Pennsylvania printer adopts closed-loop technology

BY TARA MCMEEKIN CONTRIBUTING WRITER

Bayard Printing Group in Williamsport, Pennsylvania, ordered a closed-loop ink density and color registration system from DCOS Automation. The printer will install the equipment on its 16-unit DGM 440 heatset press, which consists of four 4-high towers and one folder. The install is slated for completion in March.

“This is something we’ve been looking at for six months or so as part of a continued effort to reinvest in our plant and our top goals — quality, efficiency, and consistency,” President Mark Lundberg told News & Tech.

Bayard is a heatset web and sheetfed commercial printer, and Lundberg said he takes the demands of his customers very seriously. “The DCOS system allows us to address consistency and quality — and that was the main driving force because our goal is to always keep our customers happy,” he added.

Bayard prints approximately 50 weekly newspapers and a number of monthlies, as well as special sections for dailies. The majority of its work is direct mail products, including periodicals and catalogs. “We are able to run different stocks all in the same press run,” Lundberg said. “With our four web presses we can run coated covers, offset interior pages, and then we can also collate, stitch, trim and mail.”

The closed-loop system from DCOS will integrate with existing Perretta remote ink fountains and the printer’s new color-register system will replace an existing one.

“We’re excited about this install,” Lundberg said. “It will take us where we’re going with closed-loop color.”

This is the third recent DCOS order for a printer with DGM presses. Bayard joins PressWorks Ink in Carson City, Nevada, and Stuart Web in Stuart, Florida, which also tapped DCOS for closed-loop in 2019.

“We are very excited to install our closed-loop automation on another DGM press,” Ron Ehrhardt, sales director for DCOS, said in a statement. “This year we have sold to the DGM customer base retrofit drives and controls, and soon we will have our closed-loop automation on DGM heatset and UV curing presses.”

Bayard Printing Group was developed from the merger of Webb Communications, Unigraphic Color Corp. and Reed Hann Litho. Bayard serves the Northeast and Mid-Atlantic region of Northeast and Central Pennsylvania, New York, New Jersey, New England, Maryland and Washington D.C. from multiple locations in Pennsylvania.

Bayard is also a direct mail and fulfillment specialist, processing more than 45 million pieces per year through its in-house United States Postal Service substation.

‘Now we have a future’

BY MARC WILSON SPECIAL TO NEWS & TECH

The last daily edition of the Arkansas Democrat-Gazette will be printed and distributed on Saturday, Jan. 25. But Little Rock’s daily newspaper is not folding — far from it.

In one of the boldest moves in American newspaper history, Publisher Walter E. Hussman Jr. will continue to produce a daily and Sunday newspaper in the traditional format, but only print and deliver a newspaper on Sundays. He’s bought 27,000 iPads — at a cost approaching $12 million — and given them to subscribers who agree to pay $34 a month for a subscription to receive the Monday through Saturday editions electronically. They get the Sunday paper in print (and electronically).

Readers have to agree in writing that if they quit their subscriptions, the newspaper will charge their credit cards for the cost of the iPad.

He hopes readers will use their iPads for all kinds of purposes — to scroll the World Wide Web, download books, watch movies, etc.

“We want them hooked on their iPads because we think they also will be hooked on reading our newspaper. Some-body might say, ‘You know, I don’t read the paper as much as I used to. I think I’ll just drop it.’ And we’ll say, ‘Have you returned that iPad?’ Then they’ll say, ‘Return the iPad? I don’t want to return that iPad!’”

The project started almost two years ago, in March 2018, when Hussman and his team determined that the traditional model of printing and delivering the daily newspaper had become unprofitable — and would continue to decline.

“After years of making money, we began losing money,” he said. “We had to do something or face the possibility of going out of business.”

Hussman, a journalist by training and education, likes to say “every town needs a police department. Every town needs a fire department. Every town needs a water de-
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QIPC-EAE supplies Shanghai United Media

Shanghai United Media Group is updating its QIPC automation with a new mRC-3D color register control system. The EAE control system will be updated as well.

The new installation by the Dutch specialist in measuring and control equipment for the printing industry will replace an old QIPC system.

The media group produces around 1.6 million printed copies every day.

"QIPC-EAE already has quite a few installations in China," says Erwin van Rossem, director of global sales & marketing at QIPC-EAE. He sees great future potential at Shanghai Media Group, one of China's largest media companies, and also at other printing companies throughout China.

The new mRC-3D system will be installed on a Goss Universal press. The 12 cameras will control the color register. The EAE control system will be updated as well, with six new EAE control consoles, two INFO systems and NETPC.

Central Oregonian installs press

The Central Oregonian completed its first run on its newly installed pressline on Dec. 1, as planned. The second-hand 13-unit Goss Community SSC press was supplied, delivered and installed by imPRESSions Worldwide. Central Oregonian's parent company, PAMPLIN Media Group, negotiated the press purchase with imPRESSions in order to fulfill their agreement with EO Media to print the Bend Bulletin, which recently shut down its printing plant.

Upgrades to the SSC press allow Central Oregonian to go from a four-day work week to seven days a week with capacity to print 16-page broadsheet newspapers with 12 pages in full color. The machine will also facilitate additional commercial print products for the Bulletin.

Spokane paper gets press install from imPRESSions

The Spokesman-Review (Spokane, Washington) is pouring a new concrete press pad in preparation for a 32-unit Goss SSC Magnum pressline to be installed by imPRESSions Worldwide.

The Spokesman-Review and imPRESSions inked this purchase agreement in March, shortly after the paper announced that it was building a new printing facility to house the Magnum pressline and mailroom under one roof. The press purchased by the Cowles family consists of eight Magnum four-high towers and two Universal folders. The press is fully automated with remote ink, motorized register and auto register.

The new production building is generally complete and now ready to receive the first shipment of equipment from imPRESSions. The move from their downtown double-wide press to the Goss Community SSC Magnum press will allow the paper more versatility to expand their printing capabilities and bring on more commercial printing, imPRESSions says.

Kroonpress chooses new press automation from QIPC

Estonian print company Kroonpress has equipped its Goss M600 heatset press with Q.I. Press Controls (QIPC) press automation. Kroonpress is preparing the recently acquired press for the future and wants to keep the M600 in use for another 10 years, QIPC says.

“The automation that was still on the press from the former user is no longer up to date and technical support is limited,” said Gerd Lindmaa, production director at Kroonpress.

On the Goss M600, five mRC-3D cameras for color register, cut-off register and sheeter-register were installed along with two IDS-3D cameras for color control.

“We count on more stable print quality and less paper waste thanks to faster start-ups,” said Lindmaa. “In general, we expect higher efficiency in the use of our raw materials.”

The new printing facility is located east of the city and will operate under the name Northwest Offset Printing.

Trib Total Media turns to TSC

Trib Total Media, a family of community daily and weekly papers, a weekly shopper, commercial printing, promotional products, direct mail and digital services, chose The Siebold Company (TSC) for the removal and scrapping of TTM's Goss Universal 70 press and Goss Newsliner Press.

Also included in the removal were all the reels.

TTM moved all its printing from its shuttered Newsworks facility in Warrendale, Pennsylvania, to its single-width production facility in Tarentum, Pennsylvania, where TSC is replacing all TTM's press drives with new TSC Press Drive Controls.

Tensor sells second folder to Papua New Guinea paper

Chicago-based Tensor International, in cooperation with Simon Munday at National Printing Equipment of Australia, has been awarded a contract to add a new H-50 folder with quarter folder to the Papua New Guinea Post-Courier’s existing 18-unit T1400 press. Tensor will also be responsible for all reconfiguration in the installation work.

Established in 1969, the Papua New Guinea Post-Courier, with a circulation of 41,000, is the largest newspaper in New Guinea. Owned by News Corp., it was the first daily national paper in New Guinea.

"The new H50 folder will be the main folder on this two folder press, adding better performance and increased flexibility to their printing operations," said Mike Pavone, COO for Tensor International.

The equipment was shipped in early September 2019 and installed in early November 2019.
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P.O. Box 478
Beaver Dam, WI 53916
p: 303.575.9595
www.newsandtech.com

Editor & Publisher
Mary L. Van Meter
vanmeternt@aol.com

Art Director
Violet Cruz
production@newsandtech.com

Managing Editor
Mary Reardon
reardonmail@aol.com

Contributing Writers
Tara McMeekin
tmcmeekin.newsandtech@gmail.com

Marcus Wilson
marcus@townnews.com

kirsten staples
kstaples0329@gmail.com

President
James E. Conley Jr.

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Managing Editor
Mary Reardon
reardonmail@aol.com

Contributing Writer
Tara McMeekin
tmcmeekin.newsandtech@gmail.com

Contributing Writer
Marcus Wilson
marcus@townnews.com

Contributing Writer
Kirsten Staples
kstaples0329@gmail.com

President
James E. Conley Jr.

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department. And every town needs a newspaper. But it has to be a good newspaper.”

His family has owned the Democrat — predecessor to the Democrat-Gazette — since 1974. The Gazette has been publishing for 200 years under various owners. Hussman combined the two papers after a five-year newspaper war between his Democrat and the Gazette, then owned by Gannett. Gannett sold out to Hussman in 1991 — the same year the World Wide Web of the internet was born.

The web changed the world

The problem, he said, is that the changing advertising world — with most dollars moving to Google and Facebook — won’t support the traditional ink on paper journalism product.

Before the internet, Hussman says, there were three or four companies selling advertising in Little Rock. Now, the number of companies selling ads has exploded exponentially, with most advertising budgets going to Google, Facebook and Amazon.

The Great Recession of the late 2000s accelerated the decline of newspaper revenue.

The Democrat-Gazette went from highly profitable to facing an uncertain future.

“We had to do something. We had to reduce our costs, but I didn’t want to reduce costs by cutting the newsroom staff,” Hussman said. So instead of cutting reporters and editors, he cut materials.

“The costs we could cut were in printing and more especially in delivery,” he said. “We wanted a product that was keeping up with the times.”

The replica e-edition works better than a traditional website, he said, because the newspaper is a proven, accepted model with a beginning and an end. His newsroom continues to build pages much as ever, but the pages don’t go to plate burners and printing presses.

