

America's Newspapers

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April 28, 2020

The Latest News

Free Webinar with Media Designer Mario Garcia

Thursday: Writing, editing and designing for mobile consumption during the COVID-19 pandemic



are reading the news on mobile devices.

This webinar by acclaimed media designer Mario Garcia explains how writing, designing and editing news has fundamentally changed in this era of COVID-19 when some 82% of news consumers



Thursday, April 30
1-2 p.m. CDT / 2-3 p.m. EDT

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Viewpoints

To prop up local journalism, Congress may have to prioritize newspapers over TV, radio, digital-native



By Dean Miller, Seattle Times Free Press editor

This stubborn fact faces the growing movement to save local journalism: the majority of grants and other aid may need to flow to newspapers, rather than other news media, because they deliver the majority of the news in local information ecosystems.

For a 2018 report, Duke University researchers set out to document how local original news is generated and were startled to discover that while newspapers were just 25% of local news outlets, they produced more original local civic content than radio, TV and online newsrooms combined.

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We're interested in welcome letters that acknowledge a new subscription to your paper (in print or digital), as well as those that encourage even greater involvement — perhaps with additional products that your paper produces.

Send your contribution to cdurham@newspapers.org.

Industry Appointments

Sherry Jones named executive editor for Gannett's eastern NC newsrooms

Veteran journalist Sherry Jones has been named executive editor for Gannett's eastern region of North Carolina, overseeing the Wilmington StarNews, the Fayetteville Observer, the Jacksonville Daily News, the New Bern Sun Journal and the Kinston Free Press.

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In other news:

- [Audrey Harvin named executive editor of three South Jersey papers](#)
- [Worcester editor to oversee three additional papers](#)

Industry News

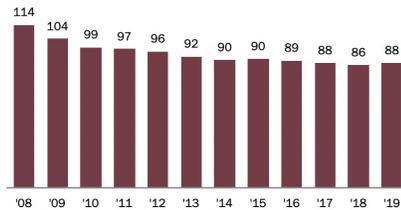
10 charts about America's newsrooms

Newsroom employment in the United States dropped by 23% between 2008 and 2019, according to one of 10 charts released today by the Pew Research Center on the state of newsroom employment in the United States. The information was based on data from the Bureau of Labor Statistics, the Census Bureau and other sources.

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Newsroom employment in the United States declined 23% between 2008 and 2019

Number of U.S. newsroom employees in news industries, in thousands



Note: The OES survey is designed to produce estimates by combining data collected over a three-year period. Newsroom employees include news analysts, reporters and journalists; editors; photographers; and television, video and film camera operators and editors. News industries include newspaper publishers; radio broadcasting; television broadcasting; cable and other subscription programming; and other information services, the best match for digital-native news publishers.

Source: Pew Research Center analysis of Bureau of Labor Statistics Occupational Employment Statistics data.

PEW RESEARCH CENTER

CRM revenue-generating ideas to help you RIGHT NOW

By Michelle Ackerman, CRM product manager, Brainworks

Greetings from my home office in Lakewood, Colorado. Like many of you, I am working from home during the coronavirus pandemic. With 25 years of sales leadership experience in the media



industry, I understand trying to keep as much revenue as possible right now is the most important thing to you.

This quote by Henry Ford — “Stopping advertising to save money is like stopping your watch to save time.” — really inspired me to share some innovative ways to generate revenue to share with your advertisers during a time where most have been doing a dead-stop on all advertising.

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Coronavirus underscores the breadth of business reporting

By Jim Pumarlo

Business news from all aspects deserves extra attention during these extraordinary times. This is also an opportunity to think about expanded business coverage during ordinary times. Stories about employers and employees have a big impact on communities.

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Cox donates 6,000 coveralls to hospitals

Cox Enterprises recently donated 6,000 disposable coveralls to Piedmont and Emory Healthcare. Six pallets of Cox Automotive coveralls typically used by workers at its auctions and by RideKleen were delivered to the hospitals.

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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:

- [Storytelling in the Mobile and COVID-19 Eras](#) (April 30)
- [How to Compete with Big Tech in 2020](#) (May 5)
- [Keys for Connecting and Selling in a Digital \(and Remote\) World](#) (May 7)
- [What Makes Something NEWSWORTHY?](#) (May 7)
- [Dive into the Sales Techniques Behind Selling Response](#) (May 21)

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