

# America's Newspapers

NEWSPAPERS.ORG



October 20, 2020

## The Latest News

### Lawsuit against Google demonstrates that government intervention is needed



Justice Department suit against Google is a start, but industry leaders say legislation is the key

The need for government intervention to address the issues faced by newspapers and other companies as a result of Google's monopoly over search and search advertising is highlighted in a suit filed today against Google by the U.S. Justice Department. But, legislative action is needed to address the newspaper industry's real concerns.

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## Next Tuesday's Webinar

### How the elections outcome may impact newspapers

Tuesday, October 27  
Noon CDT / 1 p.m. EDT

A tumultuous election season has almost come to a close and — no matter the results — newspapers will surely be impacted.

Join us for a bipartisan discussion on how election outcomes may affect the legislative and business environment and how newspapers can position themselves with their readers post-election.

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



This webinar is open (at no added cost) to members of America's Newspapers and trial members as part of their membership.

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

# Next Wednesday: Part 4 of Digital Selling Skills

## Part 4 of Digital Selling Skills webinar is next Wednesday: 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.

Next Wednesday (Oct. 28), 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.

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**Audience, Audience, Audience**  
**Wednesday, Oct. 28**  
**11 a.m. CDT / Noon EDT**

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## PIVOT 2020 session highlight



**Working Remotely**  
[View video](#)

### Working Remotely: Challenges & Opportunities

The world turned to working remotely in 2020 but what's the future for a remote workforce post-COVID? This PIVOT 2020 session looked into the impact of remote working, how it fits in the future workplace and how organizations can adapt to the potential of a new paradigm.

Our presenters were: **Nancy Meyer**, president of the Miami Herald, and **Susan Davidson Talmadge**, president and owner of HR Catalyst Consulting.

[VIEW VIDEO](#)

## Advertising sales commissions offered to members of America's Newspapers

**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

## Local Reach on a National Scale

Leverage the Power of America's Newspapers Advertising Network



More than **6,000,000** distribution across the nation's strongest markets!



(Intersect Media) at [cnolte@mediagenius.com](mailto:cnolte@mediagenius.com) or (407) 376-6964 or Greg Watson (America's Newspapers) at [gwatson@newspapers.org](mailto:gwatson@newspapers.org) or 847-282-9850, ext. 104.

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## Industry news

### Participate in Cribb, Greene & Cope's Fall Survey

Newspaper owners and executives are encouraged to participate in the Fall 2020 Publisher Confidence Survey being conducted by Cribb, Greene & Cope.

The survey takes just a couple of minutes to complete, and results are provided immediately so publishers can see how others are responding.

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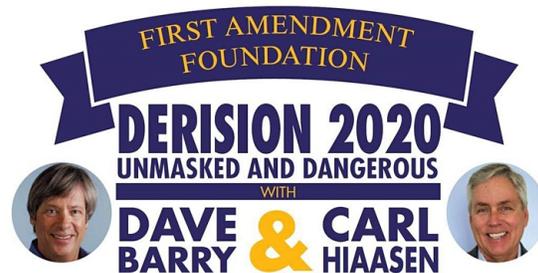


Cribb, Greene & Cope

### Derision 2020: Unmasked and Dangerous

As our election frenzy builds, it's high time for some political hilarity with Derision 2020, starring two of Florida's favorite sons: Carl Hiaasen and Dave Barry — LIVE, unfiltered and unmoderated. This virtual event — tomorrow night, Oct. 21 — will benefit the First Amendment Foundation.

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Wednesday evening, Oct. 21



### New study will assess the financial state of college newspapers

The University of Florida College of Journalism and Communications has received a \$30,000 grant from the Lumina Foundation to study the financial state of college newspapers, with a focus on editorially independent student-run media and how the COVID-19 pandemic has affected the sustainability of campus journalism.

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RJI now accepting applications for

## the 15th fellowship class of innovators

The Donald W. Reynolds Journalism Institute is now accepting 2021-22 RJI Fellowship applications from individuals or organizations with an innovative journalism project idea that could also benefit the industry.

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### Cox assumes majority ownership of BrightFarms

Cox Enterprises now owns a majority stake in a leading next-generation indoor farming company that supplies U.S. grocery retailers with packaged salad greens. BrightFarms seeks to disrupt the conventional produce industry by replacing the complex long-distance West Coast supply chain.

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

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