

# America's Newspapers

NEWSPAPERS.ORG



December 11, 2020

## Weekend Wrap-Up of News

### Industry news

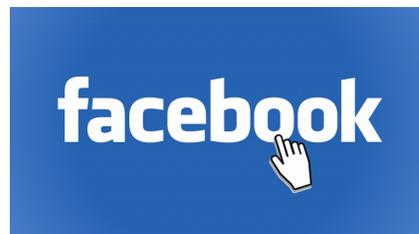
#### The Dallas Morning News creates Education Lab

Coverage of education is vital to a healthy community. However, due to the COVID-19 pandemic — which created a large disruption in the education system and the lives of thousands of students and parents — it is more important than ever. As a result, The Dallas Morning News' newly launched Education Lab comes at a critical time.

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## Viewpoints from Around the Industry



#### When it comes to Facebook, the need for action has been obvious for a long time

In an opinion column following the lawsuit filed Wednesday against Facebook by the Federal Trade Commission and 46 states, a New York Times staffer writes that it's "not too late for the government to take back power from Big Tech."

Kara Swisher, who covers technology and is a contributing opinion writer, wrote: "For those of us who have been paying attention, the need for this legal action has been obvious for a long time. The unchecked growth of some tech companies has been a challenge to new entrants and ultimately a dampener of innovation. And with unfettered power, Big Tech companies have become bullies, armed with fists full of data, acquired through outside market share, to keep them at the top of the heap."

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#### Media organizations call for journalists to be included among those receiving priority vaccines

In a letter to the chairman of the Advisory Committee on Immunization Practices with the

Centers for Disease Control and Prevention, 14 media associations cited the essential services provided by journalists and urged the committee to include journalists in subsequent phases of priority vaccine distribution.

"To ensure their ability to continue to serve the public in the difficult months ahead," the news media organizations requested that journalists "who are out in the field reporting about health care workers and patients, and meeting with people in essential businesses, covering rallies, protests and public events be considered for inclusion in subsequent phases of vaccine distribution that include Americans providing critical and essential functions in their respective communities."



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## Analytics Manager sought by WEHCO Media

**WEHCO Media** is looking for an **Analytics Manager** to join the company, grow data processes, and expand its team responsible for accurate data collection, processing, modeling and analysis.

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## Industry appointments

### Pulitzer Prize-winning editor Rick Green steps down from The Courier Journal in Louisville

After more than 33 years with Gannett, Rick Green is taking a buyout offered by the company.

"No one will ever know how much I have enjoyed serving as editor of The Courier Journal," Green said.



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### Donna Bischoff to lead key accounts and branded content for Lee Enterprises

In her new role, Donna Bischoff will oversee national and grocery advertising as well as branded content for Lee Enterprises, including Feast magazine and Brand Avenue Studios. She most recently served as general manager of the St. Louis Post-Dispatch.

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## Houston Chronicle names Henry Ford as chief revenue officer

Henry Ford will oversee the advertising and marketing division, where he will be responsible for advertising revenue, sales strategy and execution.

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## New directors elected at Hearst

With this election, there are now 26 members of the board of directors, elected by the trustees of the Hearst Family Trust.

# HEARST

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## Next week's webinars

WEBINAR

DECEMBER 17 | 1-2 p.m. CDT, 2-3 p.m. EDT

**Classifieds 2021**

PRESENTED BY:  
JANET DEGEORGE

**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.

WEBINAR

DECEMBER 18 | 1-2 p.m. CST, 2-3 p.m. EST

**Rethinking Paywalls**

PRESENTED BY:  
MATT LARSON OF OUR-HOMETOWN

**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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