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Newspaper Image Campaign Enforces Message that Newspaper Is the #1 Local Medium in Louisiana Communities

Baton Rouge, LA - May 18, 2010 - Louisiana Press Association has developed a multi-faceted media campaign for the Louisiana newspaper industry to launch this summer. The message is clear; newspaper is the top true local medium in Louisiana communities. "Despite the doom and gloom we hear, the Louisiana newspaper industry is strong. Readership continues to grow as newspapers focus on valued circulation, niche publications and their websites," said Sandy Cunningham, LPA President & LaPlace L'Observateur Publisher. People are digesting media differently, but the fact is our communities rely heavily on newspaper as the number one source of hyper local coverage on a regular basis. 81% of Louisiana adults read their local newspaper.

The campaign's objective is to create enthusiasm among newspaper readers and non-newspaper readers by opening a platform of discussion as to why people read the newspaper. LPA worked hand in hand with Peter Mayer Ad Agency in New Orleans and Gatorworks in Baton Rouge to develop a strategy encompassing a number of media vehicles including a website, iReadlouisiana.com, which is the center of the campaign. Print ads and online ads have been developed for member newspapers. The ads promulgate compelling reasons why people read the newspaper. The ad then asks, "Why do you Read?" Tell us at iReadlouisiana.com. "We have also launched a social media component to the campaign. LPA is inviting our fans on Facebook and followers on Twitter to log on to the website and tell us why they read the newspaper. We encourage our newspapers to invite their fans/followers through social media networking to join the newspaper crusade," said Erin Palmintier, LPA Ad Director. The website is a montage of faces and messages of Louisianians who have logged on the site to show their support for newspaper. "If you are not compelled by the spirit of journalism, maybe a two night stay in New Orleans prize package will encourage folks to go to iReadlouisiana.com," said Palmintier. New Orleans Hotel Collection is our iRead sponsor. The hotel is donating a number of two night stay prize packages to the best responses on the website.