

America's Newspapers

NEWSPAPERS.ORG



March 16, 2021

America's Newspapers and Borrell Associates launch newspaper advertiser research project



Your newspaper's participation is needed!

Newspapers routinely do not get credit for the effective digital and print solutions they deliver local advertisers. A new, ambitious research project conducted by Borrell Associates will seek to measure where advertisers are spending, what media they are spending with and how they feel about local newspapers and their solutions.

Newspapers of all sizes are needed to participate in this survey to get the most useful results.

[Learn what you'll receive for participating](#)

[LEARN MORE AND SIGN UP TO TAKE PART](#)



Gordon Borrell is (finally) bullish on newspapers

In this segment of "E&P REPORTS," Publisher Mike Blinder goes one-on-one with Gordon Borrell on initial findings from the America's Newspapers-Borrell Advertiser Manager Survey and the opportunities that are available now for garnering new ad dollars.

[VIEW THE PODCAST](#)

Next Thursday: Join us for Day 1 of three-part series focused on workforce management

America's Newspapers Workforce Management Academy

Strategies for fast-changing times
for publishers, managers and HR professionals

Three-part Virtual Event: March 25, April 15, May 20

There's no roadmap for getting business back to normal.

REGISTER

But no matter what challenges occur, employees will look to managers to provide the leadership to guide them into the next phase of the modern workplace.

The [Workforce Management Academy](#) is an intensive three-part series tackling the challenges and providing solutions for publishers, managers and human resources professionals.

With one day each month over three months, participants will gain valuable skills and information to react to the fast-changing conditions the next few months are sure to bring.

And each session will include a Roundtable Discussion for managers to engage, ask questions and share strategies with their peers.

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News about industry people



Bill Albrecht leaves Akron Beacon Journal; editor Michael Shearer is new market leader

Bill Albrecht, who has been with the Akron (Ohio) Beacon Journal in leadership roles since 2018, has left the company for a new professional opportunity.

[READ MORE](#)

Bill Albrecht and Michael Shearer

New general manager arrives at Rogersville Review

Matthew Wolfe is the new general manager at The Rogersville Review in Tennessee. He also will serve as regional director of audience development marketing for Adams Publishing Group, the newspaper's parent company.

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Industry news

Walter Hussman Jr. announces gigabit service coming to Hot Springs, Arkansas

Resort TV Cable will upgrade its internet service to a 1-gigabit system that will be available for all of Hot Springs, Walter E. Hussman Jr., chairman of WEHCO Media, Inc., the parent company of Resort and The Sentinel-Record, announced at The Greater Hot Springs Chamber of Commerce.

[READ MORE](#)



How to build data capacity in your newsroom

If you're a small newsroom interested in building out a data journalism team, where do you start? There are plenty of guides out there for "how to be a data journalist." There aren't that many for "how to build a data journalism team for as few dollars as possible."

[READ MORE](#)

Two professional development webinars next week for your advertising, newsroom staffs

WEBINAR

MARCH 25 | 1-2 p.m. CST, 2-3 p.m. EST

Programmatic Advertising Demystified

PRESENTED BY:
BOB McINNIS

In this March 25 webinar, digital ad sales consultant and trainer Bob McInnis will share the processes and technologies that makes programmatic advertising possible, the various ways it can be used, and how you can compete with it.

[LEARN MORE](#)

[Register](#)

WEBINAR

MARCH 26 | 2-3 p.m. EDT, 1-2 p.m. CDT

Automated Podcasting with Audio Articles

PRESENTED BY:
MATT LARSON OF OUR HOMETOWN

In this webinar, Matt Larson, president and CEO of [Our Hometown Inc.](#), will present several case studies from publishers that are using [Audio Articles](#) to transform their newspaper into a podcast.

[LEARN MORE](#)

[Register](#)

Members of America's Newspapers can register free for both of these webinars (as part of their membership) by entering code NEWSROCKS at registration.



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FREE Resume Posting, Job Matching & Emailed Job Alerts
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America's Newspapers Calendar



Workforce Management Academy - March 25 - This is an intensive three-part series (March 25, April 15, May 20) tackling the challenges and providing solutions for publishers, managers and human resources professionals. [LEARN MORE](#)

Free Webinar on March 25 - Programmatic Advertising Demystified. Presented by Bob McInnis [LEARN MORE](#)

Free Webinar on March 26 - Automated Podcasting with Audio Articles. Presented by Matt Larson of Our Hometown [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](#)

Family and Independent Owners Conference - May 13

Designed for owners of newspapers operated by both multi-generational families and for those that are independently owned. [LEARN MORE](#)

Annual Meeting / Senior Leadership Conference - Oct. 17-19

Live and In-Person 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](#)

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](#).

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