

America's Newspapers

NEWSPAPERS.ORG



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The Latest News

PIVOT 2020 session highlights



Alan Fisco, Dean Ridings
and Francis Wick

America's Newspapers: The power of our advocacy mission

America's Newspapers is taking a three-part approach with its advocacy efforts, members heard at last week's PIVOT 2020 virtual conference.

[View a recording of this advocacy session at PIVOT](#) and learn how you can help protect the interests of the newspaper industry.



Media Staffing Network releases Newspaper Compensation Study results

The results of the first newspaper sales compensation study conducted by Media Staffing Network, in conjunction with America's Newspapers and Editor & Publisher, were unveiled last week at PIVOT 2020, the virtual conference of America's Newspapers. The study looks at the number of sellers employed by newspapers, the average age of sellers, why new hires choose to leave a paper, compensation figures and why people join newspaper ad sales for their career.

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Part 3 of Digital Selling Skills webinar is Wednesday: The Power of the Case Study

Training is a key part of the skills that newspapers need to provide their sales team with to successfully pivot their business, Charity Huff told publishers and senior newspaper executives at last week's PIVOT 2020 virtual conference.

Part 3 of her in-depth Digital Selling Skills series will be held Wednesday, Oct. 14.

America's Newspapers members can participate at no cost, as part of their membership.

During this session, Huff will "Show You the Money." Huff will share her best advertising case studies — programmatic display, social media, recruitment, political and many more. In this session, sales managers and their teams will leave with a template they can use to build their own case studies and easy, fun ways to ask their current advertising clients for testimonials and referrals.

Practical takeaway: A template your team can use to build your own case studies.

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**Show, Don't Tell:
The Power of the Case Study**
Wednesday, Oct. 14
11 a.m. CDT / Noon EDT

This webinar is available at no cost to members of America's Newspapers as part of their membership.

Not a member yet? [Learn about membership or sign up for a free, trial membership here.](#)

Advertising sales opportunity



Members of America's Newspapers have the opportunity to earn commissions on Ad Network sales

Newspaper sales executives who sell national advertising have an opportunity to earn commissions on ads sold on the America's Newspapers Advertising Network.

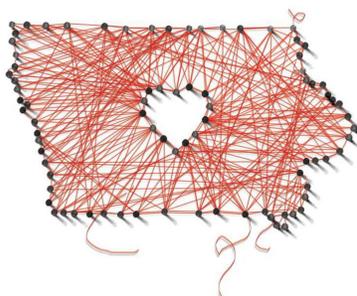
Commissions of 10% will be paid on ads sold.

For more information, contact Carolyn Nolte (Intersect Media) at cnolte@mediagenius.com or (407) 376-6964 or Greg Watson (America's Newspapers) at gwatson@newspapers.org or 847-282-9850, ext. 104.

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Industry news

**IOWA
MOURNS**



Iowa newsrooms, USA TODAY Network join to tell the stories of Iowans lost to COVID-19 with 'Iowa Mourns' project

In an unprecedented partnership, nine newsrooms across Lee Enterprises and the USA TODAY Network in Iowa have joined forces to publish a collaborative project called "Iowa Mourns," which identifies and tells the stories of Iowans who died from COVID-19.

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Beloit Daily News moves into new downtown office space

The Beloit (Wisconsin) Daily News has moved into its new offices in the heart of downtown. It's still a work in progress as newspaper associates settle into the new facility, but the offices at 444 E. Grand Ave. are now occupied and open for business.



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Registration opens for Women in Journalism Workshop

Registration has begun for the annual Women in Journalism Workshop, hosted by the Donald W. Reynolds Journalism Institute. The workshop focuses on challenges, accomplishments and issues specific to women in the journalism industry today.

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