

America's Newspapers

NEWSPAPERS.ORG



August 10, 2021

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

Tomorrow's Digital Ad Webinar: Selecting the Right Prospects FREE for members of America's Newspapers

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

Take your entire team through our five-part digital sales training program and pump up your digital sales!

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

Wednesday, August 11

3 p.m. EDT / 2 p.m. CDT / 1 p.m. MDT / Noon PDT

If you took part in Part 1 of this series, you are already registered for all of the sessions.

Part 2 in our Digital Ad Sales series will provide valuable insight into the power of targeting quality accounts.

Trey Morris, vice president/senior consultant with The Center for Sales Strategy, will show your staff how to find and qualify the best digital prospects, plus determine what prospects are most worthy of their time and energy.

During this session, we will review what to look for and what not to look for, and resources/tools for finding prospects and decision-makers. Your team will learn the skill of selecting high revenue potential accounts and gain insights into how to get the first appointment with key decision-makers.

This webinar series is designed for newspaper sales executives and managers.

[LEARN MORE](#)

What we're reading



Seattle Times 2021 anniversary message to the community

This is the first of Publisher Frank Blethen's two-part annual message, focusing on hope and the fragile state of our local free press system. Part two will run after Labor Day, focusing on The Seattle Times' innovative transformation from a traditional print newspaper to a multifaceted content

Op-Ed: Why government has a constitutional duty to save the news industry

Only one private institution is mentioned in the Constitution: the press. Our nation's founders recognized that a press free to criticize those in power and spread information across society is essential in democracy. But what does that mean today when we see newspapers disappearing

company.

This week marks The Seattle Times' 125th anniversary. We are the oldest continuous family metro newspaper stewardship in the United States.

In recent years, we have used this occasion to explain the national crisis of our failing local free press system — how this crisis has threatened our democracy, exacerbated societal fault lines and divisiveness, and enabled the spread of destructive false information. Today, for the first time in three decades, I can share that we are seeing hopeful signs of saving and rebuilding our platform of democracy — the local free press system!

[READ MORE from Frank Blethen's column in The Seattle Times](#)

Broadcasters push for local journalism tax break bill

Local broadcasters are urging the Senate to provide tax credits to stations that staff up their newsrooms, citing, in part, Big Tech's "devouring" of their local ad market.

In [a letter to Senate leadership](#), all 50 state broadcaster associations called for passage of the Local Journalism Sustainability Act.

[READ MORE from Next TV](#)

every month? Is our government failing to meet its duty to protect and strengthen the press?

The 1st Amendment assumes the existence and durability of a private news industry. This suggests the Constitution not only allows but *requires* the government to take steps to keep the press viable. And in fact, the government has done this since the beginning of the republic.

The current press landscape demands new action.

[READ MORE from the Los Angeles Times](#)

Local Journalism Sustainability Act deserves strong consideration

As lawmakers in Washington, D.C., continue to look for ways to improve the economy and quality of life as the nation and world emerge from the COVID-19 pandemic, we encourage our representatives to give strong consideration to the Local Journalism Sustainability Act.

The bill is designed to act as a bridge for local newspapers and other media outlets as they emerge from COVID-induced economic declines, as well as the development of digital media disruption led by megaconglomerates like Google and Facebook.

[READ MORE from The Exponent Telegram](#)

Industry people

Jay Rey named publisher of Tampa Bay Newspapers

Tampa Bay Newspapers Associate Publisher Jay Rey has been named publisher for the organization, which includes publications in Pinellas, Pasco, Hernando and Hillsborough counties.

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Dan Autrey, left, who recently retired as publisher for Tampa Bay Newspapers, is shown with his successor, Jay Rey.

Wisconsin executive named president of newspaper association group



Beth Bennett, executive director of the Wisconsin Newspaper Association, was elected president of Newspaper Association Managers during the group's 98th annual summer conference in Madison, Wisconsin.

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Jason Elliott named to ING board of directors

ING's President, Mark Hall, of Post Media Network, announced today the addition of a new board member, Jason Elliott, vice president sales of manrolandGoss.

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Industry news

Georgetown Times

Georgetown Times to be offered free at select locations

The Georgetown Times will be offered free at more than 80 locations throughout Andrews, Georgetown, Pawleys Island and Murrells Inlet, South Carolina. The overrun of an additional 5,000 copies begins Aug. 11. The Times will also appear as a section of The Post and Courier Myrtle Beach newspaper.

[READ MORE](#)



Reporter turned away from covering event at which former Trump lawyer speaks

A reporter for the Rapid City (South Dakota) Journal was turned away at the door from an event held last Thursday at which Sidney Powell, a former lawyer for President Trump, spoke. The event was held by South Dakota Citizens for Liberty at the Rushmore Hotel in Rapid City.

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All-Star nominations are open. Nominate your Operations / Logistics All-Star.

Help ING recognize the pros working in your operations department! Three nominees or more will be featured every month in E&P Magazine, leading up to the winning All-Stars announcement

[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

Solutions Partners: Register Here

All registrations are fully-refundable until Aug. 15.

[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



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**

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Reach Millions of Job Seekers
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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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