



April 16, 2021

## Weekend Wrap-Up of News

### Cantwell declares local news is critical infrastructure — urges congressional support



**Americans trust local news over national news by a two-to-one margin**

U.S. Senator Maria Cantwell (D-Wash.), chair of the Senate Committee on Commerce, Science and Transportation, yesterday came out strongly in favor of including local news as critical American infrastructure in need of support — highlighting the role of local broadcasters and newspapers as a trusted source of news and information during the pandemic.

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**Executive  
Voices**

**Tuesday, April 27**

**11 a.m. - 12:30 p.m. EDT (less than 15,000 total subscribers)  
1-2:30 p.m. EDT (15,000-50,000 total subscribers)**

### Join senior-level newspaper executives for confidential discussions at Executive Voices

**REGISTER**

**When registering, you will be asked to choose between two sessions:**

**11 a.m. - 12:30 p.m. EDT**

For senior newspaper executives at papers with total subscribers LESS THAN 15,000

**1-2:30 p.m. EDT**

For senior newspaper executives at papers with total subscribers BETWEEN 15,000 and 50,000

**At Executive Voices, you drive the agenda**

Charting the future of the newspaper industry, Executive Voices programs are designed for senior newspaper executives to engage and share success strategies, solutions and insights on urgent industry issues with like-minded colleagues from across the country. Join us Tuesday, April 27, for C-Suite Conversations in a virtual setting — through a Zoom conference call.

**Who Should Attend:** This program is limited to top-level senior newspaper executives from member newspapers only.

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

## Industry news



### 'We can do this,' local newspapers tell Health and Human Services

More than 2,500 local newspapers have signed onto a letter from the National Newspaper Association to Health and Human Services Secretary Xavier Becerra asking to join the agency's public education campaign to promote the COVID-19 vaccines.

The "We Can Do This" campaign was announced by HHS on April 1 as part of the Biden Administration's quest to encourage vaccinations across America.

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### AP to cover U.S. water issues with Walton Family Foundation grant

The Associated Press and the Walton Family Foundation have announced the creation of a new reporting team that will cover water issues in the U.S. This collaboration will allow the news agency to produce additional comprehensive, all-formats journalism around water use, rights, quality and safety, as well as food production, dams, flooding and natural habits.

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### Subscribers are invited to get to know newspaper's managing editor at virtual event

As part of the Arkansas Democrat-Gazette's All Access webinar series for subscribers, subscribers will have the chance to virtually get to know Managing Editor Eliza Gaines during a virtual talk on April 20.



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## Find inspiration and money-making ideas

WEBINAR

APRIL 28 | Noon-1 p.m. EDT, 11 a.m.-Noon CDT

**20+ Revenue Approaches**  
**Beyond Ads and Subscriptions:**  
**A rapid exploration of creative tactics**

PRESENTED BY:  
JEREMY CAPLAN OF THE CITY UNIVERSITY OF NEW YORK

### Free webinar: Wednesday, April 28

Presented by **Jeremy Caplan**, director of the Journalism Creators Program at CUNY's Newmark Graduate School of Journalism

During this webinar, we'll explore a range of money-making tactics, from tried and true to brand-new. We'll draw on a lengthy list of

Register **FREE**

examples of revenue generation and you'll take away inspiration and a few ideas to explore with your team.

[LEARN MORE AND REGISTER FREE](#)

## Industry people

### Mark Walker named publisher in Somerset, Corbin, London

Mark Walker, a veteran newspaper executive, has been promoted from general manager to publisher of three eastern Kentucky newspapers, effective immediately.

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### WEHCO Media appoints director of new business development

WEHCO Media has announced that John Montuori, with his 18-year track record of success in growing advertising revenue for local media, has joined the company as director of new business development.

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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 (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.

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Reach Millions of Job Seekers  
FREE Resume Posting, Job Matching & Emailed Job Alerts  
Poynter.  America's  Newspapers

## America's Newspapers Calendar



### Executive Voices - April 27

Executive Voices programs are designed for senior newspaper executives to engage and share success strategies, solutions and insights on urgent industry issues with like-minded colleagues from across the country. [LEARN MORE](#)

### FREE Webinar - 20+ Revenue Ideas - April 28

Explore a range of money-making tactics, from tried and true to brand-new. Free for members. [LEARN MORE](#)

### FREE Webinar - Getting Beyond the Buzzword to Engage Your Community - April 29

Engagement isn't just clicks and likes. Our presenter will focus on five to 10 strategies and tools your newsroom can employ to cultivate the kinds of engagement you value most. [LEARN MORE](#)

### 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](#)

### Day 3 of the Workforce Management Academy - May 20

Legal issues and changes to regulations that every manager should know about. Free for members. [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](http://www.newspapers.org). And connect with us on [Twitter](#), [Facebook](#) and [LinkedIn](#).

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