



December 4, 2020

Weekend Wrap-Up of News

Industry appointments

Bill Smith selected to lead operations in Fredericksburg and Culpeper, Virginia

Bill Smith has been named president and director of local sales and marketing for the Free Lance-Star in Fredericksburg, Virginia, and the Culpeper Star-Exponent. He succeeds Dale Lachniet, who has been named vice president finance - corporate controller for Lee Enterprises.



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Katy Smith named Columbus Dispatch business editor; Erica Thompson takes diversity reporting role

Columbus Dispatch Editor Alan Miller said: "Erica has a keen sense for news, and she has demonstrated her ability to report complex topics in human terms and a conversational style. And Katy is a proven leader who is passionate about good journalism, serving the community and reaching new audiences through digital storytelling."

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Courier Journal taps new advertising director

Local businesses need our help now more than ever, says Alex Kellner, who has been named sales director of The Courier Journal in Louisville, Kentucky. "So, my plan is to help as many as we can."

courier journal

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Industry news

A quick guide to securing your remote workforce through 2021

While no IT team can protect against every cyber security threat, this free guide from Lineup Systems and Senseon offers an overview of new and ongoing threats, as well as security tips for your employees.

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The State Media Company sues USC for failing to comply with records request

Community activist and attorney James Carpenter of Greenville, South Carolina, who filed the lawsuit on behalf of the newspaper, said: "I think this is an important case because it seems USC has repeatedly ignored their legal obligations under FOIA and they need to be held accountable."

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Alliance for Audited Media launches digital publisher audit program with ANA support

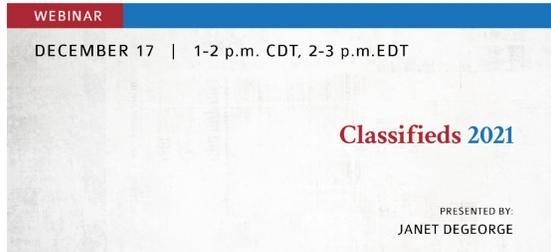
The Alliance for Audited Media has introduced a new program designed to reduce ad fraud that will be free to publishers through end of 2021.

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Alliance for Audited Media
TRANSACTION WITH TRUST

Two December webinars



Thursday, December 17
1-2 pm CST / 2-3 p.m. EST

What's in store to increase revenue in your CORE classifieds? Is 2021 going to be a tough one or full of promise? Do you need to go out of your comfort zone to bring in the new money? This webinar will talk about stretching beyond and pulling in all the revenue you can from many new sources on top of the tried and true.

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Members can use the code **NEWSROCKS** to register at no cost.



Friday, December 18
1-2 pm CST / 2-3 p.m. EST

During this webinar, Matt Larson will review the most popular paywall configurations among local newspaper websites on Our-Hometown's WordPress Publishing Platform. He also will discuss various ways to market digital subscriptions across print, social and mobile.

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