



2025  
Since 1792  
**GREENFIELD  
RECORDER**  
Recorder.com  
**COMMUNITY  
IMPACT REPORT**



Since 1792

# GREENFIELD RECORDER

Recorder.com

# COMMUNITY IMPACT REPORT 2025

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## ABOUT US

The *Greenfield Recorder* is the primary source of local news in Franklin County. Originally published as *The Impartial Intelligencier* on Feb. 1, 1792, the paper is one of the oldest daily newspapers in the United States, and the second oldest daily in Massachusetts.

Based in Greenfield, the *Recorder* covers 25 towns and the city of Greenfield in Franklin County as well as select towns in the North Quabbin Region. The *Recorder* publishes six days a week in print, and online at recorder.com.



# A LETTER FROM

## the Publisher and Executive Editor

Since 1792, the *Greenfield Recorder* has served as a trusted source of local news and public accountability for Franklin County and the North Quabbin region. For more than 230 years, the *Recorder* has documented the life of this region, town meetings and elections, its schools and courts, its challenges and its achievements.

Local journalism is not simply a record of events. It is a public service that helps communities understand themselves and make informed decisions. In a region defined by small towns and rural communities, this role is especially important. When local institutions operate without coverage, or when residents lack access to reliable information about their own communities, civic life suffers.

The *Recorder*, the second oldest newspaper in Massachusetts, exists to ensure that does not happen here.

Today, local journalism faces unprecedented economic pressures. The traditional business model that sustained community newspapers for generations has changed dramatically. While our readers' subscriptions remain essential, they alone cannot fully support the level of in-depth, locally focused reporting our region needs, particularly in rural areas where cov-



**Shawn Palmer**  
Publisher  
*Greenfield Recorder*



**Dan Crowley**  
Executive Editor  
*Greenfield Recorder*

erage is both vital and resource-intensive.

This Community Impact Report offers a closer look at how the *Greenfield Recorder* serves the public good. Inside, you will find examples of how our reporting strengthens local democracy, fills critical information gaps,

and gives voice to communities that might otherwise go unheard.

Philanthropic support plays a crucial role in sustaining this work. It allows us to maintain accountability journalism, invest in reporters who live in and understand this region, and continue providing trusted local news to communities across Franklin County and the North Quabbin. This support does not influence editorial decisions. It helps protect our independence and our ability to report in the public interest.

The *Greenfield Recorder* belongs to the communities it serves. Its future depends on the shared commitment of readers, donors, and civic leaders who believe that strong local journalism is essential to healthy, informed communities.

We are grateful for your interest in our work and for considering how you might help sustain independent local journalism for generations to come.

## THE MARKET

>>> Situated in the northern Pioneer Valley of western Massachusetts, Franklin County has a population of 70,800 living in 32,000 households. Located north of Hampshire County, east of the Berkshires and at the border with Vermont, Franklin County is the northernmost point in Massachusetts along the Connecticut River Valley and is the most rural county in the commonwealth. The *Greenfield Recorder* is the dominant news media outlet in the county with a daily audience of 12,500 print and digital readers plus 245,000 visitors generating 1.7 million page views per month on recorder.com. Other media includes local radio, Vermont radio, Springfield-based network television, smaller weekly and monthly publications.

## MISSION STATEMENT

>>> The *Greenfield Recorder* exists to serve Franklin County with independent, public-interest journalism. Our mission is to report accurately and fairly on local institutions, issues, and people; to amplify community voices; and to ensure that residents, especially in rural and underserved towns, have access to the information essential to civic participation and accountability.

## OUR VALUES

>>> The *Greenfield Recorder* is guided by a set of core values that ensure our journalism serves the public interest and maintains the trust of the communities we cover.

## EDITORIAL INDEPENDENCE

>>> Our journalism is independent and driven solely by the public interest. Editorial decisions are made by our newsroom, free from influence by advertisers, donors, sponsors, or business partners. Financial support of any kind does not determine what we cover or how we report.

