

America's Newspapers

NEWSPAPERS.ORG



July 20, 2021

To submit an item for the next newsletter, email cdurham@newspapers.org

Member Exclusive: Industry white paper and webinar to help you implement the research

BENCHMARKING REPORT

The State of Local Newspaper Advertising Assessing Newspapers' Digital Sales Efforts

Special Report for

America's  Newspapers

MEMBERS ONLY: Request the white paper

MEMBERS ONLY: Register for the Aug. 3 webinar

Not a member yet? Become a member!

The State of Local Newspaper Advertising: Benchmarking Report

A new white paper produced by America's Newspapers and Borrell Associates — **exclusively for members** — covers a wide range of local advertising topics critical to local newspapers:

The percentage of local newspaper advertisers who rate newspaper content as trustworthy

The percentage of local newspaper advertisers who plan on maintaining their newspaper spending

The percentage of local newspaper advertisers who plan on increasing their social media spending

The percentage of newspaper sales managers who are extremely confident in their digital products

And, lots more!

In addition, **a free webinar will be held Tuesday, Aug. 3**, to help members put the research into action.

Industry people



Former Louisville newspaper editor David Hawpe dies

David Hawpe, who rose through the ranks of the Courier Journal to become editor of the Louisville newspaper, which won multiple Pulitzer Prizes on his watch, has died. He was 78.

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Cox Communications CEO Patrick J. Esser to retire at year end

Cox Communications Inc. President and Chief Executive Officer Patrick J. Esser will retire effective Dec. 31, after leading the company for 15 years. Esser will be succeeded by Cox Executive Vice President and Chief Sales and Marketing Officer Mark Greatrex who will be named president.



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Paul Cheung named CEO of Center for Public Integrity

Paul Cheung, a veteran journalist and leading advocate for innovative change in media, has been named chief executive officer of the Center for Public Integrity.

He'll lead one of the nation's oldest nonprofit investigative news organizations as it builds the leading source of journalism focused on the causes and effects of inequality in America.

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Pugpig powers local newspapers



Industry news

Daily Gazette acquires The Leader-Herald

Ogden Newspapers, Inc., has accepted an offer from The Daily Gazette of Schenectady, New York, to purchase The Leader-Herald (Gloversville, New York), effective Aug. 1.

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More than 1,000 U.S. journalists have their say in PR media report

Global Results Communications has published the findings of its 2021 PR Media Report in which 1,026 members of the U.S. media took the time to answer questions covering a wide range of topics, including what they value most from public relations professionals.

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Survivors of newspaper shooting, victims' relatives sue

The families of five Maryland newspaper employees killed in a mass shooting in 2018 and most of the surviving employees who were in the Capital Gazette newsroom during the attack have filed two lawsuits alleging a parent company did not do enough to prevent the attack.

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Welcome to our newest member!

America's Newspapers is honored to welcome ASK-CRM into membership

ASK-CRM is a sales software product designed by experienced media and technology professionals, specifically for the publishing and media industry. The capabilities in ASK-CRM enable a sales team to maximize efficiency and focus on selling, rather than sales process. With ASK-CRM, sales people first gain a thorough understanding of their advertiser's needs, and then the software coaches them through the proposal and presentation process. As a result, they are walking out the door with solid reasons to buy in a matter of minutes and their effort produces results.

Robin Smith, founder and president, can be reached at robin@ask-crm.com.

ASK-CRM
tools to streamline media selling

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

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Seyfarth attorneys to review recent developments from Washington

WEBINAR

JULY 30 | Noon-1 p.m. EDT, 11 a.m.-Noon CDT

**A View from Washington:
Recap of the U.S. Supreme Court
2020 Term**

PRESENTED BY:
CAMILLE OLSON AND RICHARD LAPP OF SEYFARTH SHAW

Register **FREE**

July 30 webinar designed for publishers, general managers and circulation directors

During this July 30 webinar, **Camille Olson** and **Richard Lapp**, partners with Seyfarth Shaw, will take members of America's Newspapers through two recent developments out of Washington:

First, commentary on the just-completed U.S. Supreme Court term's rulings impacting workplace decisions.

Second, the Biden Administration's focus on redefining independent contractor status in various recent actions.



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GINA MCCOLLUM, CEO
 MOBILE: 678-770-2873

What we're reading:



Amid heightened antitrust scrutiny, ad execs say big media consolidation is good, not bad

At a time when federal regulators and consumer advocacy groups are eyeing break-ups of the industry's biggest media conglomerates, ad executives overwhelmingly deem media industry consolidation to be a good thing for the industry, as well as for advertisers.

[READ MORE from MediaPost](#)

Attorney general sets new limits for when the DOJ can seize reporters' records

The Department of Justice will no longer use compulsory legal processes to seize information from people working in the news media who are acting "within the scope of their newsgathering activities," Attorney General Merrick Garland announced in a memo on Monday.

This new policy imposes further limits on when the DOJ can seize reporters' records, a long-debated political issue balancing freedom of the press and government intelligence.

[READ MORE from POLITICO](#)



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, July 23!

<https://forms.gle/hN83BHqV2yvW7NJe7>

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!

America's Newspapers

20 **SENIOR LEADERSHIP** 21
 CONFERENCE

THE BROADMOOR | COLORADO SPRINGS

IN PERSON OCTOBER 17-19

Newspaper

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

**Executives and
Educators: Register
here**

**Solutions Partners:
Register Here**

All registrations are fully-refundable until July 24.

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



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](#)

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America's Newspapers

America's Newspapers Calendar



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 - A View from Washington: Recap of the U.S. Supreme Court 2020 Term - July 30 [LEARN MORE](#)

FREE WEBINAR (FOR MEMBERS ONLY) - Putting Research into Action: How to Develop Strategies Using the America's Newspapers Research - August 3 [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. And connect with us on [Twitter](#), [Facebook](#) and [LinkedIn](#).

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