

LOCAL NEWS IN THE PENNSYLVANIA WILDS

A REPORT ON THE ECOSYSTEM
OF CIVIC INFORMATION

SEPTEMBER 2026

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Corrections as of Sept. 8, 2026: We are grateful to those who flagged errors and omissions in an earlier version of this report and pointed us toward the correct information.

- Our count of local newspapers has increased from 19 to 22. Out of those 22, 14 are owned by chains and eight are locally owned. We have corrected the text on page 4 and page 24.
- A substantial revision to the section on local TV on p. 18 corrects our omission of local TV news coverage.
- We incorrectly stated which broadcasting company holds the local rights to broadcast Penn State football games. Page 19 has been corrected to say that those rights are held by Seven Mountains Media.
- The Bradford Journal continues to be published in print, as we have corrected on p. 21.
- We continue to correct and update our online database.

TABLE OF CONTENTS

1	BY THE NUMBERS
2	INTRODUCTION: A LETTER FROM JOY VINCENT-KILLIAN
3	SUMMARY OF FINDINGS
5	ABOUT PRESS FORWARD PA WILDS / A NOTE FROM PRESS FORWARD
6	ABOUT OUR SURVEY
7	CIVIC LIFE IN THE PA WILDS
13	THE MEDIA LANDSCAPE OF THE PA WILDS
27	COMMUNITY PRIORITIES FOR NEWS COVERAGE
34	WAYS FORWARD
36	ENDNOTES
39	APPENDIX



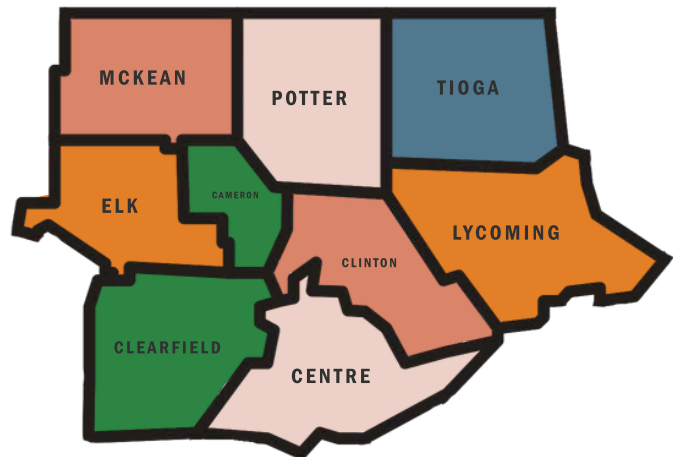
PA WILDS LOCAL MEDIA DATABASE



To check out our database
of local media outlets,
scan the QR code above
or visit
bit.ly/PAWildsmedia

Want to submit
an addition or correction?
Go to bit.ly/PAWildsmediaupdate
or email pressforward@centrefoundation.org

BY THE NUMBERS



9

COUNTIES

12

MONTHS OF RESEARCH

2,100

MILES TRAVELED

34

IN-PERSON COMMUNITY
LISTENING EVENTS

825

SURVEY RESPONDENTS

400

\$10 GIFT CARDS DISTRIBUTED TO
RESEARCH PARTICIPANTS

40+

MEDIA ORGANIZATIONS
INCLUDED IN OUR DATABASE

2,000+

TOTAL RESIDENTS
REACHED

INTRODUCTION: A LETTER FROM JOY VINCENT-KILLIAN

If you live here, you may have seen me this past fall walking through the farmers markets and county fairgrounds with my clipboard, asking questions like:

“How do people in your community get local news and information?”

“How have you been affected by changes in local news?”

“What stories aren’t being told that need to be?”

Those conversations are part of Press Forward PA Wilds’ effort to strengthen local news. Since August 2025, I’ve driven to coffee shops and festivals and knocked on the doors of newspaper publishers, to get the word out about our project. I hosted focus groups and community listening conversations, distributed a survey, and spoke individually with news publishers, civic leaders, and other residents across the region.

The PA Wilds is a very special place. The PA Wilds Center for Entrepreneurship defines the region as 13 counties in northern central Pennsylvania. For the purposes of the Press Forward PA Wilds chapter, and the Centre Foundation, we’re focusing on nine of those counties. Most people have heard of State College in Centre County, home to The Pennsylvania State University, an economic hub for this region. The other eight — Cameron, Clearfield, Clinton, Elk, Lycoming, McKean, Potter, Tioga — are made up of small towns, farms, and rural communities.

Doing this research was itself a lesson in reaching rural communities where they are. Our Press Forward chapter set up a booth at Pennsylvania Farm Bureau events, which was a great way to talk directly to farmers about local news. I reached out to local community hubs, libraries, chambers of commerce, and economic development organizations. Many newspapers were kind enough to print my oped and included a QR code and link to our online survey. Local radio stations spread the word, too. A station in Tioga County ran public service announcements to promote our survey, and a station in Wellsboro reminded listeners of our in-person lunch event. This research was a community effort.

Rural communities have challenges when it comes to resources, infrastructure, economic opportunities, and access to broadband. I knew those challenges going into this study. Over the past year, I’ve seen how interconnected rural challenges are with the information people need to live their lives and strengthen their communities, and with the ways they need to get that information. The experience also gave me hope that our communities have the talent, heart, and grit to face our challenges and shape those solutions ourselves.

With this report, we’re sharing what we learned. These findings will drive the next phase of our work at Press Forward PA Wilds by pointing us toward the community assets we need to strengthen, the information and access gaps we need to fill, and the role our chapter can play in bringing people together.



- Joy

SUMMARY OF FINDINGS

People across the Pennsylvania Wilds deeply value local news and they want more of it. At a time when local newspapers are closing and cutting back — here and elsewhere across the country — residents say they want to see local news outlets supported so they can provide essential information about local government and connect people, resources, and opportunities in local communities.

This study of community information needs and the local news landscape across nine counties in the region — Cameron, Centre, Clearfield, Clinton, Elk, Lycoming, McKean, Potter, Tioga — reached more than 2,000 residents through in-person community gatherings and conversations, focus groups, and an online survey. Understanding that life in rural communities is different than in State College, we compared results from Centre County with those from the more rural communities.

Our survey found:

- Residents find it harder to get news about their neighborhoods, towns, counties and the state than national or international news. That difficulty is greater for Centre County residents than for rural residents.
- Word-of-mouth is the most popular source of local news for residents in all counties.
- Centre County residents are more likely to turn to digital news sources and radio, while rural residents are more likely to turn to newspapers, online groups, community organizations, local businesses, and faith communities.
- Broadband access is a concern for many rural residents. Approximately 80% of all residents say they use cell phones to access the internet. Centre County residents are more likely to subscribe to wired broadband at home while rural residents are more likely to rely on satellite internet service, and 14% of rural residents use dial-up.
- More than half of survey respondents said the weather, the environment (including air and water quality, conservation, and sanitation), and access to health care are important topics to them.
- More than half of rural residents said crime and public safety are important.
- Residents said they're most dissatisfied with information available about changes in state law or policy and about crimes that occur nearby, while rural residents were more dissatisfied with information about how to report a problem with roads and streetlights.
- When asked what they want to know about local government, people in all areas said they want to know about what elected officials are doing to solve problems, how tax money is being spent, and candidates' records and positions to guide voting choices.

Residents worry over the loss of local news: In focus groups and other community conversations, people expressed concern about the loss and potential loss of local news sources in the region. In 2025, the region lost two longtime newspapers — *The Renovo Record* in Clinton County and *The Johnsonburg Press* in Elk County. Four other newspapers have in the past year reduced the frequency of publication from six days per week to three.

While we were doing our research, public radio outlet WPSU was in limbo, causing worry that the broadcast outlet with the greatest reach across the region could go dark. While a deal was struck to keep WPSU on the air by transferring ownership to WHYY, public response to the crisis demonstrates how vital that outlet is for local residents.

Local media outlets face challenges: While there are more than 40 local newspapers, radio, and digital news outlets across the region, they exist in a precarious state due in large part to the economic forces on local media outlets that depend on advertising revenue.

Out of 22 local newspapers, we counted 14 that are chain-owned, which points to uncertainty about those outlets' future given national trends in chain ownership." Local publishers told us their outlets rely on advertising and that they could use support in developing new revenue streams, doing audience research, and developing an audience development strategy. Meanwhile, there are a handful of local startups and strong examples of locally owned radio outlets.

Community members know what they want from local news coverage: Coverage of local government is a high priority for residents, as is the urgent problem of lack of access to health care and the challenges facing small-town businesses and rural areas. People want solutions-oriented coverage that helps them see what's working and what the community can do to address these challenges.

People expressed appreciation and need for community news like high school sports coverage, obituaries, and features about local businesses. The economic wellbeing of local media is intimately connected to that of the local community as a whole.

PA Wilds residents are civically engaged: Our survey also included questions about civic engagement and political identity and found that PA Wilds residents are civically engaged and independent-minded. More than half of all residents said they had volunteered in the past year, and one third said they volunteer with a church or faith community and/or attended a town hall or public forum.

Given the option, 29% of respondents chose to describe their political views outside the red v. blue binary. Rural residents were at least as likely as Centre County residents to choose "independent" or some other option to describe themselves. Qualitative responses paint a nuanced picture of how people think about the role of local government in their lives, the values that drive them, and the ways they contribute to civic life.

Given the ways local news and civic information travels through community groups, congregations, and other word-of-mouth sources, we believe it's important to keep this picture in mind as we move toward solutions.

Next steps for Press Forward PA Wilds: We will now share this research with the community at large to gather input and devise a strategy for empowering local journalists and local residents, filling critical news coverage gaps, and building a more sustainable future for local news in the region. The chapter will continue piloting solutions through grantmaking. To date, we have:

- Launched a student reporting initiative to provide coverage of high school sports. Students from six local high schools produced a total of 78 articles for local news outlets last spring.
- Created a high school internship with Priority Media in DuBois. The intern will report on municipal meetings and other local topics for the company's radio and digital outlets.
- Filled needs for basic technology at a handful of local newsrooms.

Press Forward PA Wilds is now raising \$400,000 in local funds to unlock additional funding from the Knight Foundation. Donations will be matched 1-to-1. To donate or learn more, visit bit.ly/PFPAWildsgive

ABOUT PRESS FORWARD PA WILDS

Press Forward is a national initiative to strengthen local news and ensure communities have access to reliable news and trusted information, a movement made up of local chapters like ours, each pooling and aligning local resources to support local news, using solutions and strategies shaped and led locally. Through regional efforts like ours, Press Forward supports local reporters, expands coverage, and helps residents stay informed and connected. Press Forward is a strictly non-partisan organization funded by a coalition of national philanthropic foundations. You can find more about the project at pressforward.news.

The Centre Foundation launched Press Forward PA Wilds as a regional chapter in August 2025 with a \$1 million five-year grant from the Knight Foundation.

By mobilizing philanthropy and community voices, we aim to:

- Support local reporters and emerging journalists
- Build sustainable funding for local media
- Fill critical gaps of reporter coverage across nine counties
- Strengthen rural places with access to reliable, relevant local information
- Expand local voices and community success stories.

A key aspect of our work is raising money to build lasting support. Press Forward PA Wilds is leading a local match campaign to establish an endowment dedicated to sustaining local news.

Knight's investment has helped launch this work. Its purpose is to catalyze innovation — not sustain it indefinitely. The future of local news in our region will ultimately depend on local leadership, residents, and local philanthropy. Our community now has the opportunity to build on this early momentum and create something that lasts.

A NOTE FROM PRESS FORWARD

Press Forward is a national network of more than 100 funders committed to strengthening local news and information across the United States. Since launching in 2023, the network has mobilized more than \$400 million to help local newsrooms adapt to a changing world.

At the heart of Press Forward is a simple conviction: While the challenges to local news are universal, every community is different, and decisions about the future should be shaped by the people who know that community best.

That's why Press Forward supports 40+ place-based chapters across the country, coalitions of funders and community leaders working to understand and respond to their regions' distinct information needs.

This study is the first step in identifying where trusted information is missing, so that the community can ultimately build solutions that fit this region's unique communities and needs.

Thank you for being a part of our efforts to write a new story for local news.

— Caroline Merenda, Director of Chapter Advancement, Press Forward



We've also started distributing some of our seed grants to community partners, including a pilot grant to engage students from local high schools to work with English and journalism teachers to produce reporting for local news outlets, increasing coverage of high school sports.

One of our first steps as a Press Forward chapter has been to understand what news and information people in the PA Wilds currently have, which sources they trust, and what they need. That's why we embarked on a listening tour of the nine counties in the fall of 2025 and launched our survey in the spring of 2026. By listening to communities and identifying stories that go untold, we're bridging the gap between residents, journalists, and donors. We hope to spark momentum to strengthen trust, amplify local voices, and build a more sustainable, community-led news ecosystem across the PA Wilds.

ABOUT OUR SURVEY

Our 20-question survey was based in large part on the Civic Information Needs Census, a national survey effort to measure how important local information is to people in a community and how satisfied they are with the information they get, providing actionable insight to journalists, schools, libraries, community groups, and local governments.¹ We tailored some questions to this region.

