



May 13, 2021

The President
The White House
1600 Pennsylvania Avenue NW
Washington, DC 20500

Dear Mr. President:

The News Media Alliance, with more than 2,000 member newspapers across the country, and the National Newspaper Association, with 1,700 community newspapers, appreciate your strong leadership in addressing the public health and economic crisis presented by the COVID-19 pandemic. News publishers across the country stand ready to work with your Administration to meet your goal of getting 70 percent of U.S. citizens inoculated by July 4. Specifically, newspapers are well positioned to help the federal government with its educational outreach by delivering locally focused advertising that will build trust and acceptance of vaccines in the communities we serve.

Local newspapers build meaningful connections with our readers through trusted local journalism. This deep connection with our communities is why consumer trust in printed newspapers is more than double (67%) that of social media (33%) (Source: Kantar Media, "Dimension 2018"). From our perspective, the best way to counter misinformation about vaccines that has proliferated on social media platforms is to provide positive messaging about vaccines through a trusted source that has been operating in local communities, in some cases for more than two centuries: the local newspaper.

Newspapers, through their print and digital products, can deliver the audiences that you want to reach, particularly in states with lagging vaccination rates. For example, in Mississippi, newspapers and their websites can reach 75 percent of households daily and in Alabama, more than 50 percent of all households. Further, the inclusion of a print advertising campaign in these states – and others like them – will reach citizens in rural and diverse communities where internet connectivity in homes is lacking or broadband penetration in the community is low.

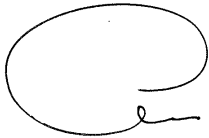
We believe the Administration, to date, has overlooked the reach that our member newspapers can provide, despite our offers to demonstrate our capabilities. While we recognize that the sheer size of the industry – with thousands of newspapers across the country – may be daunting, there is an easy solution. A nationally coordinated and locally focused campaign can be easily administered through state newspaper

advertising networks that have decades of experience in executing local or regional campaigns in their states. These campaigns can be tailored to reach local communities where vaccine hesitancy is the highest. Our organizations can easily match federal advertisers to desired markets for an efficient one order/one-bill execution through independent state association advertising networks.

Over the last year, our journalists have been on the front lines, providing accurate and trusted information explaining the impact of the COVID-19 pandemic on their local communities, and providing readers with actionable information to help keep themselves and their families safe. By using newspapers for your educational outreach, the Administration will build public trust around vaccines, as well as provide much needed support for local journalism at a time when it has never been more important in our daily lives.

We would very much appreciate the opportunity to meet with your COVID-19 Response Team staff to discuss our industry's capabilities in delivering targeted advertising messages – around trusted content – to local communities. If you or your staff have any questions, please contact us directly at david@newsmediaalliance.org / 202-297-5204 or Lynne Lance at lynne@nna.org / 850-542-7087.

Most respectfully,



David Chavern
President & CEO
News Media Alliance



Lynne Lance
Executive Director
National Newspaper Association

cc: State Press Associations