

America's Newspapers

NEWSPAPERS.ORG



August 21, 2020

Weekend Wrap-Up of News

PIVOT 2020: Session Highlight

AMERICA'S NEWSPAPERS
VIRTUAL CONFERENCE



Attendee registration for members is just \$99; non-member rates are \$199.

Discounts also are available for multiple attendees from a given newspaper or from multiple papers across newspaper groups.

**Retooling the sales department:
Compensating the next generation of sales executives and managers**



How does your compensation plan stack up to others in the industry? And, is that what matters most to today's sales staff?

During PIVOT 2020, get the first look at the results of Media Staffing Network's compensation study and learn why sellers are leaving the industry and what you can do to attract a higher quality of candidate.

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

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.

[LEARN MORE](#)



The need to support local journalism

Above the Fold: Democrats and Republicans unite in support of the media

Dean Ridings, CEO of America's Newspapers, was quoted this week in an article in Velocitize, saying it is refreshing, but not surprising, to see bipartisan support for the news industry as the Local Journalism Sustainability Act, H.R. 7640, continues to gain additional cosponsors in Washington.

[READ MORE](#)



Industry appointments

Dennis Palmer named regional publisher of additional Boone papers

Dennis Palmer has been named regional publisher of The Greenville (Alabama) Advocate, Luverne Journal, Lowndes Signal and Demopolis Times. Palmer has been publisher of The Selma (Alabama) Times-Journal since 2006 and will continue in that role.

[READ MORE](#)



Gannett Local News appoints social media strategist

In his new role, Jaime Cárdenas will help Gannett newsrooms across the country develop strategies to grow digital subscriptions and foster loyalty with readers.

[READ MORE](#)

New managing editor appointed in Antigo, Wisconsin

Kevin Passon has been named managing editor of the Antigo (Wisconsin) Daily Journal, effective Aug. 31.

[READ MORE](#)

 **Antigo Daily Journal**

Next week's free webinars ...



How to Retain and Grow Current Customers

Tuesday, August 25
1 p.m. CDT / 2 p.m. EDT

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](#) and [REGISTER](#)

Pandemic Prompts Evaluation of Print Delivery Days

Thursday, August 27
1 p.m. CDT / 2 p.m. EDT

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

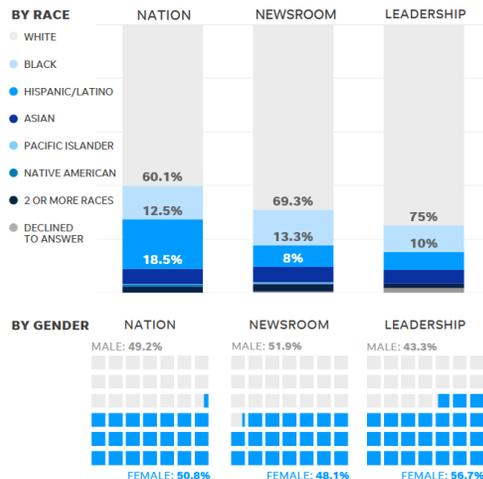


mather:

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](#) and [REGISTER](#)

Industry news



Gannett pledges to achieve gender, racial, ethnic parity with local communities by 2025

Gannett has announced the creation of 60 jobs to better tell the full stories of communities across the United States and has set a goal of achieving parity in terms of gender, racial and ethnic diversity in local newsrooms by 2025. Annual progress will be reported by the newspapers.

[READ MORE](#)

Gannett to sell Mexico Ledger to Westplex Media Group

Gannett Co., Inc. has agreed to sell the twice-weekly Mexico (Missouri) Ledger to family-owned Westplex Media Group. It is the third community newspaper in Westplex's portfolio.

[READ MORE](#)

The Mexico
LEDGER

Industry viewpoints

Independent work is critical to economic recovery

America's Newspapers is a member of the Coalition for Workforce Innovation, as part of our advocacy efforts on behalf of newspapers, their workforce and independent contractors.

Read this editorial from the Coalition about the need for a mix of commonsense relief measures and policies that promote and maximize opportunities and flexibility for workers. Independent work is and will continue to be crucial in helping our economic recovery, but only if lawmakers allow it to be an onramp to economic opportunity and recovery.

[READ MORE](#)

Know your audience!

Creating must-read emails for your newspaper (key takeaways from last week's webinar)

Email is not broadcast. Your audience has opted-in, and they can opt out at any time. So the relationship must be based on trust, which can be fragile.

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



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](#).

America's  Newspapers

CONTACT US

www.newspapers.org

[Email](#)

