

People look to us.

Readers turn to their local newspaper as the primary source of information about their community, more than all other sources combined

For local information, people turn to:
Local newspaper: 59 percent
TV: 11 percent
Co-workers/other: 11 percent
Friends/relatives: 9 percent
Radio: 6.6 percent
Internet: 3.4 percent



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NEWSPAPERS
We're still
the one!

Source:
National Newspaper
Association 2008
Community Newspaper
Readership Survey

**YOUR NEWSPAPER
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