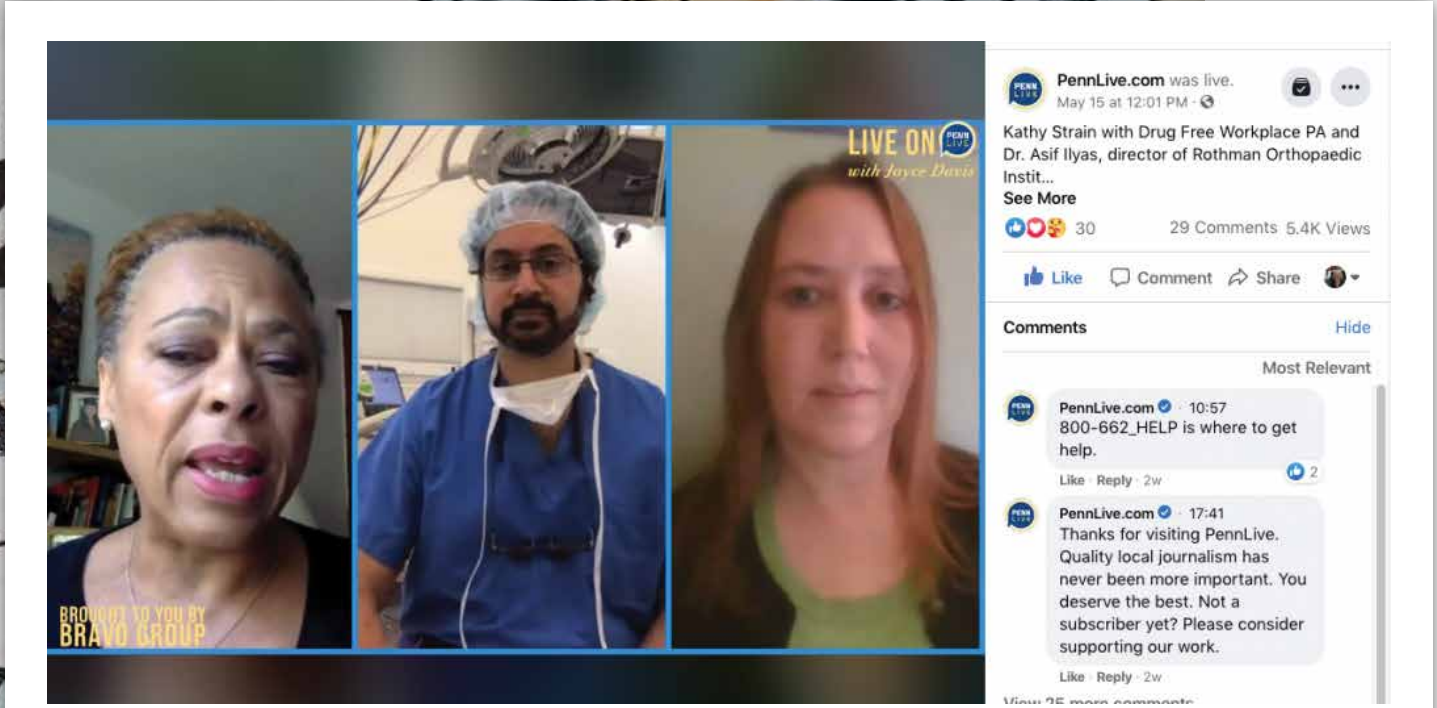
Other initiatives with the strongest reader response have included:

- PennLive's interactive data page following cases by county, nursing home deaths, regional reopenings and other statistics in progress.
- A new Facebook livestream show hosted by Opinion Editor Joyce Davis. Experts appearing on "Coronavirus Q&A" field questions submitted by some of the thousands of viewers watching every weekday.
- Explainer videos on social distancing, how COVID spreads, how to make a mask, etc., created by visual journalists and audio/video production house PennStudios.
- Facebook livestream reporting. The newsroom is making video a go-to platform

for major breaking news. Audience response was especially strong for coverage of the state shutdown protests at the Capitol and survivor stories.