With advertising no longer being the backbone of revenues, Hussman said the survival of newspapers will depend on the support of subscribers. (He said the Democrat-Gazette has maintained its legal advertising and obituary revenues.)

“We need to have a critical mass of subscribers, and they have to be willing to pay a monthly charge that keeps us profitable.”

For the Democrat-Gazette, the price point is $34 a month — basically the same price readers were paying to receive the daily and Sunday print product.

To nudge subscribers into switching, Hussman’s team found that readers needed an incentive. That’s when Hussman agreed to furnish an iPad to any and all readers who switched.

That’s where the $12 million upfront cost came — for the branded iPads. (Hussman said the total spent to date is closer to $11 million, while the budget was $12 million.)

Another problem existed. Many readers needed training on how to operate an iPad. Hussman said the training costs average $90 per subscriber. “We hope that’s a one-time cost, but we still plan to smother our people (subscribers) with customer service.”

Hussman personally traveled throughout Arkansas to explain and sell the program, with special emphasis on luncheon speeches to Rotary Clubs.

“People generally understand that there’s a great need for newspapers — and that newspapers have to be profitable,” he said.

The conversion rate was 70 percent, with parts of Little Rock and

Marc Wilson continues on page 6
North Little Rock nearing 90 percent. In some cases, the conversion rate was, by Hussman’s calculations, 115 percent — because some Sunday-only customers in Little Rock switched to daily and Sunday in order to get an iPad.

“They were paying $32 a month for a Sunday-only subscription,” he said. “For just $2 more, they got an iPad.”

“We met some resistance at first, but lots of folks — after they used the iPad — said they preferred the electronic replica edition,” he added. The electronic edition is enhanced with videos and slide shows that the print product couldn’t have.

He’s been able to avoid cutting staff in the newsroom, and says he’s added a few staff members who create digital products — videos and slide shows — for the replica edition.

Quality is paramount. For the project to be successful, the Democrat-Gazette’s content “must be stellar and unique. You can’t expect people to pay $34 a month for an inferior product,” he added.

Hussman says he tells readers “We might be able to still deliver a print edition to you but it’s not the kind of paper you’re going to want to read, it’s not the kind of paper I’m going to want to publish. It’s going to have a whole lot fewer reporters and editors. That’s what a lot of newspapers are doing, but in my opinion, there’s no future in that.”

He said many newspapers he sees around the country have trimmed their editorial staffs so severely that the product won’t be supported by subscribers.

He says publishers can’t offer subscriptions below the cost of production. “Not only do you have to have a substantial monthly price, you have to have a mass of subscribers” to make the new business model work.

Hussman hasn’t yet taken the iPad program to his other papers, including the Chattanooga Times Free Press, the Jefferson City News Tribune, his smaller Arkansas dailies and the Northwest Arkansas Democrat-Gazette.

He said those newspapers are still profitable but declining, so he’s not going to do anything immediately but likely will in the future.

Of particular interest, he said, is the Northwest Arkansas Democrat-Gazette. Because of a long — now over — newspaper war, subscription rates average between $17 and $19 a month.

“It’s going to be hard to move subscribers from $19 to $34 (the point of profitability) very fast,” he said. He’s offering to give subscribers of that paper iPads if they will agree to raise their rates by $1 a month until they reach $34.

Advertising will be just a secondary revenue stream, he said. Traditional ROP advertising has declined as “advertisers only want targeted advertising.”

He noted that Dillard’s has run interactive ads in the replica editions with success. “You can click on the ad, look at the product in different colors and sizes, then even order the product right then and there,” he said.

Printing a Sunday paper remains profitable because of pre-printed advertising, “but that’s declining every year, too.” The day likely will come, he says, when he won’t print and deliver a Sunday edition.

For now, the Democrat-Gazette includes a printed special section every Sunday that includes all the obituaries of the week. “Readers like the section, and the funeral homes all advertise,” Hussman said.

Hussman said the iPad experiment “has been risky. But we decided that doing nothing was even riskier.”

“We think we are going to make money in 2020,” he said, “after losing money in 2018 and 2019.”

As he “stops the press,” Hussman said he feels “a lot better about the future. Now we have a future.”

Marc Wilson is founder and chairman emeritus of TownNews. He worked as a reporter for three daily newspapers, five bureaus of The Associated Press, and was editor-publisher of a weekly newspaper in Montana for 14 years. He’s reachable at marcus@townnews.com.
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Big Data roundup  ▶ NEWS & TECH STAFF REPORT

There’s no shortage of news (some might say hype) on Big Data, AI and analytics and their role in the evolving media industry. In their 2017 survey of some 200 top editors, CEOs and digital leaders, the Reuters Institute for the Study of Journalism found that almost three-quarters were using AI, meaning “computers that learn over time — independently — to improve outcomes.” Among the purposes were optimizing marketing, automating fact-checking, and speeding up tagging and metadata, the report said.

Concerning analytics, so much data is sloshing around that “analysis paralysis” may set in. TownNews says it has an answer to that (see Vendor Beat).

Also on the vendor side, subscription growth and retention are getting top billing in many quarters.

Here are a few recent Big Data items to chew on.

TAFI at the Times
The New York Times has created a tool aimed at freeing it from using info from Facebook and Twitter to track its users’ browser history, Axios reported.

The Times’ TAFI (Twitter and Facebook Interface) determines which articles draw the most engagement with particular audiences, then pushes the high performers while fading on the articles not getting much traction, according to Digiday.

“We’re moving away from tracking analytics on people and towards tracking analytics on stories,” says Chris Wiggins, chief data scientist at the New York Times.

Wiggins says the move will result in a more privacy-focused operation, Axios said.

Bertie, HANS et al.
Narrative Science chief scientist Kristian Hammond has said that in 15 years, 90 percent of news will be machine-composed but, he told the BBC, that doesn’t indicate that 90 percent of journalist jobs would die. “It means that the journalists can extend their reach. The world of news will expand,” he said. Narrative Science’s software Quill transforms data into stories.

Big news operations are getting increasingly into machine-created content.

As of spring 2019, around a third of the content published by Bloomberg News relied on some automated tech, The New York Times reported. Bloomberg’s Cyborg system helps reporters create articles on company earnings reports.

The Washington Post covered races on Election Day 2016 using its artificial intelligence tech Heliograf, which debuted during the Rio Olympics.

“We have transformed Heliograf into a hybrid content management system that relies on machines and humans, distinguishing it from other technologies currently in use. This dual-touch capability allows The Post to create stories that are better than any automated system but more constantly updated than any human-written story could be,” said Jeremy Gilbert, director of strategic initiatives at The Post.

BBC’s AI tool is Juicer, a news aggregation and content extraction tool. It monitors RSS feeds to take and tag articles at scale.

Reuters’ News Tracer allows journalists to spot and validate real news in real time on Twitter.

In 2018, Forbes rolled out Bertie, an artificially intelligent publishing platform.

Hearst has HANS (Hearst Analytics Slackbot), a workplace collaboration platform designed to deliver answers to questions from editors and reporters, according to WARC, part of U.K.-based Ascential, a B2B media company.

“We basically destroyed dashboards, destroyed the notion of an analytics department and said, ‘It’s just available if you ask the question,’” said Troy Young, Hearst Magazines president. “Some of the questions that HANS can answer might involve popular content on Hearst’s digital properties — say, ‘What are the best stories on Elle today?’ or ‘What are the top stories on Good Housekeeping in the last five minutes?’ Young said.

Smaller operations get into the game if they work with services that use AI, such as the AP and RADAR, Reporters And Data And Robots, a joint venture of the U.K. Press Association and Urbs Media. RADAR creates thousands of local stories per week for U.K. media outlets that subscribe.

And going full robot, China’s Xinhua News Agency has created AI-powered news anchors.

Pew tracks blowback
“Americans and Privacy: Concerned, Confused and Feeling Lack of Control Over Their Personal Information,” read a headline on a November 2019 Pew Research Center report. The report said majorities think data collection poses more risks than benefits and believe it is not possible to go through daily life without being tracked. Some 81 percent of the public say that the potential risks they face because of data collection by companies outweigh the benefits, and 66 percent say the same about government data collection. And a majority of Americans report being concerned about the way their data is being used by companies (79 percent) or the government (64 percent).
Will Hussman's moves provide a template

BY MARC WILSON COLUMNIST

Marc Wilson is founder and chairman emeritus of TownNews. He has published two books, “Hero Street U.S.A.” and “Kidnapped by Columbus.”
VeNdor BeAT

Analysis paralysis? TownNews has an answer

Does your company suffer from analysis paralysis? TownNews is debuting Data Insights in early 2020 to battle the problem. The new program will “give media companies robust new tools for gathering, understanding, and acting upon the multitude of data that impacts their businesses,” according to Illinois-based TownNews.

“Our customers in the publishing, broadcast, and web-native spaces have so much data — often more than they’re even aware of — that ‘analysis paralysis’ can set in,” said Brad Ward, CEO of TownNews. “What we’re doing with Data Insights is pulling data from a variety of different silos and presenting it in a way that makes it understandable and actionable.”

Data Insights will make it easy to draw a connection between the media company’s core business products — videos, articles and other content — and the revenue that’s generated from those products, the company says. “It’s critical to understand how each piece of content influences your bottom line,” said Joe Hansen, product manager for Data Insights.

“For many of our customers, TownNews products and services are the nexus of their digital business — we power their websites, native apps, programmatic ad stack, OTT apps and so much more,” Ward said. “So we’re in a unique position to not only help them make sense of all of this data, but use it to make recommendations at the point of work. We can say things like ‘Similar sites have found that shortening their article titles to X words lifted eCPMs by Y percent,’ or ‘Lowering your meter to X free articles can boost conversions by Y percent.’

The company planned to begin launching beta customers in January, with wide availability later in Q1 of 2020.

More metrics, M’lady?

One of the catchiest names in this field is JAMES – Your Digital Butler, Twipe’s subscriber retention tech that “pioneers the use of machine learning for distribution of news content.” The butler won a Data & Marketing Association award for the best customer retention program. JAMES opened up a launch partner program in Q4 2019 with a plan to roll out JAMES algorithms to publishers in four launch groups, and is still looking for launch group partners for its next batch. Launch partners aren’t beta testers, but collaborating partners for further co-development of JAMES in an experimental/prototyping (but paid-for) way, says the company. JAMES is the result of a collaboration between Belgium-based Twipe and The Times of London.