## ACCURACY, FAIRNESS, AND ACCOUNTABILITY

>>> We are committed to accurate, fair, and thorough reporting. We hold local institutions and leaders accountable, and we hold ourselves to the highest professional standards, correcting errors transparently and promptly.

## CLEAR SEPARATION OF JOURNALISM AND ADVERTISING

>>> The *Greenfield Recorder* maintains a strict separation between editorial content and advertising. Advertising and sponsored content are clearly labeled and never influence news coverage. Our readers can trust that our reporting is not for sale.

## RESPONSIBLE COMMUNITY PARTNERSHIPS

>>> We engage with local businesses, nonprofits, and institutions as community partners in ways that support a healthy local economy and informed public life. These partnerships are designed to strengthen the community, not shape our journalism.

## SERVICE TO ALL COMMUNITIES

>>> We believe access to reliable local news is essential for everyone. We are committed to covering Franklin County's towns and rural communities equitably, including voices and perspectives that are often underrepresented.

## TRANSPARENCY AND STEWARDSHIP

>>> We are transparent about our mission, funding, and values. We are responsible stewards of both earned and philanthropic support, using these resources to sustain independent journalism that benefits the entire community.

# MEET THE TEAM



## PUBLISHER



**Shawn Palmer**  
PUBLISHER

## EDITORIAL



**Dan Crowley**  
EXECUTIVE EDITOR



**Shelby Brock**  
MANAGING EDITOR



**Max Bowen**  
NEWS EDITOR



**Emily Thurlow**  
ASSISTANT EDITOR



**Paul Franz**  
PHOTO EDITOR



**Jason Remillard**  
PAGE DESIGNER



**Johnny Depin**  
REPORTER



**Erin-Leigh Hoffman**  
REPORTER



**Aalianna Marietta**  
REPORTER



**Domenic Poli**  
REPORTER



**Madison Schofield**  
REPORTER



**Adam Hargraves**  
SPORTS REPORTER

## ADVERTISING



**Stephanie T. Hadley**  
REGIONAL  
ADVERTISING  
DIRECTOR



**Michael Templeton**  
REGIONAL  
ADVERTISING  
MANAGER



**Guy Juravich**  
MEDIA CONSULTANT



**Rob Sadler**  
MEDIA CONSULTANT



**Michelle Vassar**  
MEDIA CONSULTANT



**Bradley Sherwood**  
ADVERTISING  
OPERATIONS  
COORDINATOR



**Jennifer Levesque**  
SPECIAL SECTIONS  
COORDINATOR



**Suzanne Hunter**  
CUSTOMER SERVICE/  
LEGAL NOTICES/  
OBITUARIES

## CIRCULATION



**Mark Galat**  
REGIONAL  
CIRCULATION  
DIRECTOR



**Mike Czerapowicz**  
CUSTOMER SERVICE  
REPRESENTATIVE



**Chris Jayko**  
CUSTOMER SERVICE  
REPRESENTATIVE



**Michelle Pontbriant**  
CUSTOMER SERVICE  
REPRESENTATIVE

## ADMINISTRATION



**Edwin O'Connor**  
REGIONAL  
CONTROLLER



**Patti Wasilewski**  
BUSINESS OFFICE  
MANAGER



**Bethany Nowak**  
HUMAN RESOURCES  
MANAGER



**Zack Remillard**  
IT ADMIN



## >>> BREAKING NEWS

The Recorder's coverage of a six-hour police standoff on Elm Street in Greenfield last May illustrates the vital role local journalism plays in keeping area residents informed during fast-moving emergencies. As heavily armed officers surrounded a home, deployed drones and eventually removed a suspect from an attic crawlspace, reporter Anthony Cammalleri and photographer Paul Franz provided timely reporting that helped residents understand what was happening in their neighborhood and why. In moments of uncertainty, this kind of accurate, on-the-ground information is essential for public awareness and safety.

Their reporting is part of the broader public service the Recorder provides through its breaking news coverage. Whether reporting on an arrest connected to a major municipal fraud investigation in

Orange, a train derailment in Wendell, a workplace fatality in Greenfield, court cases or other urgent developments affecting Franklin County communities, the newspaper delivers reliable information when people need it most. These stories often unfold quickly and involve complex details from law enforcement, emergency responders and government officials, making careful verification and context especially important.

