

America's Newspapers

NEWSPAPERS.ORG



May 15, 2020

Friday Wrap-Up of News

New Ad Campaign is Available to all Members

Download print and digital ads to attract local businesses to begin advertising with you again

When it comes to delivering results for local businesses: **NEWSPAPERS HAVE YOUR BACK**

Share this message with local businesses in your community through a new marketing campaign being rolled out by America's Newspapers.

Newspapers can download this series of print and social media ads at no cost. The print ads include space for the name or logo of the newspaper publishing them.

[LEARN MORE AND REQUEST THE ADS](#)



When it comes to delivering results for local businesses,

NEWSPAPERS HAVE YOUR BACK.

Local newspapers have the print and digital advertising solutions to help businesses bring customers back and quickly regain lost revenue.

America's  Newspapers

House to vote on new stimulus package today



Have you asked your Congressional representatives to support the HEROES Act?

The [latest stimulus package](#), introduced by U.S. Speaker of the House Nancy Pelosi, includes an affiliation waiver that would allow more newspapers to qualify for Small Business Administration loans under the Paycheck Protection Program (PPP).

The House is expected to vote on the \$3 trillion Health and Economic Recovery Omnibus Emergency Solutions Act (HEROES Act) today.

If approved, the affiliation waiver will allow local news publishers to apply for PPP loans as individual, independent entities, despite being owned by larger groups that publish additional newspapers or non-news businesses. This would allow many members of America's Newspapers that previously were unable to obtain these loans to be able to apply.

Industry News



How the Aspen Daily News appealed to readers' FOMO to raise over \$42,000 during COVID-19

Located in the heart of beautiful Colorado ski country, the Aspen Daily News has been in operation for 42 years. As a hyperlocal, free paper, the staff doesn't rely on subscriptions. The paper also operates without a nonprofit 501c3 status or the backing of a larger corporation.

"We felt vulnerable not having those safety nets," Publisher David Cook said. "I wanted to be in charge of my ship and react quickly. I made adjustments to expenses, and worked with PPP loans and furloughs. But I knew a big part of getting through this was to get community support as quickly as possible."

[READ MORE](#)

Wyoming Tribune Eagle will eliminate another print day starting in June

Citing "industry changes and unforeseen challenges brought on by the ongoing coronavirus pandemic," the Wyoming Tribune Eagle in Cheyenne said it will no longer print or deliver a newspaper on Tuesdays beginning June 2.



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Industry appointments



Gannett names Eddie Tyner president of Free Press, Michigan.com

Gannett Co. Inc.'s president of sales for the Great Lakes Region will lead the joint business operations of The Detroit (Michigan) News and Detroit Free Press.

[READ MORE](#)

Leadership transition announced for Spartanburg Herald-Journal

Gannett Regional Vice President David Foster is assuming leadership over the advertising sales division of the Spartanburg (South Carolina) Herald-Journal.

Foster currently oversees The Greenville News and Anderson Independent Mail, as well as the publications in Asheville, North Carolina; Montgomery, Alabama; and Hattiesburg and Jackson, Mississippi.

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In other news:

- [USA Today Network announces editors for Maryland, Delaware and South Jersey](#)
- [Former GateHouse Media CEO Kirk Davis signs on with polling news startup](#)

Free Webinar on Wednesday

Pandemic 2020 and Beyond: 5 Ways We Must Change Our Sales Approach

Business changed overnight because of the pandemic. We must figure a way to sell in this new environment without alienating the client. The bottom line is businesses need to advertise. They need to reconnect with their customers, and you have the audience.

In this session, we will explore the ways our sales approach must change. We must be the business partners our advertisers require while meeting our own revenue targets. Will the **Needs Analysis** survive the pandemic or is it time to develop a new strategy? Join us and explore what lies ahead.

[REGISTER — FREE](#)



Presented by Al Getler, vice president of Advantage Newspaper Consultants

Wednesday, May 20
2-3 p.m. CDT / 3-4 p.m. EDT

Above and Beyond



Nominate a staff member who has gone above and beyond over the past two months for recognition by America's Newspapers

It's been a stressful time for everyone over the past few months and America's Newspapers wants to recognize the many ways your staffs are going above and beyond.

Nominate someone from your staff who has made you proud and should be featured in a newsletter article. Simply tell us a little about the exceptional efforts this staff member has made and we'll follow up with you (and the staffer) for the rest of the story.

Everyone needs stories of inspiration these days! Suggest a story from your newspaper. Email cdurham@newspapers.org with your nomination.

Takeaways from this week

Generating revenue during the pandemic by helping your advertisers and readers

During Tuesday afternoon's webinar, Peter Lamb



gave newspaper executives some homework: Invest in marketing systems and strategies.

"You cannot educate others if you are not educated yourself," Lamb told them.

Think about it: Your Mom & Pop businesses don't know how to rebrand or restage themselves. When you can go to your customers and say I've learned something, you'll be listened to and respected.

[READ MORE](#) and [VIEW RECORDING OF WEBINAR](#)



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:

- [Pandemic 2020 and Beyond: 5 Ways We Must Change Our Sales Approach](#)(May 20)
- [Dive into the Sales Techniques Behind Selling Response](#)(May 21)
- [Self-Care for Journalists](#) (June 11)

Get Involved. Be Heard. Invest In Your Future.

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