

America's Newspapers

NEWSPAPERS.ORG

The latest from America's Newspapers

Visit us at www.newspapers.org or connect with us on [Twitter](#), [Facebook](#) and [LinkedIn](#)

Industry news

USA TODAY's digital innovation continues with launch of simplified, faster website

USA TODAY's product design team studied a year's worth of engagement and search trends to optimize how content is arranged and displayed before rolling out the new design of USATODAY.com.

Among the changes: a new bold, yellow label serves as a "virtual highlighter" to brightly distinguish opinion pieces from USA TODAY's reporting.

[LEARN MORE](#)



It's time to get personal with consumers, or get lost

To ensure that readers continue to select your newspaper as the publication they are willing to pay for, your content needs to be so indispensable that they cannot live without it.

In this column, Jim Brady of Spirited Media offers real life examples of five things newspapers should do to take full advantage of what consumers can bring to the table.

[LEARN MORE](#)

Industry appointments



[New publisher is named for the Tahlequah Daily Press](#)



[Lufkin Daily News names new publisher](#)



[Vice president named for Woodward Community Media](#)

[Read about a new Oklahoma sports editor and more](#) on the website of America's Newspapers

In-person networking

Registration begins for Family Owners & Next Generation Leadership Conference, to be held in February just prior to Mega-Conference



Join us in Fort Worth Feb. 15-16 for a gathering created just with family owned newspapers in mind.

This conference is designed as a safe, confidential place to discuss the unique dynamics of family businesses and newspapers. You'll hear stories from owners just like you, and advice from experts from both inside and outside the newspaper industry.

[LEARN MORE](#)

Pressing Matters:

To record or not to record

When using a recording device during interviews, Dr. Randy Hines encourages his journalism students to ignore its presence and take notes furiously. And, limit any "yes/no" questions.

[LEARN MORE](#)



Read more from America's Newspapers

- [Kentucky Standard to drop Friday edition](#)
- [Gimbals: Tips and tools \(a review\)](#)

Get Involved. Be Heard. Invest In Your Future.

Keep up with the latest news, schedule of upcoming events and other information specifically for the newspaper industry. Learn more about America's Newspapers at www.newspapers.org. And connect with us on [Twitter](#), [Facebook](#) and [LinkedIn](#).

America's Newspapers

CONTACT US

www.newspapers.org

[Email](#)

