

America's Newspapers

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The Latest from the America's Newspapers Inaugural Conference

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A new champion for newspapers is born

"Welcome to America's Newspapers," President Chris Reen announced to attendees gathered for the big reveal during the Welcome Reception Sunday evening.

He said the name is "simple, it's to the point, it says exactly what we do. It's uniquely American and preserves our legacy while repositioning us for the future. And, most importantly, it puts the focus and the emphasis on **you** as our members and not just on us as an association."

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In battle with digital giants, looking for 'safe harbor' in Congress

The advocacy interests of America's Newspapers falls right in line with the first topic addressed at the Inaugural Meeting of America's Newspapers. The News Media Alliance's Danielle Coffey talked about frustrations she encounters when lobbying on Capitol Hill and the latest in the newspaper industry's campaign to get a fair revenue arrangement with the digital giants.

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How the Battle of New Orleans was Won

The "pirate" marketing tactics that The Advocate employed in the Battle of New Orleans played a key role in helping the paper overtake The Times-Picayune in the fight for dominance.

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Small is the new big: Niche publications that are year-round revenue generators

What do backyard poultry, goats and beekeeping have in common? All are niche interests that have been scaled into reliable revenue generators.

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4 Tips to Start Growing Revenue by Selling Marketing Services

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