

Dec. 16, 2022

## **Anchorage Press to suspend print product; website, social media to remain active**

Representatives of Wick Communications, owner of the Anchorage Press, announced today that they will be suspending the print edition of the publication and laying off staff. The website, [anchoragepress.com](http://anchoragepress.com), will continue to be active and an avenue to promote local events and activities as well as popular features like the recently completed Press Picks.

With sizable losses this year, The Anchorage Press had to make a material change in course to offset the financial impacts. Over the past year, The Anchorage Press will have incurred nearly \$150,000 in losses.

Beginning with the pandemic which materially impaired arts and entertainment, to challenges in hiring and retaining talent from the great resignation, The Anchorage Press has been in a tailspin. With added inflationary pressures impacting expense structures, Wick came to realize this wasn't a viable approach for the Anchorage Press in its current form.

Kim Benedict, Wick Group Publisher, said that as the media landscape changes it's important that publications adapt to platforms that consumers prefer and, as evidenced by the traffic on [anchoragepress.com](http://anchoragepress.com) and associated social media sites, the digital option is the favored information avenue for Anchorage Press readers.

She also added that economic factors came into play as advertising dollars decreased as a result of Covid-19 and the continued increases in the cost of materials to publish the free print edition and inability to hire employees due to current labor challenges.

She said, "We appreciate all of the community support we've received over the years and hope that will continue as we move to fully adapt to our digital readership. We will be removing the website paywall to accommodate our consumers and to continue to grow the Anchorage Press audience with news and entertainment information."

Francis Wick, CEO of Wick Communications, also expressed his appreciation for community and advertiser support of the Anchorage Press and the history that the publication has in Anchorage and surrounding areas.

Wick said, “Wick Communications is committed to quality journalism and reader engagement in whatever form works for a particular community. The activity on [anchoragepress.com](http://anchoragepress.com) and the associated social media sites is very robust and we hope to build upon these platforms over time.”

Wick added, “Over the past two years our company has devoted much of our efforts to informing federal legislators and senators around the economic perils of local journalism...two years later, both the Local Journalism Sustainability Act and the Journalism Competition and Preservation Act sit in the halls of congress while local professional journalism continues to wither.”

Press releases regarding entertainment and community events can be sent to [editor@frontiersman.com](mailto:editor@frontiersman.com) and the Anchorage Press phone number has not changed, 907.341.9039.