- "School@home," fun and educational children's pages in every edition of The Patriot-News. These proved so popular that the Harrisburg School District requested copies to supplement its remote learning curriculum. Hundreds of papers are donated to families participating in the district's free lunch program.
- Photo essays. To document the home front, photographers launched an ongoing series of "Window of Hope" portraits showing life under stay-at-home orders. Photographers also profiled local restaurants making the best of the pivot to takeout and delivery service over in-house dining. Community engagement has been high.
- Virtual events. PA Media Group's biggest special events of the year take place in the spring and the company was determined they go on despite COVID's restrictions on large public gatherings. The PennLive Sports Awards and 28th annual Best & Brightest program for high school seniors were produced as video celebrations in May 2020.

Cate Barron, president of PA Media Group, said the company has received more positive feedback than in any other time in the more than 30 years she has been with the group. "We're hearing from many readers who recognize what reliable local journalism is worth — especially in these uncertain times."



*"We're hearing from many readers who recognize what reliable local journalism is worth — especially in these uncertain times."*  
— Cate Barron  
President, PA Media Group



“This is something that I think is good for everyone’s psyche during this time — to see that goodness is still happening in the world, and there are plenty of thankful people out there recognizing the good.”

— Jenn Bertetto  
President and Chief Executive Officer, Trib Total Media



SOUTHWEST PENNSYLVANIA

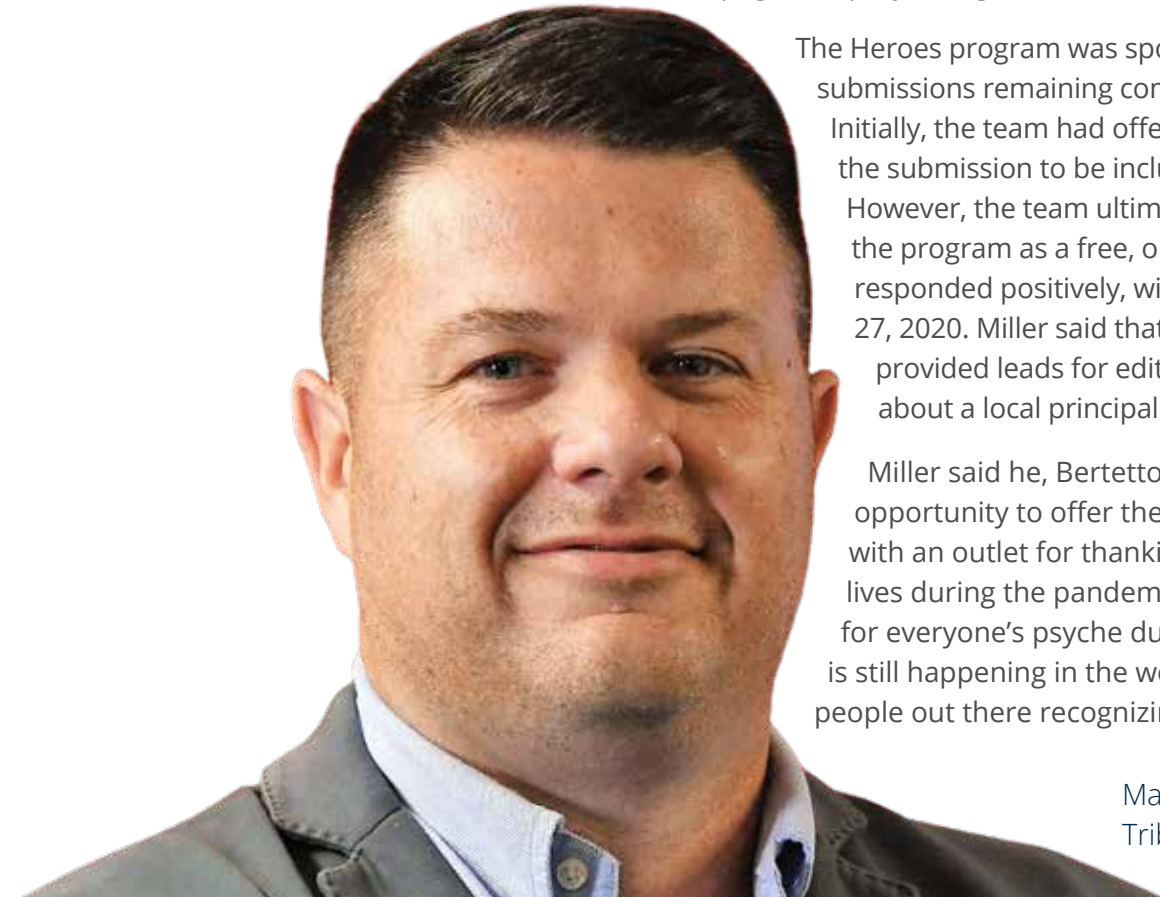
**Trib Total Media Recognizes Community Heroes in the Face of COVID-19**

