

America's Newspapers

NEWSPAPERS.ORG



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

Revenue webinar: Learn how The Record-Journal built an advertising grant program

WEBINAR

NOVEMBER 4 | 3-4 p.m. EDT, 2-3 p.m. CDT

Building Your Advertising Grant Program

PRESENTED BY:
LIZ WHITE, PUBLISHER, RECORD-JOURNAL

Free webinar: Thursday, Nov. 4

More than \$350 million in recovery funds are available through the American Rescue Plan Act. And, chances are, your market is eligible to take advantage of these funds.

Get full details in next Thursday's free webinar.

[READ MORE](#)

REGISTER FREE



Maximize Your Membership

[Learn More](#)

2022 Mega-Conference in Orlando: Have you signed up to receive information?

SAVE THE DATE!
Mega-Conference is Back!



APRIL 10-12, 2022
JW MARRIOTT ORLANDO BONNET CREEK RESORT & SPA
STAY CONNECTED TO WWW.MEGA-CONFERENCE.COM

The News Industry Mega-Conference returns with an in-person meeting April 10-12, 2022. The conference will be held in Orlando, Florida, at the JW Marriott Bonnet Creek Resort, one of the newest resorts in the Walt Disney World area.

Early-bird registration (with our best rates!) will begin in mid-November. Sponsor/exhibitor information also will be available next month. Sign up at the links below to be among the first to be notified.

[READ MORE](#)

Request notification when early-bird registration begins

Request information about sponsor/exhibitor opportunities

Industry people



The Sumter Item adds 2 to newsroom

The Sumter (South Carolina) Item welcomed two multimedia reporters to its newsroom team this month. Alaysha Maple joins The Item as a reporter, and Cal Cary joins as a photojournalist and reporter.

[READ MORE](#)

America's Newspapers welcomes new member

America's Newspapers is honored to welcome CitySpark into membership



[CitySpark](#) provides event listing aggregation services through a powerful monetized local events platform on a white label basis for publishers.

CitySpark seeks to give your audience the local content they crave. Their proprietary technology ensures that your calendar always has a critical mass of local events, without you spending hours fielding calls and chasing down emails. Generate instant revenue through enhanced and featured listings, sponsorships, event display ads, syndication, mobile ads, email campaigns, ticketing, print, voice and more!

Dave Haynie is CEO and can be reached at dave@cityspark.com.

What we're reading

Google revelations help explain local-news crisis

Sometimes news breaks at just the right time.

Like last week, when a reader wrote to say he's skeptical of government support for newspapers that I've argued for in columns. He loves newspapers but believes they should be able to "stand on their own two feet."

I agree with the sentiment. But there's more to the story, as shown by news that emerged about Google's self-serving manipulation of the digital advertising marketplace, just as I was composing a reply.

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

Cancel culture: Why do people cancel news subscriptions? We asked, they answered.



Public data on cancellations is sparse. It's not something that news organizations like [sharing](#). It can also be surprisingly annoying to cancel news subscriptions online, often requiring an actual call to customer service. ([It doesn't have to be this way!](#))

So we asked our readers for their most recent cancellation stories, and received over 500 responses.

[READ MORE from Nieman Lab](#)

Industry news

Call to action: Take part in survey about media deserts and sustainability of local



journalism

To better understand the current and future state of the news and publishing industry and the various factors that undermine the sustainability of local journalism, PressReader is conducting a survey in partnership with a Princeton University sociologist.

[READ MORE](#)

Pilot project helps boost political ad spending in community media

The City Elections Initiative, a pilot program of the Center for Community Media at the Newmark Graduate School of Journalism, helped community publishers get access to political ad dollars and boost their local election coverage during the NYC primaries in June.

The resources offered by CEI in NYC, including a database of candidates running for office, an [interactive map](#) showing 330 community news outlets, and a [reporting fellowship program](#), provide a replicable model for supporting community media in local elections across the country, according to "[Making Local Elections Count](#)."

[READ MORE](#)



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.

[LEARN MORE and REGISTER](#)

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.

[LEARN MORE and REGISTER](#)

Members of America's Newspapers can register FREE for the above webinars by entering this coupon code during registration: **NEWSROCKS**

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](#)

2022 Mega-Conference - April 10-12, Orlando, Florida [LEARN MORE](#)

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