

NATIONAL NEWSPAPER WEEK

Oct. 2–8, 2022



EDITORIAL FACT SHEET

As we launch into National Newspaper Week and celebrate all our industry has accomplished, we encourage our members to remind their readers about how newspapers support the communities they serve. Our industry is committed to producing the “daily miracle,” whether it is the coverage provided by journalists in the field, the marketing assistance offered by sales teams, or the regular door-to-door delivery of the news product.

National Newspaper Week Editorial

Please use the following information to help craft an editorial.

A **statewide survey of Pennsylvania registered voters** conducted in August 2022 by Public Opinion Strategies for the Pennsylvania NewsMedia Association (PNA) found:

- 85% of respondents trust local newspapers in print and online, which is higher than other news media. For more information, turn to PNA President Brad Simpson’s op-ed that is part of the PNA National Newspaper Week package.
- 92% favor, including 64% strongly, current state law requiring public notices to be published in print newspapers.
- 92% favor, including 64% strongly, expanding the state Right-to-Know Law, which provides citizens the right of access to public records.
- 87% say, including 45% strongly, that local newspapers help keep people connected to their community.
- 68% of the Pennsylvanians surveyed say local newspapers are an important source for news during times of crisis such as the COVID-19 pandemic.

Despite much change in the past year, one constant has remained: The people of Pennsylvania continue to turn to our local newspapers for credible and reliable information. We could not be prouder of the essential work that your organizations do to inform and educate readers across the commonwealth.

If you need assistance with your editorial, please reach out to Marketing@PANewsMedia.org.

The **“Pennsylvania’s Newspaper Industry Makes a Significant Impact”** report released last year by PNA shows:

- In 2020 the statewide economic impact of the Pennsylvania newspaper industry was \$1.3 billion.
- In 2020 the combined impact of charitable giving and volunteerism from the Pennsylvania newspaper industry totaled \$6.4 million, which is in addition to the \$1.3 billion annual economic impact.

Federal legislation:

- PNA supports the **Journalism Competition & Preservation Act**, or JCPA, which would allow news publishers to collectively negotiate with Big Tech for fair compensation for use of their content. For more information, see Trib Total Media President and CEO Jennifer Bertetto’s op-ed on the JCPA included in the PNA National Newspaper Week packet. Visit the News/Media Alliance [Safe Harbor Center](#).
- PNA also supports the **Local Journalism Sustainability Act**, or LJSA, which would provide a series of tax credits for news consumers, news organizations and local newspaper and broadcast advertisers. Visit the News/Media Alliance to [learn more](#).