



November 5, 2021

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

Cantwell cheers inclusion of local journalism support in Build Back Better package



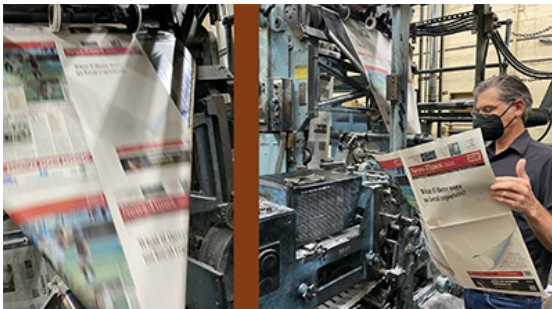
Thank you, Sen. Cantwell, for your support!

Thursday, U.S. Senator Maria Cantwell (D-Wash.) spoke on the Senate floor to urge her Senate colleagues to support the local journalism provisions in the Build Back Better reconciliation package. Several provisions of the [Local Journalism Sustainability Act](#) authored by Senator Cantwell were included in the draft text of the Build Back Better reconciliation package. This legislation would help financially support local newspapers, broadcasters and online media through tax credits to incentivize hiring and retaining journalists.

“Journalistic standards, local newspapers and broadcasters play a critical role in holding our elected officials accountable, shining a spotlight on important news and challenging the issues of our community to come to light,” Senator Cantwell said. “The Local Journalism Sustainability Act is essential to maintaining that trust, that diversity of voices and that local perspective. The tax incentives in this bill will help local newspapers and digital-only news journalists, and broadcast newsrooms remain financially viable to retain and hire local base journalists to cover local news stories.”

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This is a rallying cry



News publishers need a unified front, bold strategy to keep LJSA in Congress' reconciliation bill

In Oregon, newspaper publisher Pamplin Media Group decided to take a stand to support the Local Journalism Sustainability Act (LJSA). On Wednesday, Nov. 3, they published a mostly blank front page with a simple line of copy: "What if there were no local reporters?"

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Next Thursday: It's time to start planning your strategy in advance of the 2022 elections



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In this webinar, John Kimball of the John Kimball Group will take a deep dive into political opportunities, including:

Why it's not too early to start your political sales planning.

What makes this 2022 mid-term election much different?

Where the money will be spent.

How to find out who the candidates are and what to say when you get in front of them.

The importance of Political Action Committees (PACs) and other advocacy groups.

The role of state Republican and Democratic Party chairs.

The importance of making the buy easy and examples of successful packaging from newspapers around the country.

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Publisher outlines Business Boost Program that aided local businesses, grew paper's revenue



Meriden Business Boost Marketing Grant Program

To help as many Meriden, Connecticut, businesses as possible recover and thrive as the community emerges from the pandemic, The Record-Journal entered into a partnership with The City of Meriden and the Midstate Chamber of Commerce.

That partnership provided grants for customized multimedia marketing solutions to 150+ Meriden businesses.

The Record-Journal promoted this Business Boost Program to 265,000 people via print, digital, email and social media and in partnership with The City of Meriden's Economic Development Department and the Midstate Chamber of Commerce.

During a Nov. 4 webinar for members of America's Newspapers, Publisher Liz White outlined the program and showed members what they need to know to pursue a similar program in their markets.

Industry people



Journal publisher Bill Masterson named vice president of operations for Lee Enterprises

Rapid City (South Dakota) Journal President/Regional Publisher Bill Masterson has been named the vice president of operations in the audience development division of Lee Enterprises, the Journal's parent company.

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Industry news



Seyfarth has answers to some questions that have been percolating since Biden announced vaccine plan

The much-anticipated OSHA Occupational Safety and Health Administration's COVID-19 Vaccination and Testing Emergency Temporary Standard ("ETS") posted yesterday for public inspection.

The ETS is scheduled for publication in the Federal Register today, at which point it will be effective, with new obligations for employers beginning Dec. 5, and an ultimate "vaccination or testing" deadline of Jan. 4, 2022.

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Publisher updates Chattanooga Rotary Club on iPad conversion

After printing and delivering daily newspapers for more than a century, the company that owns the Chattanooga (Tennessee) Times Free Press began three years ago to convert its Arkansas publications from a paper to a digital format, except on Sunday.

Newspaper publisher Walter E. Hussman Jr. told the Chattanooga Rotary Club on Thursday that subscribers making the conversion to reading the paper on tablet computers say they like the product even better than the print edition it has replaced.

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What we're reading



Pulling back the curtain: How we tried to define objectivity

How do we define objectivity?

We journalists have liked to say, if thinking only quickly about it, that we're objective. And we certainly have been told that we should be objective.

But what does that mean, really? The Daily Herald formed an "Objectivity Council" to explore it and to ensure that our coverage is as free of bias as it can be. And we found that it isn't as simple as we or you may have thought.

[READ MORE from the Daily Herald, Chicago, Illinois](#)

A reliable advocate: The history of the Cincinnati Herald and why it still matters

Kay Smith-Yount grew up in 1930s Mississippi picking cotton with her family and listening to her grandmother's stories about slavery. At a young age, she saw men in white robes and pointed hats ride to her house looking for her uncle.

Church was one of the few places she felt safe.

Her first memories of reading the newspaper are not from the Northeast Mississippi Daily, the region's largest paper. Although she remembers there were rarely mentions of Black people, unless they committed a crime.

[READ MORE from The Cincinnati Enquirer](#)

Why the Local Journalism Sustainability Act is so bipartisan



The Local Journalism Sustainability Act has strong bipartisan support — because the crisis in local news affects all Americans, regardless of party. The collapse of community journalism leads to more [corruption](#), waste, [polarization](#) and [misinformation](#).

Of the 90 most recent publications to shutter as a result of the coronavirus pandemic, 60 percent were in counties that voted for Trump in 2020. More broadly, when comparing University of North Carolina's news desert data to the 2020 electoral map, 85 percent of news deserts are in counties that went for Trump in the last election. (Doesn't include Alaska.)

What's more, some of the problems that arise when community journalism withers are often of the sort that conservatives care about — especially wasteful and ineffective government. [Analysis](#) and [reporting](#) have shown that local corruption increases as local news declines, as do local taxes.

[READ MORE from Rebuild Local News](#)

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America's Newspapers

NW Arkansas Democrat-Gazette seeks information systems director



The Northwest Arkansas Democrat-Gazette (Fayetteville, Arkansas) seeks an Information Systems Director. This position directs and is responsible for the secure and effective operation of all computer systems, related applications, hardware and software; provides management, maintenance and oversight for systems and network applications, processes and procedures; ensures continuous operation and availability and appropriate backup and recovery of all systems.

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America's Newspapers Calendar



FREE WEBINAR - Jump-Start Your 2022 Political Strategy- Nov. 11 [LEARN MORE](#)

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

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

FREE WEBINAR - 7 Ways to Get 25% More From Every Advertiser- Dec. 9 [LEARN MORE](#)

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

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