

SUPPORT

LOCAL

NEWS

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During times of crisis, crucial information about your community comes from local reporters.

Access to high quality information is essential. Especially local information. And especially now. What’s happening in our communities? What’s the impact? How are our local leaders responding? For answers to these questions, we rely on the hard work of our local reporters. As a result, readership of local news outlets has reached record highs.

But due to COVID-19, most local news publications are losing money, fast. Advertising has plummeted during the crisis and readers aren’t subscribing fast enough to fill the void. This has led to thousands of local reporters being laid off. Just as our society faces numerous, urgent challenges.

Millions of people are in danger of losing access to the authoritative local

information they need to stay informed. That’s why the Local Media Association and the Local Media Consortium are working with local news providers to build a strong future for local journalism. And that’s why our long-time partner Google is purchasing ads like this in local publications across the country, as well as providing a Relief Fund to help struggling local news outlets. But those actions alone aren’t enough.

Please consider supporting the local news organizations you rely on. Subscribe to them. Donate to them. And if you have a business that’s able to, advertise with them. **Your support is critical to sustaining the dedicated journalists serving your communities.**

Our local news outlets help keep us safer. Let’s help keep them open.

This message supported by