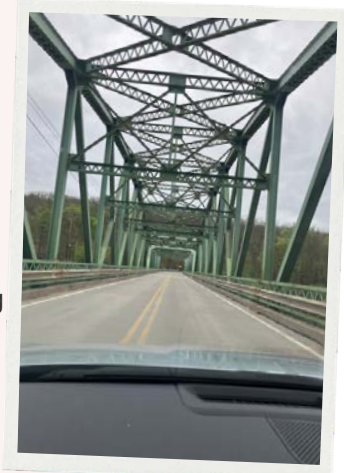
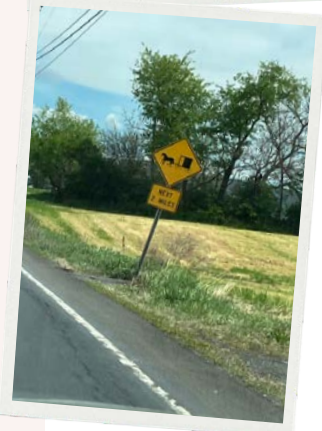
We deployed the survey in two ways: Qualtrics Research Services reached a random sample (which we refer to as the "quantitative survey,") and our research team recruited participants through one-on-one outreach and partnerships with local media outlets and civic organizations (which we refer to as the "engagement survey"). The quantitative survey reached 209 respondents, and the engagement survey reached 616 residents, for a total of 825 respondents. The survey was fielded from March 31 through June 2, 2026.

The demographic profile of both samples was similar in some ways and reflects the region. More than 90% of respondents were white. In other ways, demographics differed in complementary ways — the quantitative sample was 35% women, while the engagement sample was 63% women, bringing the average to 55%. Forty-two percent of the combined sample live in Centre County.

In our analysis, we found that responses from the engagement sample yielded more variation and more actionable insights, especially with regard to which topics are most important and how satisfied residents are with information they receive; for whatever reason, the quantitative sample rated all topics of similar importance and showed little variation in satisfaction levels. For that reason, we are presenting only the data from the engagement survey to those questions, to make distinctions clearer.

We were interested in the contrast between Centre County residents and those in the more rural counties. In this report, we present many findings with the "rural" vs. Centre contrast highlighted. We recognize that Centre County is also considered rural according to the Center for Rural Pennsylvania's definition, but it is the most densely populated county and home to Penn State University, which explains the contrast.

See the appendix for the survey instrument and a demographic breakdown of participants.



CIVIC LIFE IN THE PA WILDS

The purpose of local news is to strengthen and sustain our lives as neighbors, and the ways people engage in their communities are also the ways they get and share news and information about what's happening. In our regional survey and focus group conversations, we asked people about the ways they engage, what information sources they trust for information, and how they think about their political identities.

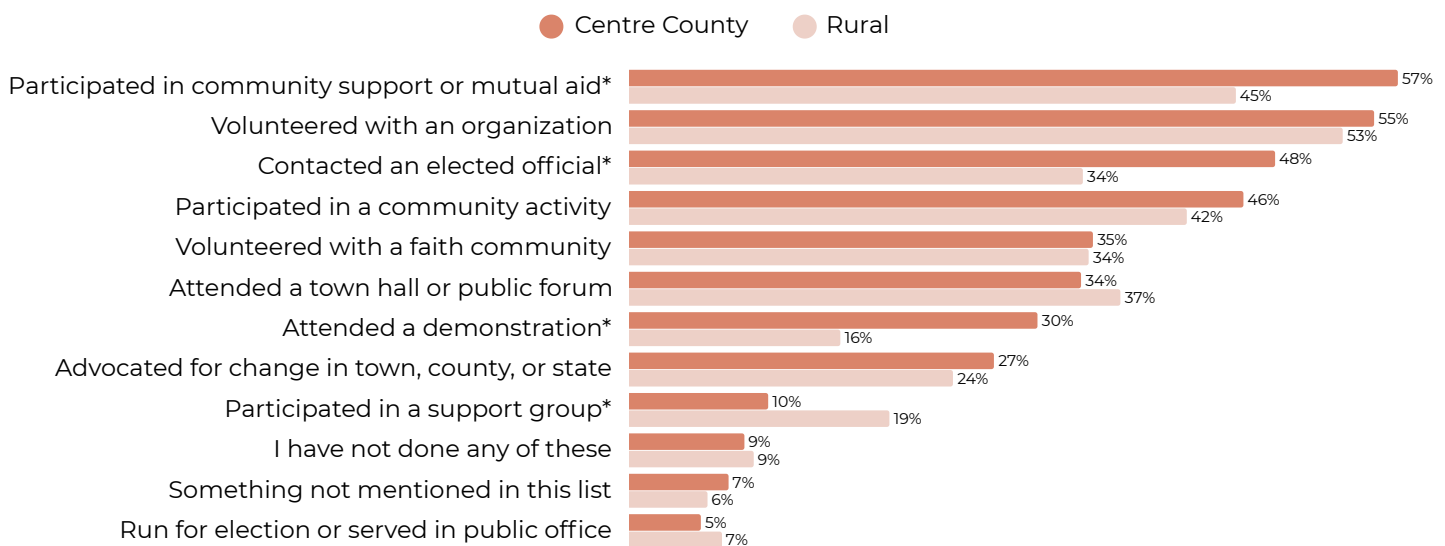
HOW PEOPLE ENGAGE

In our survey, we presented participants with a list of ways people get involved in their local communities and asked them to select all that apply. We found high levels of community involvement, with some differences in the forms of involvement across rural and Centre counties. (Centre County responses are presented separately from responses from the other eight counties, which are combined and labeled “rural.” Statistically significant differences are labeled with an asterisk in the chart.)

More than half of all residents said they had volunteered with an organization in the past year, and one third of all residents said they volunteered specifically with a church or faith community and/or attended a town hall or public forum. Centre County residents were more likely to say they had participated in a community support or mutual aid effort, contacted an elected official, or attended a demonstration. Rural residents were more likely to say they had participated in a support group.

Figure 1: How PA Wilds residents engage in civic life

Centre County residents are more likely to participate in mutual aid or contact elected officials; rural residents are more likely to participate in a support group.



N = 804; Centre County n = 339, rural n = 465. *Indicates difference between samples is statistically significant.

In open ended responses to our survey question about civic engagement, people shared a range of detailed examples that provide a mosaic picture of life in the region:

- Some people said they volunteer in informal ways, like helping neighbors remove a downed tree, or cleaning up the neighborhood.

- More said they volunteer in organized ways, such as coaching youth sports, working at the local animal shelter, or organizing a civic group. A Tioga County survey respondent mentioned organizing a chapter of the Sons of the American Revolution. A Potter County survey respondent said they help with programs at the local library.
- Several people mentioned attending Bible study as a form of civic engagement.
- Some people serve on volunteer boards for the county government, township, the water authority, and other government bodies. One respondent said they volunteer for an entity that has improved recreational facilities in their area.
- People mentioned participation in elections and local politics: serving as poll workers, canvassing for political candidates. One respondent from Clearfield County said they visited the legislature as part of a Farm Bureau delegation. “A former student and I started a small gathering to support democracy,” wrote a survey respondent in McKean County, who said their email list has 70 subscribers and counting.
- Several people said they support local business groups and attend or organize events hosted by civic groups. “I attend meetings of the Houtzdale Community Partnership and support local business outreach ventures,” a survey respondent in Clearfield County said.
- Cultural activities were also mentioned, such as participating in craft fairs, community theater, and a community choir. One person mentioned attending events at the LGBTQ center in State College. Another said they attend Coudersport Car Shows. Another mentioned writing press releases about local community events.
- Donating or raising money was a frequent response. People said they give to a variety of nonprofit organizations and other local efforts. “I ran fundraisers for local sports teams at my business,” wrote an Elk County survey respondent.



INFORMAL INFORMATION SOURCES

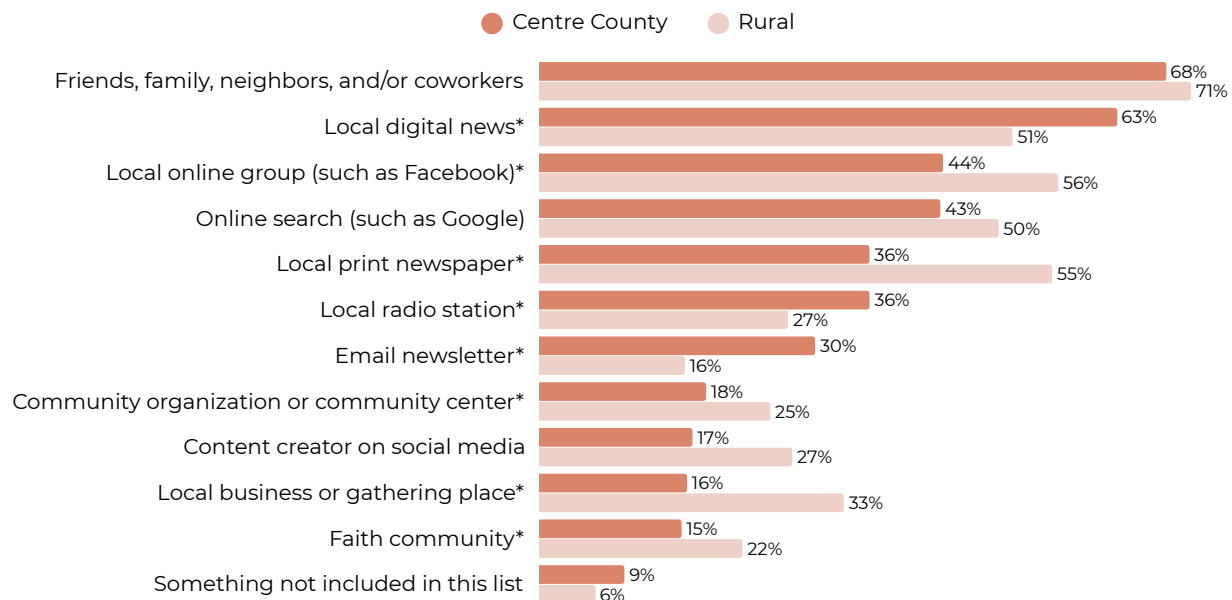
Local news doesn't come only from the news media. All of us find out what's happening around us through conversations with friends, neighbors and coworkers, through the organizations we connect with, and through other informal sources, like church and school newsletters, and social media.

Our survey asked residents where they regularly turn for information about their local community that's valuable and useful, inviting them to select all that apply. Some of the options include forms of media, which we'll discuss later in this report. For now, we'll look at the informal sources.

Word of mouth — through friends, family, and neighbors — is the most popular answer for both Centre County and rural residents (68% and 70% respectively). Rural residents are significantly more likely to turn to online groups (55%), community organizations or community centers (25%), local businesses or gathering places (33%), and faith communities (22%) than Centre County respondents are.

Figure 2: How PA Wilds residents get local news

Centre County residents are more likely to get information from digital news and email newsletters; rural residents more likely to get news from online groups and print newspapers.



N = 804; Centre County n = 339, rural n = 465. *Indicates difference between groups is statistically significant.

In open-ended survey responses and focus groups, we heard some specific examples of these community information sources:

- Fraternal organizations such as the Rotary, Lions, American Legion, or Veterans of Foreign Wars (VFW)
- Farmers markets and county fairs
- Car shows
- Local libraries
- Local government meetings, government websites, government and elected officials on social media, stopping by to visit in-person the borough or township office
- Sportsman's clubs, Trout Unlimited, and Penn State University Extension
- The local ambulance company or volunteer fire company
- Young Life
- YMCA
- County family resource centers
- The Goodwill store
- Restaurants such as Hoss's, bars/taverns, bakeries, and locally owned coffee shops

People who said they learn about local happenings through their communities of faith named more than a dozen different Christian denominations and more than 80 specific churches and congregations.

HOW PEOPLE DESCRIBE THEIR POLITICAL VIEWS

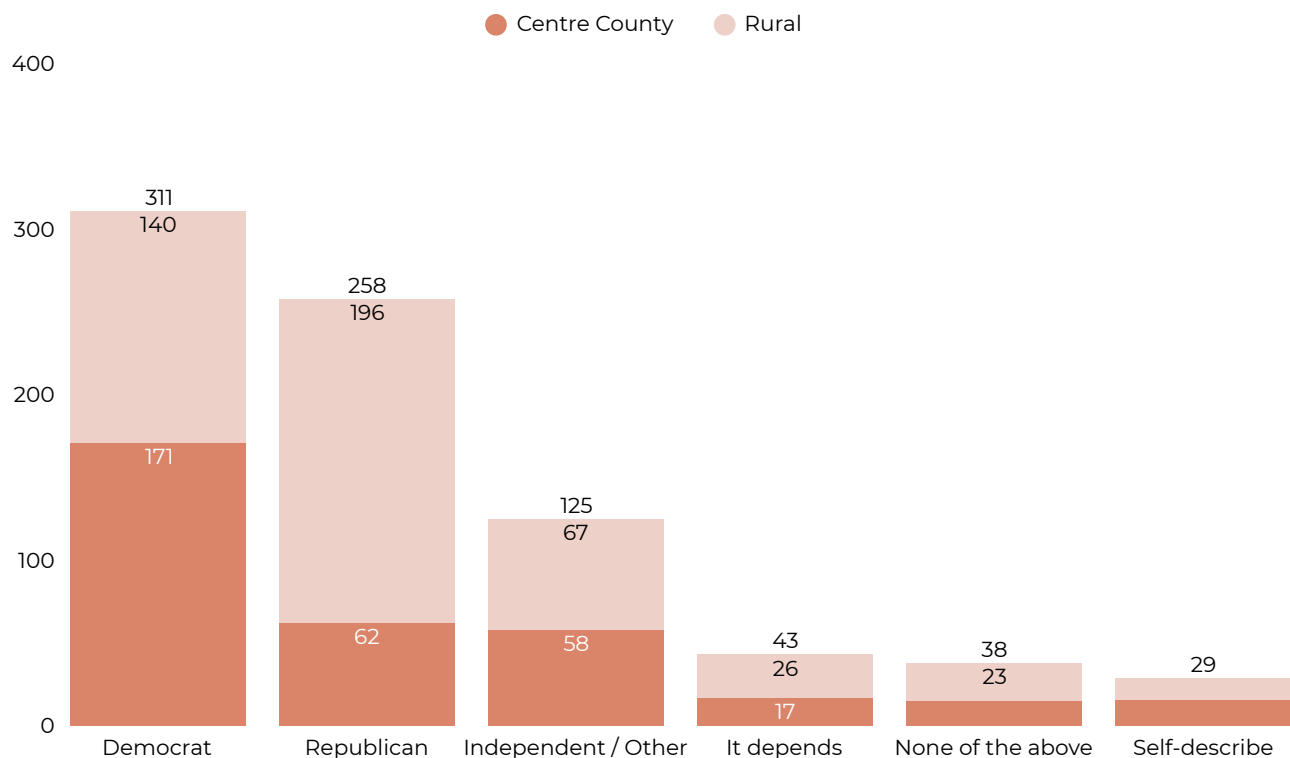
Generally speaking, the PA Wilds is a politically conservative area, with the exception of the more liberal-to-moderate State College. The pattern of rural red areas surrounding a blue college town holds true here, with Republican candidates beating out Democratic candidates by at least two-to-one in the eight rural counties, and Centre County showing a fairly even split.

