

America's Newspapers

NEWSPAPERS.ORG



March 2, 2021

Thursday: Get in on the beginning of Borrell's newspaper research project with America's Newspapers

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

Register FREE

No cost for members to take part; learn details during free webinar on Thursday

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.

Free webinar on Wednesday examines subscription trends in 2021

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

Register FREE

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.

Thomas Jefferson would cringe at the destruction of local media

Big Tech has feasted on publishers' content for free, says guest columnist John G. Chachas

How is it that the creators of news, knowing full well they have legal copyright protection under the U.S. Copyright Act, have allowed the digital platforms to gain such power?

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Campaign launched to Protect Our Press

Protect Our Press

Newspapers are encouraged to promote this campaign to their readers

Today you are asked to consider joining the effort to Protect Our Press, an initiative to reinvest in local professional journalism. It involves a simple pledge offering everyone the opportunity to make a difference.

[READ MORE](#) and [TAKE THE PLEDGE](#)

Industry appointments

Arizona paper welcomes new editor

Mike Boyd, the new editor-in-chief of the Mohave Valley Daily News in Bullhead City, Arizona, says:

"I've been a lot of places — I've seen a lot of things and, hopefully, I'll be able to tap into the knowledge and experiences I've collected along the way to help make the Mohave Valley Daily News and its sister publications the news and information resources that the community so richly deserves."

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The Fulton Sun welcomes new editor

After 30 years mostly as sports editor at the Fulton Sun in Fulton, Missouri, Ryan Boland is in the editor's seat. He previously served two brief stints as the Sun's news editor.

Fulton Sun

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David Adlerstein named editor of The Star in Florida

A veteran reporter who has steered the Apalachicola Times in Florida for the past two decades will be expanding those duties to take the helm at a second weekly paper, The Star.

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AP names Anna Jo Bratton to post of U.S. enterprise editor

The Associated Press has named Anna Jo Bratton as U.S. enterprise editor on the news cooperative's Global Enterprise Team, where she will work with colleagues across the United States to produce high-impact journalism for the country and for international audiences.

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Family and Independent Owners Conference to address common challenges, opportunities



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.

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Industry news

10 News Publishers That Do It Right

Six of the 10 news publishers recognized yesterday by Editor & Publisher magazine as "10 News Publishers That Do It Right" are members of America's Newspapers! Congratulations to the Record-Journal, Meriden, Connecticut; News-Gazette, Champaign, Illinois; Star Tribune, Minneapolis, Minnesota; Daily Gazette, Schenectady, New York; Times-Tribune, Scranton, Pennsylvania; and The Tennessean, Nashville.

Three more members were awarded Honorable Mentions: Restoration NewsMedia, publisher of The Wilson Times in North Carolina; Columbia Basin Herald, Moses Lake, Washington; and the Spokesman-Review, Spokane, Washington.

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More from America's Newspapers

Free Webinar on March 10 - Google Litigation: What it means and why it matters - Presented by Camille Olson (Seyfarth Shaw), Brian Jarvis (WV News) and John Bussian (The Bussian Law Firm) [LEARN MORE](#)

Free Webinar on March 11 - The Power of Newspaper Advocacy.



Presented by Dean Ridings (America's Newspapers), Alan Fisco (The Seattle Times) and Danielle Coffey (News Media Alliance) [LEARN MORE](#)

PIVOT 2021 - May 11-12

Save the Date: This intensive two-day leadership conference focuses on critical topics for newspapers in 2021, including what's happening with frequency changes, mobile workforces and subscriber revenue. [LEARN MORE](#)

Annual Meeting / Senior Leadership Conference - Oct. 17-19 Live and In-Person

We're hopeful that the world will return to normal by October and you'll join us at The Broadmoor in Colorado Springs. This meeting will focus on charting the future for newspapers and will provide safe settings for discussions and connections with other senior executives from across the industry. [LEARN MORE](#)

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