By covering these events in real time and following up as more news develops, the Recorder helps prevent misinformation and provides residents with clear, factual accounts of incidents that can affect public safety, public funds and community well-being. Our news team also highlights the work of first responders, investigators and local officials while explaining the broader implications for towns and taxpayers.

Breaking news coverage serves as an important record of significant moments in the region's history. From emergencies to criminal investigations and major

public safety responses, it is our mission to document events that shape life in Franklin County while strengthening transparency, accountability and public understanding.





## >>> LOCAL GOVERNMENT

**T**he power of local journalism is often most visible in the everyday decisions that shape a community. When Greenfield residents voted on whether to overturn the City Council's decision to redevelop the Hope Street parking lot in November 2025, the Recorder documented not just the vote count, but the public debate behind it — the concerns about housing, taxes and downtown parking, the voices of residents and city officials, and what the result means for the city's future. By translating a highly controversial municipal issue into clear reporting, the Recorder ensured residents understood the issue, the stakes and the outcome.

This type of intensive local reporting is the foundation of civic life in Franklin County and the North Quabbin region. Our team of reporters regularly cover the details of local elections, Selectboard races and town meeting decisions that directly

affect residents and taxpayers but rarely receive attention from larger news media outlets. Coverage of Charlemont's Selectboard race, for example, introduces voters to the candidates and their priorities, helping residents make informed choices about the leadership of their town.

Equally important is the Recorder's role in documenting how public decisions are made. Reporting on Sunderland's Special Town Meeting explains why voters were asked to approve a new ambulance purchase, how the expense would affect town finances and why ongoing PFAS water testing is required. These stories help residents understand how tax dollars are spent and how public health and safety decisions unfold.

Beyond municipal meetings, the newspaper also connects national and state policies to the local level. Stories on heating assistance delays during a federal government shutdown or potential cuts to anti-poverty programs explain how policy decisions in Washington translate into real consequences for families in the Pioneer Valley.

Through consistent, detailed reporting on local government, elections, budgets and public services, the Recorder's coverage of local government ensures that even the smallest towns remain connected to the democratic process.







## >>> BUSINESS

**T**he Recorder's local business reporting highlights the people, innovation and economic forces that shape daily life in Franklin County and the Pioneer Valley. Every week, our consistent coverage of small businesses, entrepreneurs and regional employers, connects readers with the stories behind the storefronts and industries that sustain the local economy.

One example is the Recorder's coverage of Cleary Jewelers, a family-run business that spent nearly a century on Main Street in Greenfield before relocating. A series of stories captured not only the practical details of the move, but also the emotional connection between the business and generations of customers who had purchased engagement rings, repaired watches and shared life milestones there. By documenting these transitions, the Recorder preserves the history of local businesses while helping residents understand how downtowns evolve over time.

Similarly, the paper highlights innovation happening at the grassroots level. When a

local data analyst created the "Egglister" web app to help people find farm-fresh eggs at nearby farm stands, reporter Madison Schofield told the story of how a simple idea grew into a tool connecting consumers with more than 50 local farms. The coverage, which received a 2025 press award for business reporting, amplified a homegrown project that supports local agriculture while helping residents discover new ways to shop locally.

Our news team also regularly introduces readers to new businesses and emerging trends. Erin-Leigh Hoffman's reporting on the opening of Greenfield's first cat café explained the unique concept, its partnership with animal rescue efforts and the community interest behind it. Stories about national retailers, like a Starbucks or Aldi grocery store in Greenfield, opening new locations provide context about potential job creation and economic activity, while coverage of longtime regional employers helps residents understand broader economic shifts.

Reporting on major business developments that affect workers and the regional economy, such as corporate restructur-

ing or factory closures, appeared in the Recorder's pages in 2025. By providing historical context and local perspectives, the newspaper helps communities understand how global business decisions impact local jobs and industries, creating a comprehensive picture of the region's economic life.

