

America's Newspapers

NEWSPAPERS.ORG



October 27, 2020

The Latest News

Election 2020



Tampa Bay Times turns to SMS to share election updates with its audience

The Tampa Bay Times in St. Petersburg, Florida, has launched a free SMS campaign to inform its readers about the latest presidential election updates and answer important questions. Readers even have the chance to ask Political Editor Steve Contorno questions directly through their phones and receive responses that go only to them.

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What patriotism looks like to me

By Gerry Mulligan, publisher, Citrus County Chronicle

What does civility and patriotism look like today?

This is what it means to me:

It means you love your country more than you love your political party.

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Members of America's Newspapers have permission from Gerry Mulligan to reprint this column, with proper attribution.

The election is just a week away and we'd like to see the columns and editorials you are publishing

Newspapers play a vital role in keeping their communities informed. And, during divisive times when "fake news" is shouted when someone disagrees with coverage, explaining the role that newspapers play in the news process is more important than ever.

Is your newspaper writing about the role your paper plays in the process? Are you publishing



editorials and columns about the upcoming election? Share them with us ... and we'll share links on our website.

Send your editorials and columns to cdurham@newspapers.org. If other newspapers have permission to reprint your editorial/column (like the one above), let us know that, too.

Wednesday's Webinar

Part 4 of Digital Selling Skills webinar is Wednesday: Audience, Audience, Audience

Tomorrow, 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

This webinar is available (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.](#)

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EDITOR & PUBLISHER

Industry appointments

AAM welcomes new director, re-elects 12 others; new logo, website introduced

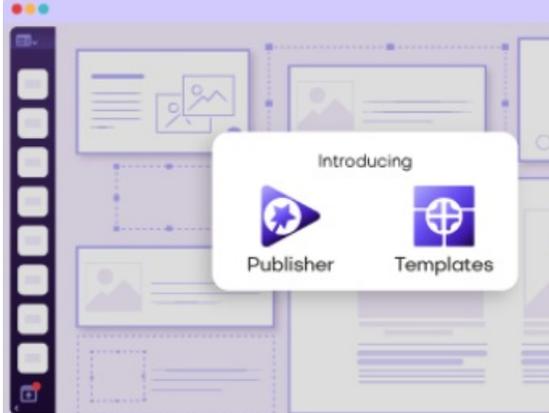
During the Alliance for Audited Media's recent annual business meeting, the results of the director elections were announced, including the election of a new director representing U.S. news media: Kevin Denny, vice president of consumer revenue for Advance Local.

In other news, AAM launched a new website and refreshed its logo last week.

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Industry solutions



Naviga Partners with Sophi.io to automate the print production workflow

According to a Naviga survey to over 1,000 newsroom personnel associated with the development of a daily newspaper, approximately 30% of all allocated resources are dedicated to the print newspaper manufacturing process. Naviga Publisher offers a new tool for automating the print production workflow.

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LNP Media Group expands relationship with SCS, will install classified pagination solution

A new classified pagination system being installed by LNP Media Group is expected to reduce the amount of time the staff spends producing classified pages by 75%.

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