

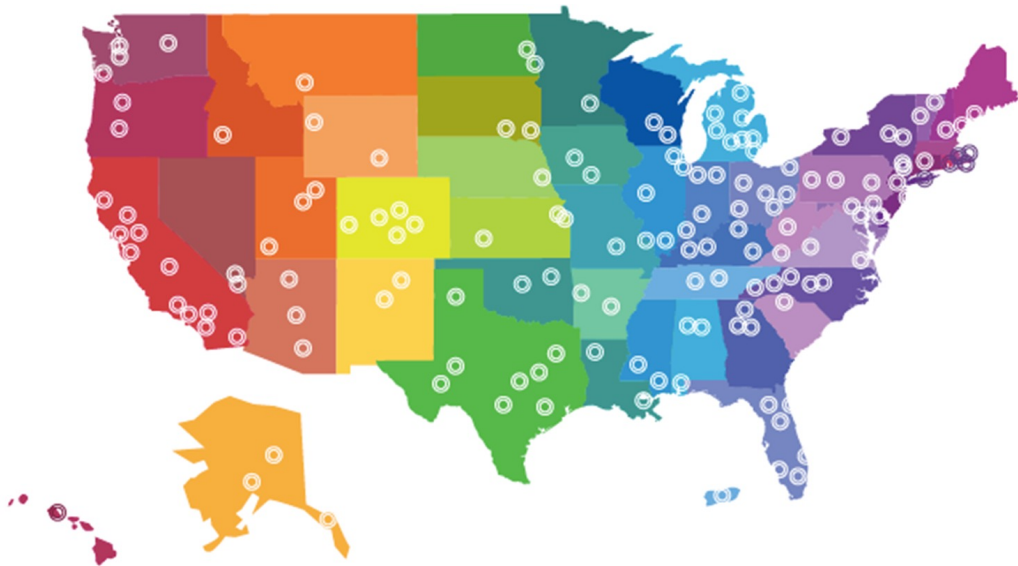
Future of Public Media, Newspapers and Local News: Case Studies from Maine and Central Pennsylvania

May 11, 2023

3 pm ET/2 p.m. CT/1 p.m. MT/12 noon PT

ABOUT PUBLIC MEDIA COMPANY

Public Media Company is a nonprofit consulting firm dedicated to serving public media. We leverage our business expertise to increase public media's impact across the country.



Public Media Company works in partnership with stations in urban and rural communities to find innovative solutions and grow local impact. We have worked with **over 300 radio and TV stations in all 50 states**

www.publicmedia.co

WANT TO UNDERSTAND MORE ABOUT NEWSPAPERS & PUBLIC MEDIA? WATCH OUR NOV. 17, 2022, WEBINAR

<https://publicmedia.co/webinars/>

November 17, 2022

Newspapers & Public Media: Good Partners?

Public media organizations are increasingly partnering with local newspapers and digital news sites to help maintain and grow access to local news in their communities. Is such a partnership a good strategic move for your organization and community?

We'll explore this topic and help you answer the question for your community. You'll learn about public media/local newsroom partnerships that are in place around the country and hear about the various factors you should consider when exploring a potential opportunity with another local newsroom.

PRESENTERS

PUBLIC
MEDIA
CO.



Alison Scholly
Managing Director
Public Media Company



Ron Hetrick
President and CEO
WITF, Inc.



Emily Barr
Maine Journalism
Foundation
(Former CEO, Graham Media
and AP board member)



Carlos Barrionuevo
Director
Public Media Company

WHY ARE WE HERE?

In the wake of increasing declines in local journalism, community leaders are collectively realizing the need for new models of local news and information dissemination, many involving public media

Today's Agenda

- > Revisiting conclusions from our previous webinar
- > What's happening in Central PA and Maine
- > What does this mean for local independent and public media across the country
- > How can you and your board prepare for the larger philanthropic opportunity



WHY ARE THESE HAPPENING NOW?