**BUSINESS**  
Friday, November 21, 2025

**SOUTH BERFIELD/WINDLEY**  
**Yankee Candle closures, layoffs will not impact local operations**

**PIONEER VALLEY**  
**Spreading holiday cheer**

**REAL ESTATE/CHANGING HANDS**

# FRANKLIN COUNTY — MARKET SNAPSHOT



Franklin County's 71,000 residents living in 32,000 households rely on shared information to stay connected, informed and engaged.

## POPULATION & HOUSEHOLDS

Total population: **70,871 residents** (ACS estimate)

Households: **31,990 households**

Source: Census Reporter ACS 1-year estimates

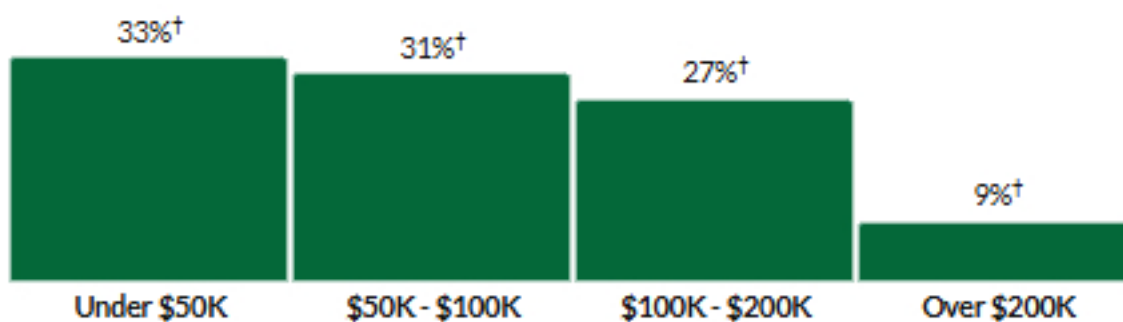
## HOUSEHOLD INCOME DISTRIBUTION

Average household income is **\$75,000**.

Strong middle-to-upper middle income base — **ideal for retail, services, and local brands.**

Source: Data USA (income bin chart)

### Household income





## TOP EMPLOYMENT SECTORS

**Educational Services** is the largest employment sector. **Health Care & Social Assistance** and **Manufacturing** are also major employers — reflecting a workforce rooted in education, health care, skilled trades and local industry.

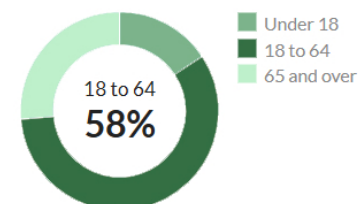
Source: Data USA

## AGE DISTRIBUTION HIGHLIGHTS

A mature, established audience: **median age 47.7** and **26.5% of residents are 65+**  
Longtime residents with a commitment to their community.

Source: Age distributions from Census and demographic datasets show a notable young adult cohort.

Population by age category



## BROADBAND / INTERNET ACCESS

**89.9% of households** have a **broadband internet subscription**, supporting strong digital reach across Franklin County.

Source: U.S. Census / ISP Reports

Franklin County's economy is anchored by regional school districts, health care providers, manufacturing firms, and local employers, along with municipal and county government. **These institutions create stability with residents who are likely homeowners and who have a high degree of community engagement.**

Source: Regional economic development sources



# STORIES THAT MATTER



## >>> ARTS & CULTURE

The Recorder plays an important role in reporting on the cultural life and civic identity of communities in Franklin County, and our arts coverage demonstrates this impact. By documenting events ranging from festivals and performances to historical talks and personal stories, the newspaper connects residents to one another while preserving the region's rich cultural fabric.

Stories about events like the North Quabbin Garlic & Arts Festival in Orange or the Ashfield Film Festival highlight not only entertainment, but also the economic and creative energy generated by local artists, farmers and filmmakers. Coverage of theater productions such as "Swamped" at the Wendell Meetinghouse or holiday performances at the Shea Theater in Turners Falls invites

participation and fosters dialogue around social issues, showing how local stages can reflect and bridge community divides.

