

America's Newspapers

NEWSPAPERS.ORG



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What do advertisers want right now?

They want a lot of things, and that's why you have to keep talking with them.

- They want your advice.
- They want to be promoted in print and digitally, and want people to know they're open or will be at some point.
- They need leads.
- They want ideas. Give them ideas that will help them thrive.

Read the key takeaways from this week's webinar on newspaper promotions that local businesses need now. A recording of the webinar presented by Julie Foley and Liz Crider Huff of Second Street also is available for download.

[ACCESS WEBINAR MATERIALS](#)

It's time to double-down on digital and print subscriptions

In light of the COVID-19 disruption on news media business models, Mather Economics will share benchmarks and tactics on how successful organizations are using this time to double-down on both digital and print subscription revenue.

Please join us on April 2 at 1 p.m. CDT (2 p.m. EDT) for a webinar to also review best practices to optimize your paywall and address common challenges for publications of all sizes.

During this webinar, you will have the opportunity to ask questions directly to Mather's president, Matt Lindsay, as well as Arvid Tchivzhel, senior director of product development, and Matthew Lulay, senior director of consulting services.

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Presented by Matt Lindsay, Matthew Lulay and Arvid Tchivzhel of Mather Economics

Sumter paper hosts daily Zoom calls with community leaders (and readers) about COVID-19



The staff of The Sumter (South Carolina) Item is doing daily Zoom calls with community leaders to keep the Sumter community informed — in real time — about the coronavirus crisis locally.

Members of the community are invited to register to attend the live virtual shows and also have access to recordings of the show afterwards on the paper's Facebook page.

[READ MORE](#) and [VIEW VIDEOS](#)

Gain tips for setting up and managing a remote workforce

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.

This webinar is designed for publishers, owners, advertising, revenue, marketing and HR directors.

In advance of the webinar, download the following supporting materials:

- [Converting to a Remote Office: Survival Tips](#)
- [Managing a Remote Office](#)
- [Remote Interviewing Tips](#)
- [Tips to Onboard New Employees](#)

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



Local media traffic spikes 48% in the wake of COVID-19

As millions of Americans around the country are being ordered to shelter in place and work from home, newsrooms across the U.S. are working harder than ever to keep their readers informed on the latest news involving the COVID-19 pandemic. As a result, traffic across the TownNews customer network — made up of more than 2,000 newspaper, TV, radio and web-native news sites — has spiked sharply.

TownNews customer sites are on pace to deliver a staggering one billion unique pageviews in March. In the past 22 days (March 1-22), TownNews' media clients are seeing a massive influx (compared to the previous 22-day period).

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GALVESTON COUNTY

The Daily News.

Galveston paper adjusts print frequency to navigate COVID economy

On April 4, The Daily News will begin a five-day-a-week publishing schedule with an expanded weekend edition and a new focus on digital news coverage and features, company leaders announced today.

Print editions of The Daily News will be distributed to subscribers and single-copy readers Tuesdays, Wednesdays, Thursdays and Fridays. The larger weekend edition will appear Saturdays. Coast Monthly, the newspapers glossy magazine, will be delivered in the larger weekend editions.

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COVID-19: SBA Economic Injury Disaster Loan Program

In this legal update, William Eck of Seyfarth Shaw outlines the parameters of the eligibility for a low interest loan for small businesses, small agricultural and most nonprofits under the Coronavirus Preparedness and Response Supplemental Appropriations Act.

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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:

- [A Remote Sales Force May be the Future](#) (April 1)
- [Digital and Print Subscription Benchmarks, Best Practices During COVID-19 Pandemic](#) (April 2)
- [Around the Newspaper Legal World in 60 Minutes](#) (April 9)
- [Twitter: More Than Breaking News](#) (April 23)

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