

America's Newspapers

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October 23, 2020

Weekend Wrap-Up of News

How will the election affect newspapers?



Election 2020 and its Impact on the Newspaper Industry

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

Presented by Ashley Wilson, U.S. Chamber of Commerce; Camille Olson, Seyfarth Shaw; and Dean Ridings, America's Newspapers.

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

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Regardless of how the election plays out — with a new president, four more years under President Trump, potential changes in Senate seats (and the possibility of the Senate flipping) — the impact will be felt by newspapers in a number of areas.

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.

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Industry news



Wyoming newspaper introduces self-service ad platform

In addition to giving readers and advertisers a great user experience, a newspaper in Wyoming is generating increased ad revenue and reducing its operating costs with a new self-service platform from Bluefin Technology Partners.

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Industry appointments



WEHCO Media names Samuel Metcalf director of marketing technology

"To be asked to grow subscription audiences at a time when communities and families are almost desperate for informative, accurate and impactful news is an amazing and worthwhile endeavor — and it is not taken lightly," says Samuel Metcalf, the newly-appointed director of marketing technology with WEHCO Media's digital division.

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Virginia advertising executive joins Richmond Times-Dispatch, Lee Enterprises

"We are thrilled to have Kelly join our team," said Paul Farrell, publisher of The Times-Dispatch. "She is a formidable competitor, an extraordinary sales professional and an inspirational team leader with a proven ability to manage high-performance sales organizations."



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Robin Gruen to lead Lee's custom content division

Robin Gruen, who describes herself as "a passionate storyteller who believes that every brand has a unique and powerful tale to tell," has been named vice president of Brand Avenue Studios with Lee Enterprises.

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It's all about audience

Digital Selling Skills webinar: Audience, Audience, Audience

Wednesday, October 28
1 p.m. CDT / 2 p.m. EDT
(Part 4 of our Digital Selling Skills series)

Learn 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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