The Recorder also provides a steady stream of stories that celebrate heritage and education. Reporting on Hispanic Heritage Month programs in local schools, or historical presentations about tea culture in the time of Emily Dickinson, helps readers understand diverse traditions and shared histories. These articles reinforce the idea that culture is both lived and taught.

Our reporting also highlights individual contributions and elevates personal narratives, whether it's a lifelong square dancer keeping traditions alive, a resident preserving historical photographs or a local artist gaining national recognition. Coverage of unique regional experiences — like reporter Aalianna Marietta's story on ghost walks in Historic Deerfield — demonstrates how history, storytelling and tourism intersect to strengthen local identity and pride.



## >>> SPORTS

**T**he Pioneer Panthers baseball team's undefeated state championship run and the Turners Falls Thunder softball team's dramatic extra-inning title victory were defining moments in local high school sports in 2025 while individual excellence from athletes like skier Addie Loomis highlights the remarkable talent emerging from local schools. These achievements reflect not only competitive success, but the deep sense of pride, identity and connection that local sports foster across Franklin County.

Through detailed, on-the-field reporting, the Recorder provides far more than scores. It documents the emotional highs of championship victories, the resilience shown in close losses and the personal journeys behind each athlete's success. Coverage of games like Pioneer's thrilling extra-inning baseball title or Turners Falls' walk-off softball win ensures these moments become part of the community's shared history, accessible to readers who may not have been in attendance but are

invested in their hometown teams.

As important are the human stories that give context to these achievements. Profiles of dedicated athletes such as Loomis reveal the discipline, mental preparation and leadership required to excel, and a deeper appreciation for the effort behind the accolades. These narratives transform athletes from names in a box score into relatable role models.

Our coverage in 2025 also shined a light on the lasting impact of coaches like Frontier Regional School field hockey coach Missy Mahar and Greenfield High School defensive coordinator Al Dean, whose decades of leadership extend far beyond wins and losses. By telling their stories, the newspaper underscores how high school sports serve as a foundation for mentorship and character development. These coaches are portrayed not only as strategists with a whistle, but as educators and supporters who shape generations of student-athletes.

By documenting milestones, rivalries, playoff runs and unforgettable moments, the Recorder preserves the shared experi-

ences that define local sports. For readers, families and communities, these stories recognize the achievements of young athletes and ensure their journeys become part of the region's collective history.

# COMMUNITY

## COMMUNITY REACH

>>> The *Greenfield Recorder* serves Franklin County, a close-knit, highly engaged local market of approximately 70,800 residents living in 32,000 households. Readers rely on the *Recorder* as the primary source for trusted local news, community information, and regional decision-making.

Franklin County's smaller, more concentrated population creates an environment where deep community loyalty and pride are evident on a daily basis.

## COMMUNITY IMPACT

- The dominant local media outlet providing daily coverage of 25 towns and the city of Greenfield in Franklin County with local journalists
  - Entirely local opinion page (letters, editorials and guest columns)
  - Full coverage of 8 high school sports programs. Fall, winter & spring seasons. No other source provides this coverage of high school athletes or UMass athletics.

## COMMUNITY SUPPORT

>>> Organizations we sponsor and support:

- **Recorder Citizen of the Year and Young Community Leader**
- **Warm the Children**
- **Community Action Pioneer Valley**
- **United Way of the Franklin and Hampshire Region**
- **Massachusetts Center for the Book**
- **Greenfield Business Association**
- **Franklin County Chamber of Commerce & Regional Tourism Council**
- **Ski United**
- **Big Brothers Big Sisters of Western Mass**
- **Children's Advocacy Center of Franklin County and North Quabbin**
- **Knights of Columbus Council #133**
- **Greenfield Kiwanis Club**





# 2025 PHOTOS OF THE YEAR

**L**ongtime photographer Paul Franz plays a vital role in the work of the *Greenfield Recorder*, capturing the people, places, and moments that define life across Franklin County daily. Through his thoughtful and compelling images, he documents everything from major community events and breaking news to the

quiet, everyday scenes that reflect the character of the region. His photography not only informs readers but also deepens their understanding of the stories that shape local life. By pairing visual storytelling with the *Recorder's* reporting, he brings immediacy, emotion, and context to the news. Franz's consistent excellence

has earned him professional recognition and awards, underscoring the newspaper's high standard of journalism. The *Recorder* has a long history of strong photojournalism and Franz's work ensures that the community's history, challenges, and celebrations are recorded and shared through powerful visual storytelling.





