July 14, 2020

The Latest News

Had Enough of Facebook?

Latest ad campaign promotes newspapers as the trusted source in the local community

In print or in their many digital products and marketing strategies, advertising in a local newspaper works.

Download a new print and digital marketing campaign that is available to all newspapers at no cost. The print ads include space for the name or logo of the newspaper publishing them.

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Registration Opens August 10

Mark your calendars for virtual conference, October 6-8

PIVOT 2020, set for Oct. 6-8, will offer virtual programming tracks, including sessions on leadership skills for new managers, revenue generation, non-profit models, newspaper content and more.

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Upcoming Webinars

Thursday, July 16

Think COVID Flattened Your Classifieds? Think Again

PRESENTED BY

JANET DEGEORGE OF THE SAN JOSE MERCURY NEWS

Thursday, July 23

Keeping Up With Digital Trends in 2020

PRESENTED BY

TYSON BIRD OF TEXAS HIGHWAY MAGAZINE
Newspapers 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 Janet DeGeorge for a checklist of what must be done to rebuild your classifieds and make them an important part of your newspaper again. No mask required.

*Presented by Janet DeGeorge of the San Jose Mercury News*

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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. We’ll also explore trends that have emerged as a result of the COVID-19 pandemic and seek to understand how they will affect our newsrooms and audiences in the months ahead.

*Presented by Tyson Bird of Texas Highway Magazine*

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**Industry Appointment**

**Gabe Whisnant named news director for Spartanburg Herald-Journal**

Gabe Whisnant, who joined the Spartanburg (South Carolina) Herald-Journal three years ago as assistant managing editor/digital editor, has been named news director.

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**Industry News**

**2020 NEWSPAPER SALES COMPENSATION STUDY**

**LAST CHANCE:**
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 Friday.

**READ MORE and PARTICIPATE FREE**

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McClatchy concludes
The McClatchy auction held as a part of its court-supervised sale process has concluded with Chatham Asset Management deemed the successful bid.

The agreement will be subject to court confirmation, currently scheduled for a hearing on July 24, as well as customary regulatory approvals and other customary closing conditions.

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**Read More**

‘A lot of uncertainty’: Staffers at renowned McClatchy newspapers mull bankruptcy sale to tabloid-owning hedge fund (The Washington Post)

Chatham announces plan to buy newspaper publisher McClatchy (Miami Herald)

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**Read More**

PJ Browning and Chris Zoeller talk with E&P about the paper’s plans to expand in South Carolina

As The Post and Courier Myrtle Beach announces new hires for its Myrtle Beach operation, Publisher P.J. Browning and Chief Revenue/Marketing Officer Chris Zoeller talk with E&P’s Mike Blinder about the paper’s plans to expand.

READ MORE and VIEW PODCAST

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**Read More**

Coronavirus coloring and activity pages for kids and families — from Kid Scoop

Kid Scoop has published two resources to help parents and schools teach children about COVID-19 and ways to stay as safe as possible: coloring and activity pages, plus an eight-page activity workbook.

READ MORE

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**Newsroom Notes: Leading through uncertainty**

Newsrooms are looking for leadership. Here are five time-tested leadership tactics from Steven Ackermann, news director at Missouri School of Journalism’s KOMU newsroom, and how to best apply them in this period of uncertainty. One tactic is to communicate clearly and often.

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**Why software development and customer collaboration equals Brainworks CRM success**
By Michelle Ackerman, CRM product manager

The Bulletin (Bend, Oregon) recently shared several ways sales reps have been utilizing Brainworks’ CRM features to maximize revenue while working from home.

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