

America's Newspapers

NEWSPAPERS.ORG



August 6, 2021

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

The Language of Digital: Four key takeaways to help your staff grow digital advertising

Part 1 in our 5-part series



LANGUAGE
OF
DIGITAL



Next Wednesday's digital topic:
Selecting the right prospects

FREE for members!

Trey Morris, vice president/senior consultant with The Center for Sales Strategy, made four key points to more than 300 participants in Wednesday's opening session of the America's Newspapers Digital Sales series.

He told them:

- 1 - Traditional and Digital Marketing should work in tandem.
- 2 - The more diverse your marketing solutions are, the more likely your clients will connect with their customers.
- 3 - Messaging and storytelling still matter in a digital world.
- 4 - Be a partner that you can trust.

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. **If you missed Part 1, a recording will be sent to you after you register.**

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

[LEARN MORE](#)

America's Newspapers welcomes five new members this week!

The [Border Belt Independent](#), which provides in-depth and investigative reporting on issues in Bladen, Columbus, Robeson and Scotland counties in southeastern North Carolina with a focus on poverty, health, mental health, situations that adversely affect children, race, education and the economy. It does so in partnership with six small newspapers in the region. The BBI hopes to serve as a model for increasing in-depth reporting capacity in other rural areas. Les High is publisher.

[The McKenzie Banner](#) is a privately-owned family newspaper, published every Tuesday in McKenzie, Tennessee. Joel Washburn is publisher.

[El Paso Inc.](#) describes itself as a small, but loud, locally-owned business journal. This unique, Sunday morning, paid-circulation, weekly newspaper is widely read by business managers, professionals, business owners, philanthropists and their families. Secret Wherrett is publisher.

[Bluefin Technology Partners, LLC](#) has a single vision: to generate new revenue sources for publishers by offering advertisers the best tools available to place, review and publish their print and online media buys. The staff wants to help newspapers take back control of their local market while increasing classified revenues for print and online. [Steve Rosenfeld](#) is general partner and CEO.

[Thomas W. Riebock HR Solutions LLC](#) offers human resources consulting and management and employee training for harassment prevention, leadership, coaching, performance management, recruitment and retention and employment law. [Thomas Riebock](#), formerly director of human resources for Wick Communications, is CEO.

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

Industry people

Emily Walsh named president of the Observer Media Group

Emily Walsh has been named president of the Observer Media Group, a family-owned and operated multimedia company. In her new role she will continue a multigenerational lineage at the helm of the Florida media company. Kat Hughes has been promoted to chief operating officer.



Emily Walsh and Kat Hughes

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Sewell Chan is The Texas Tribune's next editor-in-chief

Sewell Chan, the current editorial page editor and former deputy managing editor of the Los Angeles Times, will be The Texas Tribune's next editor-in-chief.

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Cox Media Group names Eric D. Greenberg EVP, general counsel and corporate secretary

Cox Media Group has announced that Eric Dodson Greenberg has been named executive vice president, general counsel and corporate secretary, effective Aug. 16. He will report to Dan York, CMG president and CEO.



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Industry news

Pittsburg Morning Sun to be sold to local owners

With plans to bring ownership of a vital component of life in Southeast Kansas, an agreement has been reached by a group of Pittsburg families to acquire the Pittsburg Morning Sun from the current owner Gannett Co., Inc. They will also assume operation of the Columbus News-Report in Columbus.

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Vernon Publishing to acquire Lake area publications

Vernon Publishing, Inc. has agreed to acquire a group of publications in the Lake of the Ozarks region of Missouri from Gannett Co., Inc. Vernon Publishing, Inc. is owned by the Vernon family: Molly, Dane, Sharene and Trevor, who also serves as mayor of the city of Eldon, Missouri. The transaction is expected to close on Sept. 1.

[READ MORE](#)



It has now been

11 hours 42 minutes 44 seconds

Austin Tice's abduction.



Change.Org petition to support Austin Tice launched by National Press Club

The National Press Club has launched a [Change.org petition](#) to encourage public support for journalist Austin Tice who has been held in Syria since 2012. You may sign the online petition [HERE](#).

[READ MORE](#)



The Salt Lake Tribune launches new e-edition

PressReader and The Salt Lake Tribune have partnered to launch a new enhanced e-edition of the Utah-based newspaper. The new digital edition was developed around readers' feedback.

After the initial launch in January, The Salt Lake Tribune's e-edition users asked for an easier-to-use platform, and the publisher made the tough decision to switch tech providers.

[READ MORE](#)

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

[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

**Solutions Partners:
Register Here**

All registrations are fully-refundable until Aug. 15.

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.

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Thank you to our conference sponsors



Sunday Reception



Monday Reception



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Coffee on Monday



Monday Refreshments



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**

Register



Reach Millions of Job Seekers

FREE Resume Posting, Job Matching & Emailed Job Alerts

Poynter.



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America's Newspapers Calendar

FREE WEBINAR (nonmembers are charged \$150) - Second in a series on



Digital Ad Sales - Aug. 11 (Selecting the Right Prospects) [LEARN MORE](#)

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

FREE WEBINAR - The Latest Developments in First Amendment Law - Sept. 10 [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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