Declining newspaper value prompt owners to consider immediate changes

Family-owned papers are looking for options to preserve their legacies; *Public Media has emerged as an option (particularly after Chicago Public Media – Chicago Sun-Times merger)*

- > Also note: Ownership changes to “benevolent owners” present opportunity for increased collaboration (e.g., WYPR and Baltimore Banner)

Rapidly changing local media landscape represents an opportunity for a public media organization to:

- > Advance goals to increase journalism with expanded newsroom, daily news focus
- > Rapidly expand digital footprint with a strong digital brand
- > Deepen commitment to your broader service area
- > Galvanizing force to engage with a broader local and national philanthropic community focused on local journalism

KEYS TO SUCCESS IN THIS ERA

WHAT'S NEEDED:

1) **A High-Performing Board** with:

- > A range of backgrounds and perspectives
- > Experience with transformational change and significant financial transactions
- > An understanding of the critical role that public media can play in this changing local media landscape

2) **Credibility in the Community**

- > Connected in the community via staff, board members, journalism collaborations, joint ventures

3) **Up-to-date Strategic Plan** that addresses expansion in audience, journalism

- > Financial forecast of annual costs to meaningfully expand journalism in your region



Ron Hetrick, CEO -WITF



witf



Local News Landscape in “Hyphenated” Media Market

4

Television
Stations

2

AM News
Stations

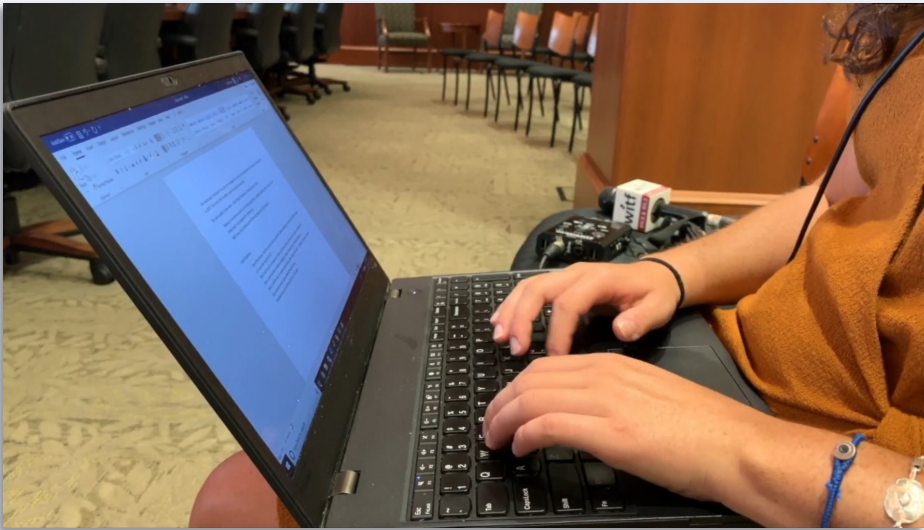
9

Daily Local
Newspapers

16

Weekly
Newspapers





The Process

- + Initial meeting (WITF CEO and Steinman CEO/Chair) – May 2022**
 - + Sharing of respective vision, objectives of potential collaboration**
- + Engaged WITF Board Leadership (chair, vice-chair, past chair) and WITF Executive Committee – June & July 2022**
 - + Resources to support exploration – strategic vision, shared business model**
 - + Created working group to oversee opportunity evaluation**
- + Engaged Public Media Company – August 2022**
 - + Immediately started visioning, governance options and business modeling**
- + Facilitated JOINT Visioning Session (WITF working group and Steinman leadership) – October 2022**
- + Fall 2022 – Began general WITF board education and discussion sessions on journalism landscape, emerging trends for public media and local news, and our vision for education**

The Process

- + Checkpoint with WITF Executive Committee – January 2023**
- + March 2023 - WITF Executive Committee votes on non-binding exclusive LOI**
 - + Full board signs NDAs and in reviews opportunity in-detail, including 1-on-1 meetings with CEO**
- + April 2023 – final board votes (coinciding with Steinman Communications and Foundation meetings); final communications preparations**
- + Public announcement April 26**
- + Deal closes June 30 for July 1 start**
- + Welcome to the “starting line”**



Enriching lives together.



