



City of Pittsburgh

510 City-County Building
414 Grant Street
Pittsburgh, PA 15219

Text File

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Committee: City Council

Status: 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,

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.