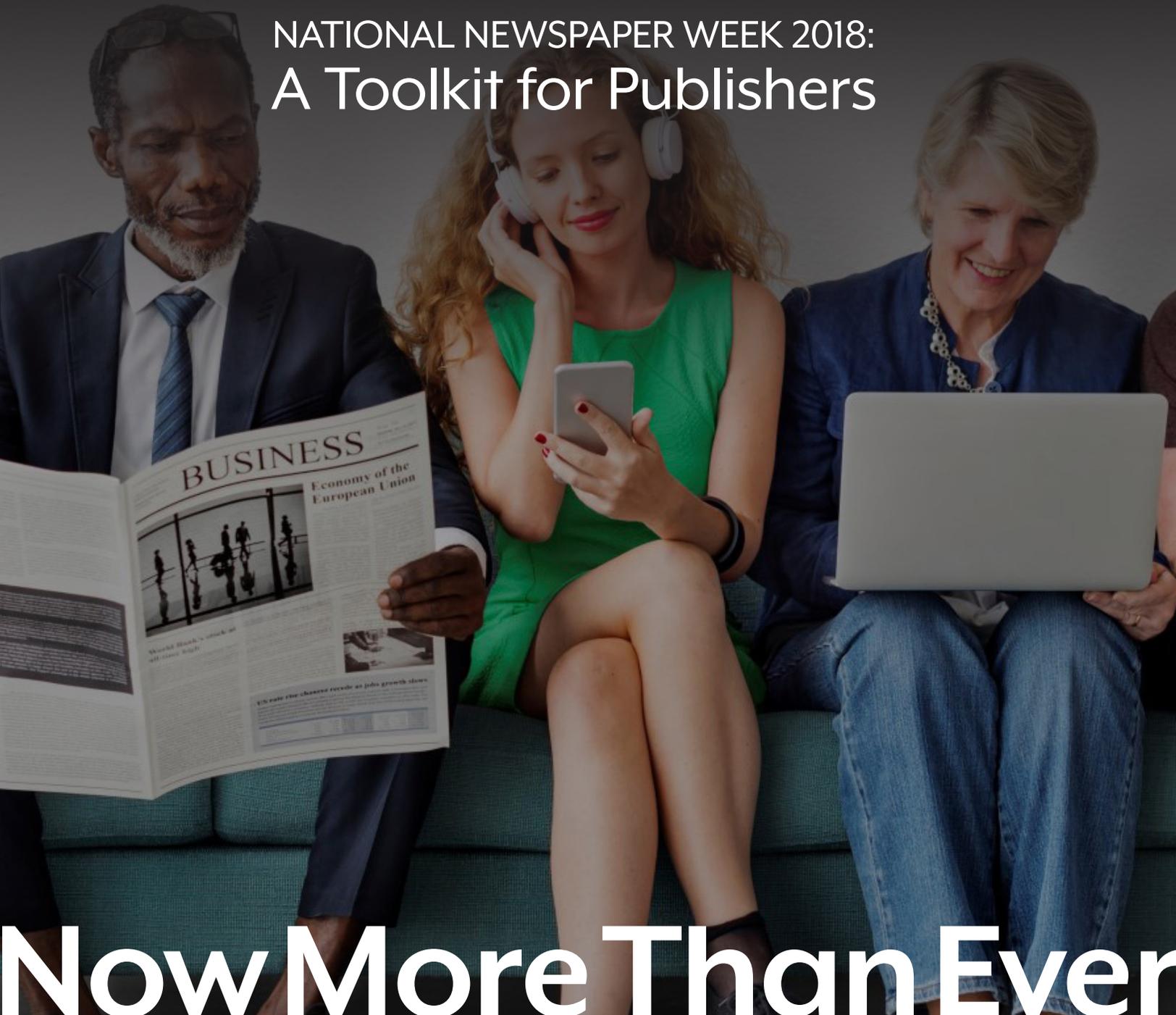


# NEWSPAPERS MATTER

NOW MORE  THAN EVER

NATIONAL NEWSPAPER WEEK  
OCTOBER 1-7, 2018

NATIONAL NEWSPAPER WEEK 2018:  
A Toolkit for Publishers



# Now More Than Ever

Dear Publisher,

Thank you for your support of National Newspaper Week 2018, taking place this year from October 1 – 7. This is, as you know, a critical opportunity for us to raise awareness of—and support for—our industry among our most important stakeholders. And we can't do it without the support of our entire network of member newspapers.

