August 18, 2020

The Latest News

Sign up to support America's Newspapers

Today is deadline for Donated Ad Program

Is your newspaper among the more than 400 newspapers (representing circulation of approximately 5 million in print) that have already signed up to participate in the Donated Ad Program? If so, thank you!

If not, America's Newspapers encourages your participation. The deadline to sign up is today.

READ MORE and SIGN UP

PIVOT discounts available for multiple attendees from newspapers and newspaper groups

Key conference topics announced for PIVOT 2020

Here's a quick look at conference sessions announced so far. More coming soon!

VIEW CONFERENCE TOPICS
VIEW RATES and REGISTER TO ATTEND

C-Suite conversations for senior executives: Register before spots fill up for these frank discussions

As a virtual conference, PIVOT 2020 will have some unusual, not to say unique, features. Among them will be the Senior Executive Idea Exchange that will be the final session of each day.

The exchanges will gather CEOs, COOs, general managers, publishers and market leaders and others with senior management roles for spirited conversations about the most important issues facing the newspapers they and their peers are leading.
Become a PIVOT 2020 sponsor

PIVOT 2020 provides a unique opportunity to reach the influencers and decision-makers in the newspaper industry.

Sponsorships are limited, so act quickly.

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Industry news

Voices in guest columns, letters matter to us all

Guest columns and letters to the editor are an important part of The Daily News in Galveston, Texas.

In this column inspired by a handwritten response to a recent guest column in the paper, Publisher Leonard Woolsey wrote: "I strongly feel our community deserves a forum that fosters civil and respectful discussions. ... Regardless of whether The Daily News agrees or not with a local resident’s opinion, we will always value that resident’s voice and fight for the person’s right to speak."

READ HIS COLUMN

Nominate your operations all-stars for honors

The International Newspaper Group and Editor & Publisher magazine are accepting nominations for this year's Operations All-Stars. The deadline for nominations is Sept. 30.

READ MORE and SUBMIT A NOMINATION

AP Top 25 will roll on in unusual college football season

A most unusual college football season is less than a month away and the preseason AP Top 25 presented by Regions Bank is scheduled to be released Aug. 24, marking the 85th year of its existence. The AP will also release its preseason All-America team the following day.

READ MORE
Lufkin Daily News says Kid Scoop enhances children’s literacy while encouraging a lifelong love of newspapers

As many students return to school, The Lufkin (Texas) Daily News ran a front-page article last week promoting a fun, educational resource called Kid Scoop to local parents.

Jay Gillispie, development director of circulation, sales and business at The Lufkin Daily News, said Kid Scoop is an attempt to reconnect with a younger audience many newspapers have lost touch with.

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Journalists, business leaders consider roles in creating a more equitable, resilient local economy

As part of an effort to help newsrooms build deep, reciprocal relationships that generate community-led solutions, revenue streams and business models to ensure their survival, the Donald W. Reynolds Journalism Institute and Local Voices Network yesterday held the first of what will be several online convenings between residents, business owners and local media.

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Free webinars next week ...

from Second Street and Mather Economics

**WEBINAR**

**AUGUST 25 | 1-2 p.m. CDT / 2-3 p.m. EDT**

**How to Retain and Grow Current Customers**

*Presented by Liz Crider Huff and Julie Foley of Second Street*

*Presented by Julie Foley, director of affiliate success, and Liz Crider Huff, director of affiliate success, Second Street*

Stop going back to the same advertisers with the same renewal! We’ll show you how to bring a unique program to your top advertisers that allows you to grow the relationship — not just move dollars around.

**LEARN MORE**

**WEBINAR**

**AUGUST 27 | 1-2 p.m. CDT / 2-3 p.m. EDT**

**Pandemic Prompts Evaluation of Print Delivery Days**

*Presented by Mather Economics: Matt Lindsay, president; Matthew Lulay, managing director; and Madelin Zwingelberg, senior manager*

The Mather team will share how their client partners are navigating scenario planning for print delivery day reductions through custom-built subscription and advertising revenue forecasting tools.

**LEARN MORE**

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](http://www.newspapers.org). And connect with us on [Twitter](https), [Facebook](https://facebook.com) and [LinkedIn](https://www.linkedin.com).