

Here for you. And here to stay.

We are the trade association for 110 newspapers in our great state. And we want to share some **good news** about our members.

Your local newspaper is here for the long run. When you read about the dire straits of the newspaper industry and all media it is important to remember your local newspaper has been around for many years. And it is committed to serving your community for long into the future. In many cases, our member newspapers have served cities and counties in Mississippi **for well over a century.**

Newspapers remain the dominant source of local information important to you and your family. In our state, we have an estimated readership of **1.4 million each week.** And **81 percent of Mississippians tell us they have read a newspaper within the previous seven days.*** Nationwide, more than **104 million adults** read a newspaper every day. That's more people than watch the Super Bowl, American Idol or the network evening newscasts.

Of course, the biggest reason you turn to your local newspaper is for information about **what is going on in your community** – government, weddings, high school sports, death notices, yard sales, church meetings and so much more.

While we all have faced a terrible recession, **it's a myth** that all newspapers are going out of business. In fact, in our own state, we will add six new publications to our membership in 2009. These papers are serving communities all over the state -- from the Delta to the Gulf Coast.

No one makes a larger investment in newsgathering in our state than the member newspapers of MPA. And while it is true that newspapers are transforming, the industry has been reinventing itself for decades. Your Mississippi newspaper will not only continue to publish, but will certainly be the most vital source of information in your community.

We're here for you. **And we're here to stay.**



Reece Terry
Publisher, *The Daily Corinthian*
President, Mississippi Press Association



*2007 MPA Statewide Newspaper Readership Survey

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