

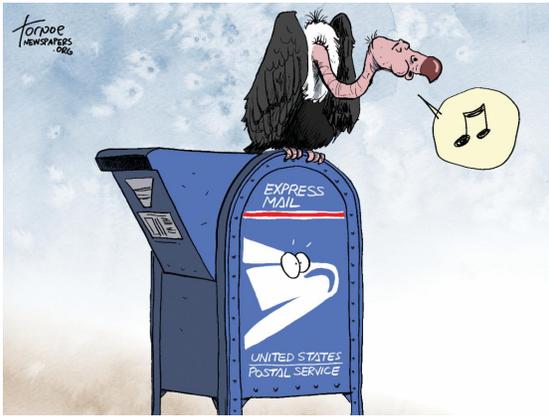
America's Newspapers

NEWSPAPERS.ORG



August 25, 2020

The Latest News



[Download and reprint our editorial and editorial cartoon from this link.](#)

Opinion

Protecting the U.S. Postal Service also safeguards your access to information

Facing a fierce public outcry, the U.S. Postal Service is “suspending” its sudden cost-cutting moves — tossing out high-speed sorting machines, uprooting collection boxes, reducing Post Office hours and eliminating carrier overtime — that have slowed mail delivery and threatened the on-time delivery of mail-in ballots for the presidential election.

It's time to remind Congress that it has a duty to sustain this vital wellspring of democracy and American identity.



The Daily Advance
Elizabeth City, NC

North Carolina paper to switch to mail delivery

The Daily Advance in Elizabeth City, North Carolina, will switch to delivery by U.S. mail on Sept. 1.

[READ MORE](#)

PIVOT discounts available for multiple attendees from newspapers and newspaper groups

Key conference topics announced for PIVOT 2020

America's Newspapers has gone virtual with its annual conference and it's open to ALL newspaper executives.

Among the conference topics:

- Revenue: It's an Editor's Job, too
- Leading a Modern News Company
- The 3 Pillars of a Strong News Company
- Non-Profit Models: Finding Options for Newspapers Today
- Working Remotely: Challenges & Opportunities

AMERICA'S NEWSPAPERS
VIRTUAL CONFERENCE

PIVOT
2020
OCTOBER 6-8

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

Discounts also are available for

- Growing Subscription Revenue and Evolving Frequency Models
- Where's the Opportunity? Trends that will Impact Newspapers Going Forward
- The Power of Advocacy
- Retooling the Sales Department
- Diversity, Inclusion and Equality: Why it Matters Now More than Ever
- Idea Exchange: C-Suite Conversations for Senior Executives

multiple attendees from a given newspaper or newspaper groups.

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[REGISTER TO ATTEND](#)

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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TownNews equips local media organizations with the digital services and guidance to transform their business models and flourish in the digital age. Contact us today!

Support continues to grow for H.R. 7640



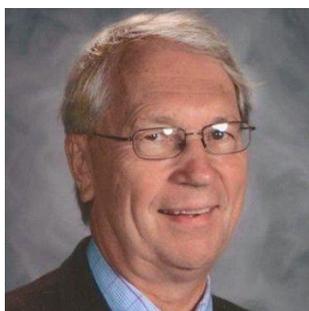
H.R. 7640 now has 47 co-sponsors

Thank you to all newspaper executives who have reached out to their Congressional representatives to encourage them to sign on as cosponsors of the Local Journalism Sustainability Act.

H.R. 7640 now has 47 cosponsors, but more are needed!

[VIEW OUR ADVOCACY PAGE](#) for a list of cosponsors, talking points and ways you can help

Industry appointment



Washington paper welcomes new editor

Barry Holtzclaw, an award-winning editor from the San Francisco Bay Area, is the new editor of The Daily News in Longview, Washington.

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Free webinar on Thursday

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.

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Industry news

Take this survey about the health and future of local newspapers in the USA

Staff members at newspapers with print circulation under 50,000 are encouraged to share their experiences about the ways COVID-19 has impacted their newspaper through a just launched online survey. The survey also looks at wider trends impacting local journalism.

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Damian Radcliffe
University of Oregon

Creating a voice in podcasting

One of The Washington Post's most popular podcasts is "Can He Do That?" It discusses the powers and limitations of the president, and how to put them to the test. Host Allison Michaels believes that podcasts such as "Can He Do That?" are crucial for a newsroom looking to grow.

[READ MORE](#)



Trent Tarantino, RJI
Student Innovation Fellow
at The Washington Post

Takeaways from today's Second Street webinar

How to Retain and Grow Current Customers

Talk benefits! Here's the way to address objections about being busy or not wanting to advertise more: "I know you're busy — but I've got a way to get you leads on roof jobs." "I know you're busy — but I've got a promotion that will get you solid leads for (whatever their product or

service is).”

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