In early April 2020, a reader reached out to Jenn Bertetto, publisher of Trib Total Media, with an idea to help the publication thank local medical and health care workers. Bertetto brought the idea to her team, including Matt Miller, chief revenue officer at Trib. Within a week the team had developed the idea into the “Thank you to the Heroes” program that launched April 12. “The idea really evolved quickly,” said Miller. “We went from only considering the health care workers and first responders to considering and including all essential workers — anyone who is a ‘hero’ during this time.”

Trib’s Heroes program launched with an article and devoted website where individuals uploaded their hero’s information including a picture, what the hero does and why the individual considered that person to be a hero. The information was then checked by a moderator and populated onto the page, located on TribLIVE.com. Miller said that the pictures and content for each submission varied, which created a bit of a patchwork look to the page. While the picture types and sizes ran the gamut, the team was able to superimpose the “Thank you to the Heroes” logo as well as several other logos with sayings such as “Not all heroes wear capes” or simply, “Hero!” onto each to tie the page and project together.

The Heroes program was sponsored entirely by Trib, with all submissions remaining completely complimentary to the readers. Initially, the team had offered a paid option that would allow the submission to be included in a print version of the page. However, the team ultimately decided to remove it and maintain the program as a free, online-only initiative. The community responded positively, with more than 200 submissions by May 27, 2020. Miller said that some of the hero posts have also provided leads for editorial content as well, including an article about a local principal.

Miller said he, Bertetto and the entire Trib team appreciate the opportunity to offer the program to readers and provide them with an outlet for thanking the important individuals in their lives during the pandemic. “This is something that I think is good for everyone’s psyche during this time — to see that goodness is still happening in the world, and there are plenty of thankful people out there recognizing the good,” said Bertetto.



Matt Miller  
Trib Total Media



LEHIGH VALLEY, PENNSYLVANIA

## Hyperlocal News Coverage: By the Community, for the Community



Since the company's inception, the Lehigh Valley Press has produced eight weekly newspapers with the distinct mantra of focusing community news coverage on the local areas they serve.

"We're family owned, and I've been with the company since 1996," says Deb Palmieri, editor of the Parkland Press and Northwestern Press. "So, I am more than used to the direction we should take as a local community paper." Each of the eight weeklies is charged with covering the region within its respective school districts. The eight weekly papers — including East Penn Press, Whitehall-Coplay Press, Northampton Press, Salisbury Press, Catasauqua Press and Bethlehem Press — were

created between the years of 1959 and 2005. "We cover police activities and incidents, churches, borough and township meetings — whatever happens within the municipalities in the school districts," said Palmieri.

"Twenty or 30 years ago we were being told the time of newspapers was limited. We are fortunate to be part of a corporation that took that warning seriously and diversified," said Pencor Executive

Vice President and TIMES NEWS Publisher Fred Masenheimer. "We continue to remain a strong and viable company in a time that has proved to be difficult for many businesses to survive."

