



April 21, 2020

Our Opinion



Dean Ridings
CEO
America's Newspapers

Don't let open government become another victim of the COVID-19 pandemic

Many government entities in states across the country are using the COVID-19 public health crisis as an all-purpose excuse to tighten access or even close meetings that should be open to all, and dragging their feet or simply ignoring requests for records that belong to the public.

It is, of course, understandable that agencies might feel under siege in the uncertainty of this pandemic. But opening public records relating to government actions on COVID-19 is as urgent as any other essential government function right now.

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This column is available for reprint.

Free Webinar on Thursday

When local businesses see the results of this shopping survey, they will respond positively to you!

Like every newspaper, you've experienced a catastrophic decrease in revenue. When faced with the impact and economic uncertainty of COVID-19, many businesses have canceled their advertising.

To overcome this uncertainty, Pulse Research decided to ask the questions your local businesses would ask about shopping plans over the next three months.

In just two weeks, more than 20,000 newspaper readers and website visitors in all 50 states responded to the Pulse COVID-19 Shopping Impact survey. The results are very encouraging for local businesses and, therefore, for YOU!

The results of the Pulse COVID-19 Shopping Impact survey, along with "How to Use It," are available at no cost to members of America's Newspapers and state press associations who participate in this webinar, compliments of Pulse



John Marling and Sammy Papert will share specific recommendations on how to use Pulse Research's next three-month shopping information to get back some of your revenue.

[REGISTER FREE](#)

Industry News



Download takeaways from Tuesday's webinar: 34 advertisers you need to call right NOW!

Presented by Julie Foley and Liz Crider Huff of Second Street

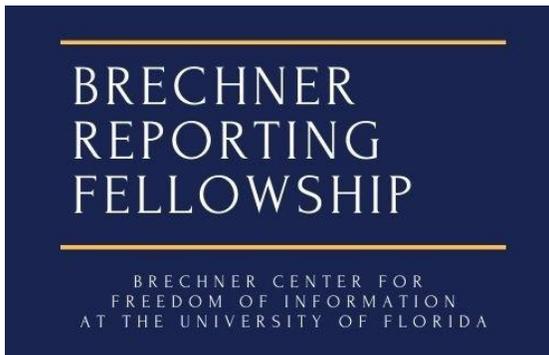
[Read takeaways from the webinar](#)

Facebook and Google to be forced to share advertising revenue with Australian media companies

Facebook and Google will be forced to share advertising revenue with Australian media companies after Australia's treasurer, Josh Frydenberg, instructed the Australian Competition and Consumer Commission to develop a mandatory code of conduct for the digital giants amid a steep decline in advertising brought on by the coronavirus pandemic.



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Brechner Center announces new reporting fellowship

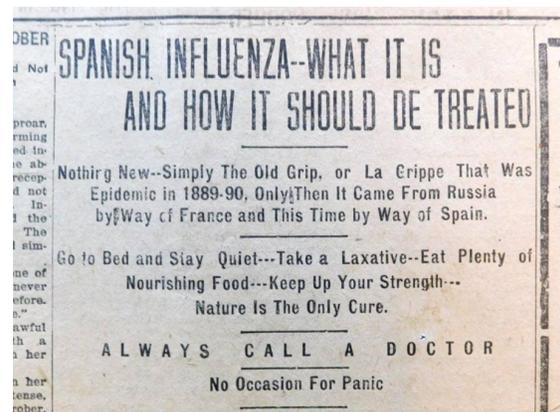
The Brechner Center for Freedom of Information has announced the launch of Brechner Reporting Fellows, 10 fellowships for professional journalists experiencing financial hardship due to COVID-19. Fellows will be granted \$2,500 to create narrative projects that address, and identify solutions to, persistent problems that interfere with the public's ability to get information about the workings of government.

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Journalists uncover lessons from the 1918 pandemic useful in covering COVID-19

Over the past few weeks of March and April, as cases of COVID-19 began to peak and communities across the U.S. began grappling with the question of how and when to reopen schools and business, many media outlets are looking back at their community's experience from the pandemic of 1918 and drawing their own lessons.

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Lee announces grant program to provide marketing assistance to local businesses impacted by COVID-19

The local marketing grant program launched by Lee Enterprises will be available to locally owned and operated businesses impacted by COVID-19 and will provide matching advertising credits for use in Lee print and digital publications.

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The Compass Experiment selects Colorado community for local news site

The Longmont Leader, a new digital-only news outlet serving the residents of Longmont, Colorado, will launch later this spring. The announcement was made today by Mandy Jenkins, general manager of The Compass Experiment, a local news laboratory founded by McClatchy, the second largest local news organization in the U.S., and funded by Google News Initiative's Local Experiments Project.

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2020 Annual Meeting:

We are sensitive to potential date changes that may be needed due to the coronavirus pandemic and will keep our website updated with the latest information. Assuming that travel restrictions and the need for social distancing is relaxed, the conference will be held Oct. 4-6 and registration will open mid to late summer. [READ MORE](#)

Free Webinars:

- [You Can Get Back Some of Your Lost Revenue — Learn How](#) (April 23)
- [Twitter: More Than Breaking News](#) (April 23)
- [What Makes Something NEWSWORTHY?](#) (May 7)
- [Dive into the Sales Techniques Behind Selling Response](#) (May 21)

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