

NEWSPAPERS ARE SUPER-MAN!

SUMMERLAND A-M

#newspaperpower



Who READS newspapers? More than 124 million U.S. adults - or more than 6 out of 10 - read newspapers on a weekly basis. According to the American Press Institute, 54% of news subscribers prefer a print edition. The "Advocate-Messenger" offers up-to-date news coverage in print and digital formats. We thank you for choosing to read locally.

Who SUPPORTS newspapers? A Poynter survey reports that 73% of American consumers have faith in their local newspapers. The "Advocate-Messenger" staff is part of Trusting News, a research project that empowers journalists to demonstrate credibility and establish high standards in journalistic practices. We thank you for supporting our work.

Who ENGAGES with the newspaper? Hopefully, everyone. The "Advocate-Messenger" believes in the importance of listening to reader feedback, collecting stories from our consumers and creating a positive experience for our subscribers and readers. We will continue to reach you, not only through our print and digital editions, but also via social media. We're looking forward to the future and will create new avenues to bring the news to you.

As we celebrate National Newspaper Week, the **INVITES YOU**

to play an active role in our newspaper, our version of the community forum. Stories that matter to you are important to us. We welcome ideas, encourage discussion, advocate listening to opposing and similar viewpoints and promote critical thinking.



Newspapers: the original community forum
National Newspaper Week, October 2 - 8, 2022