Forging a New Model for **Local News, Community Education and Civic Engagement** in Central Pennsylvania



Steinman Communications is **gifting LNP to WITF** as a capstone to the Steinman family's two centuries of philanthropy



Steinman Communications is **converting LNP to a Pennsylvania Benefit Corporation**; LNP will be a subsidiary of WITF



Seeded by The Steinman Foundation, WITF is establishing **The Steinman Institute for Civic Engagement** to support journalism, education and innovation



- + Founded 60 years ago**
- + Based in PA state capital**
- + Community-owned, non-profit**
- + PBS and NPR member station**
- + Significant radio and TV assets**
- + Leader in education program and distribution**
- + Robust community events and forums for civic engagement**

- + Founded 230 years ago**
- + Located in Lancaster, PA**
- + Family-owned, for-profit**
- + Top source of local news**
- + Daily newspaper and digital news platform**
- + Deep local reporting**
- + Longstanding support of education**

COMBINED STRENGTHS



Innovation,
education and
civic engagement
to **foster a more
informed and
engaged
citizenry**



Deep roots
in the Central
Pennsylvania
region



Focus on local
news and
journalism that
**holds people
in power
accountable**
to the public



**Strong,
collaborative
relationships**
with other media
organizations

MODEL FOR OUR FUTURE



Expand and diversify local news platforms, education programs and forums for civic engagement



Build on local journalism that shines a light on government decision-making, serves as a check on public spending and holds leaders accountable



Fill the void in local journalism created as other organizations retrench or close



Expand equitable access to proven, effective education programs for learners regionally and statewide

LNP

MEDIA GROUP, Inc.



Public media, private media
and altruism coming together
to preserve and expand **local
journalism** and invest more in
community education and
civic engagement

Emily Barr, Maine Journalism Foundation



MAINEJF | Mission

Formed to create a sustainable future for Maine Journalism

- Sustain and strengthen existing media with new ownership models and collaborative structures
- Foster innovation in the creation, delivery and distribution of information and provide resources for innovative models
- Enhance the overall news ecosystem by creating more information in underreported areas and enabling community models
- Build models that work in Maine and leverage our civic and independent traditions in the best possible way



MAINEJF | Leadership

Deep experience in the media industry and ties to Maine.

FOUNDING BOARD MEMBERS



Bill Nemitz
President



Emily Barr



Bill Burke



Carlos Barrionuevo
Special Advisor
Public Media Co.



Maddy Corson
Honorary Campaign Chair



MAINEJF | Immediate challenge

Cornerstone of journalism in Maine is for sale

Immediate need: \$15 million

to acquire and sustain Masthead Maine;
and
establish **MAINEJF** to invest in local
news initiatives throughout the state.