Palmieri says that she and her fellow editors for The Press weeklies — George Taylor, Debbie Galbraith and Kelly Lutterschmidt — could not provide such consistent, in-depth news coverage if it weren't for the tremendous support from the Pencor (Pennsylvania Entertainment, Communications and Recreation) management team and the citizens of the community who regularly provide not only tips on local goings-on and events, but also the articles and photographs used in the weeklies.

"It wouldn't be hyperlocal if it wasn't for the freelancers who love their community," said Palmieri. "These are retired teachers, principals,



volunteer firefighters, lawyers and housewives who go out and cover issues and events, write articles, take photographs and share them with our papers. It's local coverage provided by local people."

Palmieri said that one of the regular features in the two weeklies for which she serves as editor, Northwestern and Parkland, are poems submitted by a reader who lives in one of the nursing facilities in the area. The Press graphic design team then creates images to accompany the poems. Palmieri said that the family-owned nature of the Lehigh Valley Press weekly newspapers is apparent as an employee. Employees receive a birthday card every year that includes a gift card to the ice cream shop for a sundae. Palmieri also says that the strength and stability of the Pencor and the Lehigh Valley Press family were incredible in the face of the COVID-19 pandemic.

### CHOSEN WORDS



## Masks

Due to the coronavirus,  
we have been ordered to wear a mask.  
Many people complain about this, but,  
I don't consider it a task!

It is for everyone's protection,  
So everyone remains safe;  
If all of us follow that order,  
We would be in a much better place.

Some people think they are untouchable,  
The virus could never affect them;  
That is simply not the truth; my friend,  
It seems to have no end!

It strikes where ever it pleases,  
Regardless of who you are;  
If you are caught in its nasty web,  
You will deal with the outcome, by far.

If you are one of the lucky ones,  
You will eventually survive;  
But, thousands of people were not lucky,  
And sadly, they lost their lives.

I read this little saying;  
it struck me to the core,  
I want to share it with you,  
so you pay attention more!

"Mask it or casket"

Pay attention to those words,  
Take good care of yourself;  
Protect the people around you,  
Let's put this virus on the shelf.

Put it away forever!  
So it can never strike again;

Let's show this virus who's in charge,  
Let's wipe it off the earth;  
Let our nation restore it's health,  
And enjoy our new rebirth.

Shirley Binkley  
Cedar View Apartments  
Shrobi53@gmail.com



CENTRAL PENNSYLVANIA

## The Daily Item Provides Crucial Coverage During COVID-19 Crisis

The Daily Item has been serving the central Susquehanna Valley by covering important and breaking news for Montour, Snyder, Union and Northumberland counties for more than 80 years. As the COVID-19 global pandemic and its effects became a reality for its citizens and subscribers, The Daily Item was ready to support that same community, both digitally and in print. Dennis Lyons, editor at The Daily Item, decided to create an email newsletter devoted to COVID-19 coverage.

“We have several e-newsletters that people can subscribe to,” said Lyons. “We felt this issue and the coverage surrounding it warranted a specific, tailored newsletter.” Since the newsletter’s creation March 12, 2020, more than 5,000 people have signed up for it. Lyons says that’s the quickest takeoff for any of the newsletters to date.

The Daily Item’s COVID-19 newsletter features the publication’s top six or seven related stories of the day, and the publication metrics so far have shown those to be primarily articles about local topics related to the crisis. Lyons noted the two local hospitals and developments at them are chief among story topics in the newsletter, which is accessible to subscribers and nonsubscribers alike.

“Every COVID-19 story is labeled as ‘breaking news’ and every ‘breaking news’ article on The Daily Item website is completely free to the public,” Lyons said, citing the need for the publication to deliver the information and updates the community needs most. The Daily Item continues to print and deliver seven days per week and has, according to Lyons, seen significant engagement from a digital perspective since the beginning of the COVID-19 advisories.

Reader feedback has supported this mission. “We are hearing some really positive feedback, including from some of our longtime subscribers — things like, ‘I have been a subscriber since the mid-1970s and have never appreciated you more!’” Lyons said.

