



The Economic Opportunity Lab

PLAYBOOK

FORTY-EIGHT NEWSROOMS. FIVE CITIES.

A new model for connecting economic
research with the communities it
affects most.

Executive Summary

Purpose of the Economic Opportunity Lab (the Lab)

The [Economic Opportunity Lab](#) was created to help local journalists translate complex economic mobility research into reporting that communities can understand and use.

The initiative brought together [48 newsrooms across five major U.S. markets](#) to explore how economic opportunity, neighborhood conditions and education outcomes shape people's lives.

Through in-person and virtual workshops, collaborative story development and training sessions with researchers, reporters produced coverage that connected national economic research with the lived realities of their communities.

Journalists worked directly with leading economic researchers, bringing academic findings into local newsrooms and producing reporting that connected national data with neighborhood realities.

The result is a replicable model for how funders, researchers and journalists can work together without compromising editorial independence; for how local and niche media can adapt data-driven reporting when national datasets exclude their audiences; and for how collaborative journalism can move from awareness to action.

Core Outcomes

- Cross-market collaboration model
- Research translation framework
- Public-facing reporting on economic mobility

Scope

- 48 participating newsrooms
- Five markets: Chicago, Miami, Philadelphia, Bay Area, Washington, D.C.
- Multi-format reporting across digital, broadcast and print

**This playbook documents what we built,
what we learned, and how you can do it too.**

PARTNERS

[Comcast NBCUniversal](#) [Local Media Association](#) [Opportunity Insights](#) [Philadelphia Journalism Collaborative](#) [Lenfest Institute](#) [Local collaborative partners in five major markets](#)

Table of Contents

Executive Summary 1

Purpose of the Lab, Partners,
Core Outcomes, Scope

The Problem We Set Out to Solve 3

Challenges in research dissemination,
Challenges in local journalism

The Opportunity 4

Lab Design and Management 5

Foundational Structure, Editorial
Independence

Market Selection and Newsroom Recruitment 6

Participating Outlets, Market Criteria,
Participation Expectations

Research Immersion and Training . . 7

Key Lesson, Research Onboarding, Translation
Tools

Story Development Model 8

Localization Approach, Editorial Framework,
Collaborative Brainstorming

Production Workflow 10

Support Systems, Phase Timeline, Formats
Produced

Utilizing the Data Effectively 11

Localization Strategies, Common Challenges
Best Practices

Community Engagement 12

Pre-Publication Engagement, Public-Facing
Events, Trust-Building Strategies

Distribution and Amplification 13

Coordinated Publishing Strategy

Measuring Impact 14

Output Metrics, Collaborative Impact

Lessons Learned 15

Relationships matter more than access,
Cross-market collaboration is worth building
deliberately, Audiences responded — when
data was paired with human context, What
was challenging

Improvements for Future Iterations 16

Engagement Enhancements, Structural
Enhancements

Replication Framework 17

Step-by-Step Model, Minimum Requirements

Stress-Test Checklist 18

Sustainability and Next Phase 19

Scaling Opportunities, Revenue and Funding
Pathways

In Closing 20

Participating Newsrooms & Partners 21

The Problem We Set Out to Solve.

Millions of people are affected by economic mobility gaps, and researchers have spent decades documenting them. But that research rarely reaches the communities it describes. The barriers are two-fold: newsrooms are stretched thin, and the research itself is dense and data-heavy in ways that are hard to translate without the right support.

Challenges in research dissemination

- Academic findings often fail to reach affected communities
- Data remains abstract without local storytelling to anchor it

Challenges in local journalism

- Limited newsroom resources and capacity
- Decline in specialized data reporting ability
- Difficulty translating academic research into accessible stories





The Opportunity

Over the past two decades, local journalism has taken a serious hit. Shrinking staffs and tighter budgets have made it harder for newsrooms to do the kind of complex, data-driven reporting that economic mobility stories require. Meanwhile, researchers have been producing important findings about neighborhood opportunity, long-term income outcomes and what actually drives economic mobility — work that has real implications for the communities being studied.

Most of that research stays in academic circles. It's dense, it's technical, and without the right support,

it's hard for journalists to translate into stories their audiences can actually use. Researchers know things communities need to know, and local newsrooms don't always have the tools or time to bridge that distance.

The Economic Opportunity Lab was created to change that. By connecting journalists directly with researchers, providing one-on-one access to localized data and building in real support for translation and reporting, the Lab gave newsrooms what they needed to bring this research to the people it affects most.

“

Working directly with local reporters underscored just how valuable translation is. When researchers and journalists talk through the data together—pairing the evidence with on-the-ground knowledge about local conditions, lived experience, and community history—the work becomes far more useful. It stops being an academic product and starts informing real stories about real communities.”

