



January 19, 2021

5 verticals publishers should monitor

Media organizations need to watch these 5 industries that dominated advertising in 2020

While tourism brands spent much of 2020 sharing messages like “now is not the time to travel” and “we’ll see you once it’s safe,” other industries began thriving during the pandemic.

The industries Lineup Systems explores in this article are likely here to stay, because our personal and professional lives have been permanently altered by the public health crisis.

This means media organizations must learn how to create offerings that appeal to these brands to drive digital advertising revenue over the long term.



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Upcoming webinars for the newsroom and advertising/audience development executives

WEBINAR

JANUARY 21 | 1-2 p.m. CDT, 2-3 p.m. EDT

10 Ways for Newsrooms to Get the Most Out of Their Digital Products

PRESENTED BY:
PENNY RIORDAN

Thursday, January 21
1-2 p.m.-Noon CST / 2-3 p.m. EST

When it comes to evaluating what real-time analytics platform to use or what social media publishing tool, most newsrooms are at a loss on where to start.

Penny Riordan will offer you 10 practical tips on how to get the most out of the digital or SaaS products your newsroom uses.

WEBINAR

JANUARY 27 | 11 a.m.-Noon CDT, Noon-1 p.m. EDT

You Can Grow Revenue and Audience with Geographic Information Systems (GIS)

PRESENTED BY:
ERIK BOHNHOFF AND CARLOS RUIZ OF THE STAR TRIBUNE

Wednesday, January 27
11 a.m.-Noon CST / Noon - 1 p.m. EST

Learn the basics of GIS and how the Minneapolis Star Tribune is using it in the sales and marketing department to support and drive sales. Several successful real-life case studies will be presented, including examples in the areas of subscription segmentation, circulation distribution, advertising sales and digital geofencing.

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Industry news



Las Vegas Review-Journal launches new, weekday video news program

Yesterday, the Las Vegas Review-Journal introduced "7@7," a weekday, multiplatform video news program that's designed with busy audiences in mind.

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VMG publications roll out membership campaign

Under the "I Support" campaign, newspapers published by Voice Media Group are generating important revenue by asking readers to contribute to the cause, either by making recurring annual or monthly contributions or making one-time donations.



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Viewpoints and photos

MLK Day and the eve of the presidential inauguration



America's Newspapers invites members to share their editorials on this topic with us, as well. Send links to your editorials to cdurham@newspapers.org.

The **Tulsa (Oklahoma) World** published a gallery of photos from the city's MLK Day celebration.

[View photos](#)

[MLK Day is as important as ever as we seek to keep hope alive](#)

The Post and Courier, Charleston, South Carolina

Hope remains that most important ingredient in the recipe for our nation's future, and Wednesday's presidential inauguration will mark a fresh start, a chance to heal and to resume the work of forming a more perfect union. We believe such perfection is akin to what Rev. King said during his most famous speech. A more perfect union is one where citizens "will not be judged by the color of their skin but by the content of their character."

[Opinion: America needs to make a commitment to racial healing](#)

Laura Hill, guest column in The Virginian-Pilot, Norfolk

Today, as Americans observe the National Day of Racial Healing, let's be mindful that it falls on the eve of the presidential inauguration. Let's recall how the 2020 election widened the racial divide in our country. Then let's commit to truth-telling, racial justice and healing. Working together we can leave a legacy of a just and truthful America to future generations.

[On MLK Day, let's vow to fight the inequities of being Black](#)

Charles Lockwood, guest column, Tampa Bay Times

Seeing how much harder the pandemic is hitting Black Americans, the struggle for equality is more important than ever, writes the dean of the USF medical school.

[MLK, peaceful protest and the arc of justice](#)

Charleston Gazette-Mail, Charleston, West Virginia

The holiday celebrating the Rev. Martin Luther King Jr. came at a time of nervous calm in the United States, after one storm had passed and another forms on the horizon.

[In a shattering time, MLK still inspires](#)

The Palm Beach Post, West Palm Beach, Florida

In 1963, when 250,000 people gathered in Washington, D.C., for the March for Jobs and Freedom, neither the Rev. Dr. Martin Luther King Jr., nor any other speaker urged the crowd to attack a soul. King touched the nation through oratory. ... How very different was the oratory of President Donald Trump before his gathered thousands on Jan. 6 before they marched on the Capitol.



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