

America's Newspapers

NEWSPAPERS.ORG



October 26, 2021

To submit an item for the next newsletter, email cdurham@newspapers.org

America's Newspapers receives \$15,000 grant from SNPA Foundation to fund fellowships



Grant will fund fellowships for minority publishers and senior newspaper executives

The SNPA Foundation, a founding organization and significant contributor to America's Newspapers, has awarded America's Newspapers an additional grant of \$15,000 to create fellowships for minority publishers/senior executives. The SNPA Foundation, along with the Inland Press Foundation, have been major benefactors of America's Newspapers following the merger of SNPA and Inland Press in 2019. The additional SNPA Foundation grant will be dedicated to bolstering racial diversity at national industry conferences and increasing engagement by minority employees at newspapers.

"We are very thankful to the SNPA Foundation for this additional grant, and for its ongoing support," said Dean Ridings, CEO of America's Newspapers. "The funds provided with this grant will be very useful in continuing America's Newspapers' mission of developing newspaper talent across the country. We look forward to working with the SNPA Foundation on this — and other — critical initiatives."

This grant was among seven awarded this week by the SNPA Foundation to fund newspaper industry initiatives led by state or national press associations and journalism schools.

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Learn how The Record-Journal built an ad grant program to help its community & grow revenue



Free webinar: Thursday, Nov. 4

Join us for a special America's Newspapers webinar to learn how The Record-Journal in Meriden, Connecticut, developed a **Business Boost Marketing Grant Program** to help local governments put funds into action, stimulate local business and provide advertising revenue through a robust match program.

Record-Journal Publisher Liz White will present an overview of the program and show you how your market can develop a match program to assist local businesses and take advantage of this

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Industry people



Cox hires new VP of inclusion and diversity

Cox Enterprises has hired Erin Mitchell Richeson as the vice president of inclusion and diversity (I&D), effective Oct. 29. In this role, Richeson will lead the implementation of the company's inclusion, diversity and equity (ID&E) strategy and will report directly to EVP and Chief People and Operations Officer Jill Campbell.

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What we're reading

Attorney General Bob Ferguson on why local newspapers matter

State attorneys general are stepping up to save local newspapers, which they see as essential.

Led by Washington Attorney General Bob Ferguson, a coalition of 16 AGs is urging U.S. House and Senate budget leaders to pass the Local Journalism Sustainability Act.

The LJSA would help stop a death spiral of newspaper layoffs and closures that accelerated during the pandemic. It would increase retention and hiring of local journalists with temporary tax credits to small and regional news outlets. It would also provide credits to subscribers and small businesses advertising locally.

"Local news is essential to the health of our states, communities, and our democracy," the [AGs wrote in an Oct. 14 letter](#).

Their timing is excellent. Congress is close to finalizing a budget bill, in which the core of the LJSA, credits for preserving journalist jobs, was included.

[READ MORE from Brier Dudley, The Seattle Times](#)

America's newspapers are vital to our local communities and our nation as a whole



There is a bill in Congress, The Local Journalism Sustainability Act of 2021, which would allow individual and business taxpayers tax credits for their support of local newspapers and media. Specifically, individual taxpayers could claim an income tax credit up to \$250 for a local newspaper subscription.

The bill also would allow local newspaper employers a payroll tax credit for wages paid to an employee for service as a local news journalist. The bill also would allow certain small businesses a tax credit for local newspaper and media advertising expenses.

We support this bill as a means to maintain local community newspapers across our state and our nation in non-metro markets to ensure that your source for local news can continue to invest in reporters and technology needed to serve communities like Clarksburg, Bridgeport, Shinnston, Weston, Fairmont, Morgantown, Kingwood, Oakland, Maryland, and the 60 other communities in West Virginia that depend on local newspapers and their websites to be informed.

[READ MORE from Andy Kniceley, publisher, WV News](#)

Industry news

Entries sought for \$25,000 Collier Prize for State Government Accountability

The entry period for the University of Florida College of Journalism and Communications \$25,000 [Collier Prize for State Government Accountability](#) is now open. The prize, now in its third year, honors the best in state government investigative and political reporting in every state. The prize is one of the largest journalism awards in the nation.

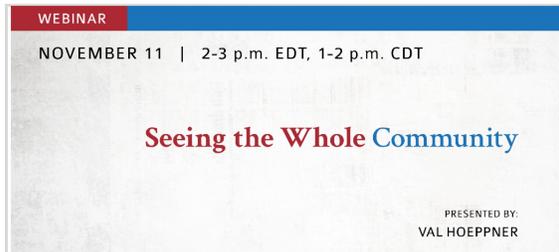
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\$25,000
COLLIER PRIZE
for STATE GOVERNMENT
ACCOUNTABILITY

The new Collier Prize, one of the largest journalism awards, will honor the best professional reporting on state government in print, broadcast or online.

Two professional development webinars



WEBINAR
NOVEMBER 11 | 2-3 p.m. EDT, 1-2 p.m. CDT

Seeing the Whole Community

PRESENTED BY:
VAL HOEPPNER

Thursday, Nov. 11

2-3 p.m. EDT | 1-2 p.m. CDT |
Noon-1 p.m. MDT | 11 a.m. - Noon PDT

Communities, readers and audiences want to see themselves reflected in your local news coverage. Not just through words and stories, but also through the visuals, photos, art and designs in your various print and digital products. Doing so requires you to look, listen and learn.

This session will help editors and reporters visually cover their whole community. Topics include visual inclusion, intention and diversity as well as making tough visual calls.

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WEBINAR
NOVEMBER 18 | 2-3 p.m. EDT, 1-2 p.m. CDT

Reviving Newspapers
in Digital News Deserts

PRESENTED BY:
MATT LARSON

Thursday, Nov. 18

2-3 p.m. EDT | 1-2 p.m. CDT |
Noon-1 p.m. MDT | 11 a.m. - Noon PDT

The digital landscape is analogous to the Great Plains of 19th century middle America. If you try to build a farm (website) without a clear path to the railroad (Google/Facebook), then there is no practical way of developing a sustainable town (digital business).

In this webinar, Our-Hometown CEO Matt Larson will present the steps needed to forge and maintain digital channels to the major internet platforms, where the newspaper's audience has already assembled.

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America's Newspapers

America's Newspapers Calendar



FREE WEBINAR - Building Your Advertising Grant Program- Nov. 4 [LEARN MORE](#)

FREE WEBINAR - Seeing the Whole Community- Nov. 11 [LEARN MORE](#)

FREE WEBINAR - Reviving Newspapers in Digital News Deserts- Nov. 18 [LEARN MORE](#)

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