“We are hearing some really positive feedback, including from some of our longtime subscribers — things like, ‘I have been a subscriber since the mid-1970s and have never appreciated you more!’”

— Dennis Lyons  
Editor, The Daily Item





# APPENDICES

## APPENDIX A: TERMS & DEFINITIONS

**Data Year** – 2020 Bureau of Labor and Statistics

**Dollar Year** – 2020

**Direct Economic Impact** – All direct expenditures made by an organization due to its operating expenditures. These include operating expenditures, capital expenditures and pay and benefits expenditures.

**Direct Employment** – Total number of employees, both full time and part time, at the organization based on total jobs, not full-time exemptions (FTEs).

**Government Revenue/State and Local Tax Impact** – Government revenue or tax revenue that is collected by governmental units at the state and local level in addition to those paid directly by an organization. This impact includes taxes paid directly by the organization itself, employees of the organization and vendors who sell products to the organization and at the household level.

**Indirect Economic Impact** – The indirect impact includes the impact of local industries buying goods and services from other local industries. The cycle of spending works its way backward through the supply chain until all money is spent outside of the local economy, either through imports or by payments to value added (multiplier effect).

**Indirect Employment** – Additional jobs created as a result of an organization's economic impact. Local companies or vendors that provide goods and services to an organization increase their number of employees as purchasing increases, thus creating an employment multiplier.

**Induced Economic Impact** – The response by an economy to an initial change (direct effect) that occurs through re-spending of income received by a component of value added. IMPLAN's default multiplier recognizes that labor income (employee compensation and proprietor income components of value added) is not lost to the regional economy. This money is recirculated through household spending patterns causing further local economic activity (multiplier effect).

**Induced Employment** – Additional jobs created as a result of household spending by employees of an organization and the employees of vendors. This is another wave of the employment multiplier.

**Multiplier Effect** – The multiplier effect is the additional economic impact created as a result of the organization's direct economic impact. Local companies that provide goods and services to an organization increase their purchasing by creating a multiplier (indirect/supply chain impacts). Household spending generated by employees of the organization and the organization's suppliers create a third wave of multiplier impact (induced/household spending impacts).

**Total Economic Output/Economic Impact** – Includes organizational spending on operations, capital expenditures, labor income expenditures and value added to the economy as a result of expenditures made by an organization. It is the combined impact of direct, indirect and induced impacts.



## APPENDIX B: DATA & METHODS

Data used to complete the newspaper industry contribution analysis is sourced from the Bureau of Economic Analysis total jobs and total payroll in the newspaper industry. The study approach and economic impact findings are a conservative estimate of impact and are based on actual financial information. The study is a snapshot of the economic impact of the newspaper industry in 2020.

### OVERVIEW AND THE IMPLAN MODEL

The most common and widely accepted methodology for measuring the economic impacts of economic sectors is input-output (I-O) analysis. At its core, an I-O analysis is a table that records the flow of resources to and from companies/organizations and individuals within a region at a given time. For a specified region like a state or the nation, the input-output table accounts for all dollar flows between different sectors of the economy in a given time period. With this information, a model can then follow how a dollar added into one sector is spent and re-spent in other sectors of the economy, generating outgoing ripples of subsequent economic activity. This chain of economic activity generated by one event is called the “economic multiplier” effect.

The primary tool used in the performance of this study is the I-O model and dataset developed and maintained by IMPLAN Group LLC (formerly Minnesota IMPLAN Group Inc.). IMPLAN is a widely accepted and used software model first developed by the U.S. Forest Service in 1972. That data used in the baseline IMPLAN model and dataset come largely from federal

government databases. The input-output tables themselves come from the U.S. Bureau of Economic Analysis. Much of the annual data on labor, wages, final demand and other market data comes from the U.S. Bureau of Labor Statistics, the U.S. Census Bureau and other government sources.