David Forte

Director of Research Translation and Strategic Initiatives at Opportunity Insights

Lab Design and Management

The Economic Opportunity Lab was designed as a partnership between media organizations and the academic researchers at Opportunity Insights. Comcast NBCUniversal provided funding. Local Media Association coordinated the program and managed newsroom participation. Opportunity Insights served as the research partner, providing access to economic mobility data and expertise. Researchers shared data and insights but did not influence editorial decisions — participating journalists retained full control over story selection and reporting.



Foundational Structure

- **Funding — Comcast NBCUniversal:** Provided grants for local publishers to hire or support existing data reporters, enabling more in-depth coverage. Connected publishers to researchers and helped coordinate NBC station involvement with local publications.
- **Coordination — Local Media Association:** One project manager handled day-to-day operations; a second planned meetings and scheduled guests; a supervisor oversaw the full project.
- **Research — Opportunity Insights:** The Opportunity Atlas served as the core data resource, built around five cities where researchers identified complications with economic opportunity.

Editorial Independence

Editorial independence was non-negotiable. Without it, recruiting participating outlets becomes significantly harder.

- Funders had no role in story selection; publication editors controlled story direction and angle
- First drafts were shared with the project manager for coordination purposes only — no editorial changes were made
- The project manager could advise on integrating Opportunity Insights data if reporters needed support, and could connect journalists directly with researchers
- Journalists were encouraged to use the Opportunity Atlas data but were not required to, especially when it didn't serve their audience
- LGBTQ+ outlets, for example, could not pull LGBTQ+-specific data from the Atlas and were supported in sourcing from organizations like the Williams Institute and local advocacy groups
- All stories included transparent attribution and links back to source material, graphs and charts



Market Selection and Newsroom Recruitment

Not every market was the right fit. The selection process was deliberate. We looked for cities where collaborative journalism infrastructure already existed, where newsroom diversity reflected the communities being studied, and where there was genuine appetite for this kind of work. Five markets met that bar: Chicago, Miami, Philadelphia, the Bay Area and Washington, D.C. Each market also has an existing NBC/Telemundo station, which participated in the Lab.

Market Criteria

Existing collaborative journalism infrastructure

Strong editorial presence

Diverse population and economic conditions

Participating Outlets

The Lab focused on five regions with established collaborative journalism ecosystems.

- **Broadcast:** NBC and Telemundo stations in each market
- **Community-based digital publishers:** including Pulso and Hy-Lo News

- **Print outlets:** including the Miami Herald and Bay Area Reporter
- **Ethnic and community media:** Black, Latine and LGBTQ+ outlets including The AFRO, The Chicago Defender and OutSFL

Several markets were already part of collaborations that had worked with Comcast previously, including Word In Black and News is Out. In total, 48 newsrooms participated in the Lab.

Participation Expectations

Each outlet committed to the following:

- Produce three researched, high-quality articles, features or multimedia projects
- Attend monthly workshops, typically featuring a guest specialist in data (guests included McKinsey Institute, Harmony Labs, Philadelphia Journalism Collaborative and Camber Collective)
- Use research in at least one story, even if not sourced from Opportunity Insights
- Participate in coordinated publishing, using messaging and guidance provided by LMA and Comcast Communications
- Attend in-person events including a kickoff and a wrap event

Note: The Philadelphia Journalism Collaborative produced a smaller number of collaborative pieces rather than individual outlet stories.

Research Immersion and Training

A central component of the Lab was direct engagement between journalists and researchers. Opportunity Insights researchers led workshops explaining the economic mobility data and the methodology behind it, and also offered one-on-one and group sessions by city to help reporters go deeper and connect the data to their local contexts.

These sessions helped journalists understand how the data was generated and how it could be responsibly interpreted. To further support reporters, the Lab created simplified research briefs and localized data summaries distributed throughout the Lab.

Key Lesson

Data literacy support must come before reporting. Many outlets had not previously had the capacity or staff to do data analysis. With support from the Opportunity Insights team and from peers across markets, publications found ways to engage meaningfully with the data in ways that served their readership.

Research Onboarding

- Direct group and one-on-one sessions with Opportunity Insights researchers
- Overview of economic mobility data sets
- Q&A sessions for clarification, available both individually and during team meetings

Translation Tools

- Simplified research briefs
- Market-specific data cuts



Story Development Model

After the research immersion sessions, journalists began developing local story ideas based on the data. Rather than producing identical stories across markets, each newsroom explored how the research connected to local conditions. Features took many forms — written articles, social media and video-focused content, and image-forward pieces.

Neighborhood opportunity gaps, housing access and generational mobility emerged as the most common story anchors. Education, despite being a central thread in the research, received the least attention overall — something worth examining in future iterations. Understanding why reporters gravitated away from that topic, and how to better support education-focused reporting, is one of the clearer areas for improvement.

