



March 10, 2020

## Key Indicators: Readers who Keep Subscribing

### Spurn the churn: Data-driven reader retention solutions

When researchers at Northwestern University's Medill Local News Initiative searched for the key reasons readers decide to stay subscribers or add to churn statistics, they made some incongruous findings. Like the more pages someone reads, the more likely they are to churn.

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### Definitions

- **Hard churn:** cancel subscription payments
  - Directly linked to financial outcome
  - Difficult for organizations to join it with reading data
  - Too late—subscribers give early-warnings signals that relationship is at risk
- Need a leading indicator of hard churn:
  - **Regularity:** number of days per month with any reading
  - **Intensity:** number of page views per day of reading
  - **Depth of reading:** time per article
  - **Breadth:** reading many subjects versus few



### Statesman prevails in court fight for UT records

“Judge Yelenosky strongly planted a flag for the public’s right to know with the decision,” said John Bussian, attorney for the Austin American-Statesman, following a ruling that the public has a right to see disciplinary records of University of Texas students accused of sex crimes.

“And we hope that if the university appeals, that the judge’s decision will be quickly affirmed so the public can see the records.”

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## Coronavirus: Free Webinar on Friday Morning

### Coronavirus FAQs & Legal Updates: Employer Challenges in Preparing for a Potential Pandemic — Friday, March 13

Three partners from Seyfarth Shaw LLC will update industry executives and managers on the latest information about the new coronavirus (COVID-19), including preparing for outbreaks and a potential pandemic.

This webinar is designed for CEOs, publishers, owners, HR directors and all managers.

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WEBINAR

MARCH 13 | 10:30-11:30 a.m. CDT, 11:30 a.m.-12:30 p.m. EDT

**Coronavirus FAQs & Legal Update:**  
Employer Challenges in Preparing for a Potential Pandemic

PRESENTED BY:  
ATTORNEYS FROM SEYFARTH SHAW LLC

# The People of America's Newspapers



## Leadership transition announced for The Register-Guard

Executive Editor Alison Bath will assume leadership in Eugene, Ore., with the departure of Publisher Shanna Cannon. [READ MORE](#)

### In other news:

- Leadership changing for Athens newspaper, website [READ MORE](#)
- Diane McFarlin to retire as dean of the UF College of Journalism and Communications [READ MORE](#)

## Advertising Sales Training

### Laurie Kahn to lead two-part webinar on sales training

Competition is high to attract, hire and retain needed sales talent, and many industries are changing to a more "team-based" sales model.

This model is gaining a high amount of success, especially since younger generations are projected to have lower tenure than the previous ones, more Boomers are retiring and the need is growing to ramp up new hires more quickly for retention.

In Part 1 of this two-part series, Laurie Kahn will share different team models, who would benefit, how it helps to hire in all market sizes, plus compensation ideas. Learn what others are doing to win in this war for talent.

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WEBINAR

MARCH 25 | 1-2 p.m. CDT, 2-3 p.m. EDT

**The Sales Team of the Future:**  
Part 1 in a two-part series

PRESENTED BY:  
LAURIE KAHN OF MEDIA STAFFING NETWORK

WEBINAR

APRIL 9 | 1-2 p.m. CDT, 2-3 p.m. EDT

**How to Build a Talent Acquisition Program  
to Attract Sellers Today and Tomorrow**  
Part 2 in a two-part series

PRESENTED BY:  
LAURIE KAHN OF MEDIA STAFFING NETWORK

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**2020 Annual Meeting:**

The famed Watergate Hotel in Washington, D.C., will be the site of the 2020 Annual Meeting of America's Newspapers. The conference will be held Oct. 4-6 and registration will open in the spring. [READ MORE](#)

**Free Webinars:**

- [Build Your Social Media Style Guides](#) (Thursday, March 12)
- [Coronavirus FAQs and Legal Update](#) (Friday, March 13)
- [The Sales Team of the Future](#) (March 25)
- [Finding New 2020 Revenue Inside the Mountain of Political Spending](#) (April 7)
- [How to Build a Talent Acquisition Program to Attract Sellers Today and Tomorrow](#) (April 9)

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