

# NEWSPAPERS MATTER

## NOW MORE THAN EVER



### NATIONAL NEWSPAPER WEEK OCTOBER 1-7, 2018

“I do not have to turn anything on, I can pick up the paper and read interesting things that pertain to where I live. I am not trying to dodge popup ads while reading. And if I happen to spill my coffee while reading the paper, I am not wrecking an expensive device. So I will take the paper any day over the Internet.” *Marion A.*



## Reasons people read the Unity Wilkie Press-Herald, your local newspaper

“Like to see what’s happening around town. Also send to grandparents to help them keep in touch with what the grandkids are doing.” - *Leroy T*

“We read it every week. It keeps us in touch with what’s happening in Unity and area!” - *Shannon P*

“Plays a major role in getting local news and information to residents of the community.” - *Ben W*

“I read it always, lets me know what’s happening in Unity and Wilkie, great job.” - *Brian W*

“Believe me when you don’t have a local paper you miss it more than you would have ever thought. Social media does not take its place. Notices of events like come and go teas for birthdays, obituaries, citizen of the year, etc. – where else would you see them?” - *Carol G*

**HERALD**  
SERVING THE TOWNS OF MACKLIN - LUSLAND AND UNITY  
"It's Good For The Northwest - The Herald Is For It"

**Two Local Money Bylaws Pass**  
The money bylaws each...  
**The Candidates In The April 8 Election**  
REG CANTON... MERV JOHNSON...  
**Swift & Man Wins WHL Car Award**  
The Swift & Man...  
**Local robbery ends with exchange of shots, death on road**  
A shooting armed robbery...  
**Government must seek local input before fixing environmental policies**  
Urban municipalities in future must be consulted before any changes are made to environmental regulations that would have an impact on Saskatchewan communities.

**The Wilkie Press**  
Not just an old man in a uniform

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A shooting armed robbery occurred in Wilkie on Tuesday, January 26, and was followed by a high-speed vehicle chase, ending in an exchange of gunfire with police and the death of the fugitive.  
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**WWI SOLDIER**  
Not just an old man in a uniform

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By Steve Nixon, Executive Director, SWNA

I am very concerned. You should be, too.

Recently, I read some statistics on how Canadians are navigating their way through the whole “Fake News” issue. Apparently, 69% of us cannot tell the difference between which news is real and which isn’t. I am alarmed. We all need to be.

Today, it seems that the real news is being drowned out by an avalanche of so-called “fake” news that is nothing more than opinion pieces and marketing strategies to get us to buy a product, vote a certain way or achieve some other nefarious motive.

When I read my newspaper, either online or in

print, I can at least trust the journalism. I certainly don’t like all that I see, but at least I have some recourse if I feel strongly about something that has

been written. In essence, I know where they live. Their shingle is above the door. They have a mailing address and a phone number.

Now I am concerned about the “real” part of the news. Much of it originates from newspapers, and whether we all love, or hate, the news that is being

reported, I am scared that it may go away, leaving us with only opinions and marketing sales tactics. I, for one, will not stand for this. You should not, ei-

ther.

We need to voice our concern about maintaining access to the news that is important to us. I need my elected officials to continue to be held accountable for the decisions they make with the tax money we provide. I want them to know that my “real” news is important to me; locally, provincially, nationally and internationally. The journalism that newspapers provide is vital to the health of my community. I just do not see anyone else doing the job they do.

Advertisers, governments and decision-makers need to know that people like you and I care about the health of Canadian journalism. I am going to www.newspapersmatter.ca to pledge my support. You should, too.