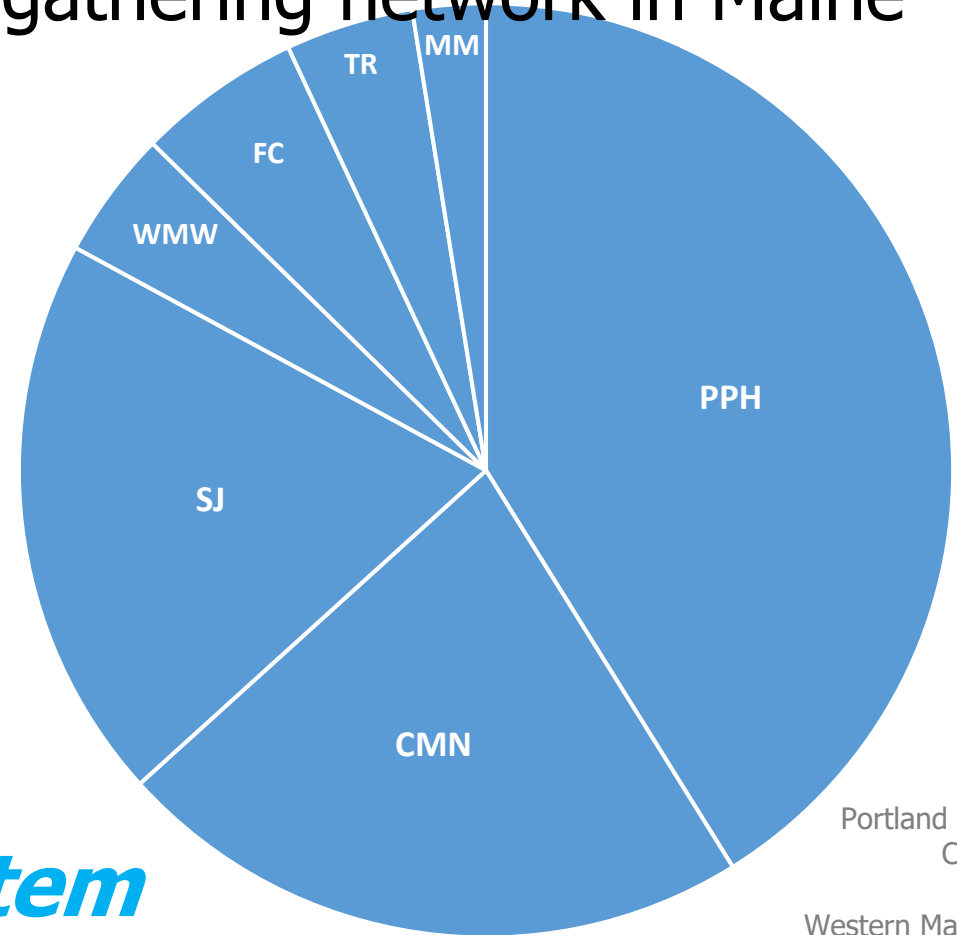


MAINEJF | What's at Stake

The fate of the largest news gathering network in Maine

158 Editors
Reporters
Photographers

Bedrock of Maine News Ecosystem



Portland Press Herald
Central Maine
Sun Journal
Western Maine Weeklies
Forecaster
Times Record
Mainely Media



