

America's Newspapers

NEWSPAPERS.ORG



April 13, 2021

AJC unifies all products under single brand; campaign highlights work of its journalists



**New masthead will be used across print,
digital, social and other channels**

**The Atlanta
Journal-Constitution**

The Atlanta Journal-Constitution has announced a tightly focused brand strategy that recognizes the enterprise's long history, points to an increasingly digital future, and highlights the personal calling and rigorous work of its journalists.

Now, all products will carry a single, new masthead, designed to ensure readers know all news and information produced by The Atlanta Journal-Constitution is credible, fact-based local journalism regardless of where or how it is published.

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

This Thursday — Free for members



**Session will emphasize concrete
steps you can take at your paper**

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.

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.

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](#)

Industry people



Jill Hunt retiring as publisher of the Stillwater News Press

Stillwater News Press Publisher Jill Hunt has announced her retirement from the Oklahoma daily. She joined the News Press staff in April 1998 and was promoted to publisher in October of 2019.

[READ MORE](#)

Marlon Walker named top editor at the Clarion Ledger

Marlon A. Walker has been named executive editor of the Clarion Ledger in Jackson and the Mississippi state editor for the USA TODAY Network, which includes the Hattiesburg American.

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Christy Johnson is named managing editor of three Alabama newspapers

Christy Johnson has been named managing editor of The Greenville Advocate, The Luverne Journal and The Lowndes Signal, three Alabama newspapers owned by Boone Newspapers, Inc.

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Minneapolis Star Tribune names Courtney Kim to lead business news coverage

Courtney Kim, a 20-year veteran of the Minneapolis Star Tribune newsroom, has been named assistant managing editor of business news, taking leadership of coverage of the Minnesota business community digitally and in print. She is the first woman of color to be appointed to the role at the Star Tribune.



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

AMERICA'S NEWSPAPERS VIRTUAL CONFERENCE
PIVOT 2021
FROM **PIVOT** TO **PROFIT** | MAY 11 & 12

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.

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:

- 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
- 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](#)

Two-part webinar begins Thursday



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.

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Reach Millions of Job Seekers
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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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