

America's Newspapers Member Report

America's  Newspapers

The Voice of the Newspaper Industry

On behalf of its approximately 1,500 newspaper and associate member companies, America's Newspapers is committed to explaining, defending and advancing the vital role of newspapers in democracy and civil life. We put an emphasis on educating the public on all the ways newspapers contribute to building a community identity and the success of local businesses.





From America's Newspapers President

Today you are receiving America's Newspapers' first-ever annual report to members. I hope you can take a moment to review the many accomplishments of our organization in support of you and all our members. It is truly an impressive body of work. Over 11,000 participants took part in our webinars this year. Impressive marketing campaigns designed for you and your local communities. The launch of a new advertising network that not only will be a new revenue stream, but a showcase of the power and reach of our member newspapers. New bylaws changes and due structures designed to grow America's Newspapers membership ranks. Enhanced federal advocacy efforts to support our industry in conjunction with other media associations. And this is just part of what our impressive America's Newspapers staff has accomplished this year. And, like all of us, they did this under very trying circumstances.

I am very proud of our staff, our board and our members. Together, we helped make the first full year of America's Newspapers an association for all of us. The transition from two great organizations into one was relatively seamless, at least to our membership! And, I hope you agree after reviewing the report, that America's Newspapers stepped up to assist us in a big way in 2020.

As we come to a close on what has been a year for the ages, I look forward to the new year and a return to what I am sure will be a "new normal." 2021 will provide an opportunity for all of us to rebuild and recover. America's Newspapers will be there to support you in those efforts.

Alan Fisco, President

America's  Newspapers



From America's Newspapers CEO

While 2020 has been a year of incredible challenges for our industry, we have also seen just how important local newspapers are to the health of their communities. I have never been prouder to work for newspapers and to be part of an industry that makes a difference. While the news media has been under attack the past few years, we have also seen an increasing awareness of how important the local newspaper is to its community. This is clearly evidenced by the demonstration of support, even in Congress, for the Local Journalism Sustainability Act.

We at America's Newspapers have never felt a bigger need to provide relevant resources to our members. We've been busy this year working to fulfill the goals of the leaders of the Southern Newspaper Publishers Association and Inland Press Association. This year we have been able to provide new resources, such as:

- Advocating on behalf of newspapers – from building a groundswell of support in Congress to working with the *News Media Alliance* in seeking compensation from Big Tech
- Creating ongoing marketing campaigns that help our members demonstrate their value to their communities (a recent campaign included revenue opportunities for our members)
- Writing columns and offering editorial cartoons on important industry topics – helping to raise awareness of the need to support newspapers and our initiatives

And of course, we will continue to provide the legacy services our members value, including meetings, seminars and our industry-leading training programs and webinars.

For 2021, we're also looking at new solutions to help meet the evolving needs of our members and we truly look forward to when we can come together in person to learn, inspire and to renew friendships.

Dean Ridings, CEO



Advocacy

Protecting and Advancing the Newspaper Industry

Your Membership Makes a Difference

As a member of America's Newspapers, you are part of an association dedicated to the protection and advancement of newspapers across North America.

America's Newspapers is engaged directly with lawmakers and influencers on the critical topics to the newspaper industry, including:

- **First Amendment** protection
- **Legislative** issues to provide relief and protection to newspapers at the local level
- **Digital Equity** to ensure a level playing field and adequate compensation from major tech platforms such as Google, Facebook and other social media sites
- Protection of **public notices** from legislative action

By being part of this powerful network, local newspapers can help influence the legislative agenda to ensure newspapers remain a part of the fabric of local communities.

