

America's Newspapers

NEWSPAPERS.ORG



February 5, 2021

Weekend Wrap-Up of News

Industry appointment



Lakeland Ledger names Leon Tucker as executive editor

A longtime journalist with Gannett, who most recently worked in public relations, is taking over the helm of The Ledger newsroom in Lakeland, Florida, Gannett officials announced Wednesday.

[READ MORE](#)

America's Newspapers welcomes new members

Five newspapers and one new [Solutions Partner](#) were welcomed into membership this week:

[The Laker/Lutz News](#) is a weekly newspaper in suburban Tampa, primarily located in Pasco County, Tampa Bay's fastest-growing market. The paper has been owned by Diane Kortus, the sole owner, since 2000.

The other four newspaper members are published by Press Publications of White Bear Lake, Minnesota. Each are weekly publications: the [Baldwin Bulletin](#), Baldwin, Wisconsin; [Moose Lake Star Gazette](#), Moose Lake, Minnesota; [Hinckley News](#), Hinckley, Minnesota; and the [Pine County Courier](#), Sandstone, Minnesota.



Our new [Solutions Partner](#) member is [Column](#), the first collaborative public notice platform helping journalists, governments and legal services work together to inform their communities.



Learn more about the work being done by Column and other Solutions Partners next Wednesday in our new Solutions Newsletter. The Solutions Newsletter will be sent to all members of America's Newspapers.

How are you measuring subscriber engagement?

Don't miss out on an opportunity to have access to data that will help you grow revenue, improve retention, make smarter decisions



America's Newspapers has announced a strategic partnership with Medill and Mather Economics on a new benchmarking project for its members. The Medill Subscriber Engagement Index offers members the opportunity to develop game-changing, data-driven reader revenue and engagement trends at their fingertips — **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.

[READ MORE](#) and [REGISTER FOR WEBINAR](#)

[Informational webinar Tuesday, February 16](#)

3 p.m. EST | 2 p.m. CST
1 p.m. MST | Noon PST

[REGISTER FOR
FREE WEBINAR](#)

Industry news

North Carolina bill could remove public notices from newspapers in 14 counties

The Salisbury (North Carolina) Post reports that Rep. Harry Warren, a Republican serving state House District 76, has introduced a bill that would allow a slew of counties to publish public notices on their websites rather than in newspapers.

[READ MORE](#)

Salisbury Post



Reid Newspapers acquires Oklahoma newspapers from Gannett

Reid Newspapers has acquired three Oklahoma newspapers — the Miami News-Record, the Grand Lake News (Grove) and The Delaware County Journal — from Gannett Co., Inc.

[READ MORE](#)

Neves Media Publishing acquires four weekly papers in Florida

Neves Media Publishing has acquired four weekly newspapers — The Apalachicola Times, Port St. Joe Star, the Washington County News and the Holmes County Times-Advertiser — from Gannett Media Corp.

[READ MORE](#)

Reinforcing inclusion and supporting equity

In the first of what will be an annual overview of its efforts to build a more diverse, equitable and inclusive company, Hearst published a set of data this week showing where its U.S. employee



representation currently stands ... plus five priorities for 2021.

[READ MORE](#)

APG-Ohio partners with career center to launch sports journalism program for high school students

During the 2021-2022 academic year, high school students in Southeastern Ohio will have an opportunity to have their work published in local newspapers published by Adams Publishing Group of Ohio. Their work will be published in The Athens Messenger, Logan Daily News, Perry County Tribune and potentially other publications.



[READ MORE](#)



Reach Millions of Job Seekers
FREE Resume Posting, Job Matching & Emailed Job Alerts

Poynter. America's Newspapers

Find success with email marketing

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

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

REGISTER

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

Best practices for email marketing

Presented by Tyson Bird of Texas Highway Magazine

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.

[LEARN MORE AND REGISTER](#)

Get Involved. Be Heard. Invest In Your Future.

Keep up with the latest news, schedule of upcoming events and other information specifically for the newspaper industry. Learn more about America's Newspapers at www.newspapers.org. And connect with us on [Twitter](#), [Facebook](#) and [LinkedIn](#).



CONTACT US

www.newspapers.org

[Email](#)