As a reminder, the theme of our National Newspaper Week 2018 campaign is “Now More Than Ever”. The storyline through all of our public-facing communication will reinforce the message that the in-depth, credible, independent reporting done by newspapers is more important than ever, but that newspapers are facing a number of serious threats.

We'll be challenging Canadians to go online to [newspapersmatter.ca](http://newspapersmatter.ca), a site we're launching to coincide with National Newspaper Week, to send a message—to Canadian businesses, advertisers, to all levels of government, to newspaper journalists and to their fellow citizens—that newspapers matter. Now more than ever.

To supplement and support the work being done at a national level on this campaign, we've outlined in these pages a number of ways that you can help, at a local level, to amplify the reach of this message. We also have additional resources available under “Information and Resources for Publishers” at [www.nationalnewspaperweek.ca](http://www.nationalnewspaperweek.ca). We're excited to hear about your plans, and look forward to working with you to make National Newspaper Week 2018 our most successful campaign to date.

Let us know what you're doing in your community to celebrate National Newspaper Week and how we can help. Simply reach out to me at any time at [klevson@newsmediacanada.ca](mailto:klevson@newsmediacanada.ca).

Regards,



Kelly Levson

Director of Marketing and Research | News Media Canada

### Share your success!

Upload your photos, videos and successes from NNW to <https://nmc-mic.ca/national-newspaper-week/publishers/upload/>

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## SHARE YOUR SUCCESS

Let us know what you're doing in your community to celebrate National Newspaper Week and how we can help. Email your photos, videos and event details to [nnw@newsmediacanada.ca](mailto:nnw@newsmediacanada.ca).

**Questions?** Reach out to me at any time at [klevson@newsmediacanada.ca](mailto:klevson@newsmediacanada.ca).

# National Newspaper Week Key Messages

All of our national communication has been developed to support the following storyline. Wherever possible, we would encourage you to use similar language and the same key points in any of your own communication.

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The in-depth, credible, independent reporting done by newspapers is more important than ever.

According to The Knight Commission on the Information Needs of Communities in a Democracy, news is as vital to democracy as “clean air, safe streets, good schools and public health.” [source: Shattered Mirror]

- An Ipsos-Reid poll conducted in 2017 found that 63 per cent of Canadians were unable to distinguish between legitimate news websites and fake news stories. [source: Global News]
- And 65 per cent of Canadians are worried that false information or fake news is being used as a weapon. [source: Edelman Trust Barometer]

For years, the credible, independent news reporting that newspapers are known for has been funded by local and national advertiser support. But as readership moved online, Canadian brands and companies moved their advertising dollars to global conglomerates: 70 per cent of Canada’s online ad revenue goes to Facebook and Google despite the fact that ads in either digital or print newspapers are the most trusted of all ad formats.

- It’s important to note that newspaper readership, through these advertiser declines, has remained steady. Eight in 10 Canadians—and 85 per cent of millennials—still read a newspaper every week. [News Media Canada]

And so, during National Newspaper Week 2018, we’re asking Canadians to show their support for the Canadian newspaper industry. Let’s send a message—to Canadian businesses, advertisers, to all levels of government, to newspaper journalists and to fellow citizens across Canada—that newspapers matter. Now more than ever.

Pledge your support at [www.newspapersmatter.ca](http://www.newspapersmatter.ca).

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# Share Your Success with Us!

We're compiling all of the results—at both the national and local levels—of National Newspaper Week 2018 to put together into a short sizzle video. This video will highlight the support that newspapers have across the country, and the strong emotional connection that Canadians feel to their local newspaper.

As supporters of National Newspaper Week, you will be able to use this video as a compelling asset for your local sales teams with current and potential advertisers. And at the end of November, we will also be showcasing the video at the Media Innovation Awards in Toronto.

To create an effective piece of content that will showcase the efforts of all of our newspapers across the country, we need your photos and videos of your local events. It is critically important for you to share the results of your local National Newspaper Week efforts with us as soon as possible.

We've set up a special email address to collect photos, testimonials and other details on what you're doing in your local communities to celebrate National Newspaper Week 2018.



✉ [nnw@newsmediacanada.ca](mailto:nnw@newsmediacanada.ca)

You can also submit them by visiting:

🖱 <https://nmc-mic.ca/national-newspaper-week/publishers/upload/>

## Share your success!

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# Advertising

## CONCEPT: TRUSTED SOURCE.

In the ad for National Newspaper Week, we'll highlight the critical importance of credible, verified reporting that newspapers provide by reinforcing the idea that you shouldn't trust news from just anyone.