Across the board, our survey respondents are highly politically engaged, with 93% saying they're registered to vote, even among rural and urban residents. Overall, 39% of all survey respondents identified as Democrats and 32% as Republicans, 16% as independent or "other." Unsurprisingly, rural respondents were more likely to identify as Republicans.

Given the polarizing nature of national politics, and the way that polarization has affected the ways people get their news, we wanted to use our survey to look more closely at the nuances of political identity as a way to take the conversation about local news outside the red-versus-blue binary. Many surveys give you limited options to describe your political views: Democrat, Republican, or independent? We decided to offer more options, including "It depends," "None," and "I prefer to say in my own words," and we invited those who chose those answers to provide qualitative responses. Independents made up 16% of our respondents; a combined 13% chose either "it depends," "none," or "prefer to describe in my own words." That means 29% of respondents to our survey chose to describe their political views outside the red v. blue binary. Rural residents were at least as likely as urban residents to choose "independent" or some other option to describe themselves.

Figure 3: Political party identification of PA Wilds residents

Centre County residents are more likely to identify as Democrats; rural residents are more likely to identify as Republicans. Rural residents are at least as likely to identify with neither party.



N = 804; Centre County n = 339, rural n = 465

About 20% of respondents chose to tell us in their own words how they view themselves politically. We present a mosaic of those responses here to demonstrate the variety of viewpoints and the ways people expressed those viewpoints.

"My political thinking is flexible, I support ideas that promote fairness, growth, and long-term sustainability." — Clearfield County

"I'm an independent thinker who will choose the most honest, transparent person with moral beliefs close to my own." — Cameron County

"I am neither Democrat or Republican. I am American and I want my country back" — Cameron County

"I agree and disagree with some things on both sides." — Centre County

"Govern for the people, not for the government. In general, put in place the infrastructure so all people have as near an equal shot as possible, and otherwise, leave people alone." — Clinton County

"I believe that everyone is important and should be treated as such and that no one is any better than anyone else. Because of this belief, I feel decisions should be based on respect for all." — Elk County

"I'm moderate on financial issues but liberal on social issues. I think we need less government involvement overall. We are not as free as people like to think." — Lycoming County

"I vote for what's best for our country and my kid's future" — Clearfield County

"[I'm a] moderate. I intensely abhor extremist politics and politicians who put party above public good" — McKean County

"I've always been a believer in looking for common ground between two people and I usually find at least one point of agreement even among distressed people." — McKean County

"I do not personally support any particular party. I support based on the work and reforms made by them" — Potter County

"I think for myself, don't strictly align as Republican or Democratic. I agree with different points from each party." — Tioga County

"I vote for the candidate that I feel has the community's best interest in mind, no matter whether they are Republican, Democrat, or Independent" — Tioga County

"I definitely lean liberal, but due to my jaded opinions about politics, I tend to focus on community-specific endeavors, including local government, that serves a better purpose in truly changing the lives of community members." — Centre County

"I am very in the middle. I grew up around republican values but care a lot about social issues and the rights of all groups." — Centre County

"I'm fiscally aware - nothing is free, everything has to be paid for." — Centre County

We heard from several people who identify as independents but register as either Republicans or Democrats in order to be able to vote in political primaries in Pennsylvania.

"I am in the middle and am very frustrated that I do not get a voice in elections as an independent. Pennsylvania states that all votes matter, but really show us something else. I refuse to pick a side that I do not agree with just for my vote to count." — Centre County

This comment expresses a common sentiment: that our democracy is more important than any political party.

"We have lost our foothold on what our nation has built: democracy for the people and by the people. Local news needs to reflect that. As does all media in our country." — McKean County

Academic researchers have found that the loss of local news increases political polarization. They've also found that when local newspapers focus on local content, rather than national content, polarization decreases and readers find more common ground.²



THE MEDIA LANDSCAPE OF THE PA WILDS

First, the good news: Our region has a variety of local news outlets, a mix of newspapers, radio, and digital outlets, many with a long history in the community. Rural residents especially rely on their community newspapers. There are some digital outlets, too, a mix of professional reporting and community information sharing.

But the state of local news here is precarious, as evidenced by the recent closure of two local newspapers and the uncertainty around our local public media affiliate, WPSU. Some of our region's newspapers are owned by corporate chains, and given recent trends in the industry, there is reason to be concerned about what that could mean for the future of those outlets. Any outlet that relies on local advertising as their main source of revenue is facing the same challenges and would benefit from developing new sources of revenue.

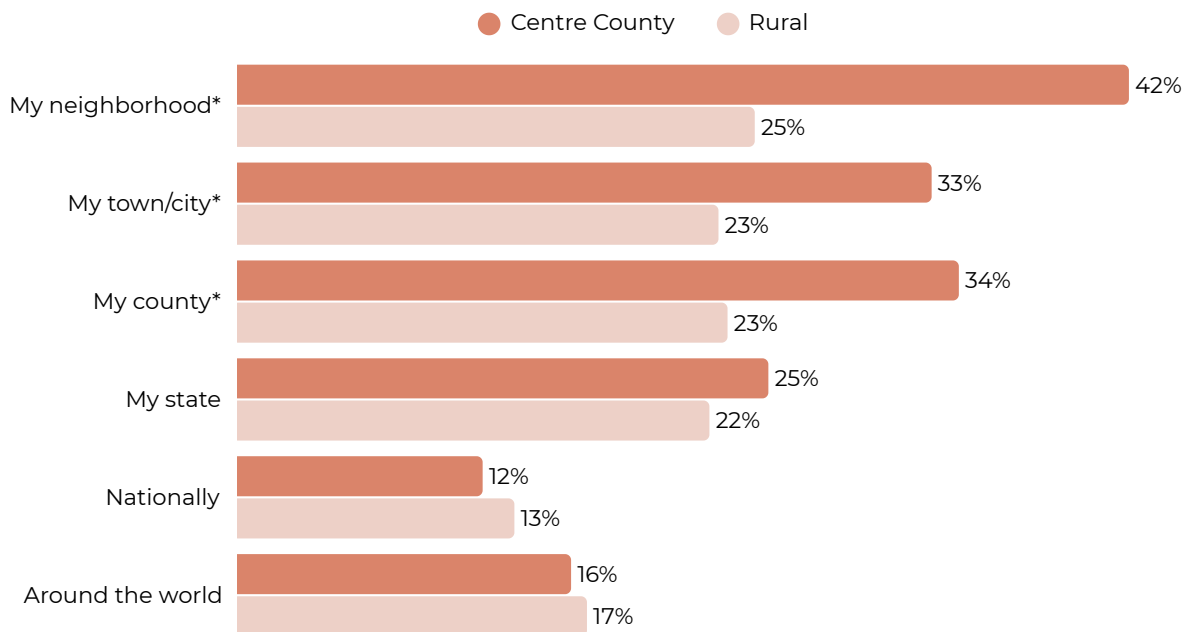
Throughout this section, we highlight some of the local media gems here in the PA Wilds, outlets with character that cover their communities with care.

HOW PEOPLE GET LOCAL NEWS IN THE PA WILDS

It's harder to find out what's happening in your own local community than it is to find out what's happening nationally. That's one of key findings of the Civic Information Needs Census, a national survey of local news and information. We found that the "proximity paradox" holds true here in the PA Wilds, too.

Figure 4: Difficulty finding news according to geography

PA Wilds residents find it more difficult to find information about their neighborhood, county, and town than about the country or the world. That difficulty is greater for Centre County residents.



N = 595; Centre County n = 310, rural n = 285. *Indicates difference between groups is statistically significant.

But as Figure 4 shows, that finding holds true for residents far more than it does for rural communities, and the contrast is significant. While 42% of urban residents said they found it difficult to find information about their neighborhoods, only 24% of rural residents said so. The differences in difficulty for information at the county and town level are similar.

Looking back at Figure 2: “How PA Wilds residents get local news” on information sources, we see that digital news sources, local radio, and email newsletters are more popular among Centre County residents than among rural residents, while print newspapers are significantly more popular among rural residents, with 55% of rural respondents saying they turn to newspapers while only 36% of Centre County residents do. (It’s worth noting that “digital news sources” means different things to different people. Some may turn to websites that publish professionally gathered news; some may access newspaper or radio content online; others may think of their social media sources as “digital news sources.”)

REACHING RURAL COMMUNITIES

There’s an obvious reason that digital news outlets and information sources are popular in Centre County, while our rural counties rely more on print newspapers and community institutions: A lack of connection.

Broadband access is a major issue in rural counties across the U.S., including in the PA Wilds.



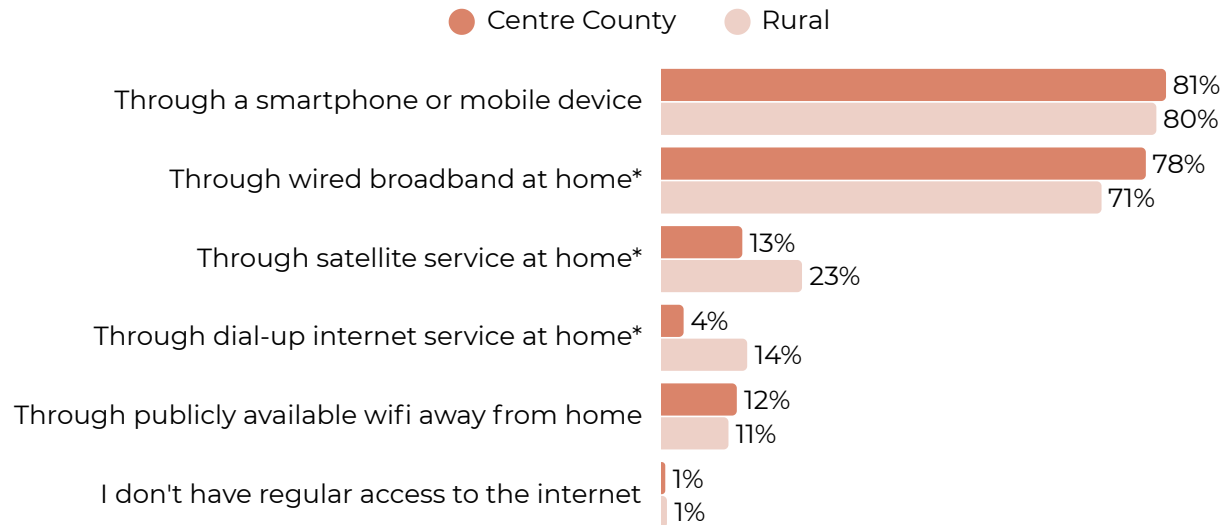
Census data shows that approximately one in four households across the nine counties lack a home broadband subscription; in Cameron and Clearfield counties, 29% of homes lack broadband.³ While Centre County has the highest broadband subscription rates, the rates are comparable to other counties when you remove State College from the data.⁴

**“INTERNET IN MY
AREA IS SPOTTY TO
NONEXISTENT.”**

Our survey asked two questions about internet access: how people connect, and how they rate the affordability and reliability of their internet access. See Figure 5 for their responses. What we found tracks with findings from other surveys and data sources.

Figure 5: How PA Wilds resident access the internet

Most PA Wilds residents access the internet through mobile devices. Centre County residents are more likely to access the internet through wired broadband. Rural residents more likely to use satellite or dial-up services.



