

# America's Newspapers

NEWSPAPERS.ORG



July 7, 2020

## The Latest News

### Upcoming Webinars Focus on Ad Revenue

**WEBINAR**

JULY 9 | 11-11:45 a.m. CDT, Noon-12:45 p.m. EDT

**The New Outlook for 2020:  
Revised Local Ad Forecasts**

PRESENTED BY:  
BORRELL ASSOCIATES

**WEBINAR**

JULY 14 | 2-3 p.m. CDT, 3-4 p.m. EDT

**From Influence to Impact:  
Putting More Political Ad Dollars  
on Your Books**

PRESENTED BY:  
MARK LEVY OF REVENUE DEVELOPMENT RESOURCES



**Thursday, July 9**  
**11-11:45 a.m. CDT / Noon-12:45 p.m. EDT**

This webinar highlights Borrell's just-released revised forecasts for local advertising and marketing expenditures for 2020 and 2021 and offers a peek at what advertisers said they plan to spend more on in the second half of 2020 and in the coming year.

*Presented by Borrell Associates: EVP of Local Market Intelligence Corey Elliott, President Jim Brown and CEO Gordon Borrell*

[LEARN MORE](#) and [REGISTER FREE](#)

**Tuesday, July 14**  
**2-3 p.m. CDT /**  
**3-4 p.m. EDT**



With the elections now just months away, there are lessons to be learned from 2020 that will put more political ad dollars in your newspaper's revenue column. Where are political ad dollars likely to go and how will digital ad changes affect political ad sales?

Local political dollars may be more important than national dollars ... and there's a key question you need to be asking candidates that will justify a bigger ad schedule.

*Presented by Mark Levy, president and co-founder, Revenue Development Resources Inc.*

[LEARN MORE](#) and [REGISTER FREE](#)

## Both Members and Advertisers to Benefit

### Donated Ad Program: A 'win-win' step

The Donated Ad Program launched by America's Newspapers is a "win-win" step for members and advertisers, says Alan Fisco, president of The Seattle Times Company and vice president of America's Newspapers.

He said, "Advertisers will benefit from the tremendous reach our program will deliver at prices that cannot be matched. And the proceeds will fuel America's Newspapers' support for members in the way of expanded training programs, marketing support and program development. The Seattle Times is proud to be involved with the program."

The growing list of America's Newspapers members who are participating in our Donated Ad Program include:

- The Pilot, Southern Pines, North Carolina
- The News Reporter, Whiteville, North Carolina
- The Chronicle-Telegram, Elyria, Ohio
- Kenton Times, Kenton, Ohio
- Daily Chief-Union, Upper Sandusky, Ohio
- Cherokee Phoenix, Tahlequah, Oklahoma
- News-Times, Forest Grove, Oregon
- Times-Shamrock Communications (Times-Tribune, Citizens' Voice, Standard Speaker & Republican Herald, Scranton, Pennsylvania)

[VIEW THE FULL LIST OF PARTICIPANTS HERE](#)

[COMPLETE YOUR NEWSPAPER'S COMMITMENT FORM](#)



Proceeds from this program will support newspapers of all sizes, including virtual professional training programs and robust marketing campaigns to promote the value newspapers provide to their local communities every day.

## Industry Appointments

### Savannah Morning News executive Michael Traynor leaves amid corporate restructure

Longtime Savannah Morning News Executive Michael Traynor has left the organization as part of a corporate management restructuring, parent company Gannett has announced.

[READ MORE](#)



### Ames Tribune names new editor

Kelly McGowan, an Iowa State graduate and a four-year member of the Des Moines Register staff, has been named editor of the Ames (Iowa) Tribune.

[READ MORE](#)

## Industry News



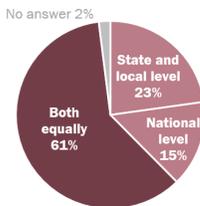
## Next Friday is deadline to participate in Sales Compensation Study

Your contribution in a brief, but very important Newspaper Sales Compensation Study is needed. In exchange for about five minutes of your time, you will receive data that will help your newspaper become more competitive — and successful — when hiring new sellers, including from Gen Z and non-media businesses. The deadline to participate is next Friday (July 17).

[READ MORE and PARTICIPATE FREE](#)

### Most Americans pay about equal attention to national and local news about COVID-19

*% of U.S. adults who say they pay more attention to news about the coronavirus outbreak at the ...*



Source: Survey of U.S. adults conducted April 20-26, 2020.

PEW RESEARCH CENTER

## Local news is playing an important role for Americans during COVID-19 outbreak

While the COVID-19 pandemic has been a major national news story, recent studies by the Pew Research Center shows that it also is an important local news story, with many Americans depending on their local media outlets for information about the outbreak.

[READ MORE](#)

## Fulton Sun goes digital

Beginning Aug. 8, the Fulton Sun in Jefferson City, Missouri, will be switching to seven days of a digital edition and a one-day printed newspaper.

[READ MORE](#)



## Seyfarth opens office in Seattle



Seyfarth announced today the formal launch of its new Seattle office, the firm's first in the Pacific Northwest and fifth on the West Coast. Serving clients around the globe, this marks Seyfarth's 17th office.

[READ MORE](#)

## Two 'don't miss' articles from around the industry

- [McClatchy, a family newspaper business, heads toward hedge-fund ownership](#) (The New York Times)
- [California subscription bill is unnecessary, ignores recent voluntary efforts](#) (Paul Boyle, News



## 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](http://www.newspapers.org). And connect with us on [Twitter](#), [Facebook](#) and [LinkedIn](#).

America's  Newspapers

CONTACT US

[www.newspapers.org](http://www.newspapers.org)

[Email](#)

