Campaign illustrates importance of trusted sources in era of 'fake news'

Feb. 3, 2017 – Southern California News Group is introducing a new branding campaign that positions its 11 daily newspapers and websites as trusted alternatives to endless streams of "fake news" on the Internet and social networks.

Using images of UFOs, mermaids and dragons as its visual foundation, the campaign playfully reiterates the value of fair and objective reporting that's published by an established local news organization.

It contrasts the importance of consuming news produced by journalists that is fact-checked for accuracy by editors, versus reading questionable stories that try to pass as news from unknown or intentionally biased sources.

Southern California News Group is sharing the campaign through social posts to its company accounts and its 11 daily newspaper accounts on Facebook and Twitter. Many of the posts are accompanied by a #PressOn hashtag, which is being utilized by journalists and other news organizations.

The campaign reminds digital audiences they can streamline their news-consumption experience by reading reporting from trained journalists that report facts on behalf of reliable news organizations.

Print and digital ads with the UFO theme began in early February, and illustrate the vast difference between fantasy and reality with respect to the news you read.

The ads will also run in outside of Southern California News Group’s own media brands, mainly in promotional materials from its community partnerships.

About Southern California News Group
Southern California News Group operates 11 daily newspapers and associated websites in Southern California, including the Los Angeles Daily News, Daily Breeze in Torrance, Long Beach Press-Telegram, The Orange County Register, Pasadena Star-News, The (Riverside) Press-Enterprise, San Gabriel Valley Tribune, Whittier Daily News, Inland Valley Daily Bulletin (Rancho Cucamonga), The Sun in San Bernardino and Redlands Facts. When combined with its multiple weekly newspapers, Spanish-language products and social channels, SCNG products will reach an audience of more than 8.1 million readers each week, with in-depth reporting on exclusive content focusing on local news, politics, sports and entertainment relevant to the communities it serves. SCNG’s depth of services include Adtaxi, a company-owned digital organization that provides custom, performance-driven digital marketing solutions such as search, SEM, e-commerce, email, programmatic and social advertising. SCNG and Adtaxi are part of Denver-based Digital First Media.
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