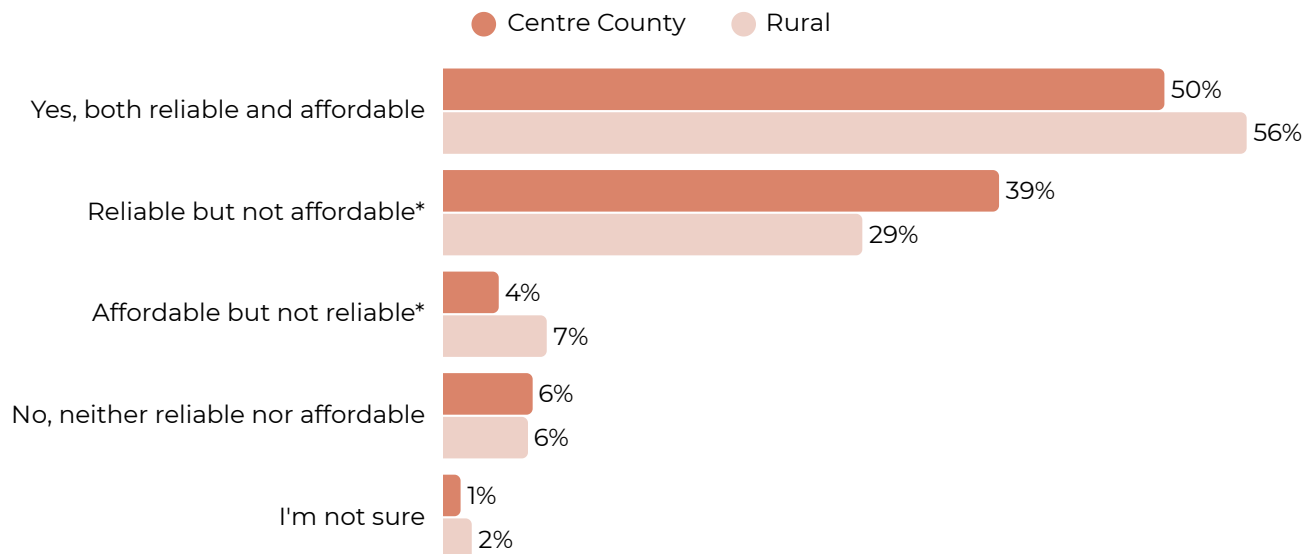
N = 804; Centre County n = 339, rural n = 465. *Indicates difference between groups is statistically significant.

Approximately 80% of people say they use their cell phones or smart devices to access the internet, roughly the same rate for both Centre County and rural counties. Centre County residents were more likely to subscribe to broadband services such as cable or DSL, while rural residents were more likely to rely on satellite internet service or dial-up. In fact, 14% of rural respondents said they use dial-up services at home. Dial-up is notoriously slow, and isn't practical for using streaming services like Spotify or Netflix or even for websites that have a lot of images.



Figure 6: Internet service reliability and affordability

Centre County residents are more likely to say internet service is reliable but not affordable. Rural residents are more likely to say internet service is affordable but not reliable.



N = 804; Centre County n = 339, rural n = 465. *Indicates difference between groups is statistically significant.

Only about half of respondents in either Centre County or the rural counties said their internet service is both reliable and affordable. Centre County residents were more likely to say it was reliable, but not affordable, while rural residents were more likely to say it was affordable but not reliable.

It's not just the internet people lack access to. Our nine counties total roughly 9,000 square miles, and roughly 5,000 of those are forested, mountainous, public lands where there are no towers to provide consistent cellular phone signal and data service. In many parts of the PA Wilds, residents told us, they have to drive 45–90 minutes to get a signal.

One rural resident emailed us to let us know she wasn't able to connect to our survey. "I'd love to take the survey but don't have the capacity to scan QR codes. There's a lot of us in the PA Wilds that don't have cell coverage or even a cell phone. There's a lot of landlines around here. Internet in my area is spotty to nonexistent."

There's an apparent contradiction in the finding that 55% of rural residents say they get local news from a local online group or community such as Facebook, Reddit, Nextdoor. One possible explanation is that rural residents are using their smartphones to access Facebook when they're able to access cellular broadband. Market research by the American Communities Project in 2023 found that Facebook is widely used by all demographics, and especially among people in rural agricultural communities, where 74% of adults say they use the platform.⁵

Over-the-air TV and radio signals don't reach across our region's most rural and mountainous areas, either. There are rural areas of the PA Wilds where the only broadcast signal that reaches is coming from WPSU public media.

WPSU: CUTS TO PUBLIC MEDIA HIT HOME

The fate of the region's public media network was up in the air during most of our research, and people shared their worry that the broadcast outlet with the greatest reach across the region could go dark. A deal was finalized this summer to keep WPSU on the air by transferring ownership to WHYY after widespread public response to the crisis demonstrated how vital the station is to local residents.

WPSU is Penn State's PBS and NPR member station. Its professional news staff provide daily reporting across TV, radio, and digital platforms, including coverage of local elections, emergency weather situations, education, the regional economy, and arts and culture, among other topics. It's also the only outlet that serves this 9-county area as a coherent region.

WPSU serves a broad, mostly rural area. Its television station reaches approximately 515,000 households in 24 counties across central Pennsylvania, and WPSU-FM serves more than 450,000 listeners in 13 counties in central and northern Pennsylvania, including all nine PA Wilds counties.⁶ In remote townships, people receive only a few broadcast signals — mainly WPSU and perhaps one or two stations. WPSU is the only over-the-air station with a good to fair signal in Bradford and Kane, in McKean County.

“THE WPSU CUTS ARE BREAKING MY HEART.”

Last summer, when Congress voted to eliminate funding for the Corporation for Public Broadcasting, WPSU announced that it would lose \$1 million annually in federal funding, about 20% of WPSU's operating budget.⁷ The university's trustees were faced with a decision to subsidize the station out of the university budget, sell it, or shut it down. A deal was struck to transfer ownership to WHYY, Philadelphia's independent, flagship public media outlet.

But that initial deal fell through last September when a Penn State Board of Trustees committee unanimously voted against it; the deal would have required the university to pay a \$17 million subsidy over five years.⁸ Penn State said it would wind down WPSU's operations by June 30, 2026.

Within 24 hours, more than 1,300 public comments and emails had come in, and by the time trustees voted to reverse course a month later, a petition to save WPSU had received more than 20,000 signatures.⁹ University trustees approved the transfer after WHYY agreed to raise at least \$8.36 million on its own, interview all current WPSU staff, and operate the stations for a minimum of three years.¹⁰ By March 2026, WHYY had secured \$7 million in fundraising commitments, and a deal was finalized in July. As of this writing, it is pending approval by the Federal Communications Commission.¹¹



The saga of WPSU's possible closure played out during the time we did our community listening sessions, and many people expressed strong feelings of loss and concern at the prospect of the station going away. At an event in Potter County, one participant said they were feeling "devastation about the WPSU closure news." Another said, "The WPSU cuts are breaking my heart." The station's funding challenge remains.

LOCAL TV

In an earlier version of this report, we incorrectly asserted that TV news doesn't provide meaningful, consistent coverage of the PA Wilds. We stand corrected.

State College is part of the Johnstown-Altoona TV market.¹² That market includes 10 counties, four of which — Cameron, Centre, Clearfield and Elk — are in the PA Wilds. There are effectively two local TV newscasts in this market: WTAJ, a CBS affiliate owned by Nexstar with its main studio in Altoona, and WJAC Channel 6, an NBC affiliate owned by Sinclair with its main studio in Johnstown. Both stations also have smaller studios in State College. WJAC has a news share and operational agreement with WWCP (FOX, channel 8) and WATM (ABC, channel 23), meaning all three stations broadcast the same news.

Counties outside the official area of the Johnstown-Altoona TV market may be able to access those newscasts, but some turn to TV stations in other markets. Tioga County is part of the Elmira-Corning, NY market. McKean and Potter are part of the Buffalo, NY market. Clinton and Lycoming are part of the Wilkes-Barre-Scranton-Hazleton market.

Our survey questions neglected to include TV in the question about sources of local news, but many people mentioned TV stations in their open-ended responses, and in focus groups. WTAJ was mentioned most frequently (more than 100 times by name), followed by WJAC (more than 50 mentions), and WNEP, a Nexstar-owned ABC affiliate in Scranton (a dozen mentions).

LOCAL RADIO

Our region is blessed to have many locally owned radio stations that play an active role in their local communities, with local hosts that share community information and open the phone lines to local voices. You'll hear everything from updates from the previous evening's township meeting to a call-in show where people sell items like horse trailers and folding chairs. Most of these stations aren't equipped to do daily news coverage of local government, but they are trusted forums and good community partners who can share quality news. Here are a few highlights.

- WQBR 99.9 FM "Bear Country Radio" broadcasts country and Americana music from its studio in a former church building in downtown Avis, in Clinton County. Its signal reaches State College and Centre County, as well. Local hosts share local news and information, and the station broadcasts Jersey Shore High School football games and sports events at Lock Haven University. Bear Country Radio also publishes a monthly print magazine called "Good News," which also features content for pet lovers. The company is locally owned.



- WLEM 1250 AM “We Love Emporium” broadcasts from a building they share with the Cameron County Chamber of Commerce in the county seat, the borough of Emporium. Primarily a music station, it also airs local news briefs, local youth sports, and regular interviews with PA State Rep. Martin Causer of the 67th district. Its sister station, WQKY 98.9 FM “The River,” is also based in Emporium. Both are owned by the local company Salter Communications.
- WDDH 97.5 FM “The Hound” radio broadcasts from an overlook point in Elk County on the way to Ridgway. They play country music that’s different from the market-tested playlists of corporate-owned country stations, and local host J.J. Michaels talks about local news and events and provides a forum for community conversation. The station is locally owned by Laurel Media.
- WRSC News Talk 95.3 FM in Centre County runs primarily nationally syndicated conservative talk radio programs, but from 6 to 9 a.m. each weekday, local host Tor Michaels provides even-handed local news and information and takes calls from local listeners. WRSC is owned by the regional radio chain Lightner Communications.

PA WILDS LOCAL MEDIA DATABASE



To check out our database of local media outlets, scan the QR code above or visit bit.ly/PAWildsmedia

Want to submit an addition or correction? Go to bit.ly/PAWildsmediaupdate or email pressforward@centrefoundation.org

“STAFF THESE SMALL RURAL RADIO STATIONS. STAFF CURRENT NEWSROOMS, BROADCAST AND ONLINE.”

- WCED Connect FM 96.7 FM / 99.7 FM, “Your Only Local News Radio,” provides local talk programming and frequent local news briefs for Elk County, Clearfield County, and nearby Jefferson County (which is adjacent to the PA Wilds) from its studio in DuBois. Every Monday, host Dan Kennard sits down with DuBois mayor and/or city manager to discuss local government, and on the last Friday of each month, there’s an interview program with PA State Representative Mike Armanini about issues impacting the State Senate’s 75th district. The station also runs sports programming that runs the gamut from Pittsburgh Pirates games to local Little League, as well as some nationally syndicated programming. The parent company is a small independent based outside Pittsburgh. Sister station Sunny 106, based in Jefferson County, also reaches parts of the PA Wilds.

PENN STATE CAMPUS MEDIA AND RESOURCES

The Daily Collegian is PSU's independently published student-produced news outlet, publishing in print and online at psucollegian.com. It's been going since 1887, and its independence from the university is essential to its ability to provide critical watchdog coverage of the administration. The Penn State Student Media Network also includes Centre County Report, a half-hour student-produced newscast during the spring and fall semesters that reaches beyond campus through partnerships with WPSU, KYW-TV, and KDKA-TV; Penn State Network TV, a student-run television network that includes some news programming; online/streaming radio station, CommRadio; and music radio station The Lion 90.7 FM (WKPS).

Onward State is another independent, online student media outlet — described on its website as “Penn State’s blog,” providing an alternative perspective and extensive coverage of PSU sports. It is not affiliated with The Penn State Student Media Network. Onward State has an ongoing relationship with the digital news site StateCollege.com which provides coverage of the borough and the university.

Penn State’s contributions to the local media go beyond student publications.

The News Lab @ Penn State, led by journalism professor Maggie Messitt, facilitates student journalism projects that are often picked up by local media outlets.¹³ The News Lab also hosts the Centre County Documenters program, a local chapter of the national Documenters network that trains and pays local residents — in this case, students — to attend and document local government meetings. Centre County Documenters covers six townships in the county: Benner, College, Gregg, Halfmoon, Snow Shoe, and Spring. The notes are available for free in an online repository or through an email newsletter or text message service.¹⁴

A number of public health initiatives at PSU involve community partnerships, involving medical students, public health researchers, and public policy students. Likewise, Penn State Extension provides trustworthy information about crops, animals, food safety, water quality, and up-to-date research on the agricultural industry, as well as training and youth development opportunities. While these aren’t journalism projects, they inevitably involve communications and provide timely, verified information of vital importance on topics our survey respondents say are important to them.



THE SPECIAL ROLE OF NEWSPAPERS

Local newspapers have been and continue to be the primary source of original, local reporting in most communities. In the PA Wilds, where a third of households lack broadband access at home, newspapers are especially important. Community listening conversations and survey responses drove home how much rural communities especially rely on newspapers. Despite their importance, local newspapers are under strain, and we've witnessed what happens when we lose them.

Case in point: The final print edition of *The Renovo Record* in Clinton County, was published on Dec. 31, 2025. The paper has been locally owned and operated 154 years.

U.S. Rep. Thompson spoke on the floor of Congress on Jan. 26, 2026 to recognize the paper, saying it closed due to escalating costs, a declining subscription base, and a lack of advertisers. "This is a devastating loss to the community that has relied on this paper since 1871," he said. "My heartfelt thanks go out to the staff who have worked diligently over the years to deliver the news to the people of Clinton County. For 154 years, through generations of change, *The Record* has been there. We are all grateful for that."¹⁵

Another example: In Elk County, *The Johnsonburg Press* published its last issue in April 2025. An article by Pennsylvania native Megan Schreiber-Carter, published months before on her blog, tells the paper's 130-year history: a product of the region's population boom of the 1890s, the *Press* remained in local hands from the beginning. Its staff of three remained in a 1901 office building, along with its archives, antique letterpress, and other pieces of history. While the paper's archives were digitized, the owners opted not to create an online edition, in the hopes of keeping print revenue alive.¹⁶

A focus group participant in Elk County put it this way: "The Johnsonburg paper went out of business, and it was historic."