# RECORDER AUDIENCE

## PAID AUDIENCE

The *Greenfield Recorder* has a total audience of nearly 12,500 readers daily, with 4,000 home-delivered customers plus an additional 2,500 digital-only subscribers. Our readers are primarily between 45-65 years old with an average household income of \$75,000 per year.

## NICHE PRODUCTS

We distribute 9,715 copies of *Recorder Extra* weekly to Franklin County households who do not subscribe to the *Recorder* and 10,000 copies of the *Valley Advocate* are dropped bi-monthly at newsstands from Longmeadow, MA to Putney, VT. We also produce more than 40 niche sections annually that are delivered in print and with the e-paper on our newly updated website.

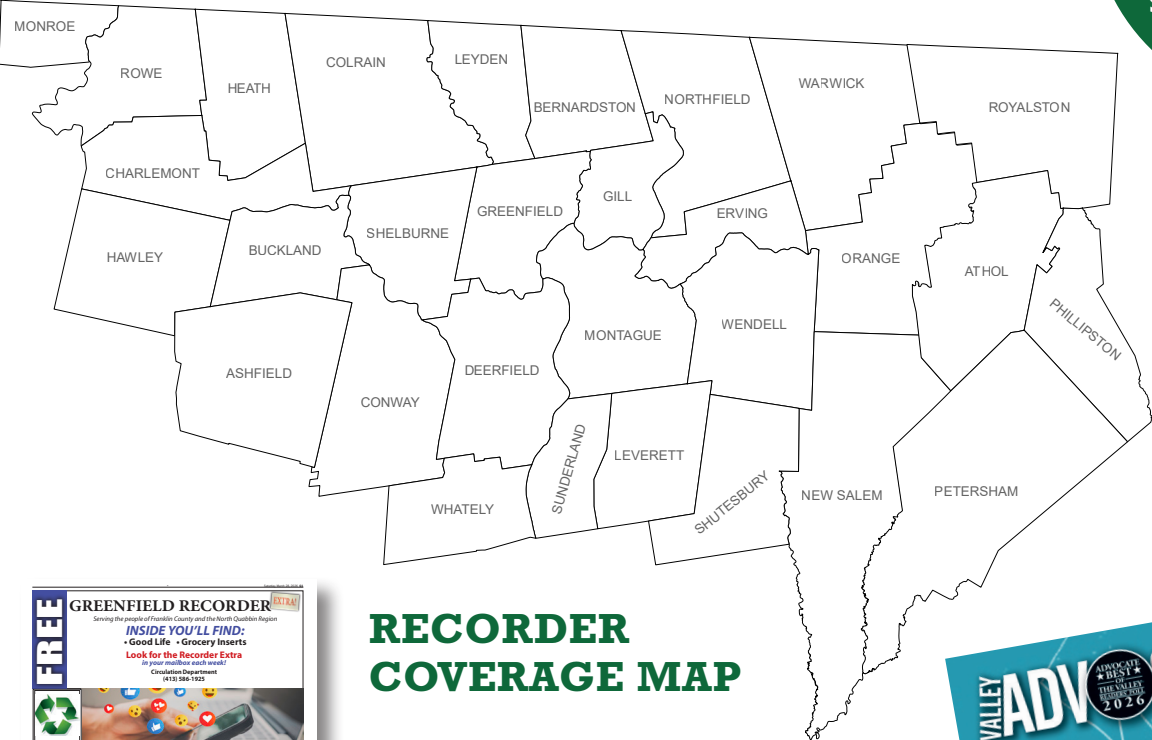
## RECORDER.COM AND MOBILE APP

Our 12-month pageview average is approximately 1.7 million per month. The vast majority are local readers who subscribe as well as those who visit our site for the latest breaking news.

