

News

McClatchy Rolls Out Subscribe with Google and #ReadLocal Campaign, Highlighting Independent Local | McClatchy

By McClatchy

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The independent local journalism produced by McClatchy's 30 newsrooms across the country is now easier to access online with a new subscription tool developed in a collaboration with Google. [Subscribe with Google](#) offers a frictionless way to purchase a subscription to any and all of [McClatchy's 30 local news sites](#). Subscribe with Google was announced last month and McClatchy began rolling it out today.

"We're grateful to work with Google as an early development partner and excited to see how our collaboration will help McClatchy's brand of [independent local journalism](#) reach a wider audience," said Craig Forman, president and CEO of McClatchy. "The importance of [local news is gaining wider recognition](#) and we know first-hand the deep impact it can have in changing lives, improving communities and strengthening our democracy."

Source: [McClatchy Rolls Out Subscribe with Google and #ReadLocal Campaign, Highlighting Independent Local | Cision](#)