Other newspapers that are still in business have reduced the number of days per week they publish. For instance, *The Clearfield Progress* and *The DuBois Courier-Express* recently went from six days to three days per week.¹⁷

TWO NEWSPAPERS CLOSED IN THE PA WILDS IN 2025 AFTER SERVING THEIR COMMUNITIES FOR MORE THAN 100 YEARS

THE BUSINESS OF LOCAL NEWS

Historically, local media – especially newspapers – were the go-to place for local businesses to advertise, and advertising made up the lion's share of local media companies's revenue. The internet broke that local advertising monopoly, as local businesses could choose to advertise online. Today, two large corporations, Google and Meta (parent company of Facebook), dominate the online ad market.¹⁸

Many local businesses continue to advertise in local media outlets, and newspapers make much more money from print ads than digital ones. But in areas where local businesses are struggling, that advertising revenue dwindles. This is one of many ways that a local media outlet's well-being is directly tied to the well-being of the community it serves.

The costs of producing a physical newspaper are high, including the paper and ink, delivery, postage, and the financial burden of maintaining a printing press. Many newspapers have increased their subscription rates at the same time that coverage and frequency have been reduced — and as everyone's paychecks are being stretched.

Multiple survey and focus group participants said they had cancelled their *Centre Daily Times* subscription due to the price and the move from daily to twice-weekly frequency. It's difficult to determine the non-promotional rate for a *CDT* print subscription as it can vary by subscriber, but one subscriber shared a bill for more than \$20 per week — more than \$1,000 annually — a much higher rate than other local newspapers charge.



WHAT NEWS PUBLISHERS TOLD US

In conversation, publishers in small, local papers throughout the PA Wilds consistently emphasized how vital local news is to the success and identity of small towns. They also shared the challenges they face in recruiting and retaining reporters in rural communities.

With support from the Lenfest Institute for Journalism, we invited local news publishers to take a survey that asked about their business and operations so we could get a better understanding of what kinds of support Press Forward PA Wilds might provide. We found that most of these outlets rely on traditional forms of revenue, primarily advertising, and that they could use support in developing new revenue streams, doing audience research, and developing an audience development strategy.

“TRYING TO CULTIVATE REVENUE THROUGH OUR DIGITAL PLATFORMS HAS PROVED CHALLENGING”

A total of 13 publishers took the survey, a mix of print, print-and-digital, and digital-only publications across the region. News consultant Sarah Gustavus Lim analyzed the results of the survey and found that, like most news publishers, local publishers in the region are stuck between the rising costs of maintaining a print newspaper and the challenges of reaching audiences and generating new revenue online.

Many publishers rely heavily on part-time and freelance staff — the going rate for a stringer is \$25 to \$35 per article — and some are all-volunteer. As a result they have real constraints on their capacity to do things like audience research, and pilot new revenue streams. Staff at outlets that are owned by corporate chains also lack control over decision-making about staffing, budgets, and operations.

She found that, like most news publishers, local publishers are stuck between the rising costs of maintaining a print newspaper and the uncertainty and challenges of reaching audiences and generating revenue online. As one respondent said, “Trying to cultivate revenue through our digital platforms has proved challenging.”

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When presented with types of training and assistance, most ranked audience development, revenue development, and product strategy as priorities.

Publishers expressed frustration with the prevalence of misinformation and a lack of willingness to pay for local news. Many feel they're in a battle with social media, and that the distinction between legitimate journalism and unvetted information shared on platforms like Facebook is unfortunately not well understood by many people.

As local businesses struggle, so too does the advertising base for local publishers. "We are experiencing a large downturn in small mom-and-pop businesses and an upturn in corporate chains," one respondent wrote. This underscores the need for support in developing alternative revenue streams.

Fortunately, there are many resources and best-practices that could support local publishers. Alternative revenue streams could include sponsorships, events, membership programs, grants, or donations. Even small publishers can develop audience surveys and other forms of audience research that will help them develop strategies to meet local residents where they are, including on digital platforms.

A LOCAL MEDIA OUTLET'S WELL-BEING IS DIRECTLY TIED TO THE WELL-BEING OF THE COMMUNITY IT SERVES.

AN UNCERTAIN FUTURE FOR NEWSPAPER CHAINS – AND AN OPENING FOR ENTREPRENEURS

The Local News Initiative at Northwestern University has been tracking newspaper closures across the United States and drawing attention to the emergence of "news deserts," counties without any locally based source of local news. In their 2025 report, they document the way newspaper ownership has been consolidating. The 10 largest chains now control nearly 25% of all newspapers and 60% of all dailies.¹⁹

Fortunately, none of the counties in our region is considered a news desert, by that definition. But chain ownership is a factor in our local news ecosystem that we can't overlook. Out of 22 local newspapers, we counted 14 that are chain-owned and only eight that are locally owned. Two of the chains that own our local papers, Ogden Newspapers and Horizon Publications, are on LNI's top 10 list.

Here are some of the newspaper chains present in the PA Wilds:

- Our region's largest newspaper, *The Centre Daily Times* is owned by McClatchy, which is owned by the hedge fund Chatham Asset Management.
- The Community Media Group chain, which has local media properties in six states, owns Tioga Publishing titles *The Free Press-Courier*, *The Wellsboro Gazette*, and *The Potter Leader-Enterprise*, as well as *The Bradford Era*, *The Clearfield Progress*, and *The Courier Express*. CMG is privately held and based in West Frankfort, Illinois
- Ogden Newspapers owns *The Muncy Luminary*, *The Williamsport Sun-Gazette*, and the *Lock Haven Express*, along with more than 100 other media properties across 20 states. It is family owned and based in Wheeling, West Virginia.
- *The Ridgway Record*, *Saint Marys Daily Press*, and *Kane Republican* are owned by Horizon Publications, a holding company based in Marion, Illinois. As of 2025, Horizon owned 73 newspapers nationwide.²⁰ Christie Gardner, longtime publisher and advertising director for all three of the region's papers, recently left her position, and current staff declined to participate in this study.
- *The Philipsburg Journal* is owned by Sample News Group, which owns approximately 75 media properties in New York, New Jersey, Vermont, and Pennsylvania.

Chain ownership isn't inherently a bad thing, and plenty of independently owned newspapers close or cut back on staff and coverage. But LNI points out that chains tend to cut their costs by consolidating newsrooms and sharing content across their properties, which can mean less news that's distinctly local. Chains also lack local roots and tend to be more willing to make business decisions purely based on profitability.

Some local entrepreneurs are stepping up to fill local news gaps – and in some cases, compete with the chains.

Elk County resident Ashley Gardner launched *The Hometown News* in December 2025 to provide local news coverage of Ridgway. She prints the publication on paper from the Domtar Paper Mill located 8 miles away in Johnsonburg, a town that lost its newspaper last year, and she recently launched a Johnsonburg edition.

Most local news startups these days are digital, in part because of how comparatively inexpensive it is to launch an online publication.

GANT News in Clearfield County is digital, but it's not exactly a startup. GANT launched in 2006 and claims to be the first web-based daily newspaper in Pennsylvania. The family-owned outlet employs freelance journalists to cover local government, schools, public safety, and high school sports, among other topics. The site has no paywall, and all coverage is free to access.

Other locally owned digital outlets with professional reporters include NorthcentralPA.com and DuBoisLive.com. There's also the all-volunteer effort First News Now in Tioga County, and the news-sharing site J2 Press, founded by the daughter of the late James Jones, who ran the local site Solomon's Words for the Wise, which came up frequently in our survey.

New local news organizations have been emerging across the United States, even as the crisis of local newspapers has continued, and there's a growing support system for these enterprises.

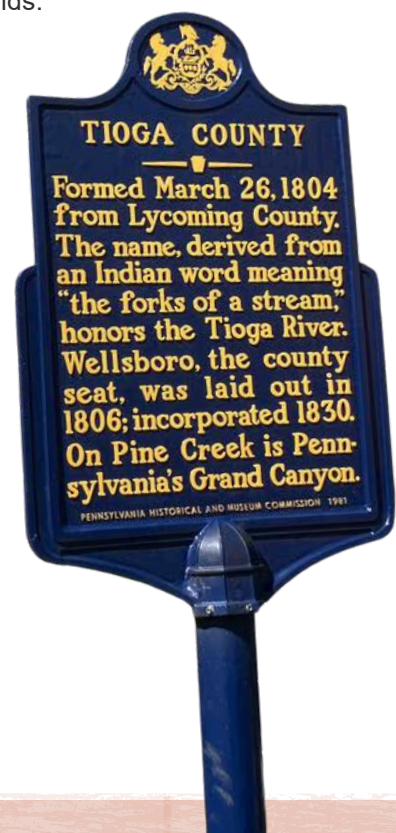
Earlier this year, a group of digital news publishers launched the Pennsylvania Independent News Association, a coalition based in Harrisburg that will advocate for the interests of independent outlets across the commonwealth. The coalition includes NorthCentralPA.com, GantNews.com, and StateCollege.com.²¹

There are also a variety of national journalism support organizations, including LION Publishers (which stands for Local Independents in Online News), a membership organization that provides support for financial sustainability.²²

Many of the new wave of local news publishers are nonprofit organizations. The Institute for Nonprofit News is a national network of approximately 500 newsrooms, more than half of which focus on local news.²³ Only one nonprofit news organization has a newsroom in the PA Wilds, and one other provides state government coverage through local partnerships.

Spotlight PA, a statewide nonprofit news organization founded in 2019, focuses on accountability and investigative coverage. In 2022, Spotlight PA opened a local bureau in State College, which is now staffed by an editor, four reporters, and a general manager. A Harrisonburg-based nonprofit outlet, the Pennsylvania Capital-Star, provides coverage of state government and statewide issues. Both make their coverage available to republish for free with a fundraising appeal attached. Many news organizations across the commonwealth do so, including local print and digital publishers in the PA Wilds.

**“FUND NEWS SO IT IS
FREE. EVERYONE
NEEDS ACCESS.”**



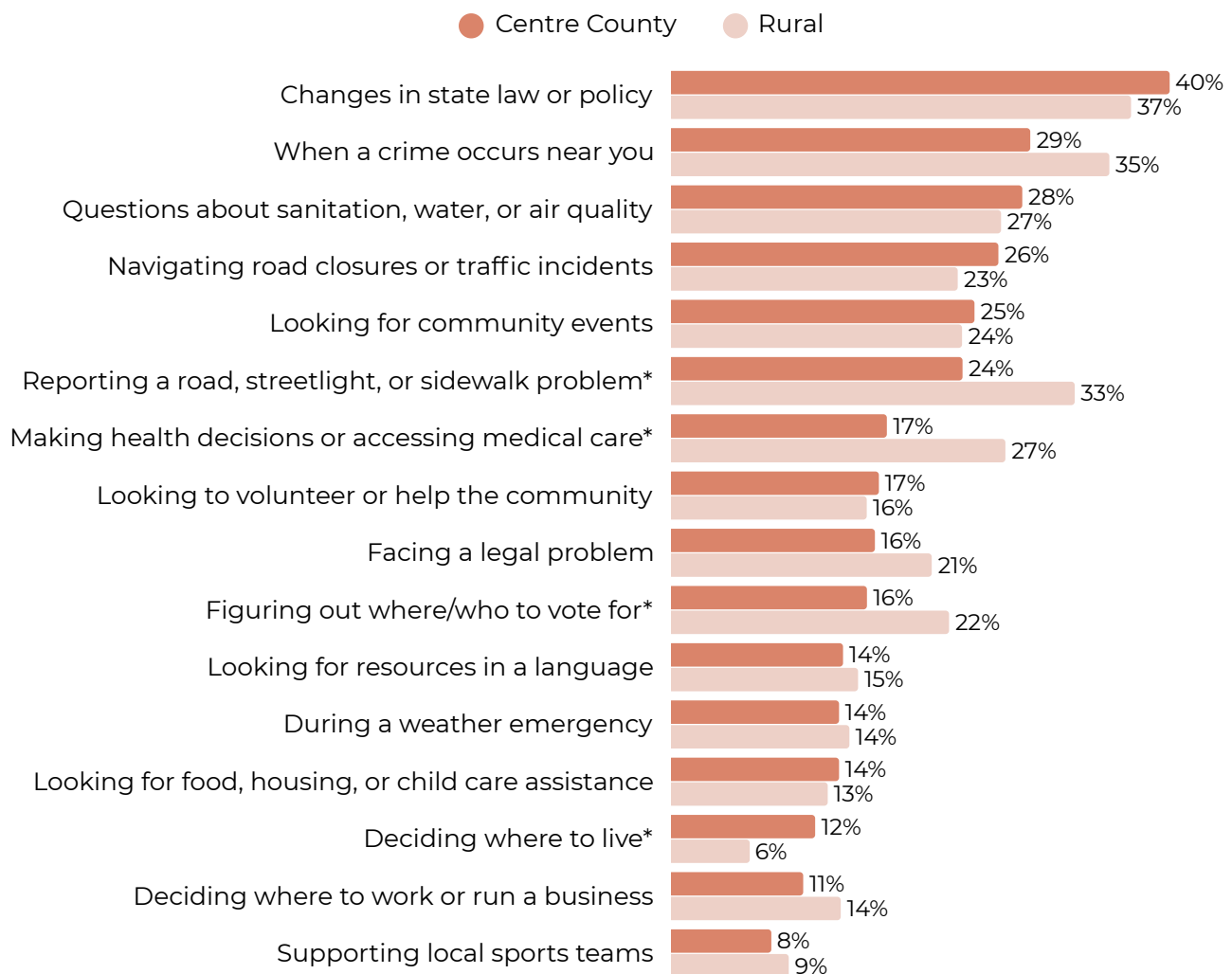
COMMUNITY PRIORITIES FOR NEWS COVERAGE

In our survey and focus groups, we asked what sort of information people need, how satisfied they are with what they're getting, and what topics are most important and in need of coverage.

