

Communities depend on infrastructure



You notice it when things get shaky



Some infrastructure isn't physical.



Local journalism:

- Explains what the town is doing
- Documents decisions & events
- Keeps everyone on the same page



Local journalism shows up



What happens if we lose it?



Why this matters to local businesses.



Advertising is participation.



Local journalism is infrastructure.



- We're there when things are fine
- We're there when things are not
- We keep people connected
- We keep businesses informed

Reliability when things are uncertain.

That's what infrastructure does.

That's why local journalism matters.