VoicePort’s Analytics product

VoicePort, a provider of customer service communication solutions for publishers, has a new product aimed at helping circulation pros reduce costs and save time with results in real time: Analytics. VoicePort’s product line includes CircPort, CircPort Web, Carrier Services, Audience Engagement Solution and Messaging.
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In December the FAA announced a proposed rule that would require drones to be identifiable remotely.

“Remote ID technologies will enhance safety and security by allowing the FAA, law enforcement, and federal security agencies to identify drones flying in their jurisdiction,” said Transportation Secretary Elaine L. Chao.

Some are concerned that the rule could have a chilling effect on media organizations that use drones to cover news. The proposed rule has no exceptions for First Amendment activities.

“For a century, journalists have covered the news by air — in hot-air balloons, airplanes and helicopters — with an impressive record of safety,” wrote Chuck Tobin, an attorney with Ballard Spahr, which represents Brussels-based News Media Coalition, in an email to News & Tech.

Tobin says the FAA is very likely to adopt a remote ID rule in some form in the next year.

“The News Media Coalition will continue to work with the government and other private industry stakeholders to develop policies and regulations that strongly support public safety, and, at the same time, respect the vital First Amendment rights of journalists,” wrote Tobin.

Among the News Media Coalition’s members are Agence France-Presse, The Associated Press, Deutsche Presse-Agentur, Thomson Reuters, Getty Images, News Corp Australia and News UK.

FAA accepts input

On its website, the FAA is accepting input on the proposed rule in a comment period that closes March 2.

Nearly 1.5 million drones and 160,000 remote pilots are registered with the FAA, according to the agency.

“As a pilot, my eye is always on safety first,” said FAA Administrator Steve Dickson. “Safety is a joint responsibility between government, pilots, the drone community, the general public and many others who make our nation so creative and innovative.”

Tobin says his camp is still studying how the proposed rule’s provisions in their current form would impact journalists. “On the one hand, journalists recognize that the government has said this rule is a necessary precursor to the next rule the FAA has promised, which would permit news drone flights over people and at night. Both are currently banned, and the ban has been an obstacle for some important news coverage.” It would be a good thing if the implementation of the remote ID rule will make the next rule come more quickly, he said.

“On the other hand, the government should never secretly track journalists’ movements, regardless of the news-gathering technology in use, without some sort of probable cause that a crime is in process,” he said.

The FAA’s proposed remote ID rule doesn’t contain any legal standard for when law enforcement can access journalists’ real-time flight data or any transparency to the public for when that happens. “This concerns the companies in our coalition,” says Tobin.
Parse.ly touts real-time analytics for Apple News

Parse.ly recently launched real-time analytics for Apple News, augmenting its existing daily Apple News analytics. “Apple News is home to a large and engaged audience, and the stories that audiences are drawn there may be different from what attracts audiences to individual publisher websites,” New York-based Parse.ly said in a news release.

Audience-development teams can analyze trends over long stretches of time in Parse.ly to see what authors, sections or tags resonate with readers in Apple News right now, this week, or several months ago, according to the company.

Publishers can use this information to alter their own website content accordingly. For example, they might adjust their above-the-fold section to draw more, engaged readers into their content that is performing well on Apple News.

In 2017, Parse.ly became the first service to provide publishers with audience insights from Apple News on a daily basis, according to the company. Since then, a growing group of its publishing clients, including Slate and The Daily Beast, have leveraged this data, Parse.ly says.

DoubleVerify touts Authentic Performance

In January New York-based DoubleVerify, a software platform for digital media measurement, data and analytics, launched Authentic Performance, the “first data solution in the market to provide predictive data expected to drive campaign performance — from the impact of an ad’s presentation to key dimensions of consumer engagement.”

The product is being used in beta form by DV customers including global CPG brand Mondelez, according to DoubleVerify.

Authentic Performance can analyze over 50 data points on the exposure of a digital ad and consumer engagement with a digital ad and device in real time, the company says.

“Authentic Performance addresses a brand’s dilemma in performance measurement and actionability,” said Wayne Gattinella, CEO of DoubleVerify, in a press release. “Current tools are either fast but simplistic — with metrics like viewability and click-through rate, or they’re sophisticated but slow — with data reported post-campaign. Authentic Performance is designed to provide predictive data that are correlated with digital advertising effectiveness, in real time — giving global brands clarity and confidence in their digital investment.”

What about print?

Lesewert is a German firm that aids publishers in tracking how readers are using print newspapers and magazines. Nieman Lab did a nice piece on the company in September.

Lesewert is part of the German publishing analytics firm Die Mehrwertmacher, a subsidiary of the regional publishing company DDV.

Clients pull together focus groups, generally about a hundred people, said Ludwig Zeumer, Die Mehrwertmacher’s CEO. Members of those groups are given a digital pen that has a small camera and light.

When they read the newspaper over a fixed time period, they highlight the last line of copy in each article they absorb. That info goes to an app and is put into a dashboard that publishers can check to find out what folks are reading.

Big Data from page 10

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Ridings highlights family owners conference, other events

**News & Tech** recently caught up with Dean Ridings, CEO of America's Newspapers. He talked about 2020 goals and events hosted by the Georgia-based organization, the outcome of a merger between the Southern Newspaper Publishers Association and the Inland Press Association.

**N&T: What specific goals does America's Newspapers have for 2020?**

**Ridings:** First, we have the Mega-Conference planned for Feb. 17–19 in Fort Worth. Our focus is on this right now as we're finalizing the program. In October we will have our annual meeting and family owners conference in Washington D.C., and we will announce those dates soon. Other immediate goals include a nationwide newspaper promotion and creating several new programs to benefit our members. When America's Newspapers was launched, just last October, our leadership declared that education would be at the core of our mission. So every initiative we launch in 2020 will reflect that mission.

That means educating the public about the role of newspapers in our communities and our democracy, educating businesses about the reach and effectiveness of our print and digital platforms and educating our members to ensure they adopt strategies and best practices that keep them on a sustainable path to success.

**N&T: In February, you'll hold the first Family Owners and Next Generation Leadership Conference under the America's Newspapers banner, in Fort Worth. What do you expect will be the key issues at that event and what interesting offerings will you have?**

**Ridings:** The family owners and next gen leadership have unique challenges and opportunities, so we will focus on those items that resonate with them. Frequency is certainly a timely issue. As this group takes the long view, we will discuss long-term solutions of growing digital while not losing sight of the current value of print.

What makes the conference so valuable is that its agenda always addresses the unique dynamics involved in a family business and in the newspaper business. So, you can be sure there will be deep discussions about succession issues and the role of non-family members in a family newspaper's corporate structure. You can also be sure there will be a focus on valuations, especially with the active market for newspaper properties right now.

**News & Tech: Just after that event is the Key Executives Mega-Conference (Feb. 17–19, also in Fort Worth), with hosts America's Newspapers, Local Media Association and News Media Alliance. What do you anticipate to be the hottest topic at that event?**

**Ridings:** There are many relevant sessions, from sales transformation to digital subs to membership programs. The program is still being developed but can be seen at www.mega-conference.com. A particularly interesting session will look at how women leaders — as editors, publishers and operations executives — are transforming newspapers in this new media environment. The program is also being developed to offer key executives from newspapers of any size the valuable information that they can implement at their organizations as soon as they get home.

**N&T: You have a background at the Florida Press Association. What did you focus on there that you would like America's Newspapers to highlight nationally?**

**Ridings:** The Florida Press Association has had success with its legislative advocacy due to an engaged membership, and I think there are opportunities to increase our impact on national legislative advocacy as an industry. America's Newspapers has a strong membership from Florida to Maine to California that is well positioned to make this happen. Additionally, the Florida Association was successful in creating valuable partnerships with other media organizations, and I think there are similar opportunities nationally.

**N&T: What newspaper promotions or special pushes does America's Newspapers have in mind?**

**Ridings:** Stay tuned. We expect to make an announcement at the Mega-Conference in February! ▲

‘Newsmakers’ book on AI, smart machines

**News & Tech Staff Report**


The book argues that AI can augment — not automate — the industry, allowing journalists to break more news faster while the same time freeing up their time for deeper dives.

Marconi offers a new perspective on the possibilities of these innovations, says his publisher. He explains how reporters, editors and newsrooms of all sizes can take advantage of the chances they provide to develop new ways of connecting with readers.

To make his points, Marconi uses case studies including financial publications using algorithms to write earnings reports, reporters analyzing large data sets and outlets determining the distribution of news on social media.

Drawing on his own background, Marconi sketches out a media scene improved by artificial intelligence. He emphasizes the need for editorial and institutional oversight and lays outs media outlets should think about when weaving AI and algorithms into their production. “For journalism students as well as seasoned media professionals, Marconi’s insights provide much-needed clarity and a practical road map for how AI can best serve journalism,” says Columbia University Press.

Recently Marconi served as the first R&D chief at The Wall Street Journal. He’s also worked as an adjunct instructor at Columbia University’s Graduate School of Journalism and as an affiliate researcher at the Laboratory of Social Machines at MIT Media Lab.

The book has a March 2020 publication date. The publisher lists it at $28 for a paperback and $27.99 for an e-book. ▲
Oh, the tech we have known

Welcome to our series on newspaper tech through the decades. It’s a chance to enjoy the rich history of our industry and see how it adapted through monumental changes. It’s also fun to see the old tech.

If we wanted to go all the way back, we’d start with cave paintings, scrolls and Johannes Gutenberg. Instead we’ll skip to the 1970s in our first installment focusing on typesetting. Future installments will center on printing tech and newspaper.

Material for this series was drawn from “Changing Print: Turning Points in Newspaper Technology since 1970,” a wonderfully researched and illustrated report from the World Printers Forum, the print community within the World Association of News Publishers (WAN-IFRA).

For almost a hundred years, Linotype machines were the ultimate typesetting tools of newspapers. They produced hot-metal “lines of type” that could be arranged to columns and pages. The first Linotype, “The Blower,” from 1886, is now exhibited at the Smithsonian Institution.