Figure 7 shows the percentage of respondents who answered that they were somewhat unsatisfied or very unsatisfied with their ability to get the local information they needed in a given list of situations. Information about policy changes was the least satisfying across Centre County and rural counties. Information about crime, sanitation, road closures, and community events were cited by about one in four residents. Rural respondents reported significantly lower satisfaction with information about reporting road, streetlight, or sidewalk problems; making health decisions or accessing care; and figuring out where to vote and/or who to vote for.

Figure 7: Dissatisfaction with information available by situation among PA Wilds residents

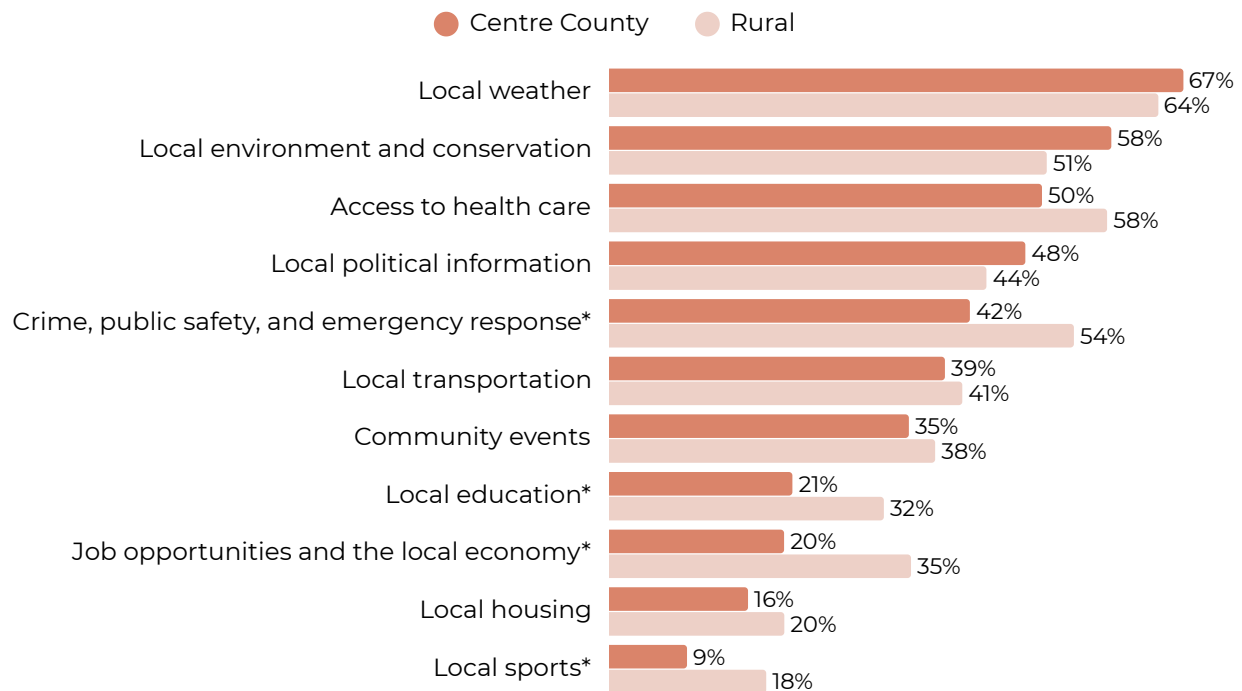
Rural PA Wilds residents are more dissatisfied with information about reporting road or sidewalk problems and about medical care. Centre County residents are more dissatisfied with information about where to live.



N = 595; Centre County n = 310, rural n = 285. *Indicates difference between groups is statistically significant.

Figure 8: Local news topics of greatest importance to PA Wilds residents

Public safety, local education, the local economy, and sports more important to rural residents than to Centre County residents



N = 595; Centre County n = 310, rural n = 285. *Indicates difference between groups is statistically significant.

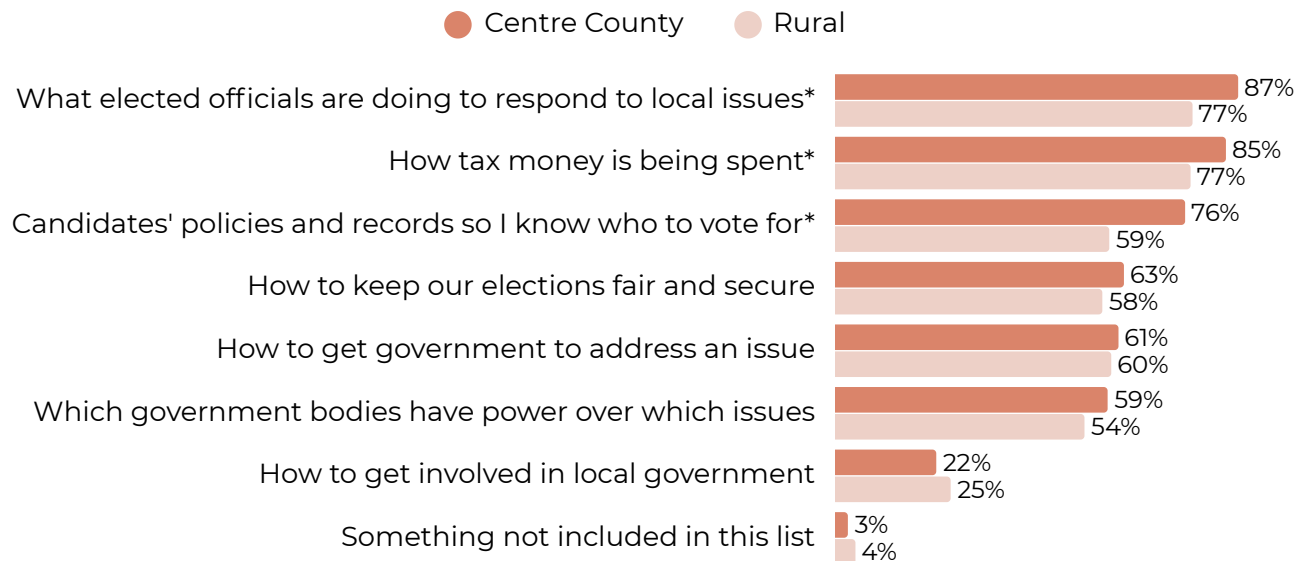
We asked how important it is for residents to get information about specific topics in their everyday lives. The graph above shows the topics people ranked as “very important” or “somewhat important.” Weather, the local environment (including conservation, sanitation, air and water quality, and access to recreation), and access to health care ranked highly among both rural and Centre County residents, with more than half of respondents rating them as important. (Note that data centers had not yet become an issue that many people were aware of when we fielded this survey, which might affect the environment category if we were to run the survey today.) Local political information and local transportation (including traffic and road closures) were important to approximately 40% of people in both areas. People in the rural counties rated several other topics as important significantly more than Centre County residents did: crime, public safety, and emergency response; local education; job opportunities and the local economy; and local sports (including high school).

**“WE NEED MORE REPORTERS SO
THEY CAN GO TO OUR SCHOOL
BOARD MEETINGS AND BOROUGH
COUNCIL MEETINGS.”**

LOCAL GOVERNMENT ACCOUNTABILITY

Figure 10: Local government questions PA Wilds residents want journalists to cover

Urban PA Wilds residents more likely than rural residents to want coverage of how elected officials are responding to local issues, how tax money is spent, and candidates' records and policies



N = 804; Centre County n = 339, rural n = 465. *Indicates difference between groups is statistically significant.

Our survey asked people what they want to know about local government, (including county, town, city, school board, etc.) and presented a list of topics, inviting them to select all that apply.

The most popular answers were what elected officials are doing to respond to local issues (87% of Centre County residents and 77% of rural), how tax money is being spent (85% of Centre County residents and 77% of rural), and what candidates' records and policies are (76% of Centre County residents and 59% of rural). Significantly more Centre County residents selected each of those three topics than residents of rural counties.

More than half of respondents also selected how to keep our elections fair and secure, how to get my local government to address an issue, and which officials or government bodies have power over which issues. About one in four respondents in both rural counties and Centre County said they were interested in how to get involved in local government.

Focus groups and open-ended survey responses include some specific local government topics that people want more coverage of:

"We need more reporters so they can go to our school board meetings and borough council meetings." — McKean focus group participant

"The library cuts that the county commissioners made to all the library staff, programs, and programs for seniors." — Lycoming focus group participant

"Publish the school board meetings, political candidates, with specific issues, not talking heads. I want to see more ballot news." — Wellsboro focus group participant

"Details on government employee salaries and benefits in my area." — Clearfield County survey respondent

"Information about how zoning decisions are made and approved." — Clearfield County survey respondent

"How many decisions are made without any input from the public?" — Clinton County survey respondent

"I would like to know more about emergency management plans and community safety information." — Elk County survey respondent

"Grant monies applied for and how they are being spent. Grant opportunities for local organizations and if there is assistance is grant writing." — McKean County survey respondent

"How well they work across party lines. Are they able to collaborate with others not in their party to get things done in our community?" — Tioga County survey respondent

"How they intend protect the natural resources that this area is known for and that they are not swayed by corporate greed to sell out the local residents for benefits that only they will receive" — Tioga County survey respondent

"How they're going to protect us from data centers." — Tioga County survey respondent

"When will the 2026 street maintenance finish?" — Clearfield County survey respondent

People also wanted news that explains things like zoning requirements, building permits, legal protection for people who rent their homes.

Here are a few additional topics that rose to our attention during the listening process.

LOSS OF RURAL HEALTH CARE IS A COMMUNITY EMERGENCY

Access to health care, which 58% of rural residents and half of Centre County residents ranked as important, came up as a frequent concern in focus groups and individual conversations.

Potter County's recent challenges are emblematic of the rural health care crisis in the region. In community listening, we heard that a long-term care facility closed in Coudersport, and a local nursing home is at capacity, leaving those seeking placement to

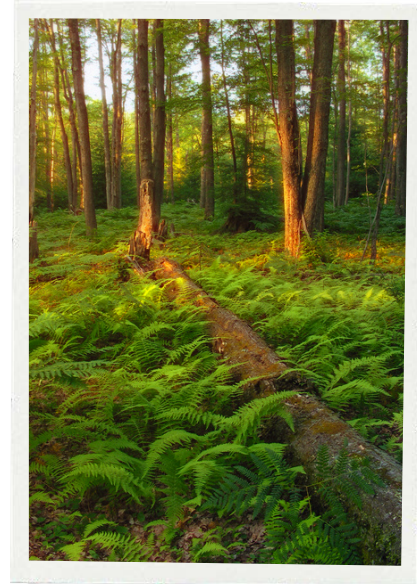
look to facilities an hour away in Olean, New York; the one remaining nursing home in Coudersport has a waitlist.²⁴ We heard that a long-term nursing care facility is closing in Galeton. Seven contiguous counties in north central Pennsylvania, including five in the PA Wilds, lack maternity hospitals.²⁵ Recently, the state took the unprecedented step of temporarily decommissioning Potter County's agency for aging, which protects older residents from abuse and neglect, due to unspecified "serious performance issues."²⁶

The town of Emporium in Cameron County lost its only pharmacy, which means residents have to drive an hour to fill a prescription. We heard from county leaders that commissioners are working with Penn State to try to set up a solution for common prescription access. The need for coverage of health extends to emergency services as well. A Cameron County focus group participant urged that local news should highlight recruiting for the volunteer fire departments and EMT, to show "how much EMS is needed."

According to data from the federal government's Health Resources & Services Administration, every PA Wilds county except Elk is designated as a Health Professional Shortage Area.²⁷ Even in Centre County, home to two full-service hospitals, there's a shortage of dental care, which is true across rural Pennsylvania.

There are federal and state initiatives to close these health care gaps. But the \$1 billion anticipated from the federal government's Rural Health Transformation Plan is dwarfed by the \$20 billion loss in Medicaid funding projected from 2028 to 2038.²⁸

PA Wilds residents need both the service information to access care and the accountability coverage to track the funding performance of programs designed to increase that access, as well as coverage to inform local and regional efforts to find solutions.



THE LOCAL ECONOMY REQUIRES ACCOUNTABILITY COVERAGE AND A SOLUTIONS LENS

The coverage of the local economy people told us they want involves a fine balance: reporting that captures the impact of economic challenges on local residents, while emphasizing solutions by giving visibility to local businesses and economic development efforts.

The population of rural Pennsylvania has been in slow decline for more than a decade. Between 2024 and 2025, only Clinton County saw population growth (0.17%), while Cameron County saw population loss of 2.79%, dramatically higher than any other county in the state.²⁹ Our state's rural population is also getting older on average. By 2040, 56 out of 67 counties will have more people over 65 years old than people who are less than 20 years old.³⁰ Without younger residents contributing to the local economy, the public health strain worsens.

