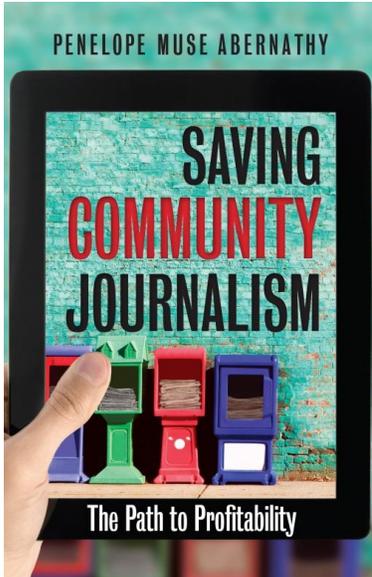


Saving Community Journalism

The Path to Profitability

by Penelope Muse Abernathy

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"*Saving Community Journalism* abounds in timely ideas and practical advice for protecting—and expanding upon—the vital service we provide for readers, advertisers and our communities. Regardless of where they are in the never-ending evolution of our business, all publishers will find new insights."—Mary E. Junck, Chairman, President and CEO of Lee Enterprises and Chair of the Associated Press

"*Saving Community Journalism* is a clear-eyed and invaluable exploration of what it will take for newspapers—the engines of community journalism—to not only survive, but thrive. Penny Abernathy wisely sees that it is the journalism that must be preserved, and her penetrating book shows how that can be done and still make a profit."—Alex S. Jones, Director of Harvard's Joan Shorenstein Center on the Press and author of *Losing The News: The Future of the News That Feeds Democracy*

"The decline of journalism—by which I mean people who are paid to find out the truth—is one of the tragedies of the 21st century. There is no single antidote, but *Saving Community Journalism* offers the beginnings of an answer for smaller news organizations. Abernathy's insights are particularly valuable because she is one of a rare breed that understands both business and journalism."

—Alan Murray, President, Pew Research Center

"Penny Abernathy, who has experience in virtually all journalistic forms, lays out a clear and compelling path forward for the owners and managers of community newspapers. Her recommendations will not be painless to follow, but they will be successful for those managements who can measure up. It is a vital book for our times and our democracy."—Richard N. Foster, Yale School of Management and author of *Creative Destruction: Why Companies That Are Built to Last Underperform the Market*

"Penelope Muse Abernathy, accomplished journalist, newspaper executive and university professor, sees community newspapers as the potential bedrock for a rejuvenated American news industry, but only if they buckle down to jettisoning legacy costs by as much as 6% a year and raising revenue by a similar amount. Intensive research at several small-town newsrooms convince her it's tough but doable."

—Paul Steiger, founding editor of ProPublica and former managing editor of the *Wall Street Journal*

"This is a passionate, wise, and highly useful survival guide for community newspapers at a time of bewildering change. Penelope Muse Abernathy insists that community journalism is both essential and survivable. Her optimism and good advice are just what the field needs right now."—Nicholas Lemann, Henry R. Luce Professor of Journalism and former Dean, Columbia University Graduate School of Journalism

"*Saving Community Journalism* is a pleasure to read and has the potential to have a significant impact on the choices made by the publishers and editors of community newspapers in the United States. The lessons and advice derived from the case studies are right on target and easy to absorb. I hope that publishers and editors will absorb (and trust!) its insights."

—James T. Hamilton, author of *All the News That's Fit to Sell*

SAVING COMMUNITY JOURNALISM