The Linotron 505, an early CRT typesetter. The progress of offset printing, the desire for more color and the progress of the computer industry had a dramatic impact on the typesetting industry. Phototypesetting came into being. “In the 1960s and 1970s, the hot-metal technology had reached its limit. ‘Teletypesetting’ had enabled to increase the typesetter speed by a factor 3,” said Kummer. “Finally, I had to make a decision: so we announced in 1976 that we would discontinue the production of Linotype hot-metal machines. A ter almost 90 years!” he said. “I would say you need visionaries somewhere in the industry,” Kummer said of the transition. “Being ready for change is extremely important. And to make sure that the team around you thinks alike.”

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Wolfgang Kummer, Linotype chairman, with his most successful product: the Linotronic 300. Laser technology — expensive at the beginning — offered further advantages: higher production speed, greater accuracy, longer life and with the progress in laser tech, the cost came down. Importantly, laser technology allowed the economic production of halftones and pictures. Linotype developed Linotronic, a laser-technology-based phototypesetter, which became the standard in the printing industry. This tech was mostly used by large newspapers. There was no solution yet for the many small and medium type-shops and printers, said Kummer.

Left to right: Wolfgang Kummer (Linotype), John Warnock (Adobe) and Steve Jobs (Apple) in 1985 in New York announcing desktop-publishing cooperation.

Switzerland etc., a rich fund of typefaces, many of them copyright-protected. We licensed many to the computer manufacturers and were also approached by Apple for the use in their WYSIWYG Macintosh. Steve Jobs had a special sense for design and quality. You can still see it today when you open an Apple product! He wanted the best typography on his desktop Mac and the best output device in the industry. That started the desktop publishing cooperation.” For its part, Linotype merged with the world’s largest press manufacturer, Heidelberger Druckmaschinen.
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Over the years, new products and technologies have come to light at drupa, the world’s largest trade fair for the printing and media industry. For example, in 1990 Hoechst-Kalle displayed the N90 CTP plate, the first CTP plate that worked for newspapers. Industry innovators unveiled further breakthroughs at subsequent shows, as they had for decades of the show’s past.

For its part, print finishing systems firm Muller Martini is playing off a drupa theme of “Connect” for its 2020 presentations. For the Switzerland-based company, “Connect” includes the networking of machines, the integration of Muller Martini machines in existing product systems and the use of data, and the live analysis of machine data via the company’s Connex workflow system.

At the show, Muller Martini will be focusing on its new Life Cycle Management program, aimed at clearly structuring the service offering for an aging machine base. Service is becoming smarter as well. Muller Martini will be providing examples at drupa to demonstrate how its service technicians interact efficiently with customers thanks to the new services, the company says.

Muller Martini philosophy of Finishing 4.0 is based on the key concepts of automation, connectivity, variability and touchless workflow, and “has successfully established itself and is now a reality in the smart factory,” the company says.

Drupa is taking place this year from June 16–26, 2020, at fairgrounds in Dusseldorf, Germany. Six main exhibits will focus on prepress/print, premedia/multichannel, post press/converting/packaging, future technologies, materials and equipment/services/infrastructure. Special exhibits are titled drupa touchpoint packaging, drupa touchpoint textile, drupa cube (latest market and technology trends, thinking outside the box), 3D fab+print and drupa next age-dna.

A KATI electronic visitor guidance system makes it easy to find the location of every exhibitor and product category at the fair. KATI terminals are located in every hall.
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New on tap at ING 2020

The ING 2020 Leadership Networking Summit will be at London- House Chicago hotel on the Chicago Riverfront Sept. 18–19.

News & Tech is collaborating on a core component of ING program content, “All Things New.” Mary L. Van Meter, publisher of News & Tech, will co-host the inaugural “All Things New World-Wide” panel.

Also on tap: Jeff Saturday, NFL Pro-Bowl, All-Pro center formerly with the Indianapolis Colts and Green Bay Packers giving the keynote talk and a “Playbook” workshop.

The event will also see the launch of the first annual ING/E&P Operations All Star Excellence Awards.

Int’o on the event is at InternationalNewspaperGroup.org.

Print-centric

ING 2020 is the only gathering where “print-centric” leaders can meet, network and share best-in-class ideas, say organizers. It’s not a tradeshow; there are no booths to visit, but a leadership networking conference.

Inspired by heightened interest among newspaper production leaders in harvesting new ideas from around the country, the ING board has added two new directors since last year’s event: Janet Owen and Kim Reddington.

Owen’s current tenure at the Las Vegas Review-Journal was preceded by three years at the Register Guard in Longview, Texas. In addition, she worked in management at the Wall Street Journal, Minneapolis Star Tribune, Los Angeles Times, San Jose Mercury News, USA Today, Eugene Register Guard and Fresno Bee.

Reddington is national director of diversity and strategic alliances at United Scrap Metal, now recognized as the largest aluminum lithographic plate recycler in the country. Reddington served as an influential networking panel leader during the 2019 ING summit, according to the group.

News & Tech got a few perspectives from Owen and incoming ING President Mark Hall.

Janet Owen, vice president production, Las Vegas Review-Journal

N&T: What technology trends are you watching for 2020?

Owen: We, like everyone else, are watching the digital trends of which there are so many and are ever changing. Videos, social media, editions, electronic kiosks for advertising and a host of others that I cannot even begin to name are all being looked at, tried, and in many cases, implemented.

N&T: What’s your biggest prediction for 2020?

Owen: I believe we are going to see a faster slide-out of print and into digital. This is not easy to say, but true.

N&T: The industry as a whole is involved in a daily battle, from aging equipment to revenue challenges. What is one of your priorities?

Owen: We find ourselves in a situation where we are dealing with aging and obsolete systems. While our circulation is falling, our print requirements are expanding through commercial work. So the option of trying to get through with what we have is no longer an option. We are looking at alternatives to obsolete systems and have replaced a few in the last 12 months. Unit press drives are a big issue now that they are obsolete. This is a huge expense so we are looking at options that can minimize that expense and keep us going for the long term.

We are also trying to find unique alternative uses for our presses (both cold web and UV) that may help to drive sales and build a new niche in the world of commercial print. We are finding there is a need for various types of printing on newspaper presses such as menus and specialty publications. We are fortunate to have stitcher/trimmers available for use. We need to learn how to maximize the equipment, which is asking people/employees to get out of their comfort zone.

N&T: Why is ING 2020 important to you?

Owen: So many people and organizations around the country are going through dramatic change. As a result, many get very creative. It is always good to hear from these people and maybe learn about something we, too, are capable of doing but just hadn’t thought of yet.’

Mark Hall, director manufacturing, Eastern Canada Islington Printing, division of Post-media Network, Toronto

N&T: What technology trends are you watching for 2020?

Hall: How lifestyle analytics are being leveraged to sell to manufacturers and change marketing and how it will affect traditional insert revenue.

N&T: What’s your biggest business prediction for 2020?

Hall: Pressures on print industry to reduce/limit raw material usage and engage in maximizing sustainable recycling.

N&T: The industry, as a whole, is involved in a daily battle, from aging equipment to revenue challenges. What is one of your priorities?

Hall: Attracting new commercial business to fill available production time.

N&T: Why is ING 2020 important to you?

Hall: This is the best opportunity to engage with both peers and vendors to explore new opportunities and hear of positive successes.
Chavern: Google takes ‘aggressive stance’

N&T: The News Media Alliance addresses numerous issues concerning the duopoly of Facebook and Google and Big Tech’s effect on the news industry. What updates do you have on those issues?

Chavern: The biggest news of the year is that Facebook agreed to start paying some of our members for access to their news content. It wasn’t a comprehensive solution: Facebook is paying too little to too few publishers. But it is a major change in policy that could indicate an entirely different trajectory for the future of digital news.

In contrast, Google has taken a very aggressive stance against news publishing in the EU. They are absolutely refusing to pay publishers even though it is now required under EU law. We are watching closely how that debate plays out as EU governments start to become directly involved in the dispute.

N&T: You’ve advocated in Washington for the Journalism Competition and Preservation Act, which would provide a temporary safe harbor for online content publishers to collectively negotiate with tech platforms. What are the chances it will become law and what effect do you think it would have?

Chavern: We are cautiously optimistic at the moment. We are gathering more support all of the time (Majority Leader Mitch McConnell, Sen. Rand Paul and Sen. Cory Booker just signed on as co-sponsors) — and the need for action is continually becoming clearer to policymakers. We had a great hearing in the House this year and are looking for something similar in the Senate in the near-term.

N&T: In 2019, the News Media Alliance called for clarifications to the California Consumer Privacy Act, a new law concerning privacy and personal data collection. What clarifications did you seek and did you get them? Do you see similar laws coming from other states or the federal government?

Chavern: The relationship between news publishers and their readers is rooted in trust. People only come to particular news brands because they trust the content — and there is a broad expectation among readers that journalism should be sustained (in part) through advertising. We asked that the provisions of the CCPA recognize the particular nature of this relationship, and give news publishers some additional latitude under the law. We weren’t successful in those efforts so we are now helping our members to prepare for a much different digital advertising environment. Some trends — like a return to contextual advertising — may actually benefit publishers, but there is also much that is unknown.

N&T: What other issues does the News Media Alliance plan to focus on in 2020?

Chavern: In addition to our efforts in Congress regarding the Journalism Competition & Preservation Act, we will be closely monitoring all of the antitrust efforts involving the tech giants. In particular, the examinations of Google’s advertising monopoly could have important positive carry-on effects for the sustainability of news publishing.

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Columbus Dispatch to print in Indianapolis

The Columbus Dispatch is relocating its newspaper printing from Columbus to a facility in Indianapolis, the paper reported.

The March shuttering of the Dispatch printing facility, at 5300 Crosswind Drive, will impact 188 employees, the paper said. The closure won’t change the delivery of the paper. The paper’s news and advertising staffs will stay local, the paper said.

The move follows GateHouse Media’s $1.4 billion purchase of Gannett, which was completed in late 2019. The merged company uses the Gannett name. GateHouse had bought the Dispatch in 2015.

The Gannett-owned Cincinnati Enquirer and Kentucky Enquirer are now being printed in Louisville, the Dispatch said. Those papers had been printed in at the Columbus facility for five years. Various smaller Gannett papers in Ohio are also printed in Indianapolis.