For audiences whose demographics fell outside of the research parameters — particularly LGBTQ+ communities — the Lab’s flexible approach was especially important, allowing journalists to adapt the research framework to their communities while maintaining a shared analytical foundation.

Collaborative Brainstorming

- Market-level editorial discussions
- In-person meetings (Chicago kickoff, Miami regional session)
- Shared angle development and cross-market idea exchange

Localization Approach

- Connect national data to neighborhood realities
- Use schools, housing, transportation and employment as story anchors

Editorial Framework

- Data paired with lived experience
- Context paired with accountability
- Solutions framing, where appropriate





From the newsroom:

An LGBTQ+ Publisher fills a data gap

OutSFL entered the Economic Opportunity Lab looking to report on an issue affecting LGBTQ+ residents but encountered an unexpected challenge. The underlying public datasets used to build the Opportunity Atlas did not include LGBTQ+-specific demographic data, limiting the analysis that was possible.

Instead of dropping the idea, the newsroom built its own reporting approach. They sourced data from local agencies, advocacy groups and organizations that focus on LGBTQ+ data like The Williams Institute, and public records, then paired those findings with on-the-ground interviews.

Reporters focused on how the issue showed up in people's daily lives, using data to support, not lead, the narrative.

"When the data wasn't there, we had to pivot," said Jason Parsley, publisher of OutSFL. "We focused on lived experiences first, then layered in data from local programs, public records, and national research to show how these issues actually play out in people's lives. When the data leaves people out, journalism has to step in and fill that gap."

The story reflects a key reality for LGBTQ+ media. National datasets often don't include queer communities, which forces smaller outlets to do additional reporting to fill those gaps.

Production Workflow

The Lab followed a structured reporting timeline, beginning with research workshops and story development discussions. Journalists then conducted interviews, analyzed data and developed local reporting angles. Central coordination managed communication between participating newsrooms and researchers throughout the process.

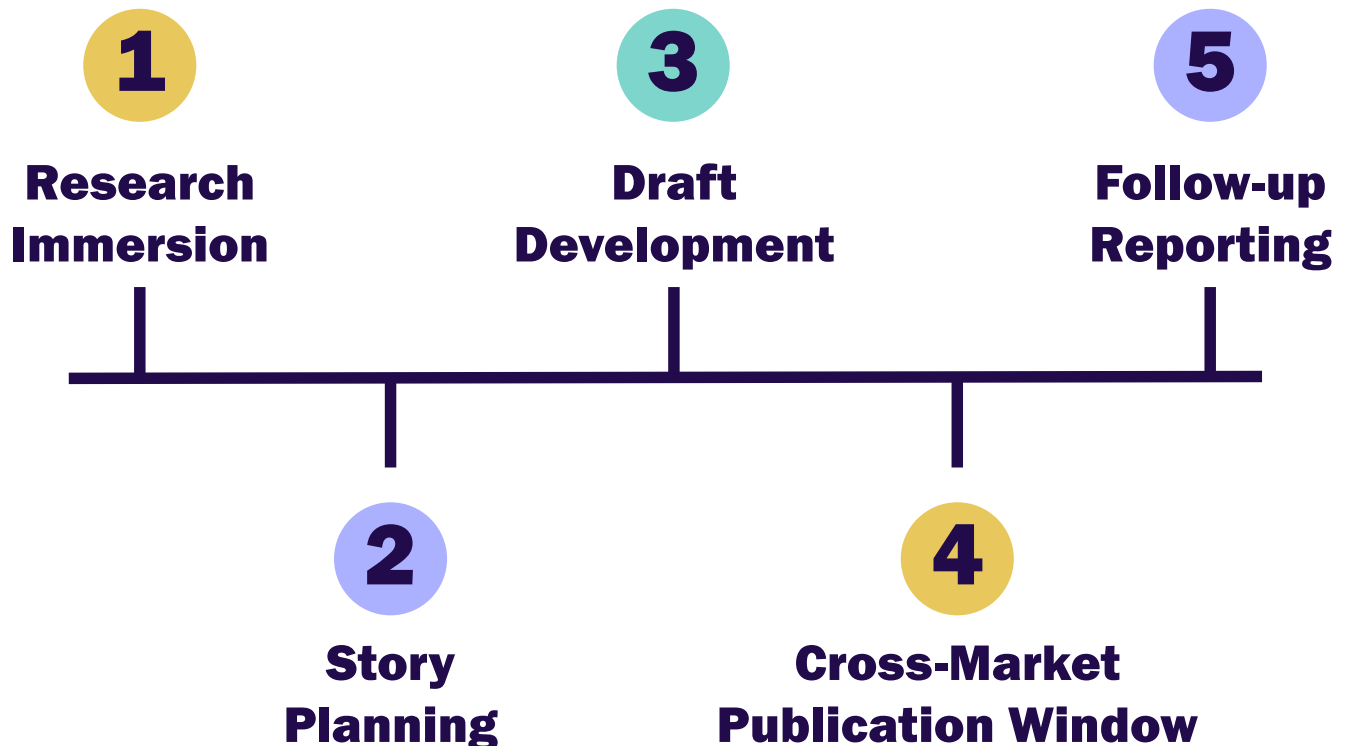
Support Systems

- Central coordination lead
- Data access support
- Shared content calendar with clear expectations

