



Legislation Details (With Text)

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File created: 9/26/2017 **In control:** City Council
On agenda: 9/26/2017 **Final action:** 9/26/2017
Enactment date: 9/26/2017 **Enactment #:** 557
Effective date: 9/26/2017

Title: NOW, THEREFORE BE IT RESOLVED, that the Council of the City of Pittsburgh does hereby recognize and commend The Incline for its efforts to make local journalism in Pittsburgh relevant and vibrant and congratulates The Incline on the occasion of its 1st Anniversary and for its remarkable vision and success during its inaugural year; and,

BE IT FURTHER RESOLVED, that the Council of the City of Pittsburgh does hereby declare Wednesday, September 27, 2017, to be "THE INCLINE DAY" in the City of Pittsburgh.

Sponsors: Corey O'Connor, All Members

Indexes: PROCLAMATION - MR. O'CONNOR

Code sections:

Attachments:

Date	Ver.	Action By	Action	Result
9/26/2017	1	City Council	Adopted	

WHEREAS, **The Incline** is a mobile-first site connecting readers with relevant news about Pittsburgh and which drives civic engagement through events. Launched by Editor **Lexi Belculfine**, reporter/curators **Sarah Anne Hughes** and **MJ Slaby**, visual producer **Jasmine Goldband** and Vice President of Sales and Events **Ryan Croyle**, **The Incline** is committed to making local news accessible and relevant to a younger generation with a new revenue model that could make vital local journalism sustainable through a combination of local events, sponsorships, membership and advertising; and,

WHEREAS, Spirited Media Founder and CEO Jim Brady's first local news site, Billy Penn, founded in 2014, was the model for bringing **The Incline** to Pittsburgh. Since its launch, The Incline's staff has grown, adding a sales and events manager and a reporter/curator. In its first year, **The Incline** covered a historic presidential election, bringing Pittsburghers to the forefront of protest using Facebook Live, contextualized local races the following spring, broke numerous stories about Uber's work on self-driving vehicles in Pittsburgh and worked to bring levity and voice to local media through a Bingo Card for all of the national media's hot takes on Pittsburgh; and,

WHEREAS, **The Incline** has also hosted events to connect Pittsburghers and facilitate conversation. Each month, **The Incline** also recognizes the next generation of Pittsburgh leaders through its Who's Next series. Readers nominate under - 40 Pittsburghers making a difference by leading their community and working hard to make Pittsburgh better in fields like community and activism, politics, housing, education, food and drink, and health; and,

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