2020 Results

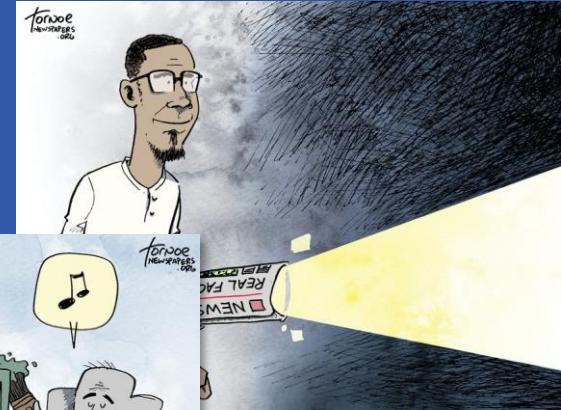
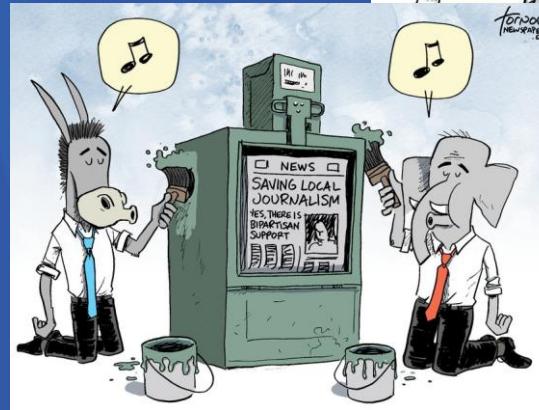
- Ten editorials and cartoons provided for members
- Leadership role on critical legislative efforts such as the Local Journalism Sustainability Act, among others
- Building a network of leading newspapers to communicate issues directly to legislative leaders

Advocacy

Protecting and Advancing the Newspaper Industry

Member Benefits:

- Monthly editorials and cartoons on most important topics to the industry
- Critical information and communications on legislative actions that directly impact newspapers
- Marketing materials, talking points and documents to help educate readers and staffs on the issues affecting newspapers
- Part of a network of newspapers dedicated to the health and vitality of newspapers



To learn more about advocacy efforts, editorials and cartoons, visit: www.newspapers.org/advocacy

America's  Newspapers

Programming

Industry-leading Training for All Levels of Teams

Quality training to meet the needs of the changing newspaper world is critical.

America's Newspapers programs are solution and results based. At the end of every session, participants will gain actionable information and tactics.

Our programs go deeper into the areas our members need most, including:

- **Sales skills** to more effectively sell across all platforms
- **Revenue strategies** to diversify and grow business
- **Content development** training for print and digital
- **Distribution and subscription** strategies to grow audience
- **Human resources** training to navigate the changing workforce, latest regulations and impact of COVID-19
- **Trends and strategies** impacting newspapers in 2021 and beyond

2021 will include a variety of options to connect and engage with your colleagues through new virtual platforms, and when appropriate to do so, at in-person meetings.

2020 Results

- 32 webinars and training programs attended by more than 11,000 newspaper professionals
- Virtual multi-day conferences focused on forward-looking strategies to grow newspapers
- Multi-module training programs designed for sales managers and their teams



2021 Programming

Industry-leading Training for All Levels of Teams

Monthly Webinars:

Solutions for Managers and Leaders

Interactive sessions conducted by industry experts, newspaper executives, consultants and media industry suppliers

America's Newspapers Training Academy:

Focused Training to Build Skills and Results

Focused training for specific disciplines including Human Resources, Revenue, Audience Development, Sales Training and Leadership

Executives Voices Roundtables:

Idea Exchanges on Urgent Industry Issues

Designed for senior executives to engage and share success strategies, solutions and insights with like-minded colleagues

Family and Independent Owners:

Targeted Discussions for Unique Newspaper Structures

Designed for newspapers that are single and group operations of daily and weekly newspapers in all sizes of communities

Member Benefits:

- Unlimited access to training programs for all members of staff
- Access to archived sessions, training plans and materials throughout the year
- Discounted rates for conferences, seminars and meetings
- Opportunities to connect with other newspaper professionals through virtual meetings, idea exchanges and programs

To learn more about programs and training, visit:

www.newspapers.org/2021-calendar/

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Marketing

Promoting the Power of Newspapers

Telling the story of the importance of newspapers is a critical part of a local newspaper's communication plan.

Each quarter, America's Newspapers releases targeted, fully customizable marketing assets that promote the value of newspapers and how they have evolved to print, digital information and solutions providers, including:

- **Branding** campaigns focused on the importance of being local
- **Seasonal** campaigns targeting content and sales opportunities
- Campaigns **differentiating newspapers** from social media outlets
- **Sales-driven** campaigns promoting newspapers' reach across digital and print platforms
- **Sponsor-driven campaigns to generate new revenue opportunities**

Members have access to all campaigns, including customizable options for print, digital and social media.

