



SUPPORTING LOCAL JOURNALISM CAMPAIGN

CAMPAIGN SUMMARY

Newsday Consumer Marketing created a cross-platform campaign to increase awareness of Newsday's hard-hitting local and investigative journalism that helps make Long Island a better and safer place to live. With giants like Google and Facebook dominating the advertising market, news organizations have been concentrating on showcasing the value readers get from their subscription, thus, putting faces to the coverage that shapes their lives and informs them of important information.

This campaign combines important topics with the authority (Newsday) that gathers and disseminates the right information. The need to support local journalism is important now more than ever, and our enterprise and investigative reporting fills a demonstrated need among our subscribers that want accurate, in-depth and fair coverage.

LANDING PAGE / VIDEO HUB

<https://www.newsday.com/journalism>

HOMEPAGE MODULE

MENU

TODAY'S PAPER

Newsday

1

RW

ACCOUNT

LONG ISLAND

SPORTS

ENTERTAINMENT

NEWS

FEED ME

OPINION

BUSINESS

OBITUARIES

ALL

SEARCH

0:34 / 1:00

SUPPORTING LOCAL JOURNALISM

With support from our subscribers, Newsday invests in powerful, independent journalism that helps safeguard the environment.

Top stories

alexia

Listen to our Daily Briefing

PLAY STAN NEWMAN'S CROSSWORD

0:48

Transportation 7:19 AM

LIRR union leaders raise concerns on biometric clocks

Restaurants

Chick-fil-A plans two new LI locations

Editorial

Editorial: Hicksville renaissance needs a leader

Long Island Events 7:50 AM

See P!nk at Nassau Coliseum, more LI fun this week

Latest Headlines

Nassau

Suffolk

Data

New York City

Analysts: LI, U.S. gas prices down in last month

5:6 AM

Landmark LI eatery offers good food, live music

7:46 AM

LI parks open late tonight for meteor shower

7:39 AM

'Parklike' setting drew couple to Dix Hills home

7:39 AM

Selden teen driver hits pedestrian, 80, cops say

7:39 AM

Liers share their Woodstock memories

7:53 AM

Kids can eat free this week at LI restaurant

7:53 AM

How do you remember a loved one who has died?

7:53 AM

SBU welcomes 'most diverse class' of med students

7:53 AM

Former West Islip fire chief dies at 60

7:53 AM

Advertisement

FREE ADJUSTABLE BASE*

Raymour & Flanigan

FURNITURE | MATTRESSES

SHOP NOW

Photos and Videos

More photos

More videos

7 free things to do on LI this summer

Off-duty Suffolk cop surfs to the rescue at Gilgo Beach

Hangin' in the Hamptons: August 2019

MENU

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:30 VERSIONS FOR TV AND PRE-ROLL



SHOWN ACROSS NETWORKS



SHOWN BEFORE ARTICLE/FEATURE VIDEOS

Political Corruption	https://cdn.marketing.newsday.com/video/journalism/Joye.mp4
Helmet Safety	https://cdn.marketing.newsday.com/video/journalism/Jim.mp4
Inspiring Communities	https://cdn.marketing.newsday.com/video/journalism/Alejandra.mp4
Illegal Dumping	https://cdn.marketing.newsday.com/video/journalism/Paul.mp4
Pollution Loophole	https://cdn.marketing.newsday.com/video/journalism/David.mp4
Supporting Local Journalism	https://cdn.marketing.newsday.com/video/journalism/SLJ.mp4