Poverty and financial strain are high in PA Wilds households. The poverty rate in seven out of the nine PA Wilds counties is higher than the state average of 12%. The United Way defines households that earn more than the federal poverty threshold but still can't afford basic expenses as Asset Limited, Income Constrained, Employed (ALICE). In seven out of the nine counties, the percentage of households below the ALICE threshold is higher than the state average of 39%, and the percentage of households below the ALICE threshold across all PA Wilds counties combined is 43%.³¹

In focus groups, people talked candidly about the challenges of the local economy.

“So many small communities are losing businesses.” — Driftwood focus group participant



The cost of living is a widespread concern. For example, when residents of urban areas like Pittsburgh buy second homes in the PA Wilds, it can drive up property values.

“The real estate prices are going up around here. It was affordable. Now we can't buy a place. There is really nothing for our kids.” — Tioga County focus group participant

People said they want reporting that will bring about economic accountability. Are local communities getting their fair share of revenue from the state? Are economic development programs working? People also asked for “underdog” stories about small businesses as an antidote to these negative stories.

PEOPLE CHERISH COMMUNITY CONTENT: HIGH SCHOOL SPORTS, COMMUNITY CALENDAR, OBITUARIES, OUTDOOR EVENTS, ARTS EVENTS

When people talked about what they love about their local news outlets — or what they miss about the ones that have closed down — they talked about a mix of community news that gives people a sense of what's happening and reflects daily life back to them.

“I want to see local happenings, community achievements. My grandson is a cross-country runner and there is no recognition when he wins.” — Centre County focus group participant

“We don't have a community events place.” — Clearfield focus group participant

“We need an online community calendar for Wellsboro.” — Tioga focus group participant

“Online-only obituaries from the funeral home means you have to check all the mortuaries.” — Houltzdale focus group participant



WAYS FORWARD

This research has given our Press Forward chapter an opportunity to do more than find out the facts. It's been a chance to talk to local publishers, broadcasters, entrepreneurs and community leaders about their goals and capacity and to serve the community. It's been a chance to identify the resources and networks our region already has in place.

Most importantly, it's been a chance to hear directly from people at the ag fairs and coffee shops about what they want from local news. They told us loud and clear that they want local news outlets to survive, to become more accessible, and to grow their capacity.

"Save the *Echo* and keep it around. Community engagement — so much to be done. Get inspired — it takes a whole tribe to get it done." — Cameron County focus group participant

"Fund news so it is free. Everyone needs access." — Centre County focus group participant

"Remove the paywalls. Help the *Clearfield Progress* and *Philipsburg Journal*." — Centre County focus group participant

"Staff these small rural radio stations in the country. Staff current newsrooms, broadcast and online." — Ag Progress event focus group participant

"We need to support traditional arenas of news. If we let them atrophy, we can't get them back, like the rail system or rural hospital." — McKean County



Here's what our Press Forward chapter has done so far:

- We made a grant to pilot a high school reporting initiative to provide coverage of high school sports. Students from six local high schools produced a total of 78 articles for local news outlets last spring.
- We've funded a role for a high school intern for local news for Priority Media in DuBois who will report on municipal meetings and other local topics for the company's radio and digital outlets.
- We've provided small grants to fill needs for basic technology at a handful of local newsrooms.

Our next step will be to share this research with the community, sharing our findings back to the many people who participated in our survey and focus groups. We'll use what we've learned to devise a strategy that we as a foundation – and our allies in the broader community – can use to make local news and our local communities stronger.

We'll also be raising money to make those things happen. We're on a mission to raise \$400,000 by the end of 2026 to unlock matching funds from the Knight Foundation.

There are many things we could do, and many examples in other communities that we could follow, including models that make sense for rural areas like ours. We invite you to be part of this next phase with us.



GIVE TO
Press Forward
Pennsylvania Wilds 
AND YOUR DONATION
WILL BE MATCHED 1:1

Scan the code above or visit bit.ly/PFPWildsgive

ENDNOTES

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APPENDIX

APPENDIX A: METHODOLOGY

This study employed a mix of quantitative and qualitative research methods and sampling approaches.

Our 20-question survey was based in large part on the Civic Information Needs Census, a national survey effort to measure how important local information is to people in a community and how satisfied they are with the information they get, providing actionable insight to journalists, schools, libraries, community groups, and local governments. We tailored some questions to this region.

We deployed the survey in two ways: Qualtrics Research Services reached a random sample (which we refer to as the "quantitative survey,") and our research team recruited participants through one-on-one outreach and partnerships with local media and civic organizations (which we refer to as the "engagement survey"). The survey was fielded from March 31 through June 2, 2026. The quantitative survey reached 209 respondents, and the engagement survey reached 616 residents, for a total of 825 respondents. We threw out 21 engagement survey responses that didn't include respondent's county, which left 595 engagement responses and a total combined sample of 804. We calculated the margin of error as follows:

- Combined sample (N = 804): 95% confidence level with a 3.46% margin of error
- Engagement sample (n = 595): 95% confidence level with a 4.02% margin of error
- Quantitative sample (n = 209): 95% confidence level with a 6.78% margin of error (no data is presented from this sample alone)

The demographic profile of both samples was similar in ways that reflect the region. More than 90% of respondents were white, for instance. Demographics differed in complementary ways — the quantitative sample was 35% women while the engagement sample was 63% women. Combined across both samples, 55% of respondents were women.

We used R to run statistical analysis. We found that responses from the engagement sample yielded more variation and more actionable insights, especially with regard to which topics are most important and how satisfied residents are with information they receive; for whatever reason, the quantitative sample rated all topics of similar importance and showed little variation in satisfaction levels. For that reason, we are presenting only the data from the engagement survey to those questions, to make distinctions clearer.

We noted a strong contrast between responses from Centre County residents and those from more rural counties. In this report, we present many findings with the "rural" vs. Centre County contrast highlighted. We recognize that Centre County is also considered rural according to the Center for Rural Pennsylvania's definition, but it is the most densely populated county and home to Penn State University. Forty-two percent of the combined sample live in Centre County, which made it feasible to analyze differences between their responses and those from the residents of all the other combined counties. We used a two-proportion z-test at a 95% confidence level to test for statistically significant differences between Centre County and the combined rural counties' responses. In our figures, differences indicated with an asterisk are statistically significant at the $p < .05$ level or lower.

While most survey questions yielded quantitative insights, a few questions were open-ended and invited qualitative responses. Other qualitative elements included field interviews and focus groups, conducted over a period of nine months.

Our research team worked collaboratively using an analytical process called saturation. We analyze data for themes and patterns, comparing those themes and patterns across research modes. We reach the saturation point when new data reinforces those patterns rather than taking us in new directions. We chose specific quotations to illustrate those themes.

APPENDIX B: SURVEY INSTRUMENT

Press Forward Pennsylvania Wilds is a local chapter of the national Press Forward effort to reverse the decline of local news. We work across nine counties in the PA Wilds region. We're partnering with Branchhead Consulting and the Lenfest Institute for Journalism to research how people in the PA Wilds find out what's happening locally – and how local news could serve you better.

We invite residents of the following Pennsylvania counties to take this survey: Cameron, Centre, Clearfield, Clinton, Elk, Lycoming, McKean, Potter, and Tioga. To learn more about this project, housed at the Centre Foundation, visit centrefoundation.org/press-forward/

Screening questions start here

In which county of Pennsylvania do you currently live?

- Cameron
- Centre
- Clearfield
- Clinton
- Elk
- Lycoming
- McKean
- Potter
- Tioga
- None of the above

Skip to end of survey if In which county of Pennsylvania do you currently live? = None of the above

In what zip code do you currently live? _____

End of screening questions

[Survey continues on next page]

Where do you regularly turn for information about your local community that's valuable and useful to you?
Check all that apply

- Friends, family, neighbors, and/or coworkers
- Faith community
- Community organization or community center
- Local business or gathering place
- Local school, parent-teacher association, or parenting group
- Local or state government (through public meetings, mailers, public officials, phone, websites, or social media)
- Local library
- Local print newspaper
- Local radio station
- Local digital news (online-only news source or site associated with a newspaper, radio, or TV station)
- Local online group or community (such as Facebook, Reddit, Nextdoor)
- Content creator on social media (such as YouTube, TikTok, or Instagram)
- Email newsletter
- Local podcast
- Online search (such as Google)
- Something not included in this list
- None of the above

Display this question:

If Info sources = Something not included in this list

Where do you regularly turn for quality, useful local information that was not included in the list above?

Display this question:

If Info sources = Community organization or community center

Or Info sources = Faith community

Or Info sources = Local school, parent-teacher association, or parenting group

Or Info sources = Local or state government (through public meetings, mailers, public officials, phone, websites, or social media)

Or Info sources = Local business or gathering place

Please share the names of any specific congregations, community groups, schools, businesses, or government organizations that provide you with useful local information. _____

Display this question:

If Info sources = Local print newspaper

Or Info sources = Local radio station

Or Info sources = Local digital news (online-only news source or site associated with a newspaper, radio, or TV station)

Or Info sources = Local online group or community (such as Facebook, Reddit, Nextdoor)

Or Info sources = Content creator on social media (such as YouTube, TikTok, or Instagram)

Or Info sources = Email newsletter

Or Info sources = Local podcast

Please share the names of any specific local media -- newspaper, radio station, TV station, online source, or social media group or creator -- you regularly turn to. _____

How difficult is it for you to get information about each of the following in your day-to-day life? (Select one: Very difficult, somewhat difficult, neither difficult nor easy, somewhat easy, very easy)

- What's happening in my neighborhood
- What's happening in my town/city
- What's happening in my county
- What's happening in my state
- What's happening nationally
- What's happening around the world

How important is it for you to get information about each of the following topics in your everyday life? (Select one: Very important, somewhat important, not that important, not important at all)

- Local weather
- Local community organizations and events (such as churches, libraries, fairs, and farmers markets)
- Access to health care
- Job opportunities and the local economy
- Local education (including school programs and curriculum)
- Local housing (including places to live and housing assistance)
- Local crime, public safety, and emergency preparation and response
- Local political information (including voting, public meetings, and policy initiatives)
- Local environment (including sanitation, air and water quality, and access to recreation)
- Local transportation (including traffic and road closures)
- Local sports (including high school)

How satisfied or unsatisfied are you with your ability to get the local information you need in the following situations? (Select one: Very satisfied, somewhat satisfied, neither satisfied nor unsatisfied, somewhat unsatisfied, very unsatisfied)

- During a weather emergency
- When making decisions about where to live
- When making decisions about where to work or how to run your business
- When there are changes in state law or policies
- When figuring out where to vote or who to vote for
- When a crime occurs near you
- When looking for community events and fun things to do
- When making decisions about your health or accessing medical care
- When you have questions about sanitation, water quality, or air quality (due to boil notices, wildfire smoke, etc.)
- When you want to report a problem with local roads, streetlights, or sidewalks
- When navigating road closures, road construction, or traffic incidents
- When looking for assistance with food, housing, child care, or other basic needs
- When you're facing a legal problem
- When you want to support local sports teams
- When you want to volunteer or help out the community
- When looking for local resources in a language other than English

When you think about your local government (county, town, city, school board, etc.), what do you want to know? Choose all that apply.

- What my elected officials are doing to respond to local issues
- How tax money is being spent
- Which officials or government bodies have power over which issues
- How to get my local government to address an issue that's important to me
- What candidates' records and policies are so I know who to vote for
- How to keep our elections fair and secure
- How to get involved in local government
- Something not included in this list
- None of the above

Display this question:

*If When you think about your local government (county, town, city, school board, etc.), what do you... =
Something not included in this list*

What do you want to know about your local government that was not included in the list above?

How do you access the internet? Select all that apply.

- Through a cellular data plan for a smartphone or mobile device
- Through broadband service, such as cable, DSL, or fiber-optic service, installed at home
- Through satellite internet service installed at home
- Through dial-up internet service at home
- Through publicly available wifi at the library or other location away from home
- I don't have regular access to the internet

Display this question:

If How do you access the internet? Select all that apply. = Through a cellular data plan for a smartphone or mobile device

Or How do you access the internet? Select all that apply. = Through broadband service, such as cable, DSL, or fiber-optic service, installed at home

Or How do you access the internet? Select all that apply. = Through satellite internet service installed at home

Or How do you access the internet? Select all that apply. = Through dial-up internet service at home

Is your internet access reliable and affordable?

- Yes, both reliable and affordable
- Reliable but not affordable
- Affordable but not reliable
- No, neither reliable nor affordable
- I'm not sure

Display this question:

If How do you access the internet? Select all that apply. = Through publicly available wifi at the library or other location away from home

Or How do you access the internet? Select all that apply. = I don't have regular access to the internet

Why do you not have internet access at home?

- I don't want or need it
- I can't afford it
- It's not reliable enough to be worth the expense
- It's not available where I live
- Some other reason

Here is a list of ways people get involved in their local communities. Which of the following, if any, have you done in the past 12 months? Select all that apply.

- Volunteered with an organization (such as a child's school or local fire company)
- Volunteered with a congregation or faith community
- Participated in a community activity (such as sportsman's club)
- Participated in a support group (such as for parenting, grief, or substance abuse recovery)
- Participated in a community support effort or mutual aid (such as donating to a food bank)
- Attended a town hall or public forum
- Contacted an elected official (such as by phone call, letter, or email)
- Attended a demonstration for or against a candidate, elected official, or issue
- Advocated for or worked on positive changes in your city, county, or state (such as improving public services or changing government policies)
- Run for election to public office or served in public office
- Something not mentioned in this list
- I have not done any of these

Display this question:

If Here is a list of ways people get involved in their local communities. Which of the following, if... = Something not mentioned in this list

In what way have you been involved in your local community in the past 12 months that is not included in the list above? _____

The following questions help us keep track of who we're hearing from.

