



# HOURGLASS FIRST FRIDAY FORUM HIGHLIGHTS

## December 2019 Forum

### Lancaster Newspapers

This is the 225th anniversary year of the Lancaster Newspapers (LNP). Founded on June 17, 1794 as the Lancaster Journal, LNP and Lancaster County have undergone some drastic changes since its founding, including 19 different names a variety of headquarter locations.

In order to remain a viable newspaper, LNP has needed to make some operational changes including: addressing pension costs; selling four buildings to developers to convert into offices, retail, residential, and senior living; re-establishing a newspaper printing press in Lancaster County to control the cost of printing; and moving its headquarters to the new 101 N Queen Street building in order to cut down on costs and to attract superior talent to the organization. Additionally, the Steinman family reaffirmed its commitment to the newspaper by reinvesting any profits from the newspaper back into the organization, giving it the best chance for long-term survival. All of these changes were undertaken to maintain the vitality of LNP and LancasterOnline for the future.

The state of local newspapers throughout the United States is one of crisis. Lancaster County is unusual because it has a daily newspaper. Two thirds of the counties in the United States do not have a daily newspaper. Many of the remaining counties that have a daily newspaper do not have a locally owned newspaper. In this current news climate, LNP and LancasterOnline are fighting for their survival. Much of this financial hardship comes from a 72% decline in advertising revenue nationwide for newspapers for the last 15 years. Currently, more than 77% of digital advertising spending in Lancaster County goes to Google and Facebook. The digital media revolution has destroyed newspaper's traditional revenue structures.

So what can we do to support LNP and LancasterOnline in this challenging time? Lancastrians can: let the newsroom know about matters that merit attention; write letters to the editor or opinion editorials; share celebrations (weddings, anniversaries) and sorrows (obituaries); promote products and services through LNP; and subscribe to the newspaper and encourage others to do so as well.



**Robert Krasne**  
Steinman Communications  
CEO

*"The mission of the LNP media group is to improve the condition of lives in the communities that comprise Lancaster County.*

*- Robert Krasne*

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