RADIO COMMERCIALS

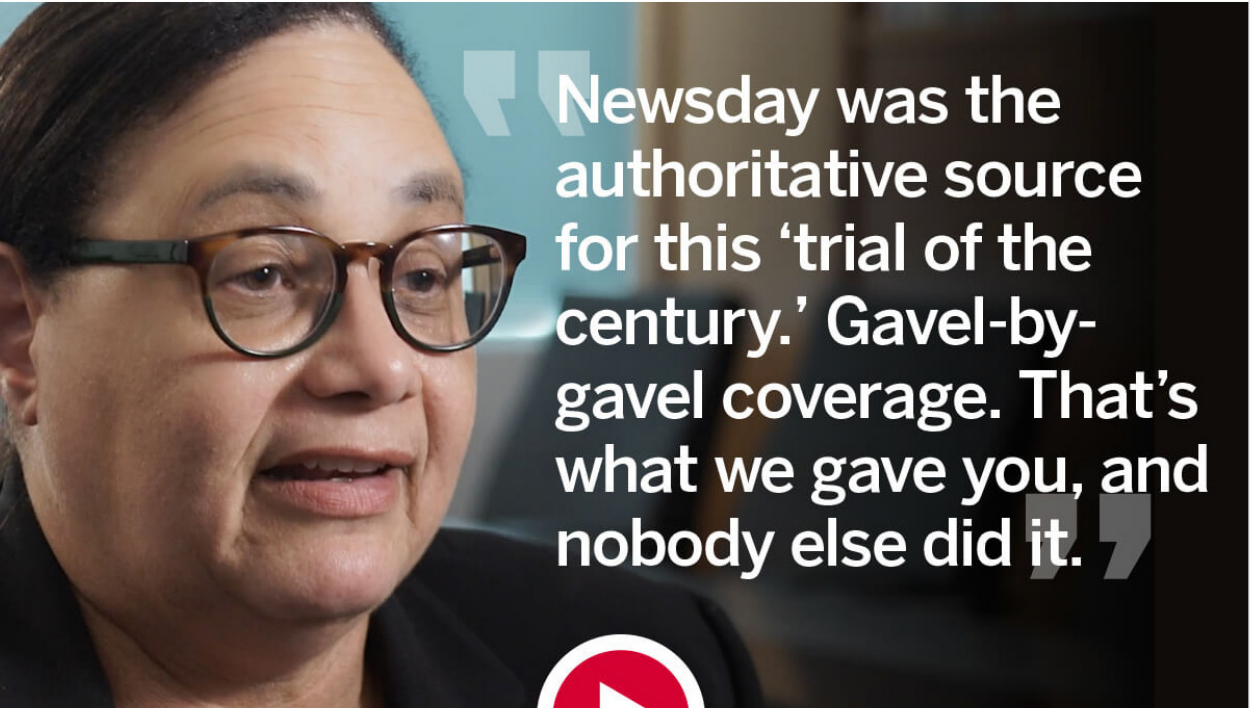


WALK 97.5 94.3 THE SHARK 103.1 MAX FM K-98.3 1100 WHLI

Political Corruption	https://cdn.marketing.newsday.com/radio/journalism/Joye.wav
Helmet Safety	https://cdn.marketing.newsday.com/radio/journalism/Jim.wav
Illegal Dumping	https://cdn.marketing.newsday.com/video/journalism/Paul.wav
Pollution Loophole	https://cdn.marketing.newsday.com/video/journalism/David.wav

EMAIL PROMOTION

SUPPORTING LOCAL JOURNALISM



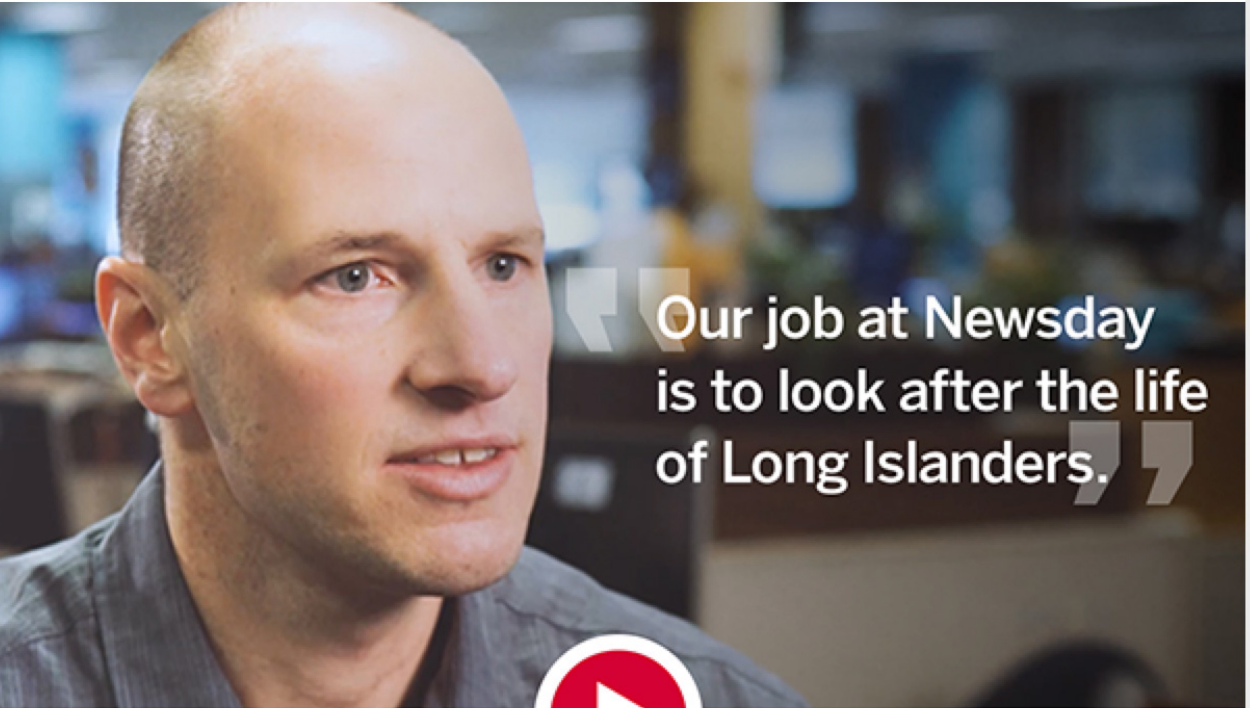
—Joye Brown, Newsday columnist on the Edward Mangano trial

With support from our subscribers, Newsday invests in powerful, independent journalism that keeps you informed and elected officials in check as we continue our mission to make Long Island a better place to live.

