

# America's Newspapers

NEWSPAPERS.ORG



March 31, 2020

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## Dialogue with Washington



**America's Newspapers joins with News Media Alliance to open dialogue for federal relief**

In a letter this week to President Trump, U.S. Senate Majority Leader Mitch McConnell and House Speaker Nancy Pelosi, America's Newspapers CEO Dean Ridings and News Media Alliance President and CEO David Chavern are starting a dialogue with top elected officials about the role the federal government can play in ensuring the survival of the vital services provided by local news publishers.

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## Two Free Webinars This Week



**Gain tips for setting up and managing a remote workforce**

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

**Free webinar: Wednesday, April 1**

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,



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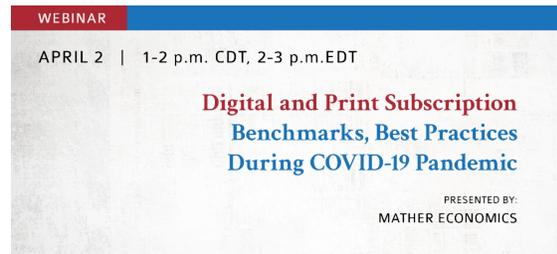
## Mather Economics brings free webinar to members on digital, print subscription benchmarks and best practices amid COVID-19

Thursday afternoon, April 2

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; Matthew Lulay, senior director of consulting services; and Dustin Tetley, senior director of consulting services.



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

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## Industry News

### Ogden Newspapers puts up \$1 million in grants to help local businesses

Newspapers in the company's markets from Hawaii to Ohio can apply for the grants to help them recover from the devastating loss of business caused by the COVID-19 pandemic.

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### New 'Support Local Journalism' feature makes instant impact for TownNews customers

In just a few days, nearly 150 local media sites have signed up to add contributions to their revenue game plans, generating significant income from readers.

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### Tampa Bay Times to print just two days a week as coronavirus savages revenues

Beginning the week of April 5, the Saint Petersburg, Florida-based newspaper will print and deliver copies only on Wednesdays and Sundays. Subscribers will get a digital replica all other days.

"While we are in the depths of this pandemic, we simply cannot afford to produce the ink-and-paper version every day," Times Chairman and CEO Paul Tash wrote in a note to readers.

[READ MORE ... including announcements from additional papers](#)



## Coda Ventures announces a free service to help newspapers promote their surging website traffic

Coda Ventures has developed a customized sales sheet to help newspapers promote their growing website numbers, and Coda is offering to create the sales sheet for free.

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Your market turns to newspaper.com for critical information in a crisis.

Month	Unique Visitors	Page Views
Oct-2019	310,000	1,650,000
Nov-2019	330,000	1,790,000
Dec-2019	345,000	1,865,000
Jan-2020	320,000	1,790,000
Feb-2020	375,000	1,975,000
Mar-2020	400,000	2,100,000

- Your market is relying on newspaper.com for current, accurate and fact-based information about the coronavirus and its impact on your community.
- Traffic and page views on newspaper.com are up 40% since the beginning of the pandemic.
- More local market residents are visiting newspaper.com and they are consuming more content while there.
- If you need to get your message to a large, engaged audience in your market, newspaper.com is reaching more people than ever before.
- Contact your newspaper.com representative.

Newspaper.com  
The leading local news site.

Data is for illustration purposes only.

### The Washington Post Helping Hand covid-19 relief campaign partners



The Washington Post helps provide relief for at-risk groups in need of food and that help feed medical professionals

"Post Helping Hand has raised more than one million dollars for charities in our community. It is our hope that our readers will now join us to support those across the country who have been hardest hit by this Covid-19 crisis," said Frederick J. Ryan Jr., CEO and publisher of The Post. "Together with these organizations, we can help ensure no one is left hungry due to this pandemic."

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## Industry Appointments

### Lee Enterprises names Andrew Bruns Virginia regional publisher

Andrew Bruns has been named regional publisher of a number of Lee Enterprises' publications in Virginia, including Roanoke, Lynchburg, Charlottesville and Bristol.

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#### In other news:

- [Jolene Sherman appointed Lee vice president of digital sales and agency strategies](#)
- [Peter Farr appointed chief financial officer of McClatchy](#)



#### 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)

### Get Involved. Be Heard. Invest In Your Future.

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