Route Fifty Names Laura Maggi as Managing Editor at Time of Growth; Subscriptions Up 60 Percent

Washington, D.C. (May 25, 2018) — Route Fifty, Government Executive Media Group’s digital publication connecting state and local governments, is expanding its ranks to better support its growing audience, which has driven a 60 percent increase in subscriptions over the past year and an 11 percent rise in web traffic since the beginning of 2018.

In response to this growth, Route Fifty has named veteran state and local news journalist Laura Maggi managing editor. In this role, Maggi will oversee the brand’s daily news coverage of state, county, and city governments. She will be based in Route Fifty’s Washington, D.C. headquarters.

“Laura brings a wealth of experience as a reporter and editor covering critical state and local government issues to Route Fifty,” said Tom Shoop, editor in chief at Government Executive Media Group. “We’re fortunate to have someone with her talent and expertise running our day-to-day news operation.”

Maggi joins Route Fifty from The Advocate in Baton Rouge, LA, where she led coverage of major breaking news as metro editor, including the August 2016 flooding of the Baton Rouge region, the shooting of Alton Sterling by the Baton Rouge Police Department, and the subsequent shooting of six law enforcement officers.

In previous roles, Maggi helped launch and served as deputy editor of The New Orleans Advocate, covered health care, criminal justice, and state politics and government at The Times-Picayune in New Orleans, and wrote for The American Prospect in Boston and States News Service in Washington, D.C.

Also at Route Fifty, Mitch Herckis has taken on an expanded role as senior editor and director of strategic initiatives. In addition to building out events and forging new relationships with organizations serving state and local officials, Herckis will also contribute analysis and work closely with Route Fifty’s editorial team in their coverage.
Beyond its efforts to support its growing readership, *Route Fifty* has also been successful in launching its Tech Roadshow event series in cities around the country and has been selected as the exclusive media partner for the 2018 Code for America Summit in San Francisco next week.

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**About Route Fifty:**
*Route Fifty* is a digital, business-to-business publication and events brand covering and connecting state, county, and city governments across the United States. Building on the success of *Government Executive*’s State & Local channel, launched in July 2014, Route Fifty is designed as a standalone brand serving the needs of state and local government managers with news, analysis, and tools to help them better serve their citizens.

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