



**Empire State  
Development**

## **Newspaper and Broadcast Media Jobs Program**

### **What is the Newspaper and Broadcast Media Jobs Program?**

It is a state-run initiative that provides refundable tax credits to eligible newspaper and broadcast media businesses. The program aims to incentivize both the retention of existing staff and the creation of new full-time positions.

### **How long is the program active?**

The program is currently in effect and is scheduled to expire on **December 31, 2027**.





## Who qualifies as an "Applicant"?

An applicant must be a business entity (partnership, LLC, or corporation) physically located in New York State. All employees counted toward the credit must pay New York State income tax.

## What types of businesses are eligible?

The program is open to two primary sectors:

- **Print/Digital Media:** Businesses publishing newspapers (at least weekly) of general circulation that contain news and articles of interest. This does *not* include publications primarily for advertising.
- **Broadcast Media:** Radio or television stations licensed by the FCC to broadcast to a community in New York State. The station must have been broadcasting for at least one year.





## What are the specific ownership and insurance requirements?

To be eligible, a business must:

- **Be independently owned** (less than 5% owned by a publicly traded entity).
  - *Exception:* Non-independently owned **newspapers** may qualify if they can demonstrate a 20% reduction in circulation or full-time staff over the last five years.
- **Carry Media Liability Insurance** (which can include libel insurance) continuously for at least one year prior to claiming wages.





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- **When does the application open?**

The application will open on Monday February 23rd, 2026, and remain open until April 24th, 2026 for Program Year 2025.

- **How do I apply?**

Businesses must submit a complete application to the Department of Economic Development through the [Consolidated Funding Application portal](#).





## **What happens if the program is oversubscribed?**

If qualified applications exceed the available funding, awards will be pro-rated (reduced) by a consistent percentage. However, your award cannot be reduced by more than 50%. If applications exceed double the available funding, they will be processed on a first-come, first-served basis.

## **How are you determining the order of first-come, first served?**

Applications will be logged in order that they are received through the portal. Any application that has questions that need to be addressed will be given 10 business days to respond to ESD's inquiry. If response is received within that 10-business day timeframe the applicant will hold its spot in line. If a response is received after the 10-business day mark their spot in line will reset to the time of response.





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### **What is a "Certificate of Tax Credit"?**

This is the official document issued by the Department once your application is verified. It specifies the exact amount of credit you can claim on your New York State tax return.

### **When will I receive my Certificate of Tax Credit?**

Certificates will be issued once the application portal is closed and all applications have been reviewed.





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### **What documentation will need to be submitted?**

Copies of NYS-45 submissions for

- 03/31/24
- 06/30/24
- 09/30/24
- 12/31/24
- 03/31/25
- 06/30/25
- 09/30/25
- 12/31/25





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### **What documentation will need to be submitted (continued)?**

- 2024 NYS Tax Returns
- Evidence of Media Liability Insurance for 2024 & 2025
- For Broadcast Media Businesses a copy of their FCC license
- Completed Jobs Data Spreadsheet





## **How do I complete the Jobs Data Spreadsheet if I own more than one distinct title?**

All NYS Employees working for the business from January 1, 2024 – December 31, 2025 should be listed on the spreadsheet. For those working on one distinct title they should be allocated to that title in Column C. For those working on multiple titles they should be allocated to the title that they spend the majority of their time working on.

## **Where can I find the Jobs Data Spreadsheet?**

<https://esd.ny.gov/sites/default/files/media/document/Empire-State-Newspaper-and-Broadcast-Media-Jobs-Program-Jobs-Data-Spreadsheet.xlsx>





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Any additional questions can be addressed to  
[NBMJcredit@esd.ny.gov](mailto:NBMJcredit@esd.ny.gov).

