

America's Newspapers

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Highlights of the week with America's Newspapers

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America's Newspapers ceremonially launched this week during the inaugural meeting in Chicago, bringing the members of Inland Press Association and the Southern Newspaper Publishers Association into a new association dedicated to championing newspapers.

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Dean Ridings was named the first CEO of America's Newspapers. "I'm excited to begin working with our passionate and engaged member newspapers," he said.

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Additional session highlights from Chicago

Digital-not-so-ready: Initial findings from the GNI Subscriptions Lab

So what are the newspaper participants learning from the Google News Initiative Subscriptions Lab? Hint: Something about themselves.

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Take advantage of a tool everyone already uses: Email

Email is a daily part of millions of American's daily lives. So why aren't newspapers taking advantage of this amazing revenue-generating opportunity?



News-Press & Gazette Company's Kristen Frey and Observer Media Group's Emily Walsh talked about the insights they've gained from experimenting with email marketing.

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Protecting public notices and the vital information they provide

Many advertisers find the process they must go through to place public notices to be frustrating. Legislators want to change the law to move legal notices out of newspapers (and onto state and local websites) and publishers are doing their best to make the process work. Where's it all heading?

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