MAINEJF | Touching ever community

Portland Press Herald

EST.
1862

Maine Sunday Telegram

Sun Journal
Since 1847

Weekly Newspapers

Forecasters

Forecaster: Portland North
Edition

Forecaster: Portland Edition

Forecaster: Coastal Journal
Edition

Forecaster: Southern Edition

American Journal

Lakes Region Weekly

Mainely Media

Scarborough Leader

South Portland Sentry

Kennebunk Post

Biddeford Courier

Register Gazette

Morning Sentinel

KENNEBEC JOURNAL



The Times Record

Western Maine Weeklies

Bethel Citizen

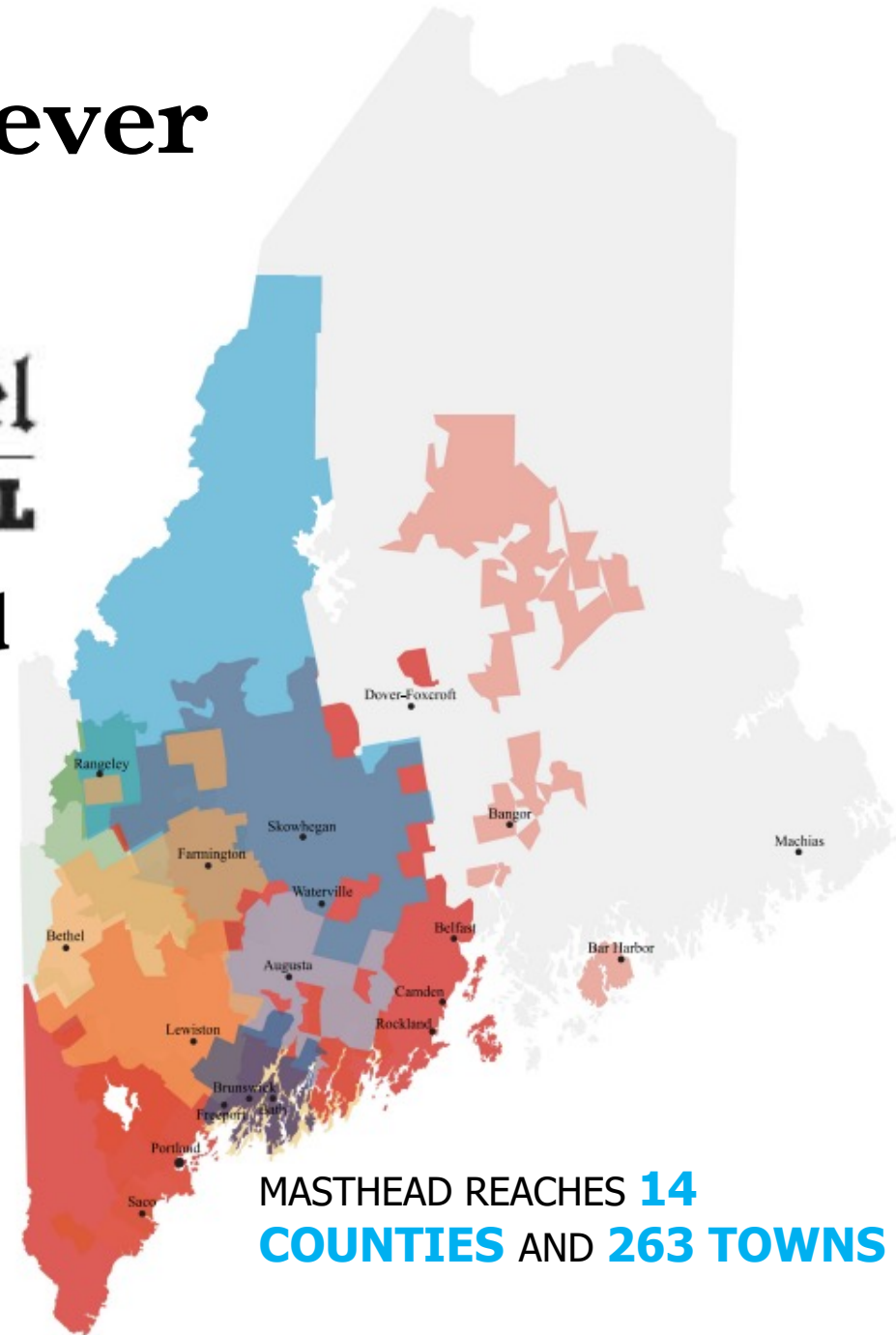
Advertiser Democrat

Rumford Falls Times

Franklin Journal

Livermore Falls Advertiser

Rangeley Highlander



MASTHEAD REACHES **14**
COUNTIES AND **263 TOWNS**



MAINEJF | The path forward

IMMEDIATE

Transition Masthead Maine to a sustainable, mission-based news organization with initial funds that provide sufficient investment for growth

Communicate compelling vision of expanded service to local and national funders

Build organizational and governance structure that maximizes impact and future development

MASTHEAD PLAN

Expand distribution on all platforms serving a larger audience

Increase editorial coverage in subject areas of critical importance to Maine

Embrace a broader, more diverse audience to guide and support our efforts

Provide access to our journalism regardless of income

Become an employer of choice in Maine

MJF FUTURE

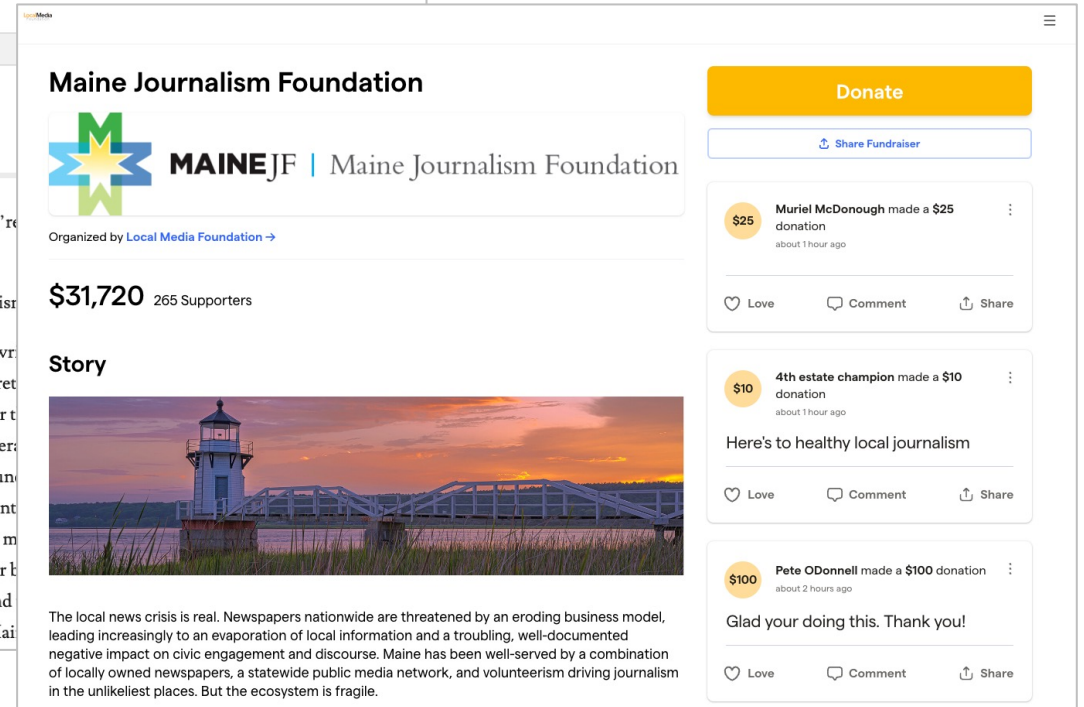
Foster innovation, collaboration and growth in the Maine news ecosystem