Government agencies, companies and researchers use IMPLAN to estimate the economic activities associated with spending in a particular industry or on a particular project. The IMPLAN model extends conventional I-O modeling to include the economic relationships between government, industry and household sectors, allowing IMPLAN to model transfer payments such as taxes. Producers of goods and services must secure labor, raw materials and other services to produce their product.

The resources transferred to the owners of that labor or those raw materials and services are then spent to secure additional goods and services or inputs to the products they sell. For example, an organization in a region may develop a company that produces trains with a value of \$1 million. However, to produce that product, they may be required to spend \$500,000 in wages and benefits, \$200,000 to a supplier of parts, \$100,000 for electricity, \$50,000 for transportation of goods and raw materials to and from the plant and \$50,000 in various professional services associated with operating a business (e.g., attorneys and accountants). The suppliers will, in turn, spend those resources on labor and raw materials necessary to produce trains. Workers and the owners of the company will buy goods and

services from other firms in the area (e.g., restaurants and gas stations) and pay taxes. The suppliers, employees and owners of this second tier will, in turn, spend those resources on other goods and services within the study region or elsewhere. The cycle continues until all of the money leaves the region.

### IMPLAN METHODOLOGY

The model uses national production functions for over 536 industries to determine how an industry spends its operating receipts to produce its commodities. These production functions are derived from U.S. Census Bureau data. IMPLAN couples the national production functions with a variety of county-level economic data to determine the impacts at a state and congressional district level. IMPLAN collects data from a variety of economic data sources to generate average output, employment and productivity for each industry in a given county. IMPLAN combines this data to generate a series of economic multipliers for the study area. The multiplier measures the amount of total economic activity generated by a specific industry’s spending an additional dollar in the study area. Based on these multipliers, IMPLAN generates a series of tables to show the economic event’s direct, indirect and induced impacts to gross receipts or output, within each of the model’s more than 536 industries.

The model calculates three types of effects: direct, indirect and induced. The economic impact of the newspaper industry is the sum of these three effects.

### CONSIDERATIONS CONCERNING IMPLAN

#### There are three important points about the use of IMPLAN (or any other input-output model):

It is a fixed price model. The model assumes that changes in consumption are not limited by capacity and do not affect prices. This simplifying assumption does not cause a problem for the analysis presented here because we are taking a snapshot of the newspaper industry in a specific year.

As in many studies using this type of model, the direct impacts are not calculated by the model; they are a reflection of actual spending levels and patterns created by the newspaper industry. Changing the level of direct spending allows us to calculate the magnitude of the indirect and induced effects associated with the initial level of spending.

Because the model continues to calculate additional spending until all of the money leaves the region (i.e., “leakage”), the larger and more economically diverse the region, the longer it will take for spending to leave the region and the larger the impact is likely to be. For example, employees of newspapers may spend some amount of their income on buying a car. If there are no car manufacturers in their state or county, this spending will leave the region and the multiplier effect will stop. At the national level, some portion of that same spending by that same individual may go to a national auto producer. That spending would lead to more spending at the national level than would be captured by a more regional model. The national impact will be larger than the sum in the individual states, and the individual state impact will be larger than the sum of the impacts in its congressional districts.



## APPENDIX C: FAQs

### WHAT IS AN ECONOMIC CONTRIBUTION ANALYSIS?

Technically, this study is a contribution analysis. The study quantifies the economic contribution of the newspaper industry in terms of economic impact, jobs, and local and state tax revenue. The study calculates how spending by newspaper industry employees contributes to the economy of Pennsylvania. It examines how expenditures create additional impact in the economy both directly and through the multiplier.

An economic contribution analysis quantifies the broader and more general case of how the economic activity cycles through an existing economy. For the purposes of this study, an economic contribution is defined as the gross changes in Pennsylvania’s existing economy that can be attributed to the newspaper industry. Contribution analysis is a descriptive analysis that tracks gross economic activity: how spending by the newspaper industry and its constituencies cycle dollars through the economy. The newspaper industry’s economic contribution analysis does not consider how spending may crowd out spending at another college or university within the stat. This type of analysis is one of the most common that is performed and is very often mislabeled as an economic impact study. Please note that while the terms used to express the contribution of the newspaper industry to the statewide economy are referred to as economic impact, this is a contribution analysis.

