

America's Newspapers

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Gallery of photos from the inaugural meeting



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Seen at America's Newspapers inaugural meeting: A photo gallery

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Industry appointments



[Sixth generation takes helm as Sentinel publisher](#)



[Jill Hunt promoted to News Press publisher](#)



[Ed Choate returns to Muskogee Phoenix as publisher](#)

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Industry news

Texas paper is accepting paid endorsement letters on ballot measures

Does your community have amendments and propositions on the ballot this November? You could turn them into revenue.

As the number of endorsement letters in this Texas community grew, the Denton Record-Chronicle began charging to run them.

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Your reporters need to take Newsroom Economics 101. Here's a start

Retention and price combine to form Customer Lifetime Value – a key metric for ROI calculations

- Customer Lifetime Value answers the question, "for each new subscription sold, how much revenue do I generate?"
- CLV is a function of average price and retention rate.
- This metric is *critical* for making decisions about paid marketing spend, product investments, and even newsroom resource allocation.
- For example, if I have a CLV of \$140 and I pay \$1000 for a campaign that converts 100 subscribers, I've generated \$14 in revenue for every \$1 spent on marketing.

Industry-Wide Benchmarks:

Percentile	CLV
95%	\$339.98
90%	\$282.79
80%	\$217.18
70%	\$186.38
60%	\$157.56
50%	\$137.30
40%	\$124.09
30%	\$110.99
20%	\$93.02
10%	\$72.11
5%	\$50.75



$$CLV = \frac{\text{Average Monthly Subscription Revenue per Subscriber}}{\text{Monthly Churn Rate}}$$

How much do your journalists know about your newspaper's digital business?

In this piece, The Lenfest Institute's Matt Skibinski answers: Not much. So he goes about explaining the key digital metrics every journalist should understand, such as: Customer Lifetime Value, RPM, marginal ad revenue and subscription influence ratings.

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Gimbals for video: A tool for journalists on the move

Emily Kummerfeld, University of Missouri graduate student, interviewed veteran video editor Monty Davis of The Kansas City Star about gimbals and video journalism.

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Read more industry news ...

The [Industry news](#) page of America's Newspapers carries additional news every week.

Among the stories you'll find here:

- Texas, Oklahoma student newspapers collaborate for epic dual issue
- Boone Newspapers goes live with Brainworks CRM

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