Build stronger communities through supporting journalism



MAINEJF | Community Support

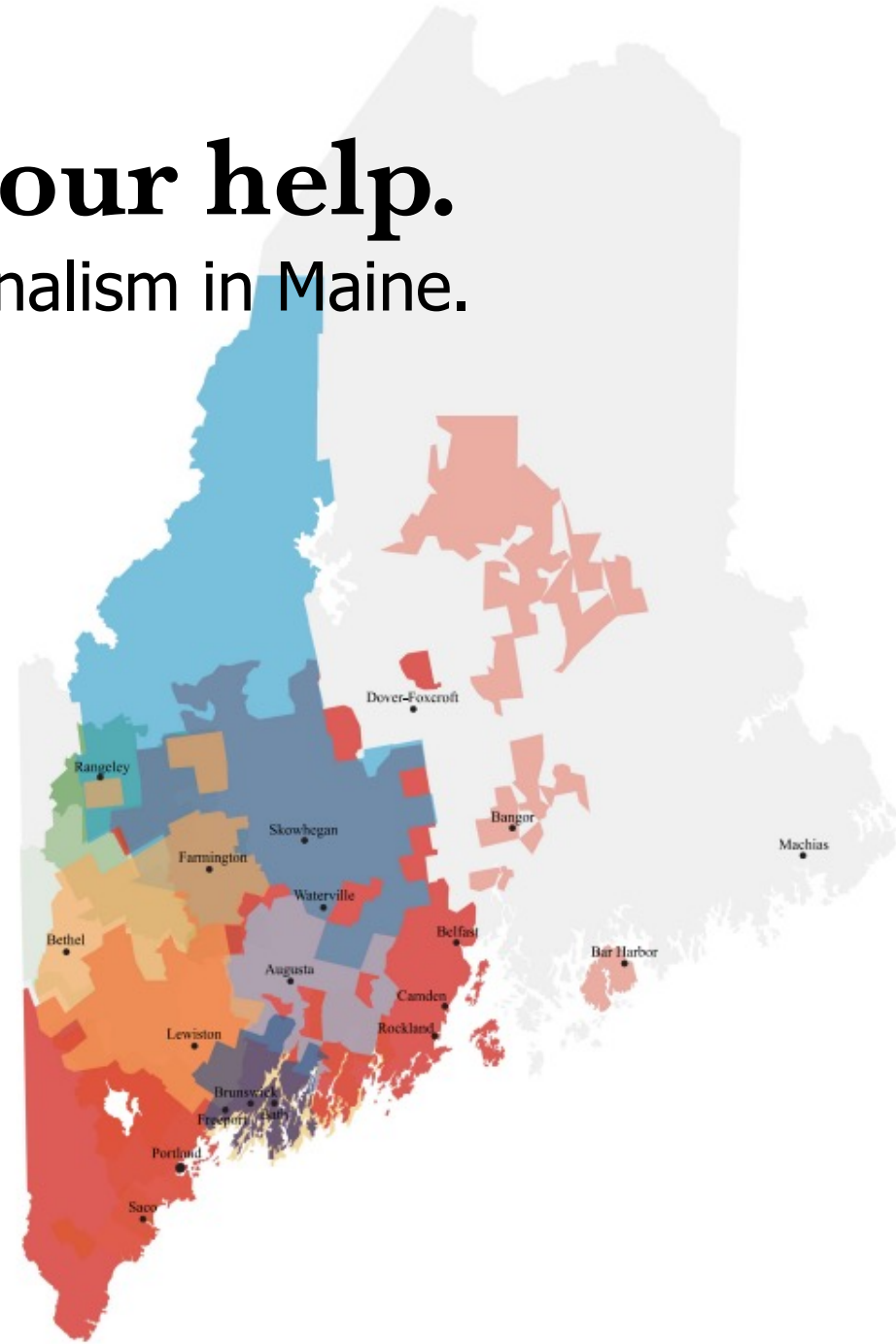
Our introduction is getting attention and gaining momentum.





MAINEJF | We need your help.

Support thriving, important, local journalism in Maine.



RECAP: HOW TO PREPARE

- > Build your strategy, be prepared to evaluate opportunities against strategy
- > Educate board on changing media landscape, both locally and regionally
- > Understand your journalism goals independent of collaboration
- > Know your market and media players new and old
- > Find natural avenues to build relationships and collaborate



QUESTIONS?
