

# America's Newspapers

NEWSPAPERS.ORG



October 13, 2020

## The Latest News

Reach millions of job seekers

the **Media Job Board**  
MEDIAJOBBOARD.COM

A Service of:

**Poynter.**

**E&P**  
EDITOR & PUBLISHER

America's  Newspapers

### America's Newspapers, Editor & Publisher Magazine and the Poynter Institute launch industry-wide Media Job Board

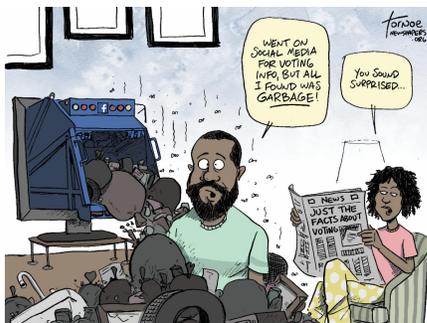
America's Newspapers, Editor & Publisher and the Poynter Institute have partnered to launch the Media Job Board (<http://mediajobboard.com>), serving the media industry with cutting-edge job-matching technology and targeted network distribution powered by PandoLogic.

Members of America's Newspapers can receive basic listings with the Media Job Board at no additional cost, as part of their America's Newspapers membership.

Job seekers also are encouraged to post their resumes at no cost on the site, where they will receive free job matching and emailed job alerts.

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## Reprint editorial and editorial cartoon



### Newspapers get my vote



By Dean Ridings  
CEO, America's Newspapers

Most local newspapers provide detailed election coverage, and almost always more than the other local media sources. If you are looking for information on state and local races,

newspapers are almost always the only media source that covers the majority of the races.

**There is no cost to member newspapers (or trial members) to run the editorial cartoon or the editorial.**

As we approach what many believe to be one of the most important elections of recent years, seek out accurate information from a source you can trust. For me, the newspaper still gets my vote.

## Political endorsements



### Letter from the Editor: Why we publish political endorsements

Although many newspapers have stopped publishing political endorsements, The Oregonian decided to endorse a presidential candidate this year — for the first time since 2012. In an editorial to readers, Therese Bottomly, editor and vice president of content, explained the paper's decision.

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## Industry appointments



### Free Times publisher promoted to regional leadership role

Evening Post Industries, parent company to The Post and Courier and Free Times in South Carolina, announced earlier this month that Free Times publisher Chase Heatherly has been promoted to the position of regional chief revenue officer for Evening Post's Community Newspaper Group.

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### Mississippi publisher resigns to move to North Carolina

Rex Maynor, publisher of the Daily Leader in Brookhaven, Mississippi, and The Natchez Democrat, has resigned and plans to move to North Carolina to assist an ailing family member.

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## Industry news

### Journalists at Fort Worth Star-Telegram plan union drive

The NewsGuild-CWA has announced that journalists at the Fort Worth (Texas) Star-Telegram are seeking to form a union.

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## Fort Worth Star-Telegram

Entries invited for Collier Prize for State Government Accountability



The entry period for the \$25,000 Collier Prize for State Government Accountability is now open! The prize will honor the best in statehouse reporting during 2020.

For more information and to enter, go to: [www.jou.ufl.edu/collierprize](http://www.jou.ufl.edu/collierprize).

## Upcoming webinars

### Part 4 of Digital Selling Skills webinar is Oct. 28: Audience, Audience, Audience

Digital content consumption is up 70% since mid-March. Audience, and access to those people, is more important than ever to local advertisers.

During Part 4 of our Digital Selling Skills webinar series, Charity Huff and Jamie Butow, who have worked together to build audiences for their shared newspaper clients, will show you how to leverage your audience to broaden the conversation with your advertiser, expand the sales team's view of how they can sell the audiences of those programs to a more diverse set of advertisers, and create a multi-media campaign that exposes the advertisers and sales people to a unique way of marketing.

**Practical takeaway:** Audience stat infographic that you can make for your market.

[LEARN MORE and REGISTER](#)



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, free trial membership here.](#)



### Key Takeaways from Part 3 of Digital Selling Skills: The Power of the Case Study

A great case study is a way for you to tell a story. It needs to be more compelling than just facts and figures. Provide background, describe the objective of the campaign, detail the solution and make it readable.

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WEBINAR

OCTOBER 23 | 1-2 p.m. CDT, 2-3 p.m. EDT

**Using Data to Inform and Improve Your Journalism**

PRESENTED BY:  
KATIE KUTSKO OF AMERICAN PRESS INSTITUTE

Friday, October 23  
1 p.m. CDT / 2 p.m. EDT

WEBINAR

OCTOBER 29 | 1-2 p.m. CDT, 2-3 p.m. EDT

**Live Streaming Video and Social Video**

PRESENTED BY:  
VAL HOEPPNER OF VAL HOEPPNER MEDIA AND CONSULTING

Thursday, October 29  
1 p.m. CDT / 2 p.m. EDT

With insights from the American Press Institute's Metrics for News software and services, this webinar will look at those measures of engagement to focus on (hint: not just page views) and how to define success. Through a series of 11 lessons on using metrics for newsroom change, participants will learn how to prioritize which metrics to track and tips for leveraging the data-collection tool(s) they already use.

#### [LEARN MORE AND REGISTER](#)

Members of America's Newspapers can use the promo code **NEWSROCKS** to register at no cost (as part of their membership).

Live streaming video is being used for breaking news, election programming, music and arts programming and more. Mobile apps like Facebook Live, IGTV, Periscope, Livestream and StreamYard make streaming live video easy and accessible. Learn to use the best apps, shoot the best video, get quality audio and how to interact with viewers during your broadcast.

#### [LEARN MORE AND REGISTER](#)

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### **Get Involved. Be Heard. Invest In Your Future.**

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