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.
Land the Video Hub

Passionate storytelling.

With support from our subscribers, Newsday invests in powerful, independent journalism with a passion for storytelling 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.

https://www.newsday.com/journalism
SUPPORTING LOCAL JOURNALISM

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

:30 VERSIONS FOR TV AND PRE-ROLL

**optimum**

**Newsday**

**SHOWN ACROSS NETWORKS**

- Inspiring Communities: [https://cdn.marketing.newsday.com/video/journalism/Alejandra.mp4](https://cdn.marketing.newsday.com/video/journalism/Alejandra.mp4)
- Illegal Dumping: [https://cdn.marketing.newsday.com/video/journalism/Paul.mp4](https://cdn.marketing.newsday.com/video/journalism/Paul.mp4)
- Pollution Loophole: [https://cdn.marketing.newsday.com/video/journalism/David.mp4](https://cdn.marketing.newsday.com/video/journalism/David.mp4)
- Supporting Local Journalism: [https://cdn.marketing.newsday.com/video/journalism/SLJ.mp4](https://cdn.marketing.newsday.com/video/journalism/SLJ.mp4)

**SHOWN BEFORE ARTICLE/FEATURE VIDEOS**

- Political Corruption: [https://cdn.marketing.newsday.com/radio/journalism/Joye.wav](https://cdn.marketing.newsday.com/radio/journalism/Joye.wav)
- Illegal Dumping: [https://cdn.marketing.newsday.com/video/journalism/Paul.wav](https://cdn.marketing.newsday.com/video/journalism/Paul.wav)
- Pollution Loophole: [https://cdn.marketing.newsday.com/video/journalism/David.wav](https://cdn.marketing.newsday.com/video/journalism/David.wav)

**RADIO COMMERCIALS**

- WALK 97.5
- 94.3 THE SHARK
- 103.1 MAX FM
- K-98.3
- 1100 WHLI
NEWSDAY
SUPPORTING LOCAL JOURNALISM

Email Promotion

NEWSDAY
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Newsday was the authoritative source for this ‘trial of the century,’ gavel-by-gavel coverage. That’s what we gave you, and nobody else did it.

—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

NEWSDAY
SUPPORTING LOCAL JOURNALISM

Our job at Newsday is to look after the life of Long Islanders.

—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.

WATCH NOW

NEWSDAY
SUPPORTING LOCAL JOURNALISM

I think the Brentwood story helped change the perspective on the community because it showed you that they were going about their lives just like everybody else.

—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.

**SUPPORTING LOCAL JOURNALISM**

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

**SUPPORTING LOCAL JOURNALISM**

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

facebook

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

EXPOSING HIDDEN DANGERS

NEWSDAY.COM
Supporting Local Journalism

With support from our subscribers, Newsday invests in powerful, independent journalism that keeps you informed and elected officials in check.

YOUR EYE ON LI

NEWSDAY.COM
Supporting Local Journalism

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

PASSIONATE STORYTELLING

NEWSDAY.COM
Supporting Local Journalism

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.

THE SAFETY OF OUR CHILDREN IS IMPORTANT

NEWSDAY.COM
Supporting Local Journalism