Formats Produced

- Investigative features
- Broadcast segments
- Multimedia packages
- Profiles and solutions stories

Phase Timeline



Utilizing the Data Effectively

Working with economic mobility data presented both opportunities and challenges — many outlets did not have a dedicated data reporter. The research offered powerful insights into long-term economic patterns, but translating those findings into accessible reporting required careful interpretation.

Journalists paired quantitative findings with interviews and local context to make the research relevant to readers. They also worked to clearly explain how the data was collected and what its limitations were. This emphasis on transparency helped maintain credibility while keeping the research accessible.

Best Practices

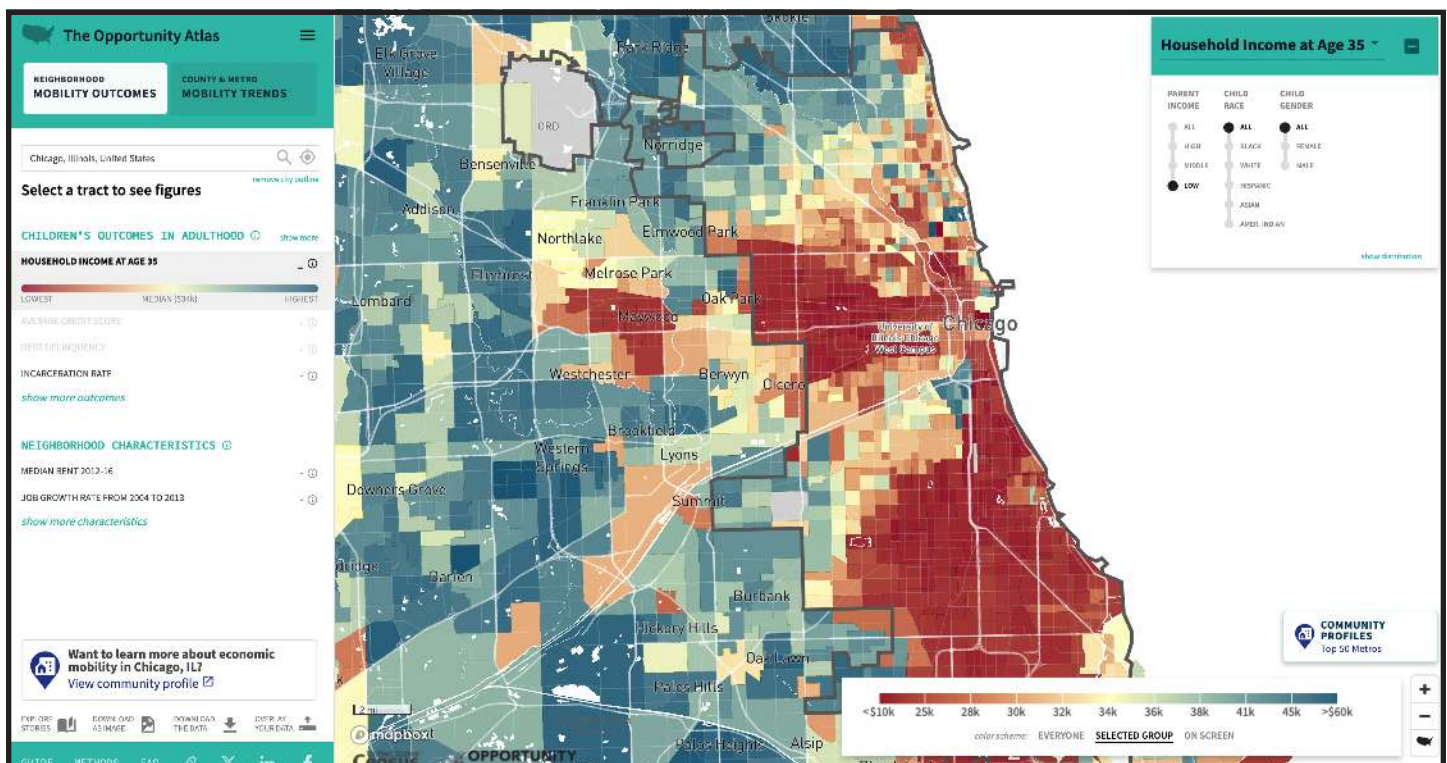
- Pair quantitative findings with human impact
- Clarify correlation versus causation
- Include transparent methodology notes

