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**PNA launches statewide campaign,
“Demand Facts. Support Real News.”**

HARRISBURG, Pa., April 20, 2017 – To highlight the importance of getting news and information from credible sources, the Pennsylvania NewsMedia Association has launched a statewide campaign urging news consumers to, “Demand Facts. Support Real News.” The campaign is intended to complement a recent campaign of the [News Media Alliance](#) and encourage readers and advertisers to rely on, and support, news organizations across Pennsylvania that provide high-quality news and information to their communities.

Pennsylvania has more family-owned newspapers than any state in the country, and continues to enjoy very strong news readership, with 82%* of all Pennsylvania adults reading a newspaper, in print or online, each week. “Demand Facts. Support Real News.” is intended to highlight the important work that Pennsylvania’s print and online news publishers, editors, reporters and staff perform each day to investigate and report facts about what is happening in communities across the Commonwealth – and to emphasize the work they do to get it right.

[Campaign materials](#) include [editorial](#) and social media resources, as well as a series of print, digital, and billboard ads. They are available for download on the PNA website, and more will be added in the coming days and weeks. Please support the campaign and share your stories at #SupportRealNews.

About PNA: The PNA, founded in 1925, is the nonprofit trade association for print and digital news media in the Commonwealth of Pennsylvania. Its mission is to advance the business interests of Pennsylvania news media organizations and to promote a free and independent press. It has more than 300 newspaper and media-related members, including daily, weekly, and college newspapers and online publications.

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