

America's Newspapers

NEWSPAPERS.ORG



September 25, 2020

Weekend Wrap-Up of News

Microsoft executive to address PIVOT 2020

Microsoft's VP/strategic initiative to discuss news initiative at PIVOT



Mary Snapp, vice president, strategic initiatives with Microsoft, will present a keynote address at PIVOT 2020 on Wednesday, Oct. 7, with a look at a new initiative launched by Microsoft to help journalists.

Other speakers include Gannett CEO Mike Reed; Gordon Borrell; Cheryl Brown, Doris Truong and Neil Brown with Poynter and many more!

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

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.

AMERICA'S NEWSPAPERS
VIRTUAL CONFERENCE

PIVOT
2020
OCTOBER 6-8

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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VOICEPORT 

VoicePort helps newspapers improve customer experience, drive retention and reduce costs by automating customer self-service with AI-powered IVR and messaging.

Industry appointment



Arthur Ochs Sulzberger Jr. to retire as chairman of The New York Times Company board of directors

The New York Times Company announced on Wednesday that Arthur Ochs Sulzberger Jr., 69, will retire as chairman and a member of its board of directors on Dec. 31 and will be succeeded as chairman by A.G. Sulzberger, 40, Times publisher since 2018. Sulzberger Jr. will assume the title chairman emeritus.

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Elections and bylaws change



Nominees for officers and directors to be announced next week; bylaws change to be considered

Members of America's Newspapers will be voting during PIVOT 2020 on a slate of officers and directors for 2020-21. The nominees will be announced next week by the Nominating Committee. The vote will be held during the Annual Meeting portion of PIVOT, at 1:15 p.m. EDT on Wednesday, Oct. 7.

During the Annual Meeting portion of PIVOT, members also will hear about the board of directors' vote on a proposed revision to the bylaws pertaining to the definition of publication members. The board will be voting on this proposal at its next meeting on Oct. 1.

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Industry news



Shane Fitzgerald, Bucks County Courier Times



Mike Blinder, Editor & Publisher



Dean Ridings, America's Newspapers

Consolidation within the news media industry: Dean Ridings to be presenter at America East summit

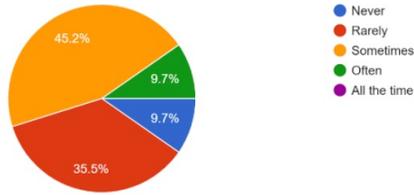
The subject of consolidation in the news media industry has gone from the elephant in the room to the matter at hand. All aspects of the industry have been impacted, but certainly production and management are experiencing some of the deepest effects.

Dean Ridings, CEO of America's Newspapers, is among the panelists at the America East News Media Summit who will be discussing the current state of consolidations and how they are working to stay ahead of the curve and maintain the integrity of their organizations and products.

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**Make your reporting more diverse:
Try a different network, redefine
experts**

How often do you specifically request an expert or authority of color?
31 responses



As part of an RJI fellowship, Melba Newsome, an independent journalist and editor in Charlotte, North Carolina, will create a diversity training program that she will implement in newsrooms to help them include people of color and underrepresented groups in their reporting to be more reflective of the communities they serve.

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Relevance Project releases Revenue Resource 2020

The Newspaper Association Managers' Relevance Project has released its extensive Revenue Resource 2020 to assist newspapers in aiding businesses of all sorts during the pandemic. The initial phase of the Relevance Project Revenue Resource has 18 sales promotions.

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NEWSPAPER ADS WORK.

8 out of **10** newspaper readers who read an ad with a **coupon** took action after seeing the ad.*



Index-Journal brings back print editions, at the request of readers

At the request of readers and in response to the evolving business environment, the publisher of the Index-Journal in Greenwood, South Carolina, announced this week that the paper is bringing back the Monday print edition next month. And, beginning with the Saturday, Oct. 3 newspaper, readers also will enjoy a new Index-Journal Weekender edition.

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UNC Hussman announces new executive-in-residence program honoring alumnus Frank A. Daniels Jr.

The University of North Carolina Hussman School of Journalism and Media has established a new executive-in-residence program to honor Carolina alumnus Frank A. Daniels Jr. '53, the legendary president and publisher of The News & Observer in Raleigh, North Carolina.

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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.

Nitasha 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

WEBINAR

SEPT. and OCT. | 11 a.m.-Noon CDT, Noon-1 p.m. EDT

Digital Selling Skills for Sales Executives
... a Four-Part Series

PRESENTED BY:
CHARITY HUFF OF JANUARY SPRING

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

sales teams, with an easy-to-implement approach for individual markets:

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

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