Print and digital assets will be available on the News Media Canada website for download at the following link: [www.nationalnewspaperweek.ca/publishers/toolkit](http://www.nationalnewspaperweek.ca/publishers/toolkit)

Source files will be available to allow newspapers to custom size print material to suit their mechanical specifications.

- Print – list of printed ad sizes
- Digital – list of digital ad sizes
- Social Media

All digital and social media ads should link to the URL [www.newspapersmatter.ca](http://www.newspapersmatter.ca) and encourage Canadians to pledge their support.

As you know, we are asking every newspaper to support this campaign with the donation of a full page, four-colour ad during National Newspaper Week, helping us reinforce our national messaging and driving readers to [www.newspapersmatter.ca](http://www.newspapersmatter.ca).



## Share your success!

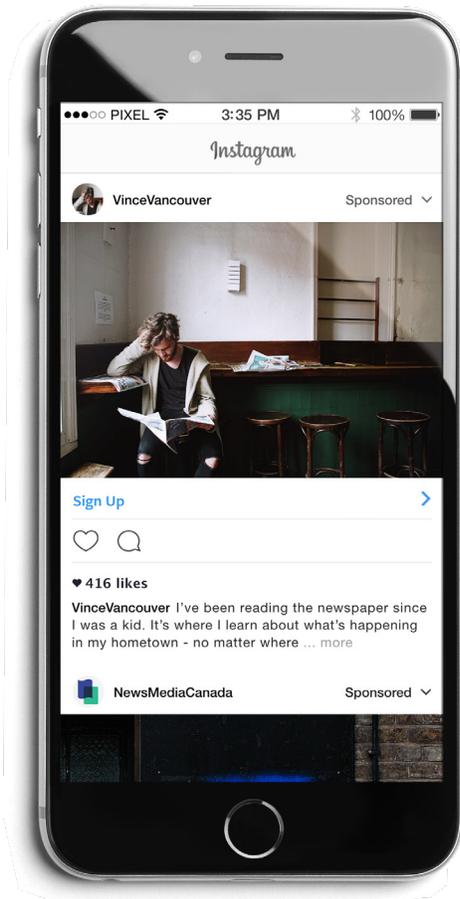
Upload your photos, videos and successes from NNW to <https://nmc-mic.ca/national-newspaper-week/publishers/upload/>

# Social Media and Local Influencers

## Local Influencers

In addition to using our own voices to raise awareness of National Newspaper Week, we are hoping to get other notable Canadians to share their passion for their local newspapers through their own social media channels. You can help by reaching out to notable local people in your community to get involved.

The goal is to have high-profile local personalities post an image of themselves reading their local newspaper (either in print format or on a tablet or their phone) with a caption that reinforces why newspapers matter - now more than ever - and that drives their followers to [newspapersmatter.ca](http://newspapersmatter.ca) to pledge their support.



Here's how you can engage local influencers in your community:

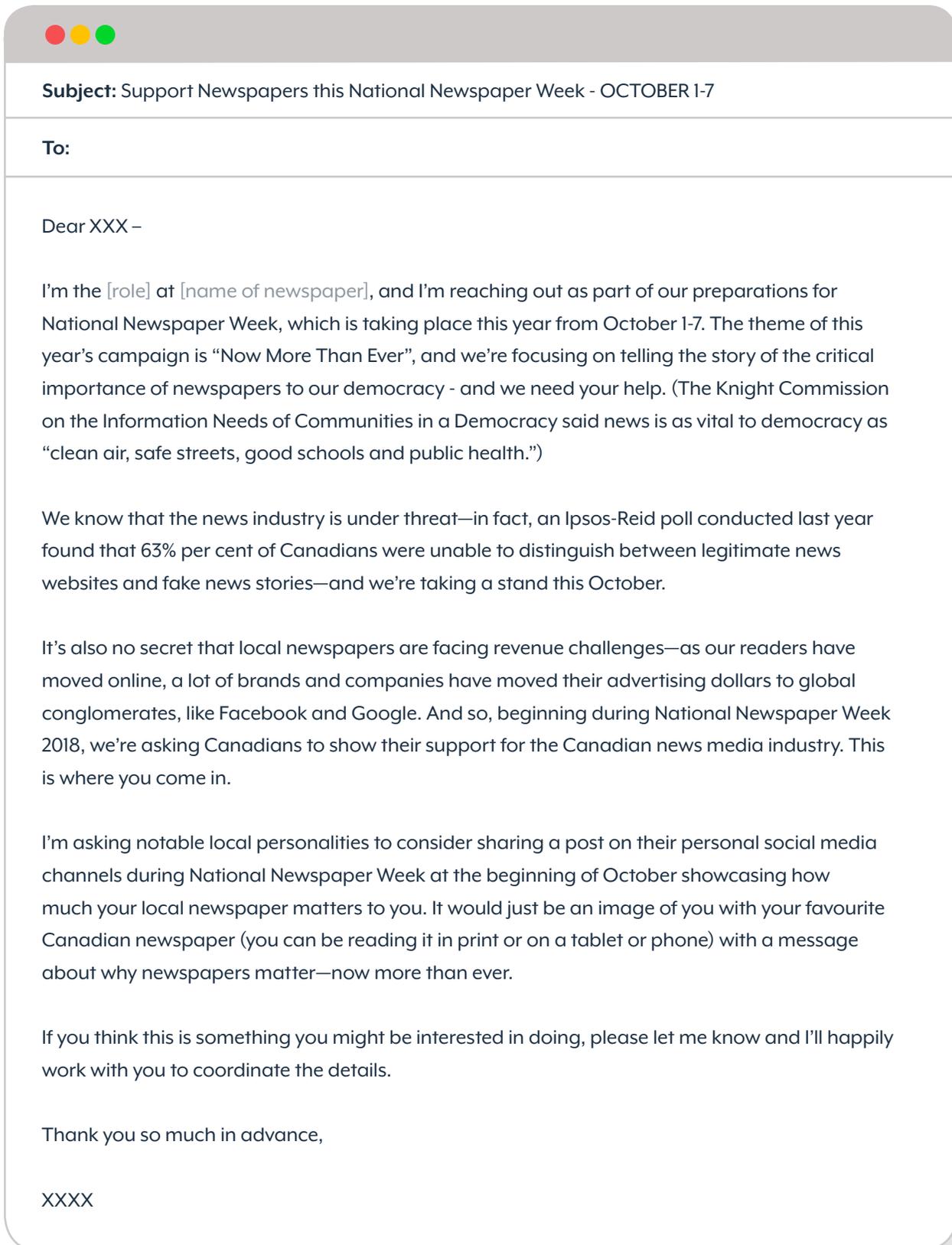
### RECOMMENDED NEXT STEPS:

1. Brainstorm a list of well-known people in your local community that you would like to have show their support for National Newspaper Week, and for their local newspaper (i.e. you!). Think about local politicians, church leaders, athletes, well-known writers, business leaders or other high-profile personalities.
2. Use your local networks to track down their contact information, and reach out to them by email, using the email copy template below.
3. If they're interested, talk to them about where they could post this photo (Instagram? Facebook? Twitter? LinkedIn?), when they would like to post (between October 1 and 7) and whether they need a copy of the paper from you for the photo. You can also provide them with some sample post copy, also provided below.
4. Remember: Be sure to take a screen grab of the post when it goes live and send it in to us at [nnw@newsmediacanada.ca](mailto:nnw@newsmediacanada.ca).
5. Once you see their post, don't forget to reach out again and thank them for their support.

## Share your success!

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## SAMPLE EMAIL TO USE FOR INFLUENCER OUTREACH



### Share your success!

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## SAMPLE COPY FOR AN INFLUENCER POST

I've been reading [insert name of paper] since I was a kid. It's where I learn about what's happening in my hometown - no matter where I am around the world. And I know that I can trust what I read in these pages. That's why this #nationalnewspaperweek, I'm sending my local paper some love. And you should, too. Go to [newspapersmatter.ca](http://newspapersmatter.ca) to show support for the important work of newspapers across Canada. Because newspapers matter. #nowmorethanever



## Owned Social Media

Finally, in conjunction with promoting the event through your publication and influencer support, we also recommend leveraging your owned social media channels to promote National Newspaper Week. Here we've included key campaign hashtags and handles, as well as some content ideas to help you get started.

### Program Hashtags:

- #NowMoreThanEver
- #NewspapersMatter

### Key Handles:

- @NewsMediaCanada

### Content Ideas:

- Instagram: Repost (or “regram”) an influencer post.
- Twitter: Leverage statistics found in the program key messages on page four to conduct a series of Tweets on the importance of newspapers in today’s society.
- LinkedIn: Writing an op-ed piece for your publication? Be sure to share it on your LinkedIn page.