2020 Results:

- Eight marketing campaigns released during the year
- 2,200 markets participating in campaigns
- Print, digital and social media assets included in each campaign, all customizable
- Sponsorship opportunities in select campaigns for incremental revenue growth

Marketing

Promoting the Power of Newspapers

MAKE AN INFORMED CHOICE



ADVERTISE WITH THE TRUSTED SOURCE
YOUR LOCAL NEWSPAPER

HAD ENOUGH OF FACEBOOK?
So have more than 500 national brands that don't want their ads placed next to hateful, divisive or fake content.

NEWSPAPERS HAVE YOUR BACK.
Local newspapers have the print and digital advertising solutions to help businesses bring customers back and quickly regain lost revenue.

Come in We're OPEN

Member Benefits:

- Unlimited access to marketing campaigns for use
- Print, digital and social media elements to each campaign
- Fully customizable with logo and contact information
- Revenue and sponsorship components available in select campaigns

America's Newspapers

America's Newspapers is a national association supporting journalism and healthy newspapers in our local communities.

To learn more about marketing campaigns, visit:

www.newspapers.org/marketing

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Member Benefits

Maximizing Your America's Newspapers Membership

In addition to advocacy, programming and marketing, your America's Newspapers membership comes with a wide variety of benefits to assist with your operation.

Taking advantage of these benefits is easy. Visit www.newspapers.org for more information.

Free Job Listings: Looking to fill a position in your organization? America's Newspapers has partnered with Editor & Publisher and the Poynter Institute on the Media Job Board, the industry's largest employment site. Listings are free for America's Newspapers members. Learn more at <https://newspapers.org/stories/jobs,4157261>

Communications: Members can stay up to date with the latest in the newspaper industry, best practices, job changes and information you need for your market. Sign up for our newsletters at <https://newspapers.org/americas-newspapers/newsletter-signup-form/>

Legal Fund: The Open Government Litigation Fund is designed to assist members of America's Newspapers that are engaged in lawsuits, supporting the First Amendment rights of newspapers and the public's right to know. Find out more at <https://newspapers.org/legal-fund/>



Connect With Us

America's Newspapers Staff

Your America's Newspapers staff is available to assist you with any of your needs. Contact any of the team with your questions, comments or ideas.

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Our Leadership

America's Newspapers Officers and Board of Directors

President

Alan Fisco, President
The Seattle Times Company

Immediate Past President

Chris Reen, President
The Gazette (Colorado Springs)
Publisher, The Denver Gazette

Vice President

Nat Lea, President and CEO
WEHCO Media

Treasurer

Cameron Nutting Williams
Regional Publisher, Ogden Newspapers

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John Bussian, Attorney
The Bussian Law Firm

Scott Champion, CEO
Champion Media Company

Pat Dorsey, Publisher
Austin American-Statesman
VP, Regional Publishing Operations, Gannett

Michael Fishman, Publisher
Citizen Tribune (Morristown, Tenn.)

Michael Gebhart, President and CEO Southern
Community Newspapers, Inc.

Matthew Gray, SVP and General Counsel
Community Newspaper Holdings, Inc.

Stacey Hill, EVP and COO Newspapers
News-Press & Gazette Company

Brian Jarvis, President
WV News

Ted McGrew, VP, Sales
Southern Lithoplate

Matt McMillan, CEO
Press Publications

Camille Olson, Partner
Seyfarth Shaw

Jeff Patterson, President - Central Division
Adams Publishing Group

James Paxton, President and CEO
Paxton Media Group

Tim Prince, SVP
Boone Newspapers

John Rung, President & CEO
Shaw Media

Jason Taylor, President
Gannett VENTURES

Judi Terzotis, President & Publisher
The Times-Picayune | Advocate

Emily Walsh, Publisher
Observer Media Group

Leonard Woolsey, President
Southern Newspapers, Inc.
President & Publisher, The Daily News
(Galveston, Texas)

Heidi Wright, COO and Publisher
The Bulletin/EO Media Group

