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*

**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*

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**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*

**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.*

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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

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.

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**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.

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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

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.

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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.

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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.

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

- California subscription bill is unnecessary, ignores recent voluntary efforts (Paul Boyle, News Media Alliance)
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.