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# Editorial Support

In addition, we would strongly encourage you to dedicate an editorial in your paper to the topic of National Newspaper Week, and the theme of Now More Than Ever.

The key messages outlined on the previous page can guide the content, and it would be great to include a few tangible examples of things people can do to support your newspaper (i.e. support the advertisers who support the paper).

Here's a great article from [Poynter.org](https://www.poynter.org) that outlines examples of actions that individuals can take to support local news. Of course, also be sure to encourage people to visit [newspapersmatter.ca](https://www.newspapersmatter.ca) to show their support for the Canadian news media industry.

## RECOMMENDED NEXT STEPS:

1. Kick off National Newspaper Week by posting one of the provided social assets on your newspaper's social media channels (Facebook, Instagram, etc.) on October 1.
2. Set aside one full page ad to run in the print edition of your newspaper between October 1 and October 7, 2018.
3. If possible, allocate online ad space to the digital assets as well, with a click-through link to [newspapersmatter.ca](https://www.newspapersmatter.ca).
4. Plan out your editorial content, with the goal of having an editorial on the topic of National Newspaper Week running between October 1 and October 7.
5. Remember: share your results!

## Share Your Results!

Send a pdf of the print ad in the paper with the ad itself to [nnw@newsmediacanada.ca](mailto:nnw@newsmediacanada.ca)

Send a copy of your physical paper to:  
Kelly Levson  
News Media Canada  
37 Front Street East, Suite 200  
Toronto, Ontario M5E 1B3

If you need the provided ads in any other format, please do not hesitate to let us know.

# School Support: Engaging the Next Generation

This National Newspaper Week, we're encouraging member newspapers to engage with the next generation of newspaper readers through school trips or talks.

Media literacy is an important part of school curriculums across Canada, and for many teachers, this may be an exciting way to bring the concepts being discussed in class to life.

There are two ways to approach this during National Newspaper Week 2018:

**ONE:** Bring a school group or groups into your newsroom to learn first-hand how the news is made, and why credible, independent journalism is so critically important.

**TWO:** Take your story into the classroom, by coordinating a visit to a local school to talk about what makes news and why newspapers matter.



## RECOMMENDED NEXT STEPS

### Classroom Talk

While much of the process would be the same for arranging a classroom talk, the logistics are obviously a bit simpler! We would recommend bringing three staff members from the paper into the class - a reporter, an editor and a member of your sales team. We would recommend a 1 - 1.5 hour classroom visit that covers the same topics suggested above (without, of course, the newsroom tour):

- A talk from a writer and an editor how one of the stories in the paper that day - or that week - came together.
- A specific discussion around “fact checking and fake news” that helps kids understand why what they read in the newspaper is credible and believable.
- A review of the advertising in the newspaper, and a discussion (led by a member of your sales team) on how the ads are sold, and how they fund the newspaper's work.

### Share your success!

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## RECOMMENDED NEXT STEPS

### Newsroom Visit

If you're interested in inviting a local class or school group into your newsroom, we would suggest:

1. Bring together 2-3 members of your team to coordinate this visit. Determine together how many kids you could reasonably accommodate in the newsroom, and a rough schedule of events for their visit. We would suggest having them in for about two hours, with an itinerary that should include:
  - a. A tour of the physical newsroom space
  - b. A talk from a few key editorial contacts, who could speak to the process of how one of the stories in the paper that day - or that week - came together, from start to finish.
  - c. A specific discussion around "fact checking and fake news" that helps kids understand why they can trust what they read in a newspaper. It would be helpful here to show some examples of both actual and "fake" news from the internet, asking kids if they can figure out which is which - and to guide a discussion around clues they can look for to understand what news is credible.
  - d. A review of advertising in the newspaper, and a discussion (perhaps led by a member of your sales team) on how the ads are sold, and how they fund the newspaper's work.
  - e. Of course, you should send every kids home with the newspaper for that day or week.
2. Call the principal of a local school in your area to see if there would be interest in bringing one of their classes in for a visit during National Newspaper Week - it's best to do this as soon as possible, so the schools have time to coordinate the logistics of the trip. While the school principal may have thoughts on the best grades for a visit of this nature, we would recommend targeting kids between grades 4 and grade 8 for this program.
3. While we would love to see photos from the visit, do connect with the school to understand what permissions are required to take photos of the kids - even just for internal use.

Again here, you will of course need to work with a local school principal to coordinate the visit.