Localization Strategies

- ZIP code comparisons
- School and neighborhood analysis
- Generational mobility framing

Common Challenges

- Overly technical language
- Time constraints
- Data interpretation gaps



Community Engagement

Community engagement was one of the most important elements of the Lab's reporting. Journalists spoke with residents, educators and community leaders to understand how economic opportunity challenges play out locally. In several markets, the Lab created opportunities for public conversations around the research and reporting, expanding reach while generating new perspectives that informed additional coverage.

Pre-Publication Engagement

- Interviews with impacted residents
- Outreach to community leaders

Public-Facing Events

- Panels and research briefings
- Journalism summits, including Local Media Fest and the Collaborative Journalism Summit

Trust-Building Strategies

- Clear sourcing
- Transparent explanation of research methodology
- Consistent messaging across outlets, coordinated by the project management team

From the newsroom:

A bartender turned journalist uses her people skills to navigate data research and sources.

Marshelle Sanders, reporter for the Chicago Defender, was new to writing about economic opportunity, but leaned into the lab with enthusiasm. Getting sources to trust and confide in you can be a challenge, but as a well known face in the Chicago bartending and spirits world, Sanders pulled on expertise she learned in that field: relationship building. Through these channels, Sanders met more and more people to interview and connect with.

"I began reaching out to people around me, at my bartending job, individuals I had connected with during assignments for the Chicago Defender, and others I encountered at local events and on social media, to ask if I could interview them or if they knew someone who aligned with my story ideas," Sanders said. "For example, for my story on teachers on the

West Side, I came across a former teacher on social media who posted about the need for the city of Chicago to better support students and parents in education and life skills. I reached out to him for an interview, and he agreed. Then, while working at my bartending job, I spoke with a colleague who is also a former teacher. Not only did he agree to be interviewed, but it turned out he had previously worked with the teacher I connected with online, they had taught at the same school. Together, they connected me with the principal, which allowed me to complete the entire assignment within one week.

So while I'm working behind the bar, I'm also building relationships and connecting with the community in ways that help bring powerful stories to life."



Distribution and Amplification

Stories were shared across multiple platforms, including digital publications, broadcast segments, newsletters and social media. The Lab secured the economicopportunitylab.com domain and worked with technology partners to build a landing and story page where all articles and features could live — expanding their impact and creating an evergreen resource.

Research partners and participating organizations amplified stories through their own networks. A sizzle reel was created in collaboration with NBC stations in the five cities. Alongside the 48 participating outlets, three Local Media Association collaborations — Latido Beat, News is Out and Word In Black — led targeted promotion efforts in partnership with Dream Local Digital.

Coordinated Publishing Strategy

- Central landing page at economicopportunitylab.com with cross-linking across outlets
- Shared content calendar coordinated by the project management team

Platform Mix

- Newsletters
- Social media
- Broadcast integration
- Events
- Video sizzle reel

Amplification Partners

- Research institution channels (Opportunity Insights, McKinsey, Harmony)
- Community organizations and story subjects
- Funders and Lab partners

From the newsroom:

Hy-Lo News expands reach through live community engagement

Hy-Lo News is using the Economic Opportunity Lab to test a community-centered distribution model by bringing its reporting directly into conversation with its audience through a live podcast event.

“It’s one thing to read it online or in print, but having a discussion with the community allows us to dig deeper for more understanding,” said Janey Tate, founder and publisher of Hy-Lo News.

The event will be recorded and distributed across Hy-Lo’s digital platforms for on-demand access. The Miami Times will co-host the event and publish the stories in print, while The Overtown Corner will provide the venue at no cost, helping keep the conversation rooted in the community the reporting aims to serve.





Measuring Impact

Future Labs should track a clear set of indicators to measure reach and influence. Organizers should also assess how reporting shaped community conversations and public discussion about economic opportunity. These metrics help demonstrate the value of collaborative journalism models that connect research and reporting.

Collaborative Impact

- New cross-market relationships formed
- Ongoing partnerships sustained beyond the Lab

Output Metrics

- Number of stories produced
- Participating newsrooms
- Total audience reach

Engagement Metrics

- Social shares
- Newsletter performance

Influence Metrics

- Policy references
- Community feedback
- Follow-up reporting

From the newsroom:

The reporter who drove action

A story by The Afro reporter Victoria Mejicanos on racial gaps in credit scores did more than document a problem — it prompted local financial leaders to act. Using publicly available data and local reporting, Mejicanos examined how credit access varies across neighborhoods and racial lines in Baltimore.