Spending by employees who are explicitly participating in activities associated with the newspaper industry’s output represents a “stemming-from effect” and could also be considered a direct effect of the higher education industry. This contribution analysis then follows the direct economic activity and associated stemming-from effects through the economy, with the output of each sector broken down and attributed to expenditures on intermediate inputs or to value-added components such as labor, taxes and returns to capital. Output multipliers, which are sector and state specific, are derived from the appropriate model and relate an industry’s economic activity (or changes in the industry’s economic activity) to gross sales in the other sectors of the regional economy.

### WHAT SHOULD YOU REMEMBER ABOUT THE STUDY WHEN YOU READ IT?

- It is a point-in-time calculation of impact for 2020.
- It quantifies the amount of impact that the newspaper industry produces each year.
- The economic numbers can fluctuate year to year based on number of employees and payroll.
- This economic contribution analysis casts a broader net to calculate impact than does an economic impact study.
- These are conservative numbers and adhere to industry-respected protocols.

### WHAT METHODOLOGY WAS USED TO COMPLETE THIS STUDY?

IMPLAN data and software were used to conduct this economic contribution analysis. The IMPLAN database is built using county, state, ZIP code and federal economic statistics that are specialized by region, not estimated from national averages, to measure the contribution or impact of an organization’s economic activity.

### WHAT WERE THE MULTIPLIERS FOR THIS STUDY?

The multipliers used in this study range from 1.8 to 2.3. The multipliers are derived through the input-output models created using the IMPLAN software based upon industries selected during the modeling process.

### WHAT DATA DOES THIS STUDY USE TO CALCULATE THE ECONOMIC IMPACT?

Primary data used in this analysis is for 2020 and was obtained from the Bureau of Economic Analysis utilizing NAICS CODE 511110.

### WHAT ARE THE COMMUNITY BENEFITS IMPACTS BASED UPON?

Charitable giving impacts are based upon assumptions found in the U.S. Census donor data. These models do not assume a 100% participation rate for employees. For the purposes of this study, it is assumed that 24.9% of staff donate an average of \$2,064 annually. Volunteer impacts are based upon assumptions found in the U.S. Census and the value of a volunteer hour was obtained from the Points of Light Foundation and is estimated at \$23.56 per hour. For the purposes of this breakout analysis, it was assumed that 27.2% of staff volunteer.

### WHY DID THE PENNSYLVANIA NEWSMEDIA ASSOCIATION COMMISSION A STUDY?

The Pennsylvania NewsMedia Association commissioned the analysis to quantify its impact on Pennsylvania. PNA has a number of tools helpful in explaining the value proposition for showcasing the value and importance of the newspaper media; this independent study is another way to explain its worth. There are many ways to view the impact and value of the newspaper industry — economic impact is one.

### PHOTO/IMAGE/GRAPHIC CREDITS BY PAGE NUMBER:

**Cover:** *The Tribune-Democrat (Johnstown)*

**1-2:** *The Daily Item (Sunbury)*

**3:** *Pennsylvania NewsMedia Association*

**9-10:** *LNP | LancasterOnline*

**13:** *Reading Eagle*

**14:** *Pennsylvania House Republican Caucus*

**15-16:** *Reading Eagle*

**21-22:** *Spotlight PA (Harrisburg)*

**23-24:** *PA Media Group (Mechanicsburg)*

**26:** *Inset, Bucks County Herald (Lahaska)*

**27-28:** *The Daily News (Huntingdon)*

**29-30:** *Pittsburgh City Paper*

**31-32:** *Erie Times-News*

**33-34:** *The Spirit (Glenolden)*

**35:** *Inset, PA Media Group*

**37-38:** *Trib Total Media (Tarentum)*

**39-40:** *Lehigh Valley Press (Allentown)*





ECONOMIC IMPACT REPORT

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