

America's Newspapers

NEWSPAPERS.ORG



July 27, 2021

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

Step UP your digital sales with in-depth training

Step **Up** Your Digital Sales!

Register your entire team for this five-part training program designed for newspaper sales executives and managers.



REGISTER

FREE for members; \$150 for nonmembers

Register your entire team for this five-part series that begins next week

FREE for members!

Take your entire team through our five-part digital sales training program and pump up your digital sales! This webinar series is designed for newspaper sales executives and managers.

The series, which begins Wednesday, Aug. 4, and runs for five consecutive Wednesdays, is **free for members** of America's Newspapers.

Nonmembers can register their entire team for \$150, including access to all five sessions and materials. Invoices will be sent to nonmembers following registration.

[READ MORE](#)

Take advantage of the nation's only obituary network.

Memoriams delivered over \$9 million in incremental revenue to the newspaper industry in 2020.

Contact us to learn more!

MemoriamsTM

This Friday: 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

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.

Register FREE

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

A warm welcome to our newest members!



Two newspapers welcomed into membership this week

The Blount Countian in Oneonta, Alabama, is a weekly newspaper covering a rural county about 45 miles northeast of Birmingham. The paper is the only local news outlet in a county of 60,000 people. The paper is individually owned by Aimee Wilson, who also is the paper's publisher.

The Hernando Sun serves Hernando County, Florida. This is an independent, family-owned and operated newspaper that printed its first issue in March of 2015. The paper is published weekly on Fridays. Julie Maglio is the publisher.

Have you requested your free copy yet? And, registered for next Tuesday's webinar?

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

Observer editor said she joined the paper in awe. By September, she'll leave that way, too

Sherry Chisenhall, The Charlotte Observer's editor and president, announced her departure Monday morning, telling her newsroom staff that she is leaving on her own terms and with full confidence

in the paper's mission and continued vitality.

[READ MORE](#)



Industry news

100k editions later: What readers like most about the Statesman as it turns 150

Happy sesquicentennial!

Every day since July 26, 1871, readers have held a version of the Austin American-Statesman in their hands.

As of July 25, 2021, that has meant roughly [54,796 days of uninterrupted journalism](#).

If you combined all the editions of the early Statesman with those of the American and Tribune, which the Statesman absorbed, along with multiple daily editions of the merged papers after 1924, the total comes to almost 100,000 chances to read our words in print.

[READ MORE](#)



From the editor (Manny Garcia): [Austin American-Statesman turns 150. Our torch burns bright thanks to you.](#)

Gannett and Tipico announce strategic sports betting agreement



“Our highly engaged audience of more than 46 million sports fans crave analysis, betting insights, odds and unique features which we will provide with our Tipico alliance,” said Michael Reed, Gannett chairman and chief executive officer.

[READ MORE](#)

What we're reading:



Press association opposes potential public notice changes in Indiana

Court-required public notices are valuable tools of our democracy because they provide due process to Americans who will be impacted by the government action and help make the judicial process more transparent.

The publication of notices doesn't guarantee that the targeted individual will see the notice, but it's the best good faith effort to let someone know their life is about to be impacted if they do not respond when normal service of notice can't be done.

New bill introduced to help fund local journalism

When one thinks of a newsroom, an image of a bustling floorplan filled with cubicles and diligently working reporters often comes to mind. I always imagined this is what working in a newsroom would be like. However, this vision is one of the past, brought on by lower subscription numbers, large media conglomerates, the ubiquity of Facebook and other social media and buyouts of local newspapers.

Many newsrooms have been stripped down to their bare bones in order to continue operation. Here at The Messenger, the entirety of our coverage is handled between three reporters if

The Indiana Supreme Court though is considering a rule change that will effectively curtail such notice. The proposed change to Trial Rule 4.13 would allow an attorney to place such a notice on a website controlled by the Supreme Court rather than publish the notice in a local newspaper.

[READ MORE from the Hoosier State Press Association](#)

you include me (which I often don't as editor duties tend to limit my ability to report, a task I wish I could engage in more).

Adams Publishing Group, publisher of The Messenger and other papers around the region, has given its full support to the Local Journalism Sustainability Act, as have numerous other publishers.

[READ MORE from The Athens Messenger](#)

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 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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 **DATAJOE**
Monday Reception

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A Division of ICANON
Coffee on Monday

 **SCS**
Software Consulting Services, LLC
Monday Refreshments

 **American Hometown MEDIA**
Coffee on Tuesday

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.

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



Family Owners &
Next Generation
Leadership Conference

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E&P
EDITOR & PUBLISHER

America's Newspapers

America's Newspapers Calendar



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 (nonmembers are charged \$150) - First in a 5-part series on Digital Ad Sales - Aug. 4 (The Language of Digital) [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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