

America's Newspapers

NEWSPAPERS.ORG



September 22, 2020

The Latest News

AMERICA'S NEWSPAPERS
VIRTUAL CONFERENCE

PIVOT 2020

OCTOBER 6-8

Only two weeks left to register for PIVOT

Working Remotely: Challenges & Opportunities

The world turned to working remotely in 2020 but what's the future for a remote workforce post-COVID?

This PIVOT 2020 session, scheduled for 1:15 p.m. EDT on Tuesday, Oct. 6, will look into the impact of remote working, how it fits in the future workplace and how organizations can adapt to the potential of a new paradigm.

[VIEW THE FULL PIVOT AGENDA](#)

[REGISTER TO ATTEND](#)



Our presenters are **Nancy Meyer**, publisher and general manager of the Sun Sentinel Media Group in Fort Lauderdale and the Orlando Sentinel, and **Susan Davidson Talmadge**, president and owner of HR Catalyst Consulting.

Gold Sponsor



Empowering your media business

Lineup Systems helps media companies reduce costs, optimize performance and grow ad revenue with its cloud-based media sales solution Adpoint.

Gold Sponsor



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!

It's not too late to become a sponsor of PIVOT 2020 and have your company's information added to our Virtual Marketplace. This gives you the chance to share company videos, PDF files with decision makers from across the U.S. and more. [LEARN MORE](#)

Industry appointments

Shaw Media announces vice president of news and content development

Dennis Anderson has been named vice president of news and content development for Shaw Media. In his new role, Anderson will oversee all journalism and content efforts, and he will directly supervise Shaw Media's newsrooms in Illinois.

[READ MORE](#)

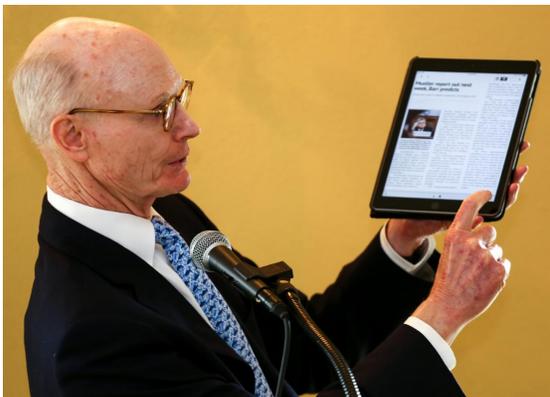


Brainworks Software announces multiple promotions and new hires

Brainworks Software began September with the promotion of five key leaders and the addition of one software implementer/support specialist.

[READ MORE](#)

Industry news



Texarkana Gazette announces iPad program

The Texarkana Gazette is the latest newspaper published by WEHCO Media to begin a campaign to transform its newspaper experience more fully from print to digital, providing a free iPad to subscribers as part of the conversion.

[READ MORE](#)

With war chests, candidates can support local news

Despite the natural alliance between public servants and local news outlets, too many candidates let consultants convince them print is dead and what they really need is another shouty TV commercial or a glossy mailer comparing their opponent to Hitler. There's nothing wrong with diversification, of course, but overlooking newspapers' print editions and websites is a tactical mistake.

[READ MORE](#)



House of Representatives passes Fallen Journalists Memorial Act

The U.S. House of Representatives has passed bipartisan legislation authorizing the Fallen Journalists Memorial Foundation to establish a



national memorial that honors the many reporters, editors, photographers and broadcasters who have lost their lives reporting the news.

[READ MORE](#)

Two additional representatives sign on as cosponsors of H.R. 7640

With the addition of Rep. Ted Lieu [D-CA-33] and Rep. Suzan K. DelBene [D-WA-1], the Local Journalism Sustainability Act now has 60 cosponsors.



Local Journalism Sustainability Act
116th Congress
Rep. Ann Kirkpatrick & Rep. Dan Newhouse

[LEARN MORE ABOUT THIS IMPORTANT BILL](#)

Salary disparities are most visible factor of discrimination against Latino journalists

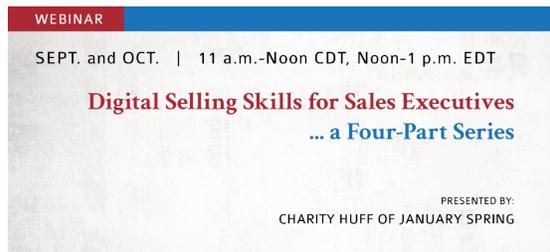
A recent post by an RJI Fellow about the threats and online/offline harassment of Latino journalists working in the U.S. highlights the disparity between salaries of the “general market” and the Hispanic market.



Photo by Betty Chavarria/L.A. Times Guild Latino Caucus

[READ MORE](#)

Improve your team's digital selling skills



Pricing, Packaging and the Value of ROI (Part 2 in our series set for Sept. 30)

Nitoshia Ramirez, January Spring's director of local sales, will join Charity Huff 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](#)

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](#)