What is your gender?

- Man
- Woman
- Another identity
- Prefer not to answer

Display this question:

If The following questions help us keep track of who we're hearing from. What is your gender? = Another identity

In your own words, what is your gender? _____

What is your age?

- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 +
- Prefer not to answer

What is your race or ethnicity? Check all that apply.

- White
- Hispanic / Latino/a
- Black / African American
- Asian / Pacific Islander
- American Indian / Native American / Alaska Native
- Middle Eastern / North African
- Something not listed here / Prefer to describe in my own words
- Prefer not to answer

Display this question:

If What is your race or ethnicity? Check all that apply. = Something not listed here / Prefer to describe in my own words

In your own words, what is your race or ethnicity? _____

What is the highest level of education you have completed?

- Some high school
- High school diploma or GED
- Some college
- Associate's degree, or two-year college degree
- Bachelor's degree, or four-year college degree
- Some graduate school
- Masters degree
- PhD or other doctorate degree
- None of the above
- Prefer not to say



Are you registered to vote in the next election?

- Yes
- No
- Not yet, but I plan to register
- Not sure

Generally speaking, do you think of yourself as a

- Republican
- Democrat
- Independent / Other
- It depends
- Prefer to describe in my own words
- None of the above

Display this question:

If Generally speaking, do you think of yourself as a= Independent / Other

Or Generally speaking, do you think of yourself as a= Prefer to describe in my own words

Or Generally speaking, do you think of yourself as a= It depends

In your own words, how would you describe your political views? _____

One last question: How did you find out about this survey?

- Community organization
- Social media
- Flyer
- Public meeting

APPENDIX C: SURVEY PARTICIPANT DEMOGRAPHICS

	Combined (n = 804)	Engagement (n = 595)	Quantitative (n = 209)
County			
Cameron	5%	4%	10%
Centre	42%	52%	14%
Clearfield	14%	10%	26%
Clinton	4%	4%	5%
Elk	9%	10%	8%
Lycoming	5%	2%	14%
McKean	6%	6%	8%
Potter	4%	4%	6%
Tioga	10%	10%	10%

Age			
18 - 24	6%	7%	4%
25 - 34	14%	8%	31%
35 - 44	21%	12%	44%
45 - 54	14%	14%	15%
55 - 64	17%	21%	5%
65 +	27%	36%	1%
Prefer not to answer	1%	2%	—

Gender			
Woman	55%	62%	35%
Man	43%	35%	65%
Prefer not to answer	2%	2%	—
Another identity	0%	1%	—

Race/ethnicity			
White	91%	91%	94%
Black/African American	3%	3%	5%
American Indian/ Native American/ Alaska Native	1%	1%	0%
Asian/ Pacific Islander	1%	1%	1%
Hispanic/ Latino/a	0%	1%	0%
Middle Eastern / North African	0%	0%	0%
Something not listed here / Prefer to describe in my own words	1%	1%	0%
Prefer not to answer	4%	5%	0%

Race/ethnicity is a multi-select question; column totals may exceed 100%

APPENDIX D: ACKNOWLEDGEMENTS

This work was made possible by the generosity of people across the PA Wilds who shared their time, connections, and love of community. We are deeply grateful to the newsrooms, business and nonprofit leaders, farmers, public officials, and residents who participated in conversations and helped us better understand the strengths, challenges, and opportunities facing local news and information in rural communities. Their support of this survey provided a network of contacts and encouragement of friends and neighbors to take the survey and support this report. To everyone who welcomed us into their communities, answered questions, offered introductions, shared stories, and helped make connections: thank you. A report of this kind can never fully reflect every conversation or contribution, but each one informed our understanding. We are grateful for the trust placed in this effort and for the shared belief that strong, accessible local information is essential to the vitality of rural communities.

We especially thank the following individuals for their assistance and support:

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Harry Crissy, Agricultural Extension educator, business and community vitality, expert in broadband access who had the data on rural access limitations. **James Moate**, **Josh Zucal**, and **Jessica Herzing**, Cameron County Commissioners who bring transparency and youthful energy to local government. **Sophie Fragale**, *Cameron County Echo* Editor who is keeping a family tradition of print alive. **Valerie Van Breugel** and **Steve VanEerden** in Emporium who work to strengthen civic engagement via farmer's markets and music. **Mike Songer**, L&M Pro Lumber owner who believes local offers more variety and financial stability.

CENTRE COUNTY

Julie Noal, *Centre County Gazette* Managing Editor; **Lloyd Rogers**, *Centre County Gazette* Assistant Editor; **Jessica McAllister**, *Centre Daily Times* Executive Editor; and **Teresa Mull**, *Philipsburg Journal* Editor for answering my many calls, printing the op-ed and sharing their insights on the county. **Cindy Kunes**, Congressman G. T. Thompson Field Representative, who even on hectic days could make me laugh. **Tom Davidson**, Penn State faculty and researcher of rural news, for his brilliance. **Andy Bater**, farmer and State Board Director for the Pennsylvania Farm Bureau for his many connections in government. **Janet and John Dillon**, retired journalists and nonprofit volunteers who model kindness and generosity to improve the lives of residents. **Dr. Karen Blair**, Moshannon Valley Economic Development Partnership Board President for her work in Philipsburg. **Nicole Masullo**, Nittany Energy Senior Vice President for sharing the importance of local news to convenience markets and their rural resident shoppers. **Greg Guise**, for the thoughtful corrections, and **Carolyn Donaldson** for drawing attention to local TV news, which was in our blindspot.

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Rick Sipe, Osceola Mills Borough President, and **Dave Caslow**, retired award-winning wrestling coach, from Philipsburg-Osceola High School for talking all things P-O. **Shari and Jim Collins**, business owners. **Rob Swales**, Clearly Ahead Development CEO, for sharing the survey with rousing support to his friends and businesses. **Tom Dotts**, Dotts Ford CEO for commitment to the *Progress* and news.

CLINTON COUNTY

Louis Anastos, Clinton County Chamber CEO; **Sue Dotterer**, Dotterer & Sons Farm owner; and **Bonnie Beck**, farmer and Clinton County Farm Bureau secretary for help and humor. **Megan Muthler**, *Lock Haven Express* General Manager and **Laura Jameson**, *Lock Haven Express* Managing Editor for daily local news and survey coverage. **Brendan Reed**, Pennsylvania Farm Bureau Region 7 Director for making sure the survey was out to farmers with reminders.

ELK COUNTY

Jennifer Dippold, United Way CEO for St. Marys investments. **Ben Porkolah**, Keystone Elk Country Alliance President and CEO. **Ashley Gardner**, *Hometown News of Johnsonburg* and *Ridgway* owner, for taking risks. **Kristin Fink**, owner of Creative Cup in Ridgway, the best coffee shop in town, for a crowd and a survey at 7am. **Michele McMinn**, Pennsylvania Farm Bureau Region 6 Director. **Justin Felgar**, *Saint Marys Daily Press* and *Ridgway Record* Editor. **Tina Gradizzi**, St. Marys Area Economic Development Corporation CEO. **JJ Michaels**, The Hound FM disc jockey.

LYCOMING COUNTY

John Leeser, *Williamsport Sun-Gazette* Publisher, for spreading the survey. **Chris Jolin** in sales for the comparisons and noting that the +40 reader is the contest participant..

McKEAN COUNTY

Angela Cornelius, arts and culture journalist. **Jody Greenawalt**, CJ's owner, for a great place. **Sara Furlong**, Editor of *Bradford Era* for covering the survey. **Michael Mangan**, farmer and McKean/Cameron County Farm Bureau Vice President, for laughs and insights. **Wendy Loakes**, Jack Bell's Meat & Poultry and Kane School Board member, for Kane history. **Kate Kennedy**, Kane Chamber CEO. **Theresa Prosser-Auriemmo**, *Kane Republican* Editor. **LaKeshia Knarr**, PA Wilds Center for Entrepreneurship Director of Community Programs, and **Ta Enos**, PA Wilds Center for Entrepreneurship CEO for sharing the love of conservation and rural life. **Major Wayne Fultz** in Smethport for talking about local news in a borough that needs a local paper. **Deb and Ben Miller**, Kane Manor Inn owners, providing historic 1896 hospitality and the inside scoop.

POTTER COUNTY

Britta Hooftallen, owner of *Endeavor News* in Coudersport, for the many articles on Press Forward and for taking my numerous calls. **Wendy Brown**, owner of Kaytee's Restaurant in Coudersport, for the best darn place to eat at a reasonable price! Worth a drive.

TIOGA COUNTY

Kristin Hamilton, Develop Tioga Executive Director for meetings and support. **Anne Sick** of the Deane Center for the Performing Arts Event, for a perfect place in Wellsboro. **Julie Henry**, Wellsboro Chamber CEO, who wears many hats in leadership in Wellsboro. **Natalie Kennedy**, *Wellsboro Gazette* General Manager, for seeing potential and for her three decades of commitment to local news.

35TH ANNUAL Upper Pine Creek Trout Tournament
\$14,000 in Cash & Prizes
 All prizes valued at \$50 OR MORE!
 Saturday, May 17th - 6AM - 6PM • Sunday, May 18th - 6AM - 1PM
 Trout are tagged and float checked on a 12 mile stretch of Pine Creek, starting in Gettysburg and ending at the bridge in Anvers. When you catch a fish, bring it to the clubhouse to have it weighed and to claim your prize.
 Applications available:
 • On our website: pennsylvaniaflyfishersclub.com
 • At the clubhouse: 4814 Route 4 West, Wellsboro, PA 16801
 • Or by calling 570-724-2888
 Badges are required to fish in the tournament.
 You may pick up a badge at the clubhouse on these dates:
 Opening day of trout, Saturday, April 4th from 10AM - 2PM and Friday, May 15th starting 10AM and anytime during the tournament.

WELLSBORO FARMER'S MARKET
SHOP LOCAL
SATURDAYS 10-2
JULY 19th - OCTOBER
 11 PEARL STREET WELLSBORO, PA
 JOIN US TO SUPPORT LOCAL FARMERS!
 BUTTERNUT, PEACHES, CABBAGE, SQUASH, PEAS, PLANTS, HARD WOODS
 Hosted by: The Rotary Club of Downtown Lock Haven

ROTARY CLUB
OF DOWNTOWN LOCK HAVEN
PEOPLE OF ACTION

Sock Hop Cruise
June 6th Car Show & Music

Open to classic cars, antique vehicles, street rods, muscle

101.5 FM

HUNTING RIFLES
DRIVE-IN

Sunny 106
WDSN - FM
Local Radio Made Here

EST. 1864
WELCOME TO KANE
A Star In The Forest

Clarion River

The Express
 Established March 1, 1982
 Published daily except Sundays and Federal holidays
 Editorial: Mike
 Advertising: Megan
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OPINION
Press Forward PA Wilds launches local news surveys in nine rural counties
 By JOY VINCENT-KILLIAN
 How do you find out what's happening in your community? Let's talk about it. The PA Wilds, the news organization that serves the nine rural counties of the PA Wilds, is launching a series of local news surveys. The surveys are available 24/7 and are free of charge. The surveys are available on the PA Wilds website, www.pawilds.com, and on the PA Wilds mobile app. The surveys are available in English and Spanish. The surveys are available to anyone who lives in one of the nine rural counties of the PA Wilds. The surveys are available to anyone who is at least 18 years old. The surveys are available to anyone who has a valid email address. The surveys are available to anyone who has a valid phone number. The surveys are available to anyone who has a valid address. The surveys are available to anyone who has a valid date of birth. The surveys are available to anyone who has a valid gender. The surveys are available to anyone who has a valid race. The surveys are available to anyone who has a valid ethnicity. The surveys are available to anyone who has a valid religion. The surveys are available to anyone who has a valid marital status. The surveys are available to anyone who has a valid number of children. The surveys are available to anyone who has a valid number of pets. The surveys are available to anyone who has a valid number of vehicles. The surveys are available to anyone who has a valid number of acres. The surveys are available to anyone who has a valid number of buildings. The surveys are available to anyone who has a valid number of trees. The surveys are available to anyone who has a valid number of flowers. The surveys are available to anyone who has a valid number of fruits. The surveys are available to anyone who has a valid number of vegetables. The surveys are available to anyone who has a valid number of animals. The surveys are available to anyone who has a valid number of plants. The surveys are available to anyone who has a valid number of rocks. The surveys are available to anyone who has a valid number of stones. The surveys are available to anyone who has a valid number of shells. The surveys are available to anyone who has a valid number of bones. The surveys are available to anyone who has a valid number of teeth. The surveys are available to anyone who has a valid number of hair. The surveys are available to anyone who has a valid number of skin. The surveys are available to anyone who has a valid number of blood. The surveys are available to anyone who has a valid number of sweat. The surveys are available to anyone who has a valid number of tears. The surveys are available to anyone who has a valid number of saliva. The surveys are available to anyone who has a valid number of urine. The surveys are available to anyone who has a valid number of feces. The surveys are available to anyone who has a valid number of vomit. The surveys are available to anyone who has a valid number of sweat. The surveys are available to anyone who has a valid number of tears. The surveys are available to anyone who has a valid number of saliva. The surveys are available to anyone who has a valid number of urine. The surveys are available to anyone who has a valid number of feces. The surveys are available to anyone who has a valid number of vomit.

Thursday
LOCAL People Want To Read LOCAL News

10,000 COPIES
24 READERS PER COPY
22,500 READERS/WK

The Ridgway Record