



September 11, 2020

Weekend Wrap-Up of News

PIVOT 2020: Session highlight

Where's the opportunity?
Trends that will impact newspapers going forward



BORRELL

Gordon Borrell of Borrell Associates will lead an information-packed session at next month's PIVOT 2020 that will provide guidance for 2021 planning and strategies for your sales teams to follow.

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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.

Gain premium access to PIVOT sessions

Are you concerned that a conflict will force you to miss an important PIVOT session? Don't be!

All registered attendees will receive a code that will enable them to access PIVOT sessions at their convenience, after the conference concludes.

Attending the live event is best because you have the opportunity to ask questions, but registered attendees will be able to access the recorded sessions afterwards — if taking part live isn't possible.

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Become a PIVOT 2020 sponsor

In addition to benefits outlined on the sponsorship brochure, all sponsors will have the opportunity to create a video message and provide promotional materials to be shared in the **Virtual Marketplace** on our conference platform.

Sponsorships are limited, so act quickly.

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Supporting Sponsor

PROIMAGE
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Prolmage is a leading developer of Cloud-based automated production workflows, ink optimization, image color correction software, and a press registration solution that helps publishers reduce costs.

Industry appointments

Gannett appoints chief marketing and strategy officer

In his new role, Mayur Gupta will be responsible for driving Gannett's vision and strategy as the company transforms to a subscription-led content business.

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Roanoke Times names new editor from within

Brian Kelley, a 27-year veteran of The Roanoke (Virginia) Times, will become the newspaper's editor later this month.

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We need your support!



What every publisher can do to support local journalism

By Dean Ridings, CEO, America's Newspapers

I want to provide an update on America's Newspapers' efforts surrounding one of the most important legislative opportunities the newspaper industry has seen, the Local Journalism Sustainability Act (LJSA).

America's Newspapers has taken a leadership role in advocating for this legislation on behalf of our members and the overall industry. We now have obtained 55 cosponsors for the bill in a bipartisan show of support for the importance of local newspapers. Our goal is to have 100 or more cosponsors for this bill, and we need your continued support to reach this number.

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Industry news

McClatchy acquired by Chatham Asset Management

McClatchy's 30 news organizations and all of its employees have transitioned to a new private entity under Chatham ownership, completing Chatham's acquisition of McClatchy. The new company will retain The McClatchy Company name.

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Packet/Gazette and its journalists agree to create union

Newsroom employees working at the The Island Packet and The Beaufort Gazette in South Carolina will soon form a union, it was confirmed late Thursday.

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Wilkes Journal-Patriot acquired by Paxton Media Group

Paxton Media Group has purchased the Wilkes Journal-Patriot newspaper in North Wilkesboro, North Carolina, from Carter-Hubbard Publishing Co. With the sale, Dale Morefield, publisher of The Enquirer-Journal in Monroe since 2015, has taken on the additional duties of publisher of the Wilkes Journal Patriot.

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Wilkes Journal-Patriot

North Wilkesboro, NC



A pop-up newsroom goes digging on Facebook to share its COVID-19 news

There's a lot of reason for hope in the news media industry, and there's one surprising obstacle that a "pop-up" newsroom called the Missouri Information Corps hopes Facebook fixes.

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Next Wednesday's Webinar: Digital Selling Skills



Four-module training series for managers and sales teams begins Wednesday, Sept. 16

The digital training world changes quickly. Join America's Newspapers for a special four-part sales training program developed specifically for sales managers and their teams. This webinar series is available to newspapers at no cost.

Each one-hour session will focus on a selling skill to compete in today's competitive environment and provides the perfect opportunity for managers to engage with their team members and coach them to improve their digital sales knowledge and grow revenue.

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