The move means earlier deadlines and a shift to the traditional broadsheet size for the Dispatch and the Enquirer. Both papers had switched to compact formats in the mid-2010s.

Herald-Times to print in Indianapolis

The Herald-Times (Bloomington, Indiana) is relocating its newspaper printing and production from Bloomington to a plant in Indianapolis that prints the Indianapolis Star, the paper announced.

The paper’s news and advertising teams will stay in Bloomington.

The move will likely mean some layoffs, but the number has not been set, the paper said.

The change will take place in February.

“This was not an easy decision at all, and in no way a reflection on the dedicated and talented staff that have produced our newspapers for so many years,” said General Manager Larry Hensley. “The financial reality is that we must make these difficult decisions to sustain our future and to continue to be the dominant source of local journalism in our communities we serve.”

GateHouse bought the paper in January 2019. The move follows GateHouse Media’s $1.4 billion purchase of Gannett, which was completed in late 2019. The merged company uses the Gannett name.

Sen. Wyden urges FTC to probe ad-blocking industry

Sen. Ron Wyden (D-OR) wants the Federal Trade Commission to investigate the ad-blocking software industry.

“Hundreds of millions of consumers around the world have downloaded and installed software tools that purport to block online ads. In turn, the largest ad companies — including Google, Amazon, Microsoft and Verizon Media — have quietly paid millions of dollars to some of the largest ad blocking software companies in order to be able to continue to track and target consumers with ads,” Wyden says in a letter to FTC Chairman Joseph Simons.

“In 2011, Adblock Plus, one of the most popular free ad blocking tools, stopped blocking all ads by default and instead started to display ads in return for substantial payments from the largest ad companies,” the letter said. Adblock Plus is made by Eyeo, a German company.

The FTC said it had gotten the letter, the Verge reported.
Seattle Times to cut 42 as it sells plant
The Seattle Times has filed a federal WARN Act notice informing workers that it will cut 42 employees at its North Creek printing plant in Bothell in March, Seattle Business reported. The daily announced last spring that it would shutter the plant and sell the property to fund news operations. The paper said at the time that around 150 people worked at the plant. Some employees from the North Creek facility were expected to move to the Seattle Times' plant in Kent, the paper had announced previously. The Seattle Times' owners, the Blethen family, sold four properties for $88 million between 2011 and 2013, including the daily's old newsroom, Seattle Business said. A sale ad for the Seattle Times North Creek plant from Windemere Commercial said the sale is being managed by Century Pacific at a listing price of $45 million. The ad says the property is a 352,259-square-foot industrial facility on 23.7 acres.

LA-based newspaper Gidra reborn
Gidra, a Los Angeles-based cultural, creative and political vehicle for radical Asian Americans, has been reborn. The newspaper was first published in 1969 by five UCLA students who each put up $100 of their own money. The name comes from the “Godzilla” film dragon Kingu Gidora, says Los Angeles Magazine. Gidra was originally in print for five years, says Los Angeles Magazine. Gidra started a year after the term “Asian American” was coined by Yuji Ichioka, historian and UCLA professor. The founders of the paper along with the Asian American political movement were inspired by the Black Panthers and black student movements of the 1960s, according to Gidra. The return of Gidra was sparked in May 2019 as a diverse group of Asian American and mixed Asian American activists and students from UCLA and USC met.

Portland Tribune cuts back print, launches paywall
The Portland Tribune (Oregon) is making changes, including putting its website behind a paywall and producing one print edition a week, cutting back from two. The changes were set to go into effect the week of Jan. 1. Pamplin Media Group, owned by Robert Pamplin Jr., owns the Tribune, along with more than 20 other publications. Group President Mark Garber announced the changes on the paper's website Dec. 19. Within the city of Portland, the print edition of the expanded Thursday Tribune will remain free at newsstands, the paper said. In the suburbs, the Thursday print edition will be more widely available in retail stores and will cost $1, which covers some of the expense of distributing the paper outside Portland, according to the paper. The paper cited “continuing waves of change” in the industry as prompting the changes.

Hearst’s Register Citizen closes Torrington office
The Hearst-owned Register Citizen (New Haven, Connecticut) closed its Torrington office in December, the Republican-American reported. The paper will still publish for print and on its website but the paper’s only reporter will work from home, in New Milford, the Republican-American said. The Register Citizen has been a property of Hearst Connecticut Media since 2017. Before that, it was owned by Digital First Media.

McClatchy skips debt, pension payments
McClatchy skipped a $12 million debt-interest payment due Jan. 15. The company also missed a pension payment. McClatchy, the second-biggest newspaper publisher in the country by circulation, said the Pension Benefit Guaranty Corp., the U.S. government’s pension insurer, had said it would not take action until Feb. 18, as talks are ongoing for a government assumption of the retirement fund. The move won’t change payments to retirees already collecting pensions, the company said, WSJ reported. McClatchy has been in active restructuring negotiations with substantially all of its secured lenders and bondholders, as well as the PBGC, as it aims to stave off bankruptcy. As of Jan. 15, the company’s stock was down 94 percent in the past year, WSJ reported. McClatchy and its newsrooms are operating as usual, the company said. In its third quarter earnings report released in mid-November, McClatchy said it plans to cut Saturday editions of all of its 30 publications in 14 states by the end of 2020.

Martinez News-Gazette closes
The Martinez News-Gazette (Contra Costa County, California), established in 1858, printed its final edition Dec. 29. “Goodbye. News-Gazette closes — now what?” read the banner headline on the last edition. “Not to pat ourselves and say we’re winning Pulitzers, but we are covering those issues that nobody else is covering at all,” Rick Jones, managing editor of the paper, told KQED News. “Anything happening now, unfortunately, it’s not going to be covered. That’s the news hole.” The paper was operated by six staffers and has been publishing biweekly, KQED said. Gibson Publishing, owner of the News-Gazette and the
closed Rio Vista News-Herald, does not appear to be planning to sell the paper, Jones told KQED.

**Four Maine papers going to digital Mondays**
Beginning March 2, four Maine papers will deliver their Monday editions in digital format only, the papers announced.

The four papers are the Press Herald (Portland), Lewiston Sun Journal, Morning Sentinel and Kennebec Journal.

The move “saves significant dollars in newsprint and delivery costs needed to offset declining advertising revenue and newsstand sales and increasing expenses, including health insurance,” wrote Lisa DeSisto, publisher of the Press Herald, Kennebec Journal and Morning Sentinel and chief executive of Masthead Maine. The move allows the papers to maintain current staffing levels in its newsroom, she wrote. A post directed at Lewiston Sun Journal subscribers said the same thing.

**Statesman ceases publication**
The Statesman (Chandler, Texas) announced that it would stop publishing with its Dec. 12 issue.

The paper cited a decline in ad revenue and subscriptions in the industry in a short story on the closure.

“For a time, small newspapers like ours were protected from the decline because of how specialized our content is. But in recent years, those losses have also increased. Even with making cost cutting measures, it just has not been enough to offset lost revenue,” owner and Publisher Betty Abendroth said in a short story on the closure.

The Statesman was launched in 1976, led by Roger Perry, the paper said. In 2005, Bluebonnet Publishing bought the paper. In 2015, Faith 3 Media bought the paper.

“I want to thank those local businesses that have been regular advertisers with us. We also thank the newspaper’s subscribers and express our appreciation for their support. It saddens me that this decision has had to be made,” Abendroth said.

**Tribune Publishing offers buyouts**
Tribune Publishing is offering voluntary buyouts to all staff employed for eight or more years, the Chicago Tribune reported.

The move is aimed at avoiding “turning to company-wide reductions of the workforce as a last resort,” Tribune Publishing CEO Tim Knight said in an email to employees.

New York hedge fund Alden Global Capital became the biggest shareholder in Tribune Publishing in November. Tribune Publishing then added two Alden representatives to the newspaper company’s board, making it eight members. Alden is barred from boosting its stake in the company to more than 33 percent until the end of June.

Tribune Publishing had some 4,100 full-time employees at the end of last year, according to the company.

Tribune Publishing owns the Chicago Tribune, Baltimore Sun, Hartford Courant, Orlando Sentinel, South Florida Sun Sentinel, New York Daily News and other papers.

**Toronto Star to stop print of commuter papers**
The Toronto Star is ceasing to produce print editions of its StarMetro commuter newspapers in five Canadian cities, the paper announced, with the final editions out Dec. 20. Seventy-three jobs will be lost, the CBC reported.

The Free Daily News Group published StarMetro papers in Vancouver, Calgary, Edmonton and Toronto. StarMetro Halifax operated with a joint venture arrangement and will also shutter.

The StarMetro papers are Canada’s last large free English-language commuter daily papers, the Star says.

People in the five cities will have access to local news on the Star’s website, its mobile app and through its newsletters, the Star said. The Star has offered a special deal for StarMetro print readers who want to subscribe for digital access to thestar.com.

**Tribune Publishing closing Hoy**
Tribune Publishing is stopping production of Hoy, its Spanish-language newspaper, the Chicago Tribune reported.

Print and online production were set to stop Dec. 13, the company said.

In 2017, Hoy switched from three days a week to weekly production. The paper was started in 2003, taking the place of Exito, which the Chicago Tribune launched in 1993, the paper says.

The paper had around a half-dozen staff members. All affected employees should have the opportunity to take open positions inside the company, said a spokesman for Chicago-based Tribune Publishing.

The Hoy brand first emerged in New York in 1998. In 2000, Tribune Co. bought Hoy New York as part of the purchase of Times Mirror, which also owned the Los Angeles Times, the Tribune reported. In 2007, Hoy New York was sold to ImpreMedia. In 2018, Tribune Publishing, going by the name Tronc, sold Hoy Los Angeles along with the Los Angeles Times to billionaire Patrick Soon-Shiong. Tribune’s closing of Hoy Chicago doesn’t touch Hoy Los Angeles, the Tribune said.

Tribune Publishing will grow Spanish-language content with the syndicated Tribune Content Agency and is looking at other options to serve Hispanic readers, the spokesman said.
Town Square buys chamber guide firm
Illinois-based Town Square Publications has bought Kansas-based Metro-Media, the Daily Herald (suburban Chicago) reported.

