

1980 • Our 45th Year! • 2024

Happy New Year!

Next issue will be Jan. 9, 2025

The Chronicle

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What went viral!

By Zander Frost
 Chronicle Staff Writer

2024 was another big digital year for The Chronicle. We reached 16,500 free digital subscribers — up from 5,000 four years ago.

And our posts generated millions of views via Facebook and Instagram. A record number of them reached over 100,000 people each.

As always, we've maintained our commitment to organic growth. We've never paid to boost a post. The success is all thanks to you, our readers!

Here are the Top 10 most viral posts.

1. Dates of the 2024 Adirondack Balloon Fest.

Our biggest post of the year — reaching over 213,000 people — came in August when we provided specific September



The Adirondack Balloon Festival remains the fan favorite.

Photo from the 2024 fest by Mark Frost

dates and plans of the 2024 Adirondack Balloon Festival. Year after year, Balloon Fest news and photos generate massive response. It remains the region's signature event.

2. Revolution Rail adds Boreas railbike route.

To be honest, the scale of this Sept. 17 post surprised me. It reached 191,000 people and generated hundreds of reactions and shares. The news was of Revolution Rail's launch of an additional 20-mile "truly physically demanding" railbike tour — the Boreas River Valley Run — connecting North Creek

and Tahawus deep in the Adirondacks. Michael Winnek commented, "I'm in this photo and having a blast." Karen Audi wrote, "This is so much fun. A lot of peddling."

3. Romance book store opening on Ridge Street.

What a response to our story on Ashley Brownell's plan to open 'Just One More Chapter,' a now open bookstore directly across the street from The Chronicle office. The post reached 165,500 people and generated hundreds of comments and shares. "I'm screaming with excitement!!" Amber Fahlmann commented.

4. The story behind new German eatery Spargel on 9.

Cathy DeDe's story on Christian Raeth's new German restaurant on Route 9 in Queensbury reached 159,000 people

Please turn to page 11

VICTORY! GLENS FALLS ARE UNDEFEATED STATE CHAMPS



#7 Glens Falls wins state title!



Qby branch name with old name removed

Glens Falls National name gives way to Arrow as of 1/1 > 12

Will Chuck & Kirsten back Elise?

By Mark Frost
 Chronicle Editor

Here's an interesting, high-profile story that will unfold in the month ahead.

Will New York's U.S. Senators Chuck Schumer and Kirsten Gillibrand, both Democrats, vote for President Trump's nomination of our Congresswoman Elise Stefanik to be the U.S. Ambassador to the United Nations?

Some Trump nominees have drawn harsh criticism — Robert Kennedy for Health, Pete Hegseth for Defense. Matt Gaetz was

Please turn to page 6

Nominated by Trump as Ambassador to the United Nations, will Democrats back fellow New Yorker?

School was fun in Glens Falls in 1944

Another photo from LOOK Magazine's Hometown USA series. It captured Glens Falls 80 years ago. "U.S. Post Office: Sunnyside" went all out not just giving kids the experience but outfitting them to the task, too. See another LOOK photo on page 18.



Simple, effective costumes, signs, props. Each student's first name listed on the mail slot.

Photo used courtesy: Crandall Public Library Folklife Center

Says 'incubator' is where Seneca Ray Stoddard lived; name it for him

To the Editor: The redevelopment of buildings on South and Elm streets is truly astonishing — and wonderful.

It might interest some to learn that the "incubator building" sits on the site of the home of Seneca Ray Stod-

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