

PROMOTIONAL SPOTLIGHT

Branding • Engagement • Profit

This week's spotlight is on

TRUSTWORTHY, INFORMATIVE AND LOCAL –

In response to the [recent changes on Facebook](#), the Pennsylvania NewsMedia Association has developed a marketing campaign reinforcing that news media organizations in Pennsylvania always report honest and credible news from dedicated journalists. It is the bedrock of what we stand for today, and will stand for always. We will never compromise on our core principles given to us via the First Amendment.

Help us remind readers that newspapers across the Commonwealth are the place to find facts and real news by running the [editorial](#) written by PNA President Mark Cohen, along with the corresponding ads. The editorial includes references to some award-winning stories, but if you would prefer, feel free to replace these examples with some from your own publication.

The ad campaign materials include two series of three customizable print and digital ads. An overview of the campaign package can be viewed [here](#).

Thank you for supporting this important initiative. [Download the available ads.](#)



RUMOR HAS IT...

Tired of second-guessing the source of your "news?"
Rest assured that we deliver fact over fiction, day in and day out.

If you value news that is
**TRUSTWORTHY, INFORMATIVE
AND LOCAL –**
reliably delivered day in and day out,
you've found your home.

 www.panewsmedia.org **Demand Facts.
Support Real News.**



KEEP LOOKING...

If it's over sensationalism or misinformation
you're seeking, you're in the wrong place.
There are plenty of other places to find that, but not here.

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