

America's Newspapers

NEWSPAPERS.ORG



February 2, 2021

Free webinar to help you engage subscribers

More than 120 newspapers have already committed to participating in Subscriber Engagement Index

Register for Feb. 16 webinar to learn how your newspaper can take part

Dozens of U.S. news media companies have joined the new Medill Subscriber Engagement Index benchmarking project that will offer newspapers across the country the opportunity to develop game-changing, data-driven reader revenue and engagement trends at their fingertips.

Participants announced so far include the 29 daily newspapers published by McClatchy, Tribune Publishing's 10 daily newspapers, 75 dailies published by Lee Enterprises, The Seattle Times, The Denver Post, Newsday, The Dallas Morning News, The Philadelphia Inquirer, The Advocate (Baton Rouge, Louisiana), Las Vegas Review-Journal, The Spokesman-Review and Bangor Daily News.

Through a partnership between America's Newspapers, Northwestern University's Medill School of Journalism, Media, Integrated Marketing Communications and Mather Economics, members of America's Newspapers can participate **at no cost for the first year.**

The project will kick off with an [informational webinar on February 16](#) at 2 p.m. CST / 3 p.m. EST, detailing the program and best practices in reader engagement.

The webinar will cover the topics of best practices in subscriber acquisition, engagement and retention, and will detail how the project's data exploration tool will drive actionable insights.

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"We're drawn to this tool because it's going to help us learn from other news companies participating in the index. And we're also excited about trying a tool that anyone in our company can use, from journalists or marketing teams or product teams. All of our different groups are aligned with our mission to grow digital subscriptions and reduce churn."

Shannan Bowen
Director of Product Engagement
McClatchy

Industry appointments

George Ferguson takes over as **Havre Daily News** publisher

Sports Editor George Ferguson has become publisher of the Havre (Montana) Daily News, taking over for Stacy Mantle, who held the position until she left the newspaper last Friday after 20 years with the paper. Ferguson also will continue in his role as sports editor.

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Tupelo native Sam R. Hall to lead Daily Journal newsroom

"Local journalism serves a vital role in our communities," says the recently appointed executive editor of the Northeast Mississippi Daily Journal. "We want to support those communities, inform and even entertain our readers, be a place for open, honest, truthful debate, hold accountable those in power and be a voice for those who are often overlooked."

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Next week's webinar

WEBINAR
FEBRUARY 12 | 1-2 p.m. CST, 2-3 p.m. EST

**The (In)Boxing Match:
Why is Everyone
Talking About Email?**

PRESENTED BY:
TYSON BIRD OF TEXAS HIGHWAY MAGAZINE

Members of America's Newspapers can register free (as part of their membership) by entering code **NEWSROCKS** at registration.

Finding success with email marketing

Friday, February 12
1-2 p.m. CST / 2-3 p.m. EST

They say "what's old is new again" and it seems email is no exception. Publishers large and small are finding success in connecting with audiences more frequently and personally via email newsletters and campaigns. In this session, we'll cover best practices for email marketing, provide examples of emails done well and explain some of the potential pitfalls to look out for when using email as an engagement tool.

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Industry news

The Philadelphia Inquirer removes comments on most of Inquirer.com

"We'd rather invest in vital local journalism than an endless and expensive game of comment whack-a-mole." — The Philadelphia Inquirer

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Will Super Bowl advertising ever be the same?

An economic landscape that makes it difficult for advertisers to know how their messages will be perceived by the American public is triggering "more intense, complex questions for ad creators than in years past, such as whether or not audiences struggling financially would appreciate brands spending \$5.5 million dollars on a few seconds of T.V. airtime," Lineup Systems notes in a new industry analysis article: "Will Super Bowl Advertising Ever be the Same?"

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How The Washington Post's new Instagram editor will try to boost its subscription business

The Washington Post's Instagram audience tends to be "a younger and more diverse audience" than its current subscribers — something the paper says will be an asset in growing its subscriber base.

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Courier-Tribune building, property goes on sale in Asheboro

The building and parking lot of the Courier-Tribune in Asheboro, North Carolina, went on the market Feb. 1. Gannett said a new location for the Courier-Tribune will be determined soon.

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