



ANA's Vision Statement:

Uniting strong newspapers for a better Arizona.

ANA's Mission Statement:

We are driven to represent to serve, and be responsive to our members needs by:

- *Being effective advocates for open government.*
- *Increasing revenue of ANA's members and supporting their economic interests.*
- *Providing educational opportunities to increase the skills and productivity of members.*
- *Recognize excellence and honor our heritage.*

Background

The Arizona Newspapers Association, Inc. (ANA) is a non-profit trade organization that represents more than 130 Arizona newspapers. Established in 1930 as the successor to the Arizona Press Association of 1905 and the Arizona Daily Newspaper Association of 1922, the organization's purpose is to improve the quality of newspapers throughout Arizona through educational and training endeavors, while strongly supporting the First Amendment.

Arizona Newspapers Association, Inc.

The Arizona Newspapers Association (ANA) is a voluntary trade association governed by an 11-member board of directors elected by the member newspapers. The Association represents the state's newspapers as the official voice in the Arizona State legislature.

ANA consists of three corporations:

1. **Arizona Newspapers Association, Inc.**
2. **ANA Advertising Services, Inc.**
3. **Arizona Newspapers Foundation, Inc.**

There are three levels of membership in the Arizona Newspapers Association:

1. **Newspaper-** for newspapers that have been in publication for at least one year
2. **Associate-** for businesses whose services are geared to or benefit the newspaper industry
3. **Student-** for student newspapers, their staff members and advisors, and journalism students interested in pursuing a career in the newspaper industry

ANA provides educational materials, workshops and conventions to the Arizona Newspaper industry. On-day workshops and seminars are conducted year-round for the management and staff members of ANA's member newspapers. Topics include

circulation, advertising, writing, photography, fair housing and legal issues affecting the newspaper industry, in addition to computer software training on application such as Photoshop, Pagemaker, QuarkXpress, InDesign and Acrobat.

Each year ANA hosts two conventions: the Spring Marketing, Advertising & Circulation Workshop and the Fall Convention and Annual Meeting.

The *Spring Marketing Workshop* is normally held in April or May with seminars that focus on the marketing, promotion and advertising aspects of the newspaper industry. It is during the Spring Marketing Workshop that the Annual Advertising Contest Awards Reception & Happy Hour is held to recognize and award the advertising managers, ad representatives and ad composers whose newspaper ads and promotions have been judged as the best in the state.

The *Fall Convention and Annual Meeting* is held in late September or October and focuses on newspaper operations and newsroom management. The Annual meeting of members is also held during this convention. During the Annual meeting, the Association's officers and membership elect new members to the Board of Directors, as well as inaugurate the new Board President for the coming year. The annual Better Newspapers Contest (BNC) Awards luncheon is the final event of the Fall Convention. The BNC recognizes and awards editors, reporters, photographers, and layout artists for their work in feature, sports, news and column writing, photography and layout. In 1998, ANA established the Newspaper of the Year Award to recognize the best Daily and Non-Daily newspaper based on General Excellence award points in both the Spring Advertising Contest and Fall BNC contests.

ANA Advertising Services, Inc.

ANA Advertising Services, Inc. is a regular for-profit corporation which is wholly owned business subsidiary of the Association. It is the marketing arm of the Arizona Newspapers Association.

Its services include a "One Order/One Bill" advertising placement service for advertisers; the Arizona Classified Advertising Network (AzCAN), a 2by2 Display Advertising Program (2by2), classified networks in other states (SCAN) and a Campaign Advertising Plan. Through various programs, ANA Advertising Services eliminates the hassles of placing advertising IN multiple newspapers. We can place an advertising campaign in any of Arizona's 19 Daily newspapers and over 90 weekly and monthly newspapers. ANA aggressively markets its services to prospective advertisers to bring Arizona newspapers greater revenue.

ANA Advertising Services also produces an annual directory of Arizona Newspapers for advertisers. The directory includes advertising rates, personnel, telephone, fax and e-mail addresses, as well as other pertinent information. The directory is distributed to advertising and public relations agencies throughout the country during the first month of each year.

Arizona Newspapers Foundation, Inc.

The Arizona Newspapers Foundation (ANF) was formed in 1998 as a 501© 6 non-profit entity to help support journalism education, improving literacy, enabling newspapers in education programs, providing scholarships and providing endowments to Arizona universities.