With the purchase, Town Square becomes the country’s biggest publisher of chamber of commerce guides, the paper said.

Paddock Publications, owners of Town Square, announced the purchase. Paddock also owns the Daily Herald.

“Paddock Publications has long been considered one of the best newspapers in the United States and a success story in the newspaper industry,” said Paddock CEO and Chairman Douglas K. Ray. “Now that same commitment to excellence is on display in Paddock’s Town Square marketing division.

“Virtually every week a new chamber of commerce and community relationship is developed, providing a portfolio of marketing support for sales and new products -- everything from community guides, maps and directories, online marketing, to a welcome home move-in source book.”

MetroMedia will stay a stand-alone division of Town Square, the paper said.

The purchase grows Town Square’s chamber relationships, joining partnerships in spots such as California and Texas, the paper said.

Schneps Media buys Metro New York, Metro Philadelphia
Schneps Media has bought free daily Metro New York, the New York Post reported.

The sale also involved Metro Philadelphia. Terms of the deal weren’t made public.

Ex-owner Metro US cut the staff of the papers, the Post said, but some of the employees were likely to get jobs at Schneps.

Family-owned Schneps Media acquired another free daily, amNew York, from Newsday in fall. Schneps planned to merge both papers under the name amNewYork, the Post said.

Schneps Media was founded by Chairwoman Victoria Schneps Yunis. The company also publishes the Gay City News, Downtown Express, The Villager and the Brooklyn Paper, among other titles.

Scherer Publishing buys Hot Springs Star
Scherer Publishing, owned by Bob and Mandy Scherer of Martin, South Dakota, is buying the Hot Springs Star (South Dakota) from Lee Enterprises. It will be merged with the Fall River County Herald, starting with the Dec. 12 edition of the Fall River County Herald Star, the Herald reported. The Fall River County Herald was formerly known as The Edgemont Herald-Tribune.

“We believe in local journalism and that is why we made a decision recently that we believe will lead to better local journalism in this area,” said Rapid City Journal Publisher Matt Tranquill, who also handles the Hot Springs Star. “Instead of having two competing papers fighting for limited advertising and subscription dollars, we decided to sell the Hot Springs Star to Scherer Publishing who owns the Fall River County Herald. Brett Nachtigall, who was publisher of the Hot Springs Star for 16 years, is currently the publisher of the Fall River County Herald. He will continue in that role in for the new combined product.”

Daily Gazette buys Recorder, other papers
The Daily Gazette (Schenectady, New York) has bought the Recorder, Courier-Standard-Enterprise and Fulton County Express papers from McClary Media, the Gazette reported.

The papers will continue to publish and stay located in Amsterdam, but not in the spot off Route 5S where The Recorder has been based for many years, according to Gazette Publisher John DeAugustine, the paper said.

The Recorder publishes six days weekly, while the other papers are weeklies.

The deal was finalized on Dec. 9.

McClary said he’ll go on publishing the papers that McClary Media is keeping, the Hamilton County Express and Adirondack Express, according to the Gazette.

Friesz buys two papers in North Dakota
Jill Friesz, owner of the Grant County News and Carson Press in North Dakota, has bought two papers in the state that were set to close, Forum News Service reported.

The Herald of New England and the Adams County Record announced on Nov. 29 that they would close. The Dunn County Herald also announced it was closing. That paper wasn’t included in the sale. Country Media owned the papers.

“Steve Andrist, the executive director of the North Dakota Newspaper Association, reached out to me last Monday afternoon and told me that those papers were closing as of Friday,” Friesz told Forum News Service. “He kind of put a bug in my ear that maybe that would be a great opportunity for me to grow a little bit and take care of those communities.”

“I signed the papers today and we go to the press at 4 p.m. tomorrow with both papers, so there will be no delay and the people of those communities will have their paper on Friday just like they always have,” Friesz said.
Daily Mail owner buys i newspaper
DMGT, owner of the U.K.'s Daily Mail, has bought the i newspaper and website from JPI Media for £49.6 million cash consideration (around $63 million). The i has retail sales of approximately 170,000 papers each weekday and over 190,000 copies of the i weekend each Saturday.

The website, inews.co.uk, attracts approximately 300,000 daily unique browsers.

In 2018, the i generated £11 million (around $14 million) in cash operating income and operating profit from £34 million revenue (around $43 million).

It's anticipated that the acquisition will be reviewed by the UK Competition and Markets Authority.

"The acquisition of the i is both strategically and financially compelling for DMGT and there is scope for potential synergies in the future, notably from dmg media’s existing infrastructure and in advertising sales," said Jonathan Harmsworth, Lord Rothermere, chairman of DMGT. "The business will benefit from DMGT’s long-term approach and commitment to investing in editorial content."

The purchase was criticized by Labour leader Jeremy Corbyn, who tweeted that two billionaires (Harmsworth and Rupert Murdoch) now possess half the country’s top 10 dailies.

GateHouse parent buys Gannett
GateHouse parent New Media Investment Group has completed its $1.2 billion cash-and-stock buy of Gannett, the companies announced Nov. 19. The combined company has adopted the name Gannett Co. and trades on the New York Stock Exchange under the ticker GCI.

The combined company is the largest local news organization in the U.S. with 260 daily newspapers plus USA Today. In the U.K., its Newsquest division has more than 150 local media brands and a network of websites. Twenty-five percent of its revenue is driven by digital products sold across company brands, which include ThriveHive, ReachLocal, Wordstream and sweetIQ. The company also owns and operates the largest high school athlete recognition program in the U.S. and is the second-largest producer of endurance events in North America.

The merged operation is headquartered in Mclean, Virginia, where Gannett has been based.

Gannett is externally managed and advised by an affiliate of Fortress Investment Group, a global investment management firm. This management agreement will be sunset at the end of 2021 as a condition of the merger.

The company has indicated it aims to cut $300 million in annual costs post-merger.

"Our powerful network of brands and capabilities position us well to ensure and preserve the future of local journalism," read a Gannett statement on the merger.

Not all reactions were so positive.


“The deal is bad for journalists, it’s bad for readers and it’s bad for the future of local journalism,” said NewsGuild-CWA President Bernie Lunzer in a statement from the union, which represents employees at numerous of the company’s newsrooms. “Local papers will likely vanish, jobs will be slashed, and reporting will suffer.”

Of the 200 dailies at the newly merged company that file print circulation numbers publicly, more than 80 percent are losing circulation at a faster clip than the national average and 10 percent are falling at twice that rate or more, according to a Business Journal examination of the numbers.

New York’s Manchester Newspapers sold
New York state-based Capital Region Independent Media has acquired Manchester Newspapers (Granville, New York) and all associated digital and print products, according to John Thomas Cribb of merger and acquisition firm Cribb, Greene & Cope, who represented the Manchester family in the sale.

Manchester Newspapers is a weekly newspaper and specialty publishing company that prints five newspapers each week as well as 40-plus specialty publications annually. Its parent newspaper, the Granville Sentinel, has been in the family since its founding in 1875.

Other newspapers included in the sale are the Whitehall Times, the North Country FreePress, the Hudson Falls FreePress and the Lakes Region FreePress. All totaled the newspapers are delivered into some 33,000 homes each week.

Publishers John and Lisa Manchester said Capital Region Independent Media was the perfect fit for the purchase.

“The new owner, Mark Vinciguerra, is dedicated to continuing publishing quality, locally owned newspapers and he realizes the importance these newspapers have to the communities they serve. He also will be able to greatly enhance the digital and internet aspects of the business, which is so critical these days,” said John Manchester.
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Legacy.com buys iPublish Media
Legacy.com, provider of online obituary solutions in the U.S., has acquired iPublish Media Solutions, a self-serve platform for placement of obituaries and other announcements in U.S. newspapers.

Legacy.com has been in memorial publishing for two decades, providing technologies and social engagement products to local news organizations.

The acquisition will simplify the process of placing newspaper obituaries and significantly expand access to self-serve publishing tools for funeral homes and consumers, said Legacy.com in a news release.

“Legacy is an open platform that integrates with any and all self-serve solutions deployed by publishers, and we will enthusiastically continue to do so,” says Stopher Bartol, CEO of Legacy.com. “Yet our view is that the iPublish team and technology are the absolute best-in-class.”

IPublish will be run independently by its current leadership and the two companies’ customers will benefit from tighter alignment of their respective platforms, the release said.

Chicago Tribune goes with NYT wire, cuts WaPo service
The Chicago Tribune has licensed The New York Times as one of its 2020 wire services, the paper announced in a note from Publisher and Editor-in-chief Bruce Dold.

The paper will no longer carry The Washington Post. "Partnering with The Times gives us a broader array of content than the Post could offer and more flexibility to serve our digital audience,” the paper said.

The Trib also has content from The Associated Press, Tribune Content Agency, Tribune News Service, Getty Photos and several other syndicates.

TownNews preps iQ Audience+
TownNews is prepping iQ Audience+ , an audience acquisition and retention platform that enables publishers, broadcasters and digital-native media organizations to tailor their conversion funnels using machine learning and proven industry best practices, the company says.

It’s aimed at the industry challenge of effectively converting casual visitors of websites and mobile apps into highly engaged — preferably paying — members or subscribers, and to keep them engaged after they’ve signed up, TownNews says in a news release on the product.

“Visitors who are more likely to subscribe can be presented with a discount sooner, while drive-by users are shown more programmatic advertising, allowing the site to maximize both subscription and ad revenue,” said Rich Griffin, product manager for iQ Audience+.

“With the rise of consumer privacy laws like the GDPR and CCPA, it’s more critical than ever that it be frictionless for visitors to sign up for memberships and subscriptions,” said Brad Ward, CEO of TownNews. “iQ Audience+ helps you maximize these conversions, while sustaining your programmatic advertising income.”

The company plans to begin launching beta customers in January 2020, with full availability later in Q1.

Restoration NewsMedia managing papers
Restoration NewsMedia has made a deal to manage two papers in Illinois, the Wake Weekly reported.


Restoration NewsMedia was formed in 2019 by The Wilson Times and The Daily Record, two family newspapers (both in North Carolina). The company was created to allow family-owned newspapers to benefit from the efficiencies of bigger chains, including a consolidated printing center and design hubs, the Johnstonian News (Kenly, North Carolina) said.

