

National Newspaper Week 2022

Key Messages

Program Key Messages

- [National Newspaper Week](#) is an annual opportunity to recognize the critical role that newspapers play in an active and healthy democracy and is celebrated in North America from Sunday October 2 to October 8, 2022.
- [National Newspaper Week](#) provides the industry with an opportunity to highlight the work done by Canadian news media and to engage in meaningful dialogue about the role of local newspapers in a healthy democracy by providing diverse, local, original content that cannot be found anywhere else.
- To celebrate this year's [National Newspaper Week](#), News Media Canada has created a custom font entitled, "*Champions*", available to all Canadians for [free download](#). Designed with both print and digital platforms in mind the *Champions* font honours newspapers' history while looking forward to a bright and multi-platformed future.
- Inspired by the essential service that newspapers provide, the *Champions* font highlights the power of words and the people behind the newspapers who use them to communicate essential information to Canadians each and every day. These real-life superheroes keep our democracy thriving through a vibrant and independent news media.
- *Champions* is a geo-humanist font that incorporates both humanistic traits – which mimic hand motions reflecting the craft and artistry that goes into developing valuable news each day – and highly geometric shapes – which represent the structure and rigour of fact-checking, editing, and producing high-quality credible content newspapers are known for.
- This [National Newspaper Week](#), News Media Canada is empowering Canadians to show their support for the Canadian newspapers and their digital platforms by downloading and using the free *Champions* font. To learn more about National Newspaper Week and download the *Champions* font visit nationalnewspaperweek.ca.

Industry Key Messages

- Newspapers are a highly valued and essential part of Canadian culture, communities, and democracy.
 - They continue to thrive in an increasingly digital world, with 95% of newspaper readers accessing at least some of their newspaper content online [[source](#)].
 - Readership has become truly multi-platform with 25% of readers accessing content across four platforms (print, online, tablet and phone)[[source](#)].
- Local newspapers deliver vital information to Canadians every day, connecting local communities across the country.
 - Nine in 10 Canadians (86%) read newspapers each week across Canada – either in print or digital format [[source](#)].
- Newspapers and their sites continue to be a source of credible, trustworthy information.
 - Over half of Canadians say they trust news content from these outlets - well ahead of TV, Radio and Social media outlets [[source](#)].

Social Media – Post Copy and Tagging

Show your support for the newspaper industry by downloading the free *Champions* font at www.nationalnewspaperweek.ca!

Celebrate the power of words with the new *Champions* font, inspired by the essential service newspapers provide. Download it for free at www.nationalnewspaperweek.ca.

Social media posts should tag @NewsMediaCanada and include program hashtags:

ENGLISH: #NationalNewspaperWeek, #ChampionsOfTheTruth

FRENCH: #SemainedesjournauxCN, #MonJournalAvantTout