

America's Newspapers

NEWSPAPERS.ORG



September 18, 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.

What Now?

Pivoting past 2020 to sustainable models (4 topics that need to be on your radar)



While 2020 has been a year like no other, there are steps every newspaper can be taking toward sustainability.

During the opening day of PIVOT 2020, Leonard Woolsey, president and publisher of The Daily News in Galveston, Texas, and president of

Southern Newspapers, will moderate **four conversations surrounding topics** that need to be on your radar.

Presenters during these sessions are from the Orlando Sentinel, HR Catalyst Consulting, Media Staffing Network, Mather Economics, The Post and Courier (Charleston) and The Denver Gazette.

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Award to be presented during PIVOT 2020

Monday is deadline for Publisher of the Year nominations

Do you know a news publisher who's risen above the rest and accomplished what seems like the impossible? Someone who knows how to outmaneuver the competition and outthink the future while maintaining profitability?

If you do, then help Editor & Publisher Magazine recognize that person as the 2020 Publisher of the Year!

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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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Dirks, Van Essen & April

Dirks, Van Essen & April is the leading merger and acquisition firm in the U.S. newspaper industry and its top authority on transactions and valuations.

Bylaws revision



Board of directors to consider bylaws change to redefine publication members

The board of directors of America's Newspapers will be voting on a revision to the bylaws pertaining to the definition of publication members at its next meeting on Oct. 1.

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Industry appointment



Cox Enterprises announces new vice president of risk management

Cox Enterprises has appointed George Markley to assume the role of vice president of risk management. In this role, Markley will take responsibility for providing the strategic vision for the company's insurance, safety and risk controls.

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Supporting local journalism



Help us to help you remain informed

By Cal Bryant, editor, Roanoke-Chowan News-Herald

Over the course of the past few decades, other businesses across America have been the recipients of government bailouts ... the auto industry, banks and transit companies just to name a few. Meanwhile, others — to include the print media — have been left to fend for themselves.

There is a bright light at the end of this long, dark tunnel. It's a piece of legislation known as the Local Journalism Sustainability Act (LJSA).

This column is reprinted from the Roanoke-Chowan News-Herald, edited to update the number of cosponsors since this column was originally published. This column is available for reprint, with proper attribution.

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Industry news

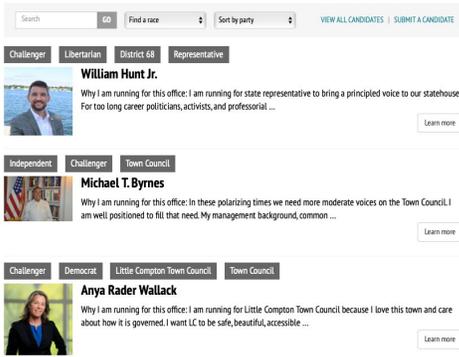
McClatchy's 30 newspapers probably won't be endorsing this year

The New York Times reported yesterday that McClatchy's 30 papers will be permitted to make a presidential endorsement only if they conduct interviews with both Joseph R. Biden Jr. and President Trump, who is not in the habit of talking to local newspaper editorial boards. McClatchy's policy was distributed internally by Colleen McCain Nelson, McClatchy's national opinion editor.



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ELECTION2020



Election 2020 app aims to help newspapers generate local election revenue

Creative Circle Media Solutions has created an effective way to gather and present information about the upcoming election through an Election 2020 app.

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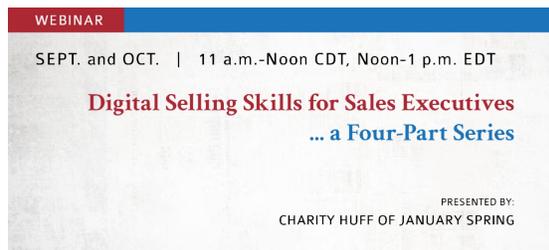
Digital selling skills

Pricing, Packaging and the Value of ROI

Part 2 in our Digital Selling Skills series will be held Wednesday, Sept. 30.

Nitoshia Ramirez, January Spring's director of local sales, will join Charity Huff of January Spring to show sales managers and their teams how to package their full offering into the right multi-media selling machine. They'll borrow from best practices across the industry and bring them to newspaper sales teams, with an easy-to-implement approach for individual markets:

- Creating high-impact multi-media advertising programs
- Driving sustainable digital business
- Pricing your packages in a competitive market
- Extending the value of your audience



Practical takeaway: Your own one-pager, designed and ready to take to market.

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

Jump-start advertising sales: Building your pipeline

Here's what several participants had to say about Part 1 of our new Digital Selling Skills webinars:

- "I found this to be one of the most helpful webinars since I started the webinars in the spring, as a salesperson for a small newspaper. The hints on



role play, touchpoints in relation to the transformation of prospect to closed client and the benefits of CRM were especially informative."

- "I have listened to many sales presentations at many newspaper conferences over many years. For me, this one was better than most, in large part because the ideas and resources provided were more specific. For example, there was a good slide on how to research your customers — including free and paid resources for online research."

[VIEW A RECORDING OF THIS WEBINAR](#)

If you missed Part 1 of our four-part series, you can [register here \(FREE\) for the remaining sessions](#). These digital selling webinars are designed for sales executives and sales managers.

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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