## SOCIAL MEDIA

We're more social than ever and deliver content to over 20,000 followers on Facebook, nearly 3,000 Instagram followers and over 3,500 followers on X.

**Digital subscriber growth since 2020 exceeds 150% with an average growth of 3-5% per year.**



## RECORDER COVERAGE MAP

**GREENFIELD RECORDER EXTRA**  
Serving the people of Franklin County and the North-Quabbin Region

**INSIDE YOU'LL FIND:**  
• Good Life • Grocery Inserts  
Look for the Recorder Extra in your mailbox each week!  
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Greenfield Recorder, Recorder Extra, Daily News

**RECORDER EXTRA**  
DISTRIBUTES  
**9,715**  
COPIES WEEKLY

**VALLEY ADVOCATE**  
distributes **10,000** copies every other month and publishes a monthly email newsletter to over 6,500 readers. The *Advocate* has produced the annual *Best of the Valley* reader's poll and magazine for nearly 40 years!





## NEWSLETTER AUDIENCE

Over 8,500 readers choose to start their day with *Greenfield Recorder* newsletters in their inbox. Six days per week we produce Morning Headlines and News Alerts, a quick essential round-up of the day's top stories, as well as an occasional breaking news update from the newsroom. In Memoriam, our daily obituary newsletter, keeps readers informed of those who pass away with a connection to the

community. It's easy to sign up at recorder.com. Simply click "Newsletters" at the top of the page.

Our Daily Headline newsletter reaches a proprietary audience of 8,500 each morning, Monday - Saturday

- **Less than 10%** are subscribers
- We maintain an active audience list and remove disengaged recipients to keep our **excellent open rates between 30 and 45%**

# WAKE UP!

with the



Since 1792  
**GREENFIELD RECORDER**

Franklin County's trusted news source since 1792



## GREENFIELD RECORDER

Volume 244, Number 26 Serving Franklin County and North Queensbury since 1792

**FRANKLIN COUNTY**

**Residents weigh benefits, feasibility of library**

**Maple farms seeing sweet results**

**Sugarers observe delayed start to season, higher sugar content**

**Countdown to Beer Race is on**

**GREENFIELD**

**Wildlife board endorses Sunday hunting**

**First female lieutenant sworn in**

**NEW COACH LEADS WAVE**

## RECORDER RECOGNITION

Recent recognition by the New England Newspaper & Press Association  
Newspaper of the Year: 2012  
Distinguished Newspaper: 2024, 2023, 2016



# THE MANY WAYS OF SUPPORT

NEWSPAPER OF THE YEAR: 2012  
DISTINGUISHED NEWSPAPER: 2024, 2023, 2016



## A SUBSCRIPTION FOR YOURSELF

Whether you choose a print subscription with full digital access or become a digital-only subscriber, you'll have access to [recorder.com](http://recorder.com) as well as our mobile app to keep up with the latest news. Plus, our archives and popular editions are just a click away. Visit [recorder.com](http://recorder.com), and click on subscribe at the top of the page.

## A GIFT SUBSCRIPTION

Is there someone in your life that you think would benefit from a print or digital subscription? Subscribing is easy and makes a great gift.

## CONSIDER A GIFT TO LOCAL NEWS

**M**any of the big decisions that impact your pocketbook, your family and your community get made in planning committees and school board meetings. Far too often, those decisions are made in front of empty rooms save for a lone local news reporter. National and cable news are not going to cover these decisions. You won't know about them without local news reporters.

Local journalism is a critical part of the civic infrastructure holding up democracy. Like solid roads and water pipes in your neighborhood, our local information systems need to be strong and sustainable.

Through the Community News Fund, you can donate to the *Greenfield Recorder*. Your donation will directly support our news operation and strengthen the connections local news fosters in our communi-

ties. To donate, visit [recorder.com](http://recorder.com) and click on "Donate - support local news." Thank you. We appreciate your generous support.

Since 1792  
**GREENFIELD  
RECORDER**  
Recorder.com

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