Restoration NewsMedia is part of the UNC Knight-Lenfest Table Stakes Newsroom Initiative’s third cohort at the University of North Carolina’s Hussman School of Journalism.

“Our newspapers have each been covering their communities for more than 100 years, and we want to make sure they remain strong for 100 more,” Lewis said. “This partnership will help us put the Daily News and Daily Record in the best possible position for the future of local news,” Lewis said.

Dallas Morning News launches evening edition with PageSuite
The Dallas Morning News has launched a digital-only evening edition, created using PageSuite’s Edition solution.

Available every weekday at 6 p.m., the evening edition provides readers with the latest developing news stories from that day and enables them to preview stories that will appear in the following morning’s edition.

“The Dallas Morning News is excited to be the first to re-introduce the concept of an evening edition through an ePaper platform. The content and format are familiar to the reader who values a print edition, but also enjoys the convenience of digital delivery. We have tested this format with a select group and the feedback has been wonderful. At a time when regional newspapers are decreasing their offerings, The Dallas Morning News is expanding and giving our members something more so they receive a curated version of the news throughout the day,” said Grant Moise, president and publisher of The Dallas Morning News.

The edition is available via a mobile app and the web. For a limited time, the product will be open for non-member, general audiences and then will become exclusive to members of The Dallas Morning News.

Report: Kodakit closing
Kodak is closing Kodakit, Petapixel reports.

The service linked photographers with businesses that need them
and was meant to be an “Uber of photography.”

On Dec. 12, Kodak sent out an announcement on the closure to photographers and businesses, according to Petapixel.

“We regret to inform you that we have made the decision to discontinue Kodakit operations,” the announcement said. “We expect the business to wind down by the end of January 2020.” Payments due will be made, the note said.

The service was launched in Singapore in 2016.

The service got some bad reactions to its terms and conditions, which called for photographers to sign over the entire copyright of the photos taken for customers, Petapixel points out.

Wort joins the Twipe platform

Twipe Digital Publishing, a Belgian provider of digital publishing solutions for newspapers, announced that they have partnered with Luxembourg Wort to distribute and monetize the digital version of the newspaper. This week, the paper officially launched new Replica + NextGen apps on iOS, Android and Web.

The Replica edition is a digital version of the print edition of the Luxembourg Wort published on Twipe’s Replica platform.

The Replica format is combined by Luxembourg Wort with Twipe’s NextGen platform.

This gives users the option to read the edition in a format optimized for smartphones and tablets. This design makes it easy to toggle between the two reading formats, according to Twipe.

Publishers such as Le Monde and DuMont use Twipe’s platform for ePaper and digital edition management as well as tools for in-depth ePaper insights and churn prevention, Twipe says.

Twipe’s product JAMES – Your digital butler is an AI developed in collaboration with British The Times.

Tamedia Lausanne gets control system from QIPC

Q.I. Press Controls (QIPC), the Dutch specialist for measurement and control systems for the printing industry, has supplied Swiss printing company Centre d’Impression Lausanne, part of the Tamedia group, with an image-based cut-off control system that will continue to be supported in the coming years, QIPC says.

The printing company had a cut-off control system from the press manufacturer, but this is no longer supported.

The company had already invested in an IDS-3D color control system from QIPC. Now it has decided to add the mRC-3D cut-off control system to the WIFAG OF371 press. Both systems will operate from the same desk.

Great West Newspapers producing Edmonton Sun

Great West Newspapers (GWN) of St Albert, Alberta, Canada, began new daily production of Postmedia’s tabloid Edmonton Sun along with a second regional daily and 14 other weekly and twice-weekly newspapers Jan. 12.

GWN has been printing Postmedia’s metro broadsheet, the Edmonton Journal, since the summer of 2013. Although this work is another new size and format for GWN and represents a substantial increase in volume to their already busy printing plant, no major changes were needed, the company says.

That’s due in large part to the efficiency of the GWN’s specially designed multi-format triple width press installed in 2013, the company says. “It has the flexibility of a single width press and the productivity of a triple width press,” says a news release from GWN.

The production concept, press design and project management were by Web Offset Services, GWN says.

American Media using Yappa tool

Yappa World has announced that American Media, publisher of celebrity and entertainment journalism, has installed the Yappa tool onto two of their celebrity news websites, Star Magazine Online and Life & Style Online.

Yappa allows users to leave “yaps,” audio and video comments, instead of text comments. Since users are required to use their own voice and image, Yappa also helps publishers clean up the hate spam often left on comments by trolls who hide behind fake avatars and text, the company says.

Yappa, based in Marina Del Rey, California, automatically transcribes yaps through its patented technology and can deliver key analytics to publishers, the company says. Users can be flagged for alleged profanity, pornography, bullying and hate speech by admins and other users.

American Media’s titles include Us Weekly, Star, OK!, In Touch, Life & Style, Closer, Men’s Journal, Muscle & Fitness, Powder, Snowboarder, Surfer, Bike, Mr. Olympia Contest, National Enquirer and other celebrity and teen titles. American Media also manages nineteen different digital sites including Usmagazine.com, OKmagazine.com, RadarOnline.com and Intouchweekly.com.

Ogden Newspapers goes with My News 360

Ogden Newspapers will roll out the full suite of My News 360 services to three Ohio newspapers in Tiffin, Sandusky, and Norwalk, according to software developer Presteligence.

Published content will be posted on newly designed websites hosted and powered by My News 360. The web design and layout will be jointly managed by Ogden IT and Presteligence. Stories can be immediately shared and posted to a specific group of newspapers or across the entire Ogden group.

My News 360 enables the Ogden markets to consolidate their news app and e-edition app into one, Presteligence says in a news release. Both the website and app will integrate with Ogden’s third party authentication paywall service.

“Presteligence is lucky to work with the stellar team at Ogden Newspapers. Their IT and editorial staff have taken the helm of implementation with enthusiasm. It’s inspiring to work with such insightful and motivated people,” says Bob Behringer, president and CEO of Presteligence.
The board of directors of Agfa-Gevaert, headquartered in Mortsel, Belgium, has chosen Pascal Juery as the company’s new CEO. He will take up the duty on Feb. 1. He succeeds Christian Reinaudo, who will continue to support the company as member of the board.

Andy Corty, vice president of Times Publishing and president of Florida Trend, a business magazine published by the parent company of the Tampa Bay Times, has retired.

John Clark, publisher of Capital Journal (Pierre, South Dakota) has announced his retirement after 46 years in the news business. Clark’s last day will be Jan. 31.

John S. Durso has died at age 82. Durso started his newspaper career as a printer apprentice at the Cincinnati Post. He continued his career at The Fort Lauderdale News. He rose to the position of production director before leaving to join the supplier side in 1977, touching hundreds of projects during his time with Hall Processing Systems, NPS and TMSI.

Forrest Palmer, a former editor and publisher of The News-Times (Danbury, Connecticut) and a World War II veteran, has died at 95.

Patricia Richardson has been named to the newly created position of associate publisher/vice president of strategy and revenue at the Times Union (Albany, New York). The announcement was made by Times Union Publisher George R. Hearst III.

Houston-based Southern Newspapers announced changes among corporate officers. Dolph Tillotson, company president since 2014, has become chairman of the board. Daily News (Galveston, Texas) publisher Leonard Woolsey will serve as president of the company and continue as Daily News publisher.

Frederick A. Berner, whose family owned the Antigo Daily Journal (Wisconsin) for more than 110 years before selling the paper in June, died Nov. 25 at his desk. He was 71.

Caroline Glickman has been appointed regional editor for the seven BH Media daily newspapers in western Virginia, headquartered in Roanoke. Glickman will be based at The Roanoke Times and assumes the newsroom leadership role formerly held by Executive Editor Lawrence McConnell, who is retiring.

Madison Graham Allen has been named the publisher for The Covington News (Georgia), owner Patrick Graham announced. Allen, the oldest daughter of Graham, served in retail advertising sales at Graham’s Monroe newspaper for more than two years, spending time as both an advertising sales consultant and the paper’s advertising director.

Dan Savage, two-time publisher of the Waco Tribune-Herald, has died. He was 71.

Skip Foster, president and publisher of the Tallahassee Democrat, announced that he is stepping down.

Dennis DeRossett has been appointed executive director of the Nebraska Press Association. DeRossett will succeed Allen Beermann, a former Nebraska secretary of State who has led NPA for the last quarter-century.

Josh Harmon has been named audience director for the Central Illinois Newspaper Group for Lee Enterprises.

Philip E. Swift the founder of Swift Newspapers, has died at 102.

Thomas A. Silvestri, who has been at the Richmond Times-Dispatch for 37 years, including the last 15 years as president and publisher, announced his retirement. Silvestri was set to stay on until Dec. 31. Paul Farrell was named as the next publisher of the paper. Farrell most recently served as vice president of sales for Lee Enterprises.

Chris Argentieri has been appointed president of California Times, which includes the Los Angeles Times and San Diego Union-Tribune. Argentieri joined the Los Angeles Times in late 2014 as general manager and served as chief operating officer since June 2018. He will retain the title of COO. Additionally, Jeff Crawford has been named CFO of California Times.
How do we reach Millennials?

Focus groups lead to a better understanding or young adults

Steve Andrist, executive director of North Dakota Newspaper Association, asked me an interesting question yesterday. It was related to my visit to Bismarck in October to work with a focus group of millennials from throughout the state who met together to spend a good part of a day looking at, and discussing, newspapers.

Prior to my trip to Bismarck, I did what I often do: I surveyed newspaper readers and non-readers throughout the U.S. and Canada to determine what differences there were, if any, between the general population and millennials related to interest in newspapers. After meeting with the focus group in Bismarck, I met with North Dakota publishers to discuss what we had learned during the day. A week or so later, I wrote a report for NDNA with the findings of the focus group.

Steve’s question yesterday was simple, “Do you have any quick advice on what you’d suggest newspapers do with this information?”

We learned a lot about millennials prior to, and during, the day in Bismarck. We learned they’re not quick to spend money on any type of news. If they do spend money, they’d prefer to spend it on their local newspaper than anywhere else. We also learned that most of the millennials who live away from home check their hometown newspaper website for local news now and then.

