

# America's Newspapers

NEWSPAPERS.ORG



July 13, 2021

To submit an item for the next newsletter, email [cdurham@newspapers.org](mailto:cdurham@newspapers.org)

## Special Research Report: State of Local Newspaper Advertising

BENCHMARKING REPORT

### The State of Local Newspaper Advertising

Assessing Newspapers' Digital Sales Efforts

*Special Report for*

America's  Newspapers

**MEMBERS: REQUEST THE WHITE  
PAPER**

An industry white paper from  
America's Newspapers and Borrell  
Associates

*Available exclusively to America's Newspapers  
members*

The local advertising environment is changing rapidly, and local newspapers remain a critical element of advertiser marketing plans.

America's Newspapers has partnered with Borrell Associates on a comprehensive research study to provide newspaper publishers with critical information on the future of local advertising. This 36-page local newspaper-focused white paper takes an in-depth look at advertisers' perceptions of newspaper print and digital solutions and what their budget plans are for the future. Plus, the study provides insights on sales managers and front-line sales executives' thoughts on training, compensation and strategy.

[READ MORE](#) and [REQUEST THE WHITE PAPER](#)

See who has registered so far for the October meeting in Colorado Springs ... and add your name to the list! We hope to see you!

# 20 SENIOR LEADERSHIP 21 CONFERENCE

THE BROADMOOR | COLORADO SPRINGS

IN PERSON OCTOBER 17-19

**Newspaper  
Executives and  
Educators: Register  
here**

**Solutions Partners:  
Register Here**

All registrations are fully-  
refundable until July 24.

## [View list of attendees registered as of today.](#)

This year's meeting is a must-attend for senior newspaper executives who are invested in the future of the industry. We are bringing some of the smartest minds together to tackle the biggest issues facing local newspapers. And, we're excited to finally have an in-person meeting so we can all connect and collaborate on new solutions.

The meeting will be held at the historic **Broadmoor Hotel in Colorado Springs, Colorado**. Discounted room rates are available but extremely limited, so we recommend locking in your reservation and your flights as soon as possible.

The **hotel reservation link for our room block** will be sent to you after your conference registration has been received.

[LEARN MORE and REGISTER](#)

## Thank you to our conference sponsors

  
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Monday Reception

  
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Coffee on Monday

  
Monday Refreshments

  
Coffee on Tuesday

## Welcome to our newest member



America's Newspapers is honored to welcome the [Las Vegas Review-Journal](#) into membership.

The Las Vegas Review-Journal publishes seven days a week, with total print and digital subscribers of 66,000 daily and 83,000 on Sunday. The paper also simplifies advertising and marketing for local businesses by providing its clients with the most comprehensive portfolio of digital advertising and marketing solutions in Southern Nevada.

J. Keith Moyer is publisher.

[Learn more about membership in America's Newspapers](#)



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## Next Tuesday: Free webinar on growing revenue



How to Reengage with Your Customers and Grow Your Revenue



*Recommended for publishers, advertising management and advertising salespeople.*

*Free eBook included.*

### How to Reengage with Your Customers and Grow Revenue — register free!

*Presented by Al Getler, vice president sales and business development, Advantage Newspaper Consultants, plus guest presenters*

As the pandemic winds down, are you ready to meet face-to-face with advertisers to close business?

Growing your revenue is the key to your success and this webinar gives you the focus you need. Also included are:

How Setting Appointments Leads to Success

How to be Nimble and Pivot

Tips on Maximizing your Time

Sales Meeting Scripts

How to Measure Success

Suggestions on How to Celebrate Your Success

[Register FREE](#)

## Industry news



### Google fined \$592 million in dispute with French publishers

France's competition regulator fined Google 500 million euros (\$592 million) on Tuesday for failing to negotiate in good faith with French publishers in a dispute over payments for their news.

The agency threatened fines of another 900,000 euros (around \$1 million) per day if Google doesn't come up with proposals within two months on how it will compensate publishers and news agencies for their content.

[READ MORE](#)

### Louisiana's Daily Iberian donates generator to St. Peter's Church

The Daily Iberian in Louisiana recently donated its 100-kilowatt Generac generator to a local church. The generator previously was used to power the paper's press during storms — before



the newspaper stopped printing the paper locally, and no longer had a need for the generator.

[READ MORE](#)



**Have you taken part in our sales compensation survey yet?** Take a minute and fill out our survey and we will share with you insights that can show you how to stay competitive in today's job market. The deadline to take part is Friday!

<https://forms.gle/hN83BHqV2yvW7NJe7>

## Family Owners Conference: Meet with your colleagues in person, prior to annual meeting

Family owners have a long history of connecting as a result of the common challenges and opportunities that they face. We are looking forward to meeting in person Oct. 15-16 in Colorado Springs!

In planning your travel, be sure to arrive in time for a 6 p.m. dinner on Friday evening, Oct. 15. Sessions will run from 8:30 a.m. to 4:30 p.m. on Saturday, Oct. 16. And, you'll want to stay for the [Senior Leadership Conference](#) (our annual meeting) that follows.

*The Family Owners Conference is open to family members from family owned newspapers and owner CEOs and/or publishers from independently owned newspapers. Non-family CEOs and senior executives from family owned properties are invited to attend with family members.*



**Family Owners & Next Generation Leadership Conference**

[Register](#)

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



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America's Newspapers

## America's Newspapers Calendar

**FREE WEBINAR - Email Newsletter Basics - July 15** [LEARN MORE](#)



**FREE WEBINAR - How to Reengage with Your Customers and Grow Revenue - July 20 - [LEARN MORE](#)**

**FREE WEBINAR - Effective Advertising for a Small Business Budget - July 22 [LEARN MORE](#)**

**FREE WEBINAR - How to Use Light and Composition to Make Compelling Photos - Aug. 20 [LEARN MORE](#)**

**Family Owners & Next Generation Leadership Conference - Oct. 15 (dinner) and Oct. 16 (sessions)  
Live and In-Person at The Broadmoor in Colorado Springs  
[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](http://www.newspapers.org). And connect with us on [Twitter](#), [Facebook](#) and [LinkedIn](#).

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