



August 7, 2020

Weekend Wrap-Up of News

Registration for PIVOT 2020 opens Monday

AMERICA'S NEWSPAPERS
VIRTUAL CONFERENCE



Watch for our announcement on Monday, as registration begins

While we wish we could visit with members in person, the staff and board of America's Newspapers is excited about registration opening on Monday for PIVOT 2020.

Watch for our announcement on Monday!

[LEARN MORE](#)

Newspaper calls on readers to support HR 7640

Tax credit proposal would aid local journalism

By The Herald Editorial Board (Everett, Washington)

There's a hunger for accurate and useful news coverage right now — even more so than usual — because of the continuing coronavirus pandemic and because we're now only a few months away from a consequential election for the state and the nation.

But that demand also comes at a time when the pandemic has tightened budgets for families and businesses, two sources of support that local journalism — in particular newspapers — have long depended upon to underwrite that coverage: subscriptions and advertising.

Like a lot of businesses, The Daily Herald and its parent, Sound Publishing, have faced tough decisions to cut costs while still meeting the demand to provide news and community coverage that informs and entertains. And those decisions are little different than what other local journalism providers are having to confront throughout the nation.

[READ THE FULL EDITORIAL](#)



"... as important as the work of local journalism is, a business such as a newspaper can only empathize with decisions by subscribers or advertisers to economize and cut expenses where they can.

"Still, when a bad economy forces such cuts, the loss of local journalism affects the ability of local governments, businesses and nonprofits to communicate with residents and customers, feeding a downward cycle of diminishing returns for the entire community."

Great ideas for generating added revenue!



Home Free for a Year Sweepstakes
Patriot Ledger | Quincy, MA

Results:

- 3,000 entries
- Identified 192 people ready to move within a year
- **\$6MM** in sales for advertiser!

#secondstreetsummit

Despite COVID and the economy, opportunities exist for newspapers to gain promotions revenue

During this week's webinar on driving leads for advertisers, Second Street's Julie Foley told participants to get comfortable with selling results not reach.

They don't need you to talk to them about the special section that is dropping next week. They need results. They need leads. They don't care about your next special section.

To generate revenue and help your advertisers find leads, she offered examples of promotions that newspapers have found success with.

"If the prize is valuable and relevant to the company and you use a campaign that includes email, social media and print and digital — you will generate leads."

[READ TAKEAWAYS](#) and [VIEW A RECORDING OF THE WEBINAR](#)



Three webinars next week



[Creating Must-Read Emails for Your Newspaper](#)

Wednesday, Aug. 12
No cost to register



[Speaking Geek: Reporting Trends](#)

Thursday, Aug. 13



[Best Practices for Public Notices](#)

Friday, Aug. 14

For the Thursday and Friday webinars, members of America's Newspapers should use promo code NEWSROCKS to register free.

Industry appointments

Tony Hunter to become CEO of McClatchy on emergence from Chapter 11 in September

Chatham Asset Management, LLC has announced that Tony Hunter will become chief executive officer of McClatchy Company, following the local news company's emergence from Chapter 11 and the completion of its court-approved sale to Chatham, in September.

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McCartney appointed AP's entertainment & lifestyles editor

Anthony McCartney, The Associated Press' West Coast entertainment editor who as a reporter covered the legal aftermath of Michael Jackson's death and many celebrity trials, has been appointed the news cooperative's global entertainment and lifestyles editor.

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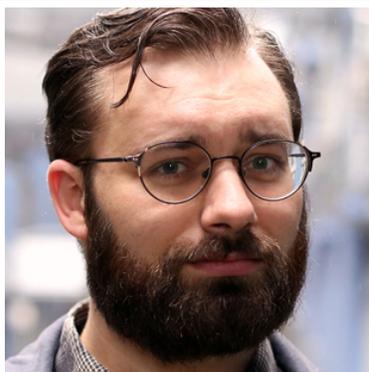
Industry news

The Detroit News

Detroit News to offer subscriber-only content starting Aug. 12

The Detroit (Michigan) News reports that it will begin offering a digital subscription next week when it launches a redesigned detroitnews.com for readers who seek full access to all digital content. It's the first time in the 25-year history of the newspaper's website that it will charge for coverage.

[READ MORE](#)



Build a real-time dataviz bot (for free!)

In this piece, RJI Fellow Clayton Aldern lays out the five main steps it takes to assemble a visualization bot — all via open-source tools any newsroom can leverage for free. He won't be covering the ins and outs of computer-science best practices; the priority here is getting a viable tool as quickly as possible.

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