Following publication, the Maryland Bankers Association convened a meeting on the issue and

held a public discussion at a local university on credit equity. Mejicanos was invited to participate — a journalist in a space typically closed to the press.

“Through something as simple as asking questions and sharing data, I was able to inspire an organization of 76 banks to examine their role in an issue and take action. It’s a truly humbling experience I will never forget,” said Mejicanos.



Lessons Learned

Relationships matter more than access.

The newsrooms that produced the strongest stories weren't just attending group workshops — their reporters had direct conversations with Opportunity Insights researchers. That one-on-one dynamic changed how journalists understood and used the data.

Cross-market collaboration is worth building deliberately.

Reporters weren't just sharing story ideas; they were helping each other see patterns that weren't visible from inside a single market. This peer dynamic exceeded expectations and should be a structured part of future iterations, not an afterthought.

Coordination is what holds everything together.

A project this size doesn't run on good intentions. It runs on clear expectations, consistent communication, and someone whose job it is to keep all the pieces connected.

Audiences responded — when data was paired with human context.

Data alone doesn't move people. But data paired with real voices, real neighborhoods, and real consequences does.

What Was Challenging

- **Data complexity:** The richness of the Opportunity Insights dataset required significant onboarding time; reporters needed more than workshops to feel confident using it.
- **Aligning newsroom timelines:** Forty-eight newsrooms operate on different cycles and competing priorities. Keeping momentum across all markets required constant coordination.
- **Sustaining engagement:** Keeping reporters engaged beyond their initial story remained difficult. This is an open question for future iterations.

From the newsroom:

A local collaborative brings Philadelphians stories to life

The Philadelphia Journalism Collaborative (PJC) is a network of more than 30 member organizations — hyperlocal outlets, radio stations, and Latine, Black, and LGBTQ+-owned publications — managed by The Center for Community-Engaged Media at Temple University with support from The Lenfest Institute for Journalism. Throughout the Lab, the PJC created structured opportunities for member outlets to share reporting, pool resources, and build on each other's strengths.

"Philly has a rich ecosystem of local news outlets that value teaming up on projects," said Jared Council, editorial lead and program manager at Lenfest. "It's been a privilege to witness folks play to their strengths and join forces to create work that probably wouldn't exist otherwise."



Improvements for Future Iterations

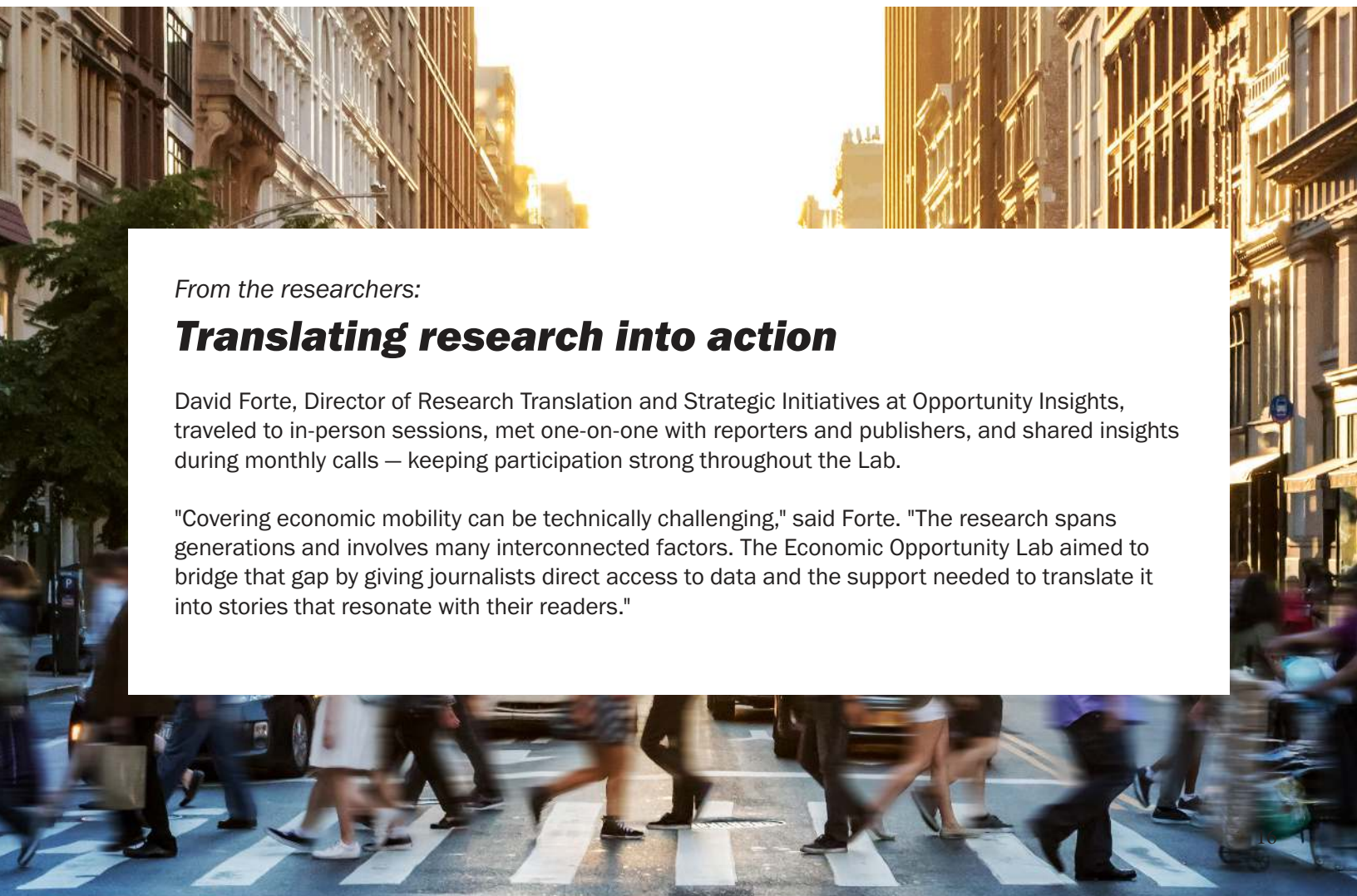
Future versions of the Lab could benefit from earlier data onboarding and more time for reporters to explore the research before story development begins. More structured content calendars, expanded community engagement efforts and additional data visualization tools could also strengthen the reporting.

