





Why Your Newspaper Matters...
and how to get your
swagger back.

June 27, 2026

Why Your Newspaper Matters...

Swagger:

Swagger means to walk, act, or behave in a bold, and with self-confidence - a display of assurance or an assertive, rhythmic strut that projects an "I own this place" vibe.



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Why Your Newspaper Matters...

Stop Apologizing.

enough already.



Why Your Newspaper Matters...

**Your Newspaper
vs.
Chicken Sandwich shop**



Why Your Newspaper Matters...

Seek to be a community tapestry.

colorful, inclusive, courageous



Why Your Newspaper Matters...

Be the “mic drop” outlet.

boink.



Why Your Newspaper Matters...

Locally, people trust you.

70% vs. > 50% *

(*Pew Research)



Why Your Newspaper Matters...

Tell the world you exist - and why.

be loud. be bold. be convincing.



Why Your Newspaper Matters...

Tell me why you exist.

(audience participation segment!)



Why Your Newspaper Matters...

**Locally, you represent trust
in a whirlwind of @\$^#%^.**

ugh.



Why Your Newspaper Matters...

Democracy depends on you.

heavy, eh?



Why Your Newspaper Matters...

Fight.

...and never give up.



Why Your Newspaper Matters...

Swagger

go get some - and pass it around.





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