

America's Newspapers

NEWSPAPERS.ORG



March 20, 2020

COVID-19 Updates



As we head into the weekend, Pennsylvania orders non-"life sustaining" businesses to close; other states expected to follow

Tom Wolf, governor of Pennsylvania, has ordered all non-"life sustaining" businesses to close physical operations at midnight today (March 20). The order will remain in effect until further notice. Non-internet newspaper publishing is determined as a "life sustaining business" and can remain open. View the [list of businesses that may continue physical operations](#) and the [Closure Order](#).

In other parts of the country:

- [New York Gov. Andrew M. Cuomo has ordered most businesses to keep all workers home and told New Yorkers to stay indoors.](#)
- [Gov. Gavin Newsom also has ordered Californians to stay at home.](#)
- [Illinois Gov. J.B. Pritzker today issued a "stay at home" order for the entire state starting Saturday at 5 p.m. through April 7.](#)

Send links and updates from around the country to cdurham@newspapers.org and we'll post it here: <http://www.newspapers.org/americas-newspapers/coronavirus/>

Below are just a few of the latest stories posted on our website.

Your advertisers need urgent help during the coronavirus crisis; here's what you can do

Free webinar on Tuesday

Local businesses have specific marketing needs in times of crisis. History shows that some excel when they employ the right marketing tactics during a downturn.

Join us for this webinar to learn how your newspaper can help local advertisers as they struggle with declining sales and customer distractions.

[READ MORE and REGISTER](#)

WEBINAR

MARCH 24 | 10:30-11:30 a.m. CDT, 11:30 a.m.-12:30 p.m. EDT

**Crisis Marketing:
What Local Advertisers Need Right
Now ... and How to Help Them**

PRESENTED BY:
BORRELL ASSOCIATES AND SECOND STREET



Presented by Gordon Borrell, Jim Brown and Corey Elliott from Borrell Associates and Matt Coen from Second Street



The Newsroom Guide to COVID-19

A guide to taking care of yourself and your newsroom

The newsroom guide covers four main topics: general need-to-know info about coronavirus itself and what to do if you're exposed to it; how to care for your own physical and emotional health as you cover the pandemic; caring for others, whether they're your colleagues, reporters, or freelancers; and recommendations and tips for event planners.

[READ MORE](#)



The era of self-quarantining brings perhaps unexpected content changes in Kankakee

The wave of self-isolation has changed the Daily Journal lifestyle sections dramatically. While much of the coverage until literally two or three weeks ago centered around events in Kankakee and its surrounding, those events have gone away — for the moment at least.

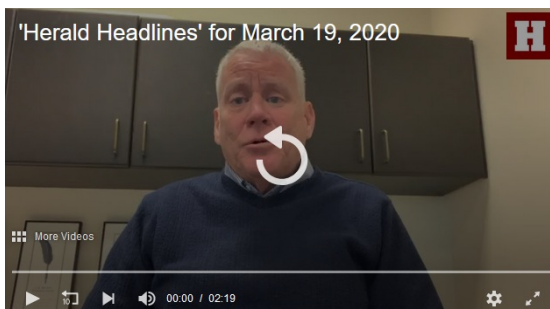
[READ MORE](#)

Silver City paper will maintain delivery to all

The Silver City Daily Press in New Mexico announced this week that it will not stop delivery for customers who find themselves temporarily unable to pay their subscriptions during this COVID-19 health crisis.

This decision highlights the importance of the information readers turn to their local papers for — day in and day out, but especially during difficult times like this.

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Support our work! Become a digital subscriber

In this edition of "Herald Headlines," Executive Editor Phillip O'Connor talks about The Daily Herald's commitment to covering the coronavirus crisis and urges residents to support the work of the newspaper's dedicated journalists.

[VIEW VIDEO](#)

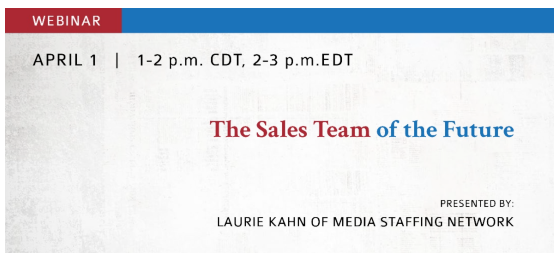
COVID-19 Impact Survey to provide data about shopping intentions of local households



Beginning Tuesday, March 24, Portland-based Pulse Research will launch a Covid-19 Impact survey. Having current data about the shopping intentions of local households is exactly what local merchants seek. This can be a significant differentiator for newspapers now and long after these times have passed.

[READ MORE](#)

Training and Development



Free Webinar: Tips for managing a remote workforce and the skills necessary to be successful in sales

The Sales Team of the Future may be upon us now!

In this informative webinar, we will discuss not only what the sales team of the future looks like, but also tips on how to set up and manage a remote workforce. We will look at what skills are needed to be successful in sales and how different strengths can be integrated into a team approach, both from in and out of the office.

[READ MORE and REGISTER](#)

**Wednesday, April 1
1-2 p.m. CDT, 2-3 p.m. EDT**

Industry Appointment

Duncan native promoted to Banner GM

Crystal Childers, veteran advertising executive, has been promoted to general manager of the Duncan (Oklahoma) Banner. Her appointment is effective immediately.

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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:

- [What Local Advertisers Need Right Now ... and How to Help Them](#) (March 24)
- [The Sales Team of the Future](#) (April 1)
- [Finding New 2020 Revenue Inside the Mountain of Political Spending](#) (April 7)
- [Around the Newspaper Legal World in 60 Minutes](#) (April 9)

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