Engagement Enhancements

- More community listening sessions built into the timeline
- Stronger newsletter integration
- Short-form video expansion
- A mid-Lab virtual or in-person session where participants can connect and collaborate across markets

Structural Enhancements

- Earlier data onboarding for all participating newsrooms
- Dedicated market-level data editor
- Expanded shared asset library with centralized access for all participants



From the researchers:

Translating research into action

David Forte, Director of Research Translation and Strategic Initiatives at Opportunity Insights, traveled to in-person sessions, met one-on-one with reporters and publishers, and shared insights during monthly calls — keeping participation strong throughout the Lab.

"Covering economic mobility can be technically challenging," said Forte. "The research spans generations and involves many interconnected factors. The Economic Opportunity Lab aimed to bridge that gap by giving journalists direct access to data and the support needed to translate it into stories that resonate with their readers."

Replication Framework

Step-by-Step Model

1



Secure funding and identify a research partner.

2



Identify collaborative markets with existing journalism infrastructure.

3



Conduct data immersion sessions before reporting begins.

4



Coordinate publishing across outlets.

5



Amplify collectively through partner networks.

6



Measure and report impact.

Minimum Requirements

- A research partner with accessible, localized data
- A coordinating organization with dedicated project management
- Participating newsrooms with editorial independence
- An editorial independence policy agreed to by all parties
- A shared content calendar with clear expectations
- A centralized repository of research materials and shared assets
- A public-facing landing page where final stories live after publication

The Lab demonstrates how partnerships between media organizations, researchers and funders can strengthen local journalism without compromising the editorial independence that makes it credible. Future iterations could expand the model to additional markets or explore new research topics affecting local communities. By continuing to connect rigorous research with local storytelling, initiatives like the Economic Opportunity Lab can help communities better understand the forces shaping economic opportunity.

Replication Framework: Stress-Test Checklist

Before you launch a Lab of your own, you should be able to answer every question in this checklist.

FUNDING, STRUCTURE

- ☐ Do you have a committed funder who understands that editorial independence is non-negotiable?
- ☐ Is there a clear firewall between funder involvement and story selection?
- ☐ Does your budget include dedicated coordination staff — not just grants to newsrooms?
- ☐ Have you built in funding for data support, not just reporting?
- ☐ Do you have a budget for in-person work or events?

RESEARCH PARTNERSHIP

- ☐ Have you identified a research partner with localized, accessible datasets?
- ☐ Is your research partner willing to offer 1:1 time with journalists — not just group briefings?
- ☐ Do you have a plan for what journalists should do when the data doesn't cover their community?
- ☐ Has your research partner agreed that they will not review or influence stories before publication?

NEWSROOM RECRUITMENT

- ☐ Does your market have existing collaborative infrastructure you can build on?
- ☐ Have you recruited newsrooms that represent the full diversity of your community — including ethnic, LGBTQ+ and community media?
- ☐ Are participation expectations clearly documented and agreed to before launch?
- ☐ Do participating newsrooms have — or have access to — at least basic data literacy?

