

# America's Newspapers

NEWSPAPERS.ORG



February 26, 2021

## Weekend Wrap-Up of News

Two DON'T MISS webinars next week

WEBINAR

March 3 | 11 am-Noon CST/Noon-1 pm EST

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

Presented by  
Lineup Systems and Zephr



What can publishers expect in the way of subscription trends?

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.

Our presenters are Sarah Hartland, global inbound marketing manager at Lineup Systems, and Mark Whistler, product marketing director at Zephr.

Register **FREE**

WEBINAR

March 4 | Noon-12:30 CST / 1-1:30 EST

**Advertising Revenue  
Forecast for 2021:  
When the Crickets  
Stop Chirping,  
Brace for a Boom!**

Presented by  
Borrell Associates



BORRELL

Be in on the beginning of Borrell's newspaper research project with America's Newspapers!

The first quarter is shaping up to be tough for a lot of newspapers, but Gordon Borrell sees a lot of hope ahead.

In this webinar, he'll address new research that indicates local businesses are poised to spend a lot more when the pandemic eases. Borrell actually furnishes a date when that will happen — and it's not far away.

The webinar also will discuss new research that America's Newspapers will be launching with Borrell Associates, and how you can participate.

Register **FREE**

Family and Independent Owners Conference to address common challenges, opportunities



MAY 13, 2021  
**Family Owners  
& Next  
Generation  
Leadership**

[Register](#)

Family owners have a long history of connecting as a result of the common challenges and opportunities that they face.

Programming at the May 13 Family Owners & Next Generation Leadership Conference focuses on the familial issues of running a newspaper, as opposed to industry operational issues. Meeting topics range from management strategies, estates and trusts, community obligations, succession strategies, case studies of specific family operations, etc.

[LEARN MORE](#)

## Industry appointments

### Clay Carsner named The Paris News publisher

Nine years after joining The Paris (Texas) News as an advertising representative, Clay Carsner will assume the role of publisher.

[READ MORE](#)



### Lee Enterprises announces new leadership in Virginia

Eric Mayberry, who most recently was regional vice president of Amplified Digital, was named president and director of local sales and marketing of The Daily Progress in Charlottesville. And, Sam Worthington was appointed president and director of local sales and marketing for Lee's Roanoke region.

[READ MORE](#)

**Eric Mayberry and Sam Worthington**

## Save these dates in May and October

AMERICA'S NEWSPAPERS VIRTUAL CONFERENCE

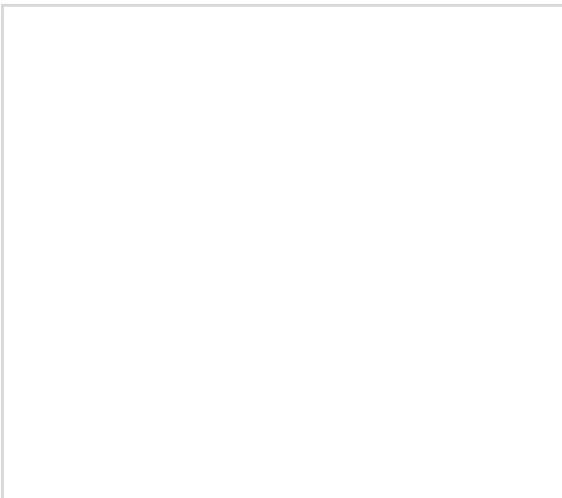
**PIVOT 2021**

FROM **PIVOT** TO **PROFIT** | MAY 11 & 12

Mark your calendars for May 11-12 for America's Newspapers' virtual spring conference.

This is the Spring Meeting that senior newspaper executives cannot afford to miss! Make plans to actively take part in this virtual conference.

[LEARN MORE](#)



## America's Newspapers Annual Meeting

Senior Leadership Conference  
October 17-19  
The Broadmoor  
Colorado Springs

**Live and In-Person!**

## Who cares about public notices? You should.



Our editorial and editorial cartoon are available to members to reprint

### Encourage your readers to speak out!

Let your state legislators know that you value being able to access notices in your newspaper and that they are worth the investment. There is a cost to keeping citizens informed, but the costs of not doing so are much higher!

[DOWNLOAD EDITORIAL AND CARTOON](#)

## Industry news



### RESEARCH ABOUT DISCRIMINATION AGAINST LATINO JOURNALISTS IN THE U.S.A.

#### Improving negotiation skills to fight inequality in newsrooms

Discrimination against Latino journalists in the United States affects the environment of freedom of expression and access to information for the Hispanic communities they frequently report on and write about. This is the main conclusion of research conducted by Fundamedios in a Donald W. Reynolds Journalism Institute Fellowship.

To address this issue, Fundamedios created a toolkit to address these issues by training journalists to improve their negotiation skills.

[READ MORE](#)

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

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newspaper industry. Learn more about America's Newspapers at [www.newspapers.org](http://www.newspapers.org). And connect with us on [Twitter](#), [Facebook](#) and [LinkedIn](#).

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