In answer to Steve’s question, here are the main takeaways I would suggest community newspapers keep in mind:

- **Millennials**, like most other in the general population, aren’t looking for national or international news in their community papers. Even when looking at papers from larger cities in the state, the group reported having no interest in reading news from outside the community.
- **Millennials** prefer print, as do most other newspaper readers. While they will check out their hometown paper online while away in college or after college, they indicate they would be more likely to spend money on a printed newspaper in the place they live than a digital version.
- **Millennials** have less interest in sports in their community papers than the general population. When ranking areas of interest, local sports came far down the list.
- **Millennials** are most interested in local news, especially news related to - and stories about - individuals. They are more likely to buy a newspaper if it includes stories about individuals in the millennial age group now and then. They are also interested in local government news.
- **Millennials** have a lot of interest in reading about local entertainment, even in a small town. This might mean the entertainment is taking place in a larger town up the road, but entertainment and music are of great interest to readers in this age group.
- **Millennials**, much like the general population, indicate they would read a free paper if it arrived in their mailbox once a week. More than 50 percent (in the national survey and in the focus group) indicated they would read the paper every week, with another 35 percent indicating they likely read the free paper most weeks.

In answer to Steve’s question, what would I take away from this information if I were a local newspaper publisher?

**First, I’d remember** that millennials of this generation aren’t so different from most of us when we were in our 20s. They’re busy and don’t read newspapers as often as older groups, but most of them will likely be newspaper readers as they marry and have families.

**To promote readership among millennials**, keep in mind their interest in stories about individuals. Interview high school, college-age and young adults for stories on a regular basis.

**Include more news** about local entertainment and music.

**Finally, I’d keep the statistic** related to free weekly papers in mind. I wouldn’t change my current structure, but I’d begin the thinking about how to use the knowledge that most people report they would read a free newspaper if it ended up in their mailbox. Whether that meant creating an alternate news pub or finding other ways to take advantage of this statistic, it’s important information.

In my next column, I’ll share some of what I’ve learned about newspaper websites – what works and what doesn’t – as a result of research I did for the Texas Center for Community Journalism in November and December.
SPEAKING OF DIGITAL

Trying to determine what’s working at community papers

by Kevin Slimp
kevin@kevinslimp.com

I will remember fall ’19 as a season of research. I was involved in two major newspaper studies: one related to Millennials for North Dakota Newspaper Foundation and one to determine how community newspapers benefit (or suffer) from their digital presence, as part of a project I led for the Texas Center for Community Journalism (TCCJ).

In my previous column, I shared some of the information we gathered about news consumption among Millennials. Now it’s time to share a little of what I learned while engaged in the digital project with TCCJ.

The assignment was simple, or so it seemed. Tommy Thomason wanted to make his final session after 20 years as director of TCCJ his best. He invited Andrew Chavez, New York Times, to visit with the group on Thursday evening about technical and design issues related to newspaper websites. On Friday, I was to spend the day sharing what was working and what wasn’t working in digital areas at community newspapers.

Tommy and I held several conversations in the months leading up the event. Both of us had been to too many workshops promising newspapers unrealistic revenues using new digital bells and whistles. Our self-declared assignment was to give Texas publishers a realistic idea about what was working and what wasn’t at community papers.

I was impressed by Andrew Chavez. He was very upfront that what works at New York Times might not work at community papers. He shared ideas about how papers could track visits to their sites and critiqued websites of newspapers represented at the session, offering helpful tips and ideas to improve their sites.

He was also clear that print drives revenue at community papers and digital might best be used to enhance the print product. Andrew and I held private conversations during breaks, and I was glad to know we shared many of the same views about community newspapers and how they might best utilize digital tools.

I began the research for my Friday presentation weeks in advance. In all, I spent more than 80 hours preparing information to share with the group. Naively, I polled newspaper digital folks online, thinking I’d get some great ideas that I could share with the group about growing revenue on newspaper websites. Most of the responses were something like, “Let me know when you figure it out.”

When nothing else seems to work, I tend to turn to original research. I created a survey and asked press associations to share it with their members, hoping to get information that would help with my preparations. Within just a few days, almost 700 newspapers responded to the survey of 20 questions related to the digital side of their operations.

Many of the responses were what I expected. About half of newspapers felt their digital presence was beneficial, with 5 percent reporting digital provides significant revenue. Forty-one percent said their digital presence was worthwhile and brought in some revenue. Thirty-one percent of respondents see significant revenue from their digital presence, and about half don’t.

Most newspapers have a paywall on their websites, and the most common way of charging readers is by packaging a digital subscription with a print subscription. At 20 percent of papers, most of their digital readers subscribe to the newspaper website without a print edition. Seven percent of respondents reported readers pay an upcharge to get the digital subscription along with their print subscriptions.

In Texas, we discussed various ways newspapers are generating revenue online, the amount of staff time spent on digital efforts at community newspapers, ways newspaper websites are created, and dozens of other topics.

The most interesting part of the day, according to the attendees, was the live interviews with newspaper publishers and digital gurus around the U.S. who had found unique ways to grow readership and revenue through their websites.

There was a publisher in Nebraska who came up with the idea to combine resources of ten or so area newspapers into a single website, in addition to their individual sites, allowing each paper to benefit from shared revenue.

We spoke with a programmer in New York who directed the redesign of a very successful daily newspaper website. We even spoke with a publisher in Kentucky who was driving significant revenue through live broadcasts of funerals. Yes, funerals.

I could go on, but I’m already over on my word-count. I’ll be speaking about my research at several newspaper conventions this spring and summer. If you’re in the area, be sure to attend and I’ll share more.

Research didn’t end in the fall. I’ll be in New York next week, working with two community newspapers just north of the city, holding focus groups and meeting with the staff and other groups to find ways to grow their papers.

What’s the bottom line of my fall research related to Millennial news consumption in the Midwest, and digital newspapers nationally? As one publisher; who responded that his paper was generating revenue from the digital side, wrote in the comment area of the survey, “Don’t give up on print. It’s still where the profits are.”
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The Boston Globe  Newsday  The Dallas Morning News  Daily Herald  Los Angeles Times
OC Weekly closes
The free OC Weekly, a paper covering Orange County and Long Beach, has ceased production.

“Today, the day before Thanksgiving, our owner Duncan McIntosh Company has decided to shut us down,” said a Nov. 27 tweet on the paper’s Twitter account. “For the last quarter century, we’ve tried to bring good stories to Orange County. It’s been fun, but now we’re done.”

The paper had a 19-person staff as shown on its masthead, according to The Wrap.

The paper goes back to 1995. It had a circulation of 45,000 and reached more than 503,000 active readers, the Wrap reported. California-based Duncan McIntosh Company bought the paper in 2016 from the Village Voice’s owner.

DMC owns Sea Magazine, Boating World and other properties.

Kelsey Media acquires Motorsport News
U.K.-based Kelsey Media has acquired weekly newspaper Motorsport News from Motorsport Network, owners of Autosport, F1 Racing magazine and Motorsport.com, an online racing portal.

Kelsey Media has offices in Peterborough and Kent and produces over 70 regular frequency publications, including four weekly products plus bookazines, supplements, websites and live action events.

“With its strong links to motoring, both classic and performance, plus its own live action events at iconic venues such as Silverstone, Donington and Mallory Park, Kelsey Media is the perfect home for Motorsport News,” says a release from Kelsey Media.

“Kelsey Media is the right home for this long-standing enthusiast’s title that will see it surviving into a new decade. Our focus is very clear; digital first with a slimmed down portfolio of print titles, to reflect our customer’s needs,” said James Allen, Motorsport Network president.

Brands launch print magazines
AdAge has provided a list of 10 brands that started print magazines in recent years.

“Print isn’t dead for branded content, with tech players showing it special love,” AdAge declared.

Among the magazines AdAge lists are REI’s Uncommon Path, California Closets’ Ideas of Order, Away’s travel mag Here and Callaway’s Pivot.

Facebook got in the game as well, launching Grow, a quarterly magazine aimed at business leaders. “Grow by Facebook is a marketing program that started life as a small event in the English countryside four years ago,” says the publication. “The traditional brands and disruptive newcomers, creators and creatives that we are privileged to work with every day were increasingly asking us to connect the dots between them. Our solution — a tiny, interactive (and muddy) pop-up community — was a success, and it’s now a firm fixture on our annual calendar.”

Google drops magazine PDF service
Google is dropping its service providing print-replica magazines in Google News, Android Police reported.

Android Police provided an email to subscribers in which Google announced the discontinuation and said the last subscription payments will be refunded.

Google launched its Play Magazines app in 2012. Google relabeled it Play Newsstand to give more attention to newspapers, and eventually merged everything into Google News, says Android Police.

APTech launches EDgage magazine
The Association for PRINT Technologies (APTech), an association for print service providers and print manufacturers, has launched a new publication, EDgage, a magazine for higher education marketers.

The magazine will be published quarterly and will delve into the challenges higher education marketers face as they work to stand out in a highly competitive market.

EDgage will highlight the solutions and innovations that print can provide to help address those challenges, according to APTech.

The first issue launched at the American Marketing Association Symposium for the Marketing of Higher Education, which took place Nov. 10–13 at Caesar’s Palace in Las Vegas.

“This new publication supports our mission as an organization to help the print community by creating awareness for print and the value of print to highly competitive vertical markets,” says Thayer Long, president of APTech.

Along with the EDgage quarterly publication, APTech is launching a broader suite of products around the new brand including podcasts, a monthly enewsletter and eventually regional meetings. EDgage was developed in partnership with Mark Potter and Conduit and will be delivered in collaboration between APTech and Conduit.
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This year’s event will once again feature dynamic, thought provoking sessions from the leading voices in the industry.

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- Sales transformation: From recruiting and retaining the best sales talent, to client relationship approaches that drive better revenue and results, to the right mix of digital and print product lines.
- Alternative funding and business models: Philanthropic funding of journalism projects, for-profit companies changing to non-profit status, digital-only news startups and more.
- Marketing for 2020 and beyond: Telling our story of public service, community focus, advertising performance and digital transformation to the people we serve.
- Leadership in diversity, equity and inclusion: Where is the industry making meaningful strides, where are we falling short and how do we accelerate progress?
- And much, much more!

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