

Major Advertisers Join Citizens' Group to Save Times-Picayune, Urge Owners to Print Seven Days

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NEW ORLEANS -- Major advertisers and businesses in the New Orleans metropolitan area, who together spend millions of dollars in advertising annually in *The Times-Picayune*, have joined "*The Times-Picayune* Citizens" Group" in the call to keep the newspaper printing seven days a week.

The list of supporters reflects a wide spectrum of the business leadership in the New Orleans area and includes Ray Brandt Automotive Group; Latter & Blum, Inc.; Hurwitz Mintz Furniture Co.; D.W. Rhodes Funeral Home, Inc. and The Rhodes Family of Businesses; Mignon Faget, Ltd.; Robert Fresh Market and Lakeview Grocery; Lee Michaels Fine Jewelry; the Ralph Brennan Restaurant Group; and Coleman E. Adler & Sons.

All point to the need for a regular print vehicle that reaches 75% of the New Orleans population every day. The businesses are historic and consistent employers in the region. They indicate that a daily publication is a key contributor to the success of their individual businesses and to the economic vitality of New Orleans.

Major advertiser Ray Brandt, CEO of Ray Brandt Automotive Group, said, "New Orleans is a unique city, one of the "Jewel Boxes" of America. To deprive its citizens of the daily publication of their beloved *Times-Picayune* would be a mistake of unmeasurable proportions."

Rick Haase, President of Latter & Blum, Inc. stated, "New Orleans needs and deserves a daily newspaper. Latter & Blum has long been the largest real estate advertiser in *The Times-Picayune*. We remain committed to advertising where it best serves our clients" and agents" needs. As we consider the impact of what would be a greatly diminished *Times-Picayune* on our New Orleans community, we

are also considering our digital media outlet alternatives.”

“My family and I support the effort of the Citizens" Group,” said Sandra Rhodes Duncan of D.W. Rhodes Funeral Homes, Inc. “It is important to take into consideration the population that does not have home access to computers and digital media. Daily obituaries are needed in the funeral home community.”

“The importance of a daily newspaper in New Orleans and the region is irrefutable,” said Tiffany Adler, Vice President of Coleman E. Adler & Son. “For this city to be considered a major U.S. market in the eyes of international companies, the *Times-Picayune*"s daily printing is critical.”

“*The Times-Picayune* has long been a cornerstone of my restaurant group"s local marketing,” noted Ralph Brennan, President of the Ralph Brennan Restaurant Group. “Additionally, almost nine million people visit New Orleans every year. What message is sent when there is no daily local paper to provide the news, sports, and local information that these visitors need? The lack of a daily newspaper also diminishes the viability and visibility of New Orleans as a top-tier city at a time when exciting things are happening.”

"The value of the daily *Times-Picayune* goes way beyond transmitting news,” said Mignon Faget, President of Mignon Faget Ltd. “It is a medium of real and tangible value, the source for all of the people to connect with the culture of this city through fine journalism. We should not be deprived of this right.”

Marc and Darlene Robert, owners of Robert Fresh Market and Lakeview Grocery, stated, “We support a daily publication.” The Roberts added, “*The Times-Picayune* has been a part of New Orleans culture for generations. As a local company, we are committed to seeing that the paper remains a part of our culture for future generations.”

The Times-Picayune Citizens" Group, whose list of prominent corporations, organizations, and individuals is on www.gnoinc.org, applauds the position of major businesses and advertisers and welcomes others to join this endeavor to urge the publication of a daily newspaper.

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The Times-Picayune Citizens" Group is a group of concerned civic and business leaders who have come together in the wake of the recent announcement by the owners of *The Times-Picayune* to move to a three day a week print version in addition to the current web-based nola.com product. The group is independent and not affiliated with any organization.

Times-Picayune Citizens" Group

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