

America's Newspapers

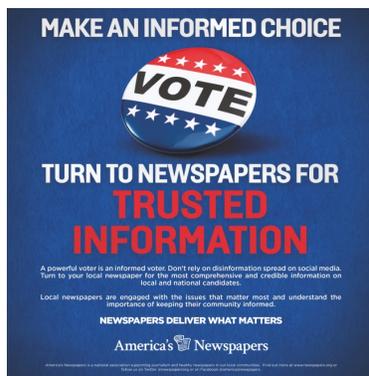
NEWSPAPERS.ORG



September 29, 2020

The Latest News

Newspapers: Your trusted source



Download new ads from America's Newspapers designed for this year's election

A new marketing campaign rolled out by America's Newspapers warns readers: "Don't rely on disinformation spread on social media. Turn to your local newspaper for the most comprehensive and credible information on local and national candidates."

Newspapers can download this series of print and social media ads at no cost.

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It's not too late to register for PIVOT

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.

All registered attendees will receive LOGIN information for the Oct. 6-8 PIVOT virtual conference — by the end of this week.

Diversity and Inclusion: Why it matters now more than ever

When Leona Allen was appointed deputy publisher of The Dallas Morning News this summer with responsibility for diversity and inclusion across the company, the newspaper made the commitment to "walk the walk" in making the company more inclusive of the community it serves. Gannett also made headlines recently with its commitment to [achive gender, racial and ethnic parity](#) with its communities by 2025.



Thursday morning during PIVOT will be devoted to discussions of how newspapers across the country can ensure that their organizations are meeting expectations for diversity, inclusion and equality. Our presenters will be talking about how those commitments will impact content and product plans, as well as financial and social aspects of the business.

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The Future of Content: How Youngstown is sustaining local news

With last year's closing of The Vindicator, the city of Youngstown, Ohio, no longer had a daily newspaper. A new digital news outlet called Mahoning Matters was launched about two months later, as part of The Compass Experiment — a partnership between Google and McClatchy to explore sustainable business models for local news.



Next Thursday afternoon during PIVOT 2020, attendees will have the opportunity to view a documentary on what's happened since The Vindicator closed, and hear from three panelists who will talk about lessons learned that will benefit the industry as a whole.

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Non-Profit Models: Funding options for newspapers today

Journalism funded through non-profit means is one of the emerging and most important models for local newspapers to consider. This session will examine the various approaches newspapers are taking to non-profit funding and provide guidance on how to get started or improve your efforts in raising non-profit funds.

During this Thursday afternoon session, Joaquin Alvarado, executive director of Project Accelerate at The Seattle Times, will share some of the ways The Seattle Times is partnering with philanthropic, corporate and individual donors to underwrite portions of the newsroom's staffing and coverage ... and offer advice for other newspapers.



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Keynote addresses



Mike Reed
Gannett

Tuesday, Oct. 6 — 11 a.m. EDT

Reed, CEO of the new Gannett will talk about his vision for the future of the newspaper industry, as well as the synergies Gannett has gained since the merger.



Mary Snapp
Vice President
Strategic Initiatives
Microsoft

Wednesday, Oct. 7 — 11 a.m. EDT

Mary Snapp, vice president, strategic initiatives with Microsoft, will offer a look at a new initiative launched by Microsoft to help journalists.

Download the full PIVOT agenda



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