**The Philadelphia Inquirer Accelerates Digital Revenue Growth**

The Inquirer has become more reader-revenue oriented, and with that shift comes an increased focus on audience engagement, both online and at hosted events. The Inquirer has an audience development team of about eight to grow readership and drive subscriptions, including through a Lenfest Institute-funded project using the Hearken model that allows readers to engage in story development.

***Local Media Association 7.15.19***

[***https://www.localmedia.org/the-philadelphia-inquirer-lenfest-digital-revenue-growth/?utm\_source=API+Need+to+Know+newsletter&utm\_campaign=2608277ce1-EMAIL\_CAMPAIGN\_2019\_07\_15\_12\_14&utm\_medium=email&utm\_term=0\_e3bf78af04-2608277ce1-31697553***](https://www.localmedia.org/the-philadelphia-inquirer-lenfest-digital-revenue-growth/?utm_source=API+Need+to+Know+newsletter&utm_campaign=2608277ce1-EMAIL_CAMPAIGN_2019_07_15_12_14&utm_medium=email&utm_term=0_e3bf78af04-2608277ce1-31697553)