COORDINATION & OPERATIONS

- ☐ Is there a dedicated project manager for day-to-day operations?
- ☐ Do you have a shared content calendar with coordinated publication windows?
- ☐ Is there a central place where all stories, assets and data will live?
- ☐ Do you have a plan for sustaining engagement across a multi-month timeline?

DISTRIBUTION & IMPACT

- ☐ Do you have a central landing page or hub where all reporting will be aggregated?
- ☐ Have research and community partners committed to amplifying the work through their own channels?
- ☐ Do you have a baseline measurement plan in place before launch — not after?
- ☐ Is there a mechanism for tracking downstream impact (policy responses, follow-up coverage, community action)?

If you checked fewer than 15 of these boxes, you have structural gaps to address before recruiting newsrooms.

That's not a failure, it's the point of the checklist.



Sustainability and Next Phase

The Lab was designed as a pilot, but the goal was always something bigger. What we built across five markets and 48 newsrooms is a proof of concept for a national model that connects rigorous research with local journalism at scale.

The next phase is about deepening what works and fixing what didn't. That means earlier data onboarding, more robust support for newsrooms without dedicated data reporters, and expanding into markets where collaborative infrastructure is still developing — rather than waiting for it to already exist.

Sustainability also means being honest about funding. This kind of work requires dedicated coordination staff, research partnerships and direct support for newsrooms. Multi-year commitments from philanthropic and corporate partners are what turn a pilot into a program.

Scaling Opportunities

- Additional markets and topic areas
- Expanded research partnerships
- Shared topic collaboration across markets
- Regional leads for peer-to-peer support and connection

Revenue and Funding Pathways

- Philanthropic partnerships
- Corporate partnerships
- Multi-year commitments

Long-Term Vision

Establish a national model that connects rigorous research with local journalism to inform communities and strengthen economic opportunity reporting.

In Closing

The Economic Opportunity Lab started with the premise that communities deserve access to the research about them, and that local journalists are the best people to make that connection happen.

What we found is that when you give newsrooms the right support — real relationships with researchers, access to localized data, and coordination that respects editorial independence — they can do remarkable things. Reporters who had never worked with economic data produced stories that moved people and, in some cases, moved institutions. Newsrooms that had never collaborated found common ground across markets. Communities that rarely see themselves in data-driven reporting got stories that reflected their realities.

None of that happens without investment. Not just financial investment, though that matters a great deal, but investment in relationships, in coordination, in the unglamorous work of making a collaboration actually function.

If you're reading this playbook because you want to build something like this, we hope what we've documented here gives you a real roadmap. The checklist, the framework, the lessons learned: they're all here because we want this model to outlive this Lab.

The research exists. The journalists exist. The communities exist. What they need is someone willing to build the bridge.

Could that be you?

Participating Newsrooms and Partners

[Bay Area Reporter](#)
[Chicago Defender](#)
[Chicago Public Media](#)
[Hy-Lo News](#)
[LaRaza](#)
[Miami Herald](#)
[The Oaklandside](#)
[OutSFL](#)
[Philadelphia Gay News](#)
[Project Pulso](#)
[The Sacramento Observer](#)
[Shaw Media](#)
[The AFRO](#)
[Washington Blade](#)
[Washington City Paper](#)
[The Washington Informer](#)
[Windy City Times](#)

Philadelphia Journalism Collaborative

[2PuntosPlatform](#)
[Al Día](#)
[Billy Penn](#)

[Chalkbeat Philadelphia](#)
[Chestnut Hill Local](#)
[The Philadelphia Citizen](#)
[Friends Peace and Sanctuary Journal](#)
[Fun Times](#)
[Generocity](#)
[Germantown Info Hub](#)
[Green Philly](#)
[Grid Magazine](#)
[The Philadelphia Inquirer](#)
[Kensington Voice](#)
[Kouvenda Media](#)
[LoveNowMedia](#)
[Madre Tierra](#)
[Metro Chinese](#)
[Metro Korean](#)
[Metro Philadelphia](#)
[Metro Viet News](#)
[NBC 10/Telemundo](#)
[Next City](#)
[Plan Philly](#)
[PhillyCam](#)
[Philadelphia Magazine](#)

[Philatinos](#)
[Technical.ly](#)
[WHYY](#)
[WURD](#)

NBC and Telemundo Stations

[NBC Bay Area](#)
[NBC5 Chicago](#)
[NBC6 South Florida](#)
[NBC10 Philadelphia](#)
[NBC4 Washington D.C.](#)
[Telemundo 48 Bay Area](#)
[Telemundo Chicago](#)
[Telemundo 51 Miami](#)
[Telemundo 62 Philadelphia](#)
[Telemundo 44 Washington D.C.](#)