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# “Spotlight” Movie Screenings

Sometimes, Hollywood tells our stories in ways that are more compelling than we could ever imagine. In 2016, the Best Picture Academy Award went to Spotlight, a film that followed The Boston Globe’s “Spotlight” team, the oldest continuously operating newspaper investigative journalist unit in the United States, and its investigation into cases of abuse in the Boston area by numerous Roman Catholic priests. The film beautifully showcases precisely why newspapers - and the work that newspapers do - matter so much.

This National Newspaper Week, News Media Canada has secured the rights for a limited number of member newspapers to host free screenings of the film. We would love for you to use these screenings as an opportunity to engage members of your community on the role that newspapers play in a vibrant democracy—and the ways in which they can support an independent news media in Canada.



## RECOMMENDED NEXT STEPS:

1. If you're interesting in hosting a screening during National Newspaper Week, please contact Kelly Levson as soon as possible at [klevson@newsmediacanada.ca](mailto:klevson@newsmediacanada.ca).
2. Consider the following elements of your screening:
  - a. **Promotion.** How will you spread the word about this screening to encourage attendance?
  - b. **Location and Logistics.** Where will you host the screening, and can you ensure that the venue is available during National Newspaper Week? If there isn't a theatre for rent in your community, you could look at community centres or other public spaces. Just remember that you'll need to bring in the equipment to show the film.
  - c. **Content and Follow-Up.** In addition to showing the film, how can you use this event to engage people in an ongoing dialogue about why newspapers matter now more than ever? At the end of the movie, we recommend hosting a moderated discussion with key members of your editorial team to discuss the themes in the movie and what we need to do in Canada to ensure that we continue to have a vibrant, independent free press. Don't forget to use the screenings to drive people to visit [newspapersmatter.ca](http://newspapersmatter.ca) to show their support for the news media industry in Canada.
3. As always, capture photos and details of the event to share with us!

## Share your success!

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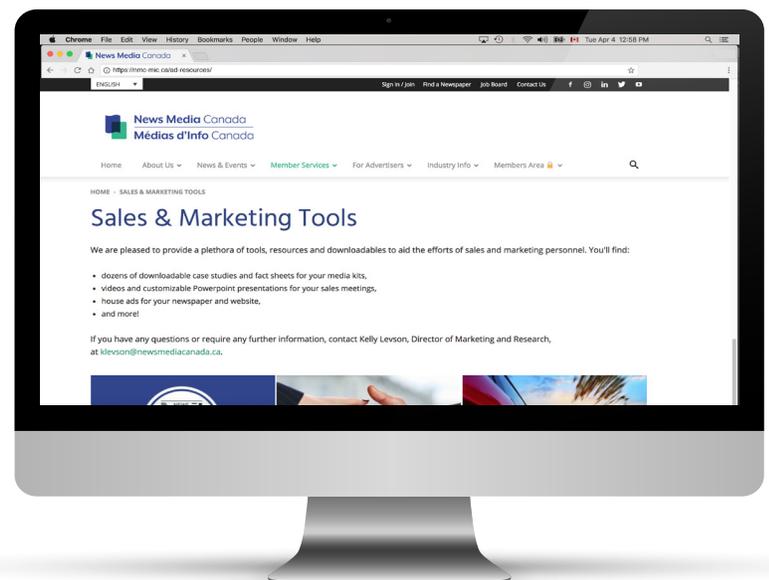
# Advertiser Engagement

In addition to engaging readers and potential readers during National Newspaper Week, this week presents an opportunity to connect with another key stakeholder group: advertisers and potential advertisers.

Why not use this week as a catalyst to host local businesses for a breakfast or cocktail event? Share with them information and inspiration about the advertising opportunities offered in your paper.

## RECOMMENDED NEXT STEPS:

- 1. Decide on timing and format for your event.**  
Breakfast at your office? Cocktails at a local bar or restaurant?
- 2. Prepare an invite list of both current advertisers and potential new targets.**  
Can you make National Newspaper Week the reason to reach out to some people you haven't been able to secure in the past?
- 3. Prepare the pitch!** What can you show them to provide the compelling value of newspapers—and your newspaper—as an advertising tool? Are there case studies of other local businesses whose success you could highlight? For additional resources and research, visit:  
<https://nmc-mic.ca/ad-resources/>
- 4. Consider an incentive.** Could you put together a special offer for advertisers who book space during “National Newspaper Week”?
- 5. Share results.** As always, take photos and share results of these efforts with us at:  
[nnw@newsmediacanada.ca!](mailto:nnw@newsmediacanada.ca)



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