America's Newspapers and its members have a vested interest in helping the general public learn how to discern facts from falsehoods. Members are encouraged to publish this opinion piece and the accompanying editorial cartoon — or write their own editorial — to educate the public about this important issue.

Separating fact from fiction

Fake news. Those two words have likely created more confusion and distrust of the news media than any other. While it is easy to understand why those of us who work in the news media despise the term, it should also be apparent that the general public has a vested interest in discerning facts from falsehoods.

Some of the louder news voices of the past few decades have been the cable news networks that provide news, analysis and opinion. But the opinion side now dominates on CNN, FOX and many of the major news outlets.

There is nothing wrong with the news media providing opinions, and it often plays an important role in explaining what the facts may mean. The problem comes when the audience doesn't discern the difference between news and opinion.

Newsletters have weathered many challenges, from Craigslist, the Great Recession, now COVID-19. Is there a way to save your classified revenue? Yes there is a way, but you have to be willing to fight the fight.

Join us for a checklist of what must be done to rebuild your classifieds and make them an

At the start of this year, Tyson Bird identified 16 digital trends to watch for in 2020. Now that we're halfway through a year of dramatic and unexpected events, let's check in to see how these 16 trends impact the work journalists are doing.

During this webinar, we'll also explore trends that
Tell Your Media/Newspaper Story with Benefits

Download takeaways, recording from this week's webinar on 'The Silver Sales Bullets of 2020's First Six Months'

Think of the difference between marketing yourself by emphasizing the features of your newspaper — trust, long history, desirable audience — and emphasizing the benefits to the advertiser. Sub in "you" for "we."

READ MORE AND VIEW THE WEBINAR

Industry Appointments

Gannett eliminates CEO position for operating company, announces departure of Paul Bascobert

Gannett Co. announced yesterday that Paul Bascobert, CEO of its operating company, will leave the company after the board eliminated his position to streamline its operating structure.

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Boone Newspapers appoints regional publisher over Andalusia, Atmore and Brewton papers


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SNPA Foundation announces officers slate

The Board of Trustees of the Southern Newspaper Publishers Association Foundation elected a new slate of officers for 2020-2021 at
Mike Martoccia named to digital sales/marketing role with APG

Mike Martoccia, who has been consulting with Adams Publishing Group since February, has been named APG’s vice president of digital sales and marketing. This is a new position for APG, to assist in the company’s evolution to a multi-media organization.

Industry News

White Paper outlines Google’s dominant market behavior, harming of journalism

The News Media Alliance has released a White Paper, “How Google Abuses Its Position as a Market Dominant Platform to Strong-Arm News Publishers and Hurt Journalism.” The Alliance has submitted the White Paper to the Department of Justice (DOJ) as they proceed with an investigation of Google’s anticompetitive behavior.

First Amendment Watch releases a citizen’s guide to recording police

In response to the recent protests around the country, First Amendment Watch, a project of New York University’s Arthur L. Carter Journalism Institute, has created a guide for journalists and citizens advising them of their First Amendment rights.
A CITIZEN’S GUIDE TO RECORDING THE POLICE

The guide discusses important legal concepts, such as the right to gather information, and the right to record and share, and contains key court decisions affirming the public’s right to record police in the course of their duties.

Newspapers to provide up to $500,000 in matching advertising grants

Adams Publishing Group newspapers of Southern Minnesota are committing $500,000 in matching advertising grants to help local businesses in the community recover from the COVID-19 crisis and thrive. These funds can be used toward the development of marketing solutions or advertising messages in these Minnesota publications and/or websites over the next four months.

Beloit Daily News will move operations to downtown site

The Beloit (Wisconsin) Daily News will be moving to a new location in September, in the city’s downtown business district.

Viewpoints from across the industry

- An urgency to complete emancipation of Juneteenth (Editorial Board, San Antonio Express-News)
- Journalists, just people you know championing truth (Jim Zachary, Valdosta Daily Times)
- Honor journalism heroes like Maria Ressa by embracing the right of freedom of the press (David Plazas, The Tennessean)

SEND US A LINK TO YOUR EDITORIAL OR COLUMN
Free Webinars:
- Think COVID Flattened Your Classifieds? Think Again. (July 16)
- Keeping Up with Digital Trends in 2020 (July 23)

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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