

America's Newspapers

NEWSPAPERS.ORG



February 19, 2021

Weekend Wrap-Up of News

Don't miss the opportunity to find new revenue at next week's Revenue Academy

America's Newspapers Revenue Academy

actionable strategies - effective solutions

A virtual event: February 24 & 25

REGISTER

Registration fees: \$99 (Members) and \$150 (Non-Members)
Significant discounts are available for multiple attendees from the same newspaper or newspaper group.

[VIEW ALL SESSION DETAILS](#)



New year? New revenue? You bet!

The Revenue Academy kicks off next Wednesday morning with global media sales adviser Ryan Dohrn sharing 21 practical revenue ideas that any newspaper can launch right away.

Each idea is proven to work in any market of any size. And, you will not need to add staff or spend a bundle to launch the idea. From specialized eNewsletters to marketing impact reporting to expertorial to ask the experts videos, come prepared to make some money!

[LEARN MORE](#) and [REGISTER](#)



Budgets are NOT locked in! Be prepared to grab your share

Jim Brown from Borrell Associates will help you channel advertisers and focus in on competitive media to win over new customers AND grab a larger share of marketing budgets. This fast-paced presentation is chock-full of data and sound sales advice to help you open the door to new customers and focus on the things they are buying the most.

[LEARN MORE](#)

In case you missed it: See how you can measure subscriber engagement levels and grow revenue

A no-cost program to improve subscriber engagement

The Medill Subscriber Engagement Index is a very powerful and important project to the newspaper industry. The ability to measure your engagement levels and benchmark your levels and progress against your peers is a great step in growing subscriber revenue.

America's Newspapers highly recommends that you reach out to our partners at Medill and Mather and start the process of joining this program.

**LEARN MORE AND
VIEW RECORDING OF
WEBINAR**

Industry news

FEAST AND *field*

"Feast and Field will go beyond what most national culinary publications offer their readers."

Donna Bischoff
VP of Custom Content
Lee Enterprises

Lee launches Feast and Field, new food-focused digital magazine

Through in-depth profiles and enticing recipes as well as engaging photography and video, a new food-focused digital magazine from Lee Enterprises will explore farming, food production, culinary history and cooking. Each week, the magazine will share unique stories of people in communities across the country who are growing, processing and producing our food, from field to feast.

[READ MORE](#)

Former publisher Jennifer Allen to purchase Hot Springs Village Voice

"I'm excited to acquire Hot Springs Village Voice," says Jennifer Allen. "It has been my home for 14 years and this will be the first time in those 14 years the Voice will be locally owned."

[READ MORE](#)



News and opinion from around the country

Safeguarding the critical systems that Texans depend on
[Texas government is broken. We deserve one](#)

[that works.](#) (Austin American-Statesman)

Big Tech

[Facebook's new look in Australia: News and hospitals out, aliens still in](#) (The New York Times)

[Google to pay major Australian media company for news content in 'ground-breaking agreement'](#) (New York Daily News)

[Legislation in New York \(Recycling\) Bill would adversely affect newspapers and magazines](#) (guest editorial in The Daily News, Batavia, New York)



[The sale of The Baltimore Sun](#)
[Stewart Bainum Jr. wants to build a successful local news model with Baltimore Sun Media, colleagues and friends say](#) (The Baltimore Sun)

[The sale of Tribune Publishing](#)
[Readers: We need you now more than ever](#) (Chicago Tribune)

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](#)

the **Media Job Board**
MEDIAJOBBOARD.COM

Reach Millions of Job Seekers
FREE Resume Posting, Job Matching & Emailed Job Alerts
Poynter. **E&P** America's  Newspapers
ENTRUSTED PUBLISHER

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](#).

America's  Newspapers

CONTACT US

www.newspapers.org

[Email](#)

