

# America's Newspapers

NEWSPAPERS.ORG



February 12, 2021

## Weekend Wrap-Up of News

Revenue Academy will help you identify actionable strategies that will deliver results

### America's Newspapers Revenue Academy

actionable strategies - effective solutions

A virtual event: February 24 & 25

**REGISTER**

**Revenue is always important.** But in today's environment, newspapers need creative solutions that engage customers and deliver results for advertisers.

America's Newspapers Revenue Academy is an intensive two-day session designed to provide sales leaders with actionable strategies and effective solutions to implement with their teams. Each session is led by an industry expert who addresses the core issues and how to take them from idea to execution.

**This isn't about theory; it's about real-world results.**

The program is designed for ad directors, as well as revenue and digital managers and sellers.

Registration fees: \$99 (Members) and \$150 (Non-Members)

**Significant discounts are available for multiple attendees from the same newspaper or newspaper group.**

[VIEW SESSION DETAILS](#)

## Tuesday Webinar: Learn what's driving subscriber engagement and how you can grow reader revenue

**A no-cost program to improve subscriber engagement**

America's Newspapers members have a unique opportunity to participate in a program with two of the leading industry experts on subscriber engagement, Northwestern University's Medill School of Journalism, Media, Integrated Marketing Communications and Mather Economics.

**Informational webinar**  
**Tuesday, February 16**

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

**REGISTER FOR  
WEBINAR**

This program is modeled after efforts implemented in larger markets around the world, but scaled so small and mid-sized markets with limited technical and financial resources can participate. **And, the best part is there is no cost for America's Newspapers members to become part of the program.**

[READ MORE and REGISTER FOR WEBINAR](#)

As part of this program, your organization will have access to a variety of information about subscriber engagement in your market, including:

- Dashboards to measure trends and engagement levels.
- "What If" calculators to measure the potential impact of business decisions.
- Benchmarks to compare your progress to your peer groups across the country.

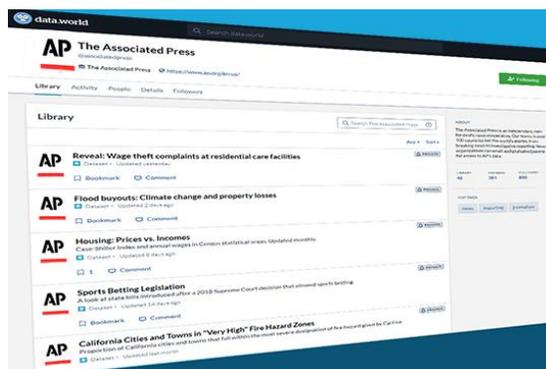
## Find resources for your newspaper in the Solutions Newsletter launched this week

### Solutions Partner:

Put national stories in the context of your local community using data journalism

When the pandemic first hit, The Associated Press was in a unique position to help its members — and their readers — understand all the different metrics and data points that quickly became part of the global vernacular.

Here's a look at how AP's data team — in collaboration with local reporters and the health and science beat team — approached this in two ways.



[READ MORE](#)

[Read more from our Solutions Partners on our website](#)

**BECOME A SOLUTIONS PARTNER: A limited number of premium Solutions Partner opportunities remain available. For full details, contact [Dean Ridings](#), [Patty Slusher](#) or [Cindy Durham](#) with America's Newspapers.**

## Industry news

**PassItOn® weekly newspaper stories are available free for reprint**

The Foundation for a Better Life is offering to members of America's Newspapers — at no charge — a series of life-affirming true stories that are available to reprint for their readers. For 21 years, the Pass It On campaign has promoted positive values with uplifting and encouraging messages.

[READ MORE](#)

### Being There, Being Present.

Fifty years ago, autumn in a small town meant the annual coming of age ritual that brings boys and their fathers together... [preview](#)

**BE THERE**

### Courage To Do.

In 1841, a physically imposing, twenty-three year-old Frederick Douglass leaned against the rail of a ferry... [preview](#)

**COURAGE**

### Earning Trust.

Nancy was suddenly a single mother. Her husband of 17 years passed away leaving her with kids to finish raising and no savings... [preview](#)

**TRUST**

# Leverage the trends that are emerging with subscriptions — to your newspaper's benefit

WEBINAR

MARCH 3 | 11 a.m.-Noon CST, Noon-1 p.m. EST

**7 Subscription Trends and  
7 Ways to Leverage Them in 2021**

PRESENTED BY:  
SARAH HARTLAND (LINEUP SYSTEMS) AND MARK WHISTLER (ZEPHR)

**REGISTER**

What can you expect this year with subscription trends ... and what actions do you need to take?

*Presented by Sarah Hartland of Lineup and Mark Whistler of Zephr*

**Wednesday, March 3  
11 a.m.-Noon CST / Noon-1 p.m. EST**

Media subscription sales shot up 300% in 2020, but how will the sector fare this year? Lineup Systems and Zephr will share seven trends likely to impact publishers, with suggestions on how to action those trends this year and beyond.

[LEARN MORE](#)

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Poynter. **E&P** America's Newspapers  
EDITOR & PUBLISHER

## Industry appointments

### Daisy Veerasingham named AP chief operating officer

With this new appointment, Daisy Veerasingham will have responsibility for all AP departments. This includes the company's news, business and technology operations, all of which will report jointly to her and President and CEO Gary Pruitt.

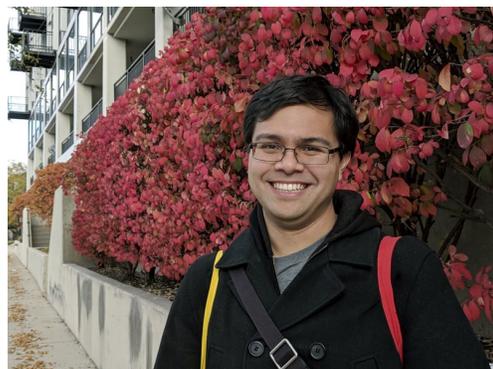
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### AP names Justin Myers as data editor

"Justin's proven ability to manage complex data-driven projects and turn editorial ambition into technical and journalistic achievement is what AP needs to push its data journalism forward," says Troy Thibodeaux, the AP's data science and news applications editor.

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### Erwin Record welcomes Bryan Stevens as managing editor

Bryan Stevens, a seasoned journalist and East Tennessee State University adjunct instructor with long family roots in Unicoi County, has been named

managing editor of The Erwin Record in Tennessee.



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### **Get Involved. Be Heard. Invest In Your Future.**

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