That investment helped eight reporters bring Long Islanders in-depth daily coverage of the Edward Mangano corruption trial over the course of 21 weeks.

WATCH NOW

SUPPORTING LOCAL JOURNALISM



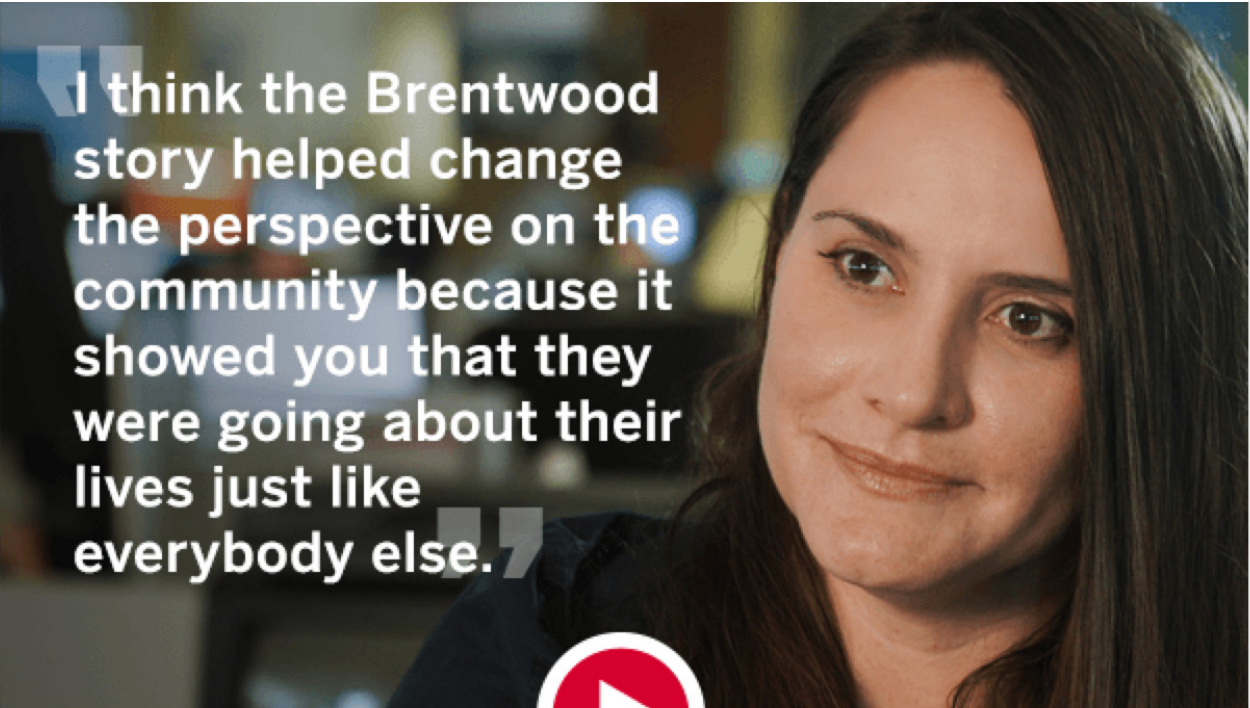
—Jim Baumbach, Newsday reporter on the “Hard Knocks” investigation

With support from our subscribers, Newsday invests in powerful, independent journalism that helps keep your children safe.

Our “Hard Knocks” investigation into high school sports head trauma prompted 23 schools to eliminate low-performing football helmets as we continue our mission to make Long Island a better place to live.

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—Alejandra Villa Loarca, Newsday photographer/videographer on “Brentwood: This is Our Home”

With support from our subscribers, Newsday invests in powerful, independent journalism that inspires communities as we continue our mission to make Long Island a better place to live.

Four Brentwood families shared their stories with us for more than a year and showcased a strong sense of pride in their neighborhood.

WATCH NOW

DIGITAL PROMOTION

SUPPORTING LOCAL JOURNALISM

With support from our subscribers, Newsday invests in powerful, independent journalism that helps safeguard the environment.

WATCH NOW ▶



David Schwartz
Newsday Reporter

970 x 250

SUPPORTING LOCAL JOURNALISM

With support from our subscribers, Newsday invests in powerful, independent journalism that exposes threats to the environment.

WATCH NOW ▶



Paul LaRocco
Newsday Reporter

970 x 250

SUPPORTING LOCAL JOURNALISM

With support from our subscribers, Newsday continues to invest in powerful, independent journalism.

WATCH NOW ▶

Newsday

300 x 250

SUPPORTING LOCAL JOURNALISM

With support from our subscribers, Newsday invests in powerful, independent journalism that exposes threats to the environment.

WATCH NOW ▶
Newsday

728 x 90

SUPPORTING LOCAL JOURNALISM

WATCH NOW ▶
Newsday

320 x 50

SUPPORTING LOCAL JOURNALISM

WATCH NOW ▶

Newsday

300 x 100

SOCIAL MEDIA PROMOTION

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