

America's Newspapers

NEWSPAPERS.ORG



January 14, 2020

Today is your last chance to submit an entry



Mega-Innovation Award

Win recognition, cash, an engraved award and a conference registration

All nominations must be submitted by 11 p.m. (CST).

There is no cost to submit an entry and the process is very easy!

[Find details here.](#)

Branded Content: The business of storytelling

Mega-Conference - Breakout Session

The definition of branded content is growing as fast as the new revenue potential. How fast? According to eMarketer, native advertising now makes up 63% of the display ad spend and The Drum predicts content marketing growth will hit \$412 BILLION by 2021.

A two-part breakout session on Tuesday, Feb. 18, at the Mega-Conference will share best practices from publishers who are innovating in this space.



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Member News



[Former publisher of Goldsboro News-Argus dies](#)



[Publisher of Roanoke Times announces plans to retire](#)



[John Clark to retire Jan. 31](#)

Industry News



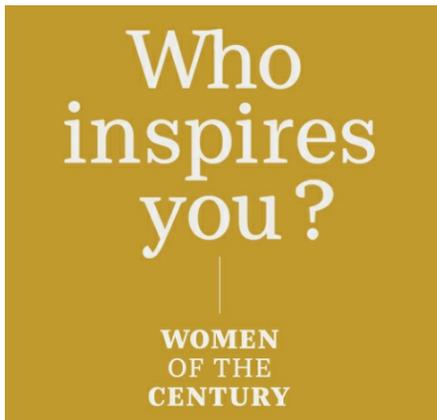
Help for newspapers both parties can agree on

The Northeast Georgian, in the small town of Cornelia, is an example of the struggle local newspapers face competing with the big social and search platforms. But, bipartisan support is building for a temporary antitrust law exemption that would help the newspaper industry.

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News/Editorial

USA TODAY NETWORK launches 'Women of the Century' project



USA TODAY NETWORK is calling for nominations of inspiring women from across America who will receive national recognition and coverage in commemoration of the 100th anniversary of the 19th Amendment.

USA TODAY NETWORK will leverage the combined power of its more than 260 newsrooms across the United States to explore this transformational constitutional change for women — what it has accomplished and what's left to be done.

[READ MORE](#)

Tighter prose improves writing

By Dr. Randy Hines, University of North Georgia

Today's readers are in a hurry, especially when consuming online copy. Only one of six adults read word-by-word online, according to Dejan Marketing Remarkably. You need to please those harried individuals, so don't bog them down with excessive wording.

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