

America's Newspapers

NEWSPAPERS.ORG



April 9, 2021

Weekend Wrap-Up of News

Gannett's Mizell Stewart and LaToya Johnson to share strategies for growing diverse workforce

Members can register free



Thursday, April 15 — Virtual Event

During next Thursday's Workforce Management Academy, Gannett's LaToya Johnson and Mizell Stewart III will discuss the history of media diversity efforts and strategies Gannett and other media companies are using to ensure their workforces reflect a changing America.

Stewart is vice president / news performance, talent and partnerships with Gannett and the USA TODAY Network and an adjunct faculty member with The Poynter Institute. Johnson is Gannett's director of inclusion, diversity and equity.

Participants will leave the discussion with a greater understanding of diversity as a business imperative and concrete steps you can take within your organization.

A second session on April 15 focuses on workforce management and will be led by Robert J. Greene, CEO at Reward Systems, Inc.

Greene says the Black Swan Theory reminds us that things can happen that were totally unanticipated. As we come out of the COVID pandemic, it's time to reconsider our strategies for managing the workforce, put on our "business person" hats and identify the work that must be done going forward. **Where** must it be done? **How** must it be done? **Who** is best suited to do it?

[LEARN MORE](#) and [REGISTER FREE](#)

America's Newspapers Workforce Management Academy

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

Three-part Virtual Event: Next session is April 15

REGISTER

If you missed the March sessions of the Workforce Management Academy, we'll send you a recording and all materials for those sessions when you register.

If you took part in March, there's no need to register again for this session; you are already registered.

Protect public notices in newspapers

Download these print and digital ads

[A new marketing campaign being rolled out by America's Newspapers](#) highlights the need to protect public notices in newspapers and readers' right to know.

Newspapers can download this series of print and social media ads at no cost. The print ads include space for the name or logo of the newspaper publishing them.

The ads, produced in partnership with [Sandpaper Marketing](#), call on readers to let their state legislators know that they value being able to access notices in the newspaper and that they are worth the investment.

[DOWNLOAD THE PRINT AND DIGITAL ADS](#)

Who cares about
public notices?
YOU SHOULD
Protect public notices
in newspapers and
protect **your** right to know.

America's
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America's Newspapers is a national association supporting journalism and healthy newspapers in our local communities. Find out more at www.newspapers.org or follow us on Twitter @newspapersorg or on Facebook @americasnewspapers

newspapers.org/public-notices

Industry news

The Post and Courier's parent to split into 3 separate companies

The parent of The Post and Courier in Charleston, South Carolina, is proposing to spin off its newspaper division and other subsidiaries into three separate businesses under a plan to realign the holdings of the family-owned company, it was announced April 5.

The restructuring of Charleston-based Evening Post Industries is expected to be completed by Sept. 30, CEO John Barnwell said.



[READ MORE](#)

Nearly 75 years after it was built, newspaper's downtown building is for sale

courier journal

The Courier Journal's building in downtown Louisville, Kentucky, went on the market today with a listing price of \$17 million.

The paper's newsroom, however, is dedicated to being a strong presence in Louisville, likely downtown.

[READ MORE](#)

Next month: Join us for Spring Conference From **PIVOT** to **PROFIT**

Make plans to join us May 11-12 for the America's Newspapers virtual spring conference.

This is the Spring Meeting that senior newspaper executives cannot afford to miss! Every session will have an interactive and participatory component. Make plans to actively take part in this virtual conference.

Session topics include:

REGISTER

Registration fees are \$99 for members and \$150 for non-members.

Significant discounts are available for newspapers or newspaper groups that register multiple attendees.

- Frequency changes
- Digital subscriptions
- Adopting a new sales approach
- Remote workplace challenges and opportunities
- Branded content
- The legislative priorities of America's Newspapers
- Lessons in leadership (see session highlight below!)
- Marketing research
- Idea Exchange sessions for senior newspaper executives on Wednesday afternoon

[LEARN MORE](#)

Following PIVOT, family owners are encouraged to add on Family Owners meeting for just \$50

REGISTER

Family owners have a long history of connecting as a result of the common challenges and opportunities that they face.

Programming at the Family Owners & Next Generation Leadership Conference focuses on the familial issues of running a newspaper, as opposed to industry operational issues. Meeting topics range from management strategies, estates and trusts, community obligations, succession strategies, case studies of specific family operations, etc.

Registration fees are just \$50 for members; \$200 for non-members.

[LEARN MORE](#)

Engagement isn't just clicks and likes



Register for Part 1

Register for Part 2

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

Two-part webinar to address the types of engagement that are most valuable to newsrooms

Community engagement is on every editors' lips. It's the journalism buzzword with endless definitions. Engagement isn't just clicks and likes. Sometimes it is relational — creating deeper relationships with readers, building trust between the community and the journalist. Engagement can mean community participation in news, community organizing or building loyalty with would-be subscribers or members.

On [Thursday, April 15](#), Val Hoepfner will break down the different types of engagement and help you focus your energies on the type of engagement most valuable to your newsroom.

The second session on [April 29](#) will focus on five to 10 strategies and tools your newsroom can employ to cultivate the kinds of engagement you

value most. These aren't pie in the sky theories, just practical solutions for refining your engagement strategy.



Reach Millions of Job Seekers
FREE Resume Posting, Job Matching & Emailed Job Alerts
Poynter. **E&P** America's Newspapers
EDITOR & PUBLISHER

America's Newspapers Calendar



Day 2 of the Workforce Management Academy - April 15

Strategies for fast-changing times for publishers, managers and HR professionals. Free for members. [LEARN MORE](#)

Two-Part FREE Webinar - Getting Beyond the Buzzword to Engage Your Community - April 15 and 29

Engagement isn't just clicks and likes. [On April 15](#), Val Hoepfner will break down the different types of engagement and help you focus your energies on the type of engagement most valuable to your newsroom. [On April 29](#), she'll focus on five to 10 strategies and tools your newsroom can employ to cultivate the kinds of engagement you value most.

PIVOT 2021 - May 11-12

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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