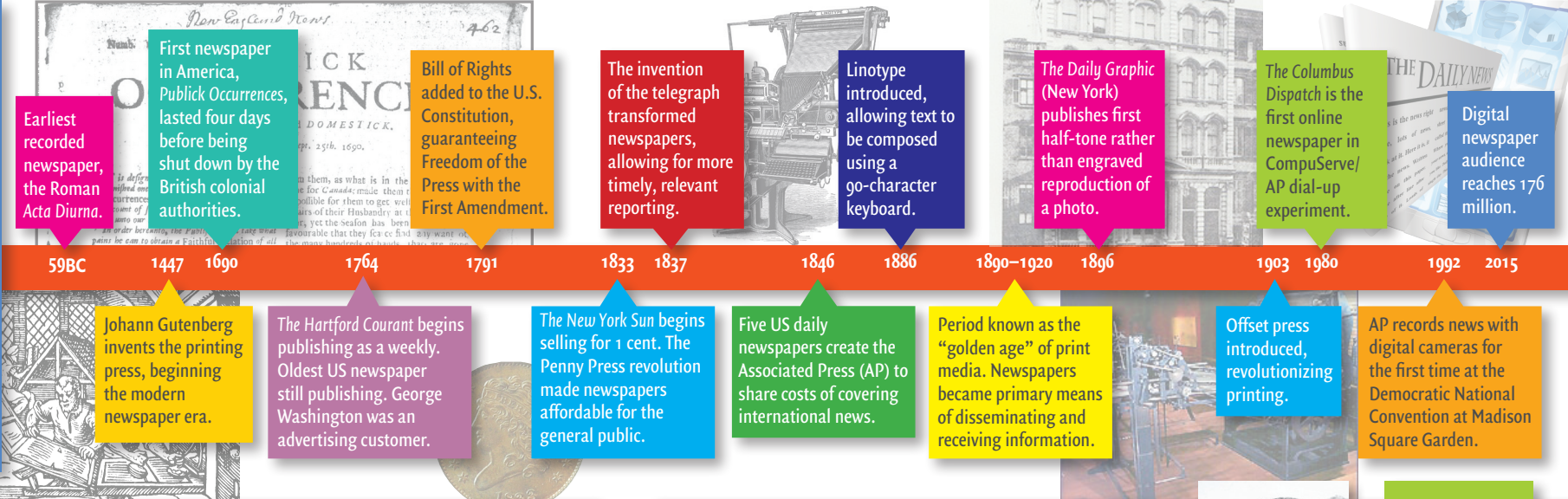


National Newspaper Week

For thousands of years, newspapers have been the messengers of history. Today, newspapers are still sharing our stories – in multimedia.

National Newspaper Week was initiated in 1940 to celebrate newspapers' impact on communities.

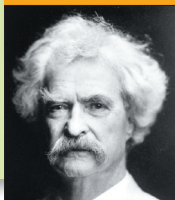


Newspapers Matter to Our Communities

- Each week, 150 million Americans read a weekly newspaper.
- Newspapers are the most reliable source of information about local government activities, local events, schools, local politics, real estate, social services.
- 72 percent of Americans follow news closely, and newspapers are the dominant source of that information.
- Two-thirds of residents in small towns and cities read local newspapers and consider local newspapers their primary source of news and information.

A newspaper is not just for reporting the news as it is, but to make people mad enough to do something about it.

— MARK TWAIN



- Newspapers build civic engagement: The more people read newspapers, the greater their knowledge of American politics and the more likely they are to be active participants.
- Newspaper use by children in the classroom raises standardized test scores.
- The Pew Center for Excellence in Journalism found that 90% of all national newspaper stories cite three or more sources, compared with just 20% of cable television stories.
- 82 percent of Americans regularly read news on newspaper websites.

International Newspaper Carrier Day

During National Newspaper Week each year, we recognize the hundreds of thousands of newspaper carriers who deliver to 130 million print readers every week.

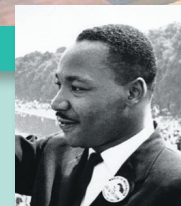
Many former newspaper carriers have achieved national prominence in business, politics, entertainment and the press. Martin Luther King, Jr., John Wayne and Warren Buffett are

among the former carriers who are now part of the Newspaper Carrier Hall of Fame, initiated in 1960 by the International Circulation Managers Association and now archived by the Newspaper Association of America.

Read the prestigious list of past newspaper carriers at naa.org/Topics-and-Tools/Audience-and-Circulation/Carriers-Independent-Contractors/Newspaper-Carrier-Hall-of-Fame.aspx.

A good newspaper, I suppose, is a nation talking to itself.

— ARTHUR MILLER



Learn more about the newspaper industry by visiting these websites:

National Newspaper Association – NNAweb.org

Newspaper Association of America – NAA.org

American Press Institute – americanpressinstitute.org

The newspaper is in all its literalness the bible of democracy, the book out of which a people determines its conduct.

— WALTER LIPPMANN