

America's Newspapers

NEWSPAPERS.ORG



April 30, 2021

Register today for PIVOT 2021 ... and encourage your department heads to take part, too!

[View the full agenda for PIVOT 2021](#)

Discounts are available for multiple attendees

How Local Advertisers Feel About Newspapers: First Look at the Latest Research

With Gordon Borrell, CEO, Borrell Associates

Gordon Borrell will share early results from an ambitious advertising research project being conducted by America's Newspapers and Borrell Associates. The study measures where advertisers are spending, what media they are spending with and how they feel about local newspapers and their solutions.

In addition to hearing highlights from that research, learn about new advertising sales materials that will come out of this study for members of America's Newspapers.

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

REGISTER

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

[View full details about PIVOT 2021](#)

Branded Content, Events and Other Emerging Revenue Opportunities

With Gannett's Lyndsi Lane; Eric Myers, president, Belo + Company; and an additional presenter to be announced

EVENTS: During the pandemic, events were put on hold, but it's an area that newspapers should begin taking a new look at again. Lyndsi Lane, with Gannett's Events and Promotions division, will look at events in the new normal. Join us to see how events can help your community reconnect and generate revenue for your bottom line.

BRANDED CONTENT: It's one of the hottest revenue trends in newspapers — providing advertisers the opportunity to engage with readers through targeted storytelling. Eric Myers is a

Legislative Priorities for the News Media

With Sen. Maria Cantwell (D-Wash.)

During this session, Sen. Cantwell will be discussing her legislative priorities for the news media.

The Future of Remote Working

With Nick Monico, chief operating officer, Adams Publishing Group; Bob Woodward, publisher of TH Media and vice president, community media, Woodward Communications; Camille Olson, partner, Seyfarth Shaw; and additional presenters to be named.

For the past year, many newspaper employees have become accustomed to working from

master at building a solid branded content strategy. Learn from him during this session at PIVOT.

How to Work in the Rain: Leadership in Times of Change

With John Streitmatter, director, The Leadership Research Institute

While the newspaper industry has been changing for a decade, the rate of change accelerated significantly in 2020, with publishers and managers finding new challenges in leading their teams. This session explores the core principles that every leader needs to know to be ready to lead their team in 2021.

home. And, some papers are seeing push-back from staffers who would like to see that option continue. During this session, we'll hear from newspaper executives about what went into the decisions they are making. Are their staffs going to continue working from home, return to the office or take part in a hybrid model? We'll also look at legal issues surrounding this issue and see the results of a recent survey conducted by America's Newspapers.

If you haven't shared your thoughts about the future of remote working, please take two minutes to take our survey:

<https://www.surveymonkey.com/r/ANremote>

We want to heard from employees and managers at all levels.



Is your paper a family-owned or independently-owned publication? If so, join us May 13



The program is designed for:

Newspapers (dailies, weeklies and groups) owned and operated by both multi-generational families and for those that are independently owned.

It is ideal for those running the daily operations and their family member successors (CEOs, chief operating officers, publishers, etc.)

Non-family CEOs and senior executives are invited to attend with

Lessons learned representing family businesses and entrepreneurs of all sizes

For more than three decades as a corporate lawyer, Suzie Saxman, a partner with Seyfarth Shaw, has counseled clients — from entrepreneurs and startups to privately held companies across multiple industries — through every phase of growth, during times of economic prosperity and economic downturn.

During the Family Owners and Next Generation Leadership Conference, May 13 following PIVOT, Saxman will cover a potpourri of topics from getting prepared for succession to managing corporate housekeeping before things get messy, paying attention to “corporate governance” before it matters, separating business from personal and family, and more.

Along the way she'll answer your questions and facilitate engaging and valuable questions and conversations on what to do, what not to do and why it matters.

Conversations at this conference are exclusive and highly confidential.

[REGISTER \(just \\$50\)](#)

In case you missed it ...

AMERICA'S NEWSPAPERS

MAKING MONEY

Developing a Revenue Portfolio
A WEBINAR WITH JEREMY CAPLAN

This week's free webinar explored a range of money-making tactics; download the recording and takeaways

Presented by Jeremy Caplan, director of the Journalism Creators Program at The City University of New York's Newmark Graduate School of Journalism

[VIEW RECORDING OF WEBINAR](#)

Plus these additional resources shared by our presenter:

coda.io/@jeremycaplan/revenue — a full list of the revenue model examples

wondertools.substack.com — Caplan's newsletter with sites and apps for creative productivity

Industry news

Weekly, inspirational newspaper stories available to members of America's Newspapers at no cost

If your readers are looking for inspiration, we believe these stories will be rewarding. Each week, the Pass It On series will feature a new story to hopefully provide an uplifting moment in someone's day and then ... pass it on. These articles are available to members of America's Newspapers to reprint at no cost.

[READ MORE and DOWNLOAD FIRST STORY](#)



Nominate your 2021 Operations All-Stars for industry recognition

Operations is the heart and soul of our industry. And the pros working in the pressrooms not only understand every department's mechanics (beyond presses and equipment) they often contribute new thinking and concepts to help uncover profitability!

Help E&P and ING (in conjunction with America's Newspapers) recognize these innovators by nominating a colleague today, so we can share their ideas and salute them to the global news publishing industry!

[READ MORE](#)

Industry people

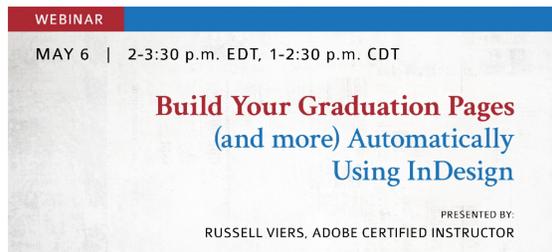
SVP and Executive Editor Sally Buzbee announces key changes to AP's senior news leadership team

In a memo this week to staff, Senior Vice President and Executive Editor Sally Buzbee announced several changes to The Associated Press senior leadership team in News, aimed at keeping AP's news report strong, mission driven and sharp, and aligning more closely with products and technology to drive AP's overall success.



[READ MORE](#)

Build your graduation pages (and more) automatically using InDesign



During this May 6 webinar, Russell Viers (an Adobe Certified Instructor) will show you how to save hours or even days out of the graduation page building process with a well-hidden feature in InDesign called "Data Merge."

Members of America's Newspapers can register free for this webinar (as part of their membership) by entering code **NEWSROCKS** at registration.

Register **FREE**



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

America's Newspapers Calendar



FREE WEBINAR - Build Your Graduation Pages (and more) Automatically Using InDesign - May 6 [LEARN MORE](#)

PIVOT 2021 - May 11-12

This intensive two-day leadership conference focuses on critical topics for newspapers in 2021. [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](#)

FREE WEBINAR - Using Good Old Photoshop in New Ways - May 20 [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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