

# This Week



# ANA

WEDNESDAY, MARCH 10, 2010

## It's not rocket science or brain surgery

Want to know how people make money online? Join ANA on March 25, 2010 for **Web Ads 101**. This workshop, taught by Wick Communication web developer Christian Ramirez, is designed to introduce basic Web advertising concepts to Web beginners. And best of all: It's free! Learn about IAB standards, Google AdSense, email marketing and more. Sign up now by calling Perri Collins at (602) 261-7655 ext. 110.

## College journalism students: Get \$1,000

The Arizona Newspapers Foundation, Inc. announced yesterday a scholarship available to Arizona college students majoring in journalism. This summer, ANF will award two scholarships of \$1,000 each to full-time students attending Arizona State University, University of Arizona or Northern Arizona University. Students must have completed at least one term and have one term remaining before graduation.

Complete scholarship information, including award criteria and an application for the fall 2010 awards, are posted online at <http://www.ananews.com/scholarship>.

The deadline for applications is May 31, 2010. Winners will be chosen by a selection committee and notified by July 15, 2010.

A special thanks to The Tribune-News, Casa Grande Valley Newspapers, the White Mountain Independent and the Arizona Capitol Times for making this scholarship possible.

## Court approves sale of East Valley Tribune

A federal bankruptcy judge on Tuesday approved the sale of the Tribune - as well as Freedom Communications' other Valley publications - to 1013 Communications LLC. The \$2.05 million sale is expected to close by the end of the March and includes purchase of the Ahwatukee Foothills News, the Sun City Daily News-Sun, Glendale/Peoria Today and Surprise Today. It also includes Arizona Interactive Media Group, which publishes the Clipper, a monthly direct-mail product, and the [EastValleyTribune.com](http://EastValleyTribune.com), [YourWestValley.com](http://YourWestValley.com) and [Ahwatukee.com](http://Ahwatukee.com) Web sites. [Read more...](#)

## Business journalists to convene in Phoenix

About 250 business journalists from across the country will gather in Phoenix this month at the 47th annual conference of the Society of American Business Editors and Writers.

ANA members are being invited to attend – at the same rate charged to SABEW members.

“The non-member rate is \$349, but ANA members would pay what our members are paying, which is \$299,” said SABEW executive director Warren Watson. “We’re happy to now be located in Arizona and to offer this rate to fellow Arizona journalists.”

## EVENTS

**March 11-14, 2010**  
[IRE/NICAR Computer-Assisted Reporting Conference, Phoenix](#)

**March 14-20, 2010**  
[Sunshine Week](#)

**March 19-21, 2010**  
[Society of American Business Writers and Editors national conference, Phoenix](#)

**March 25, 2010**  
ANA Web Ads 101 Workshop

**April 11-14, 2010**  
[NAA mediaXchange, Orlando](#)

**May 21, 2010**  
ANA Excellence in Advertising awards reception, Phoenix

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### HR Hotline

Last summer, SABEW, the nation's largest organization of business newspeople, moved its headquarters from Missouri to Arizona State University's Walter Cronkite School of Journalism and Mass Communication, which is the site of the March 19-21 conference.

The packed weekend of workshops and seminars will give business journalists several high-quality resources in a time when business news has moved to the top of most media consumers' lists of must-know information, Watson said.

To register for the SABEW conference, go to <http://sabew.org> and click on the words "Register Here" beneath the conference logo. For more information, contact Watson at [watson@sabew.org](mailto:watson@sabew.org) or at (602) 496-5183.

## ANA ad contest set for May 21

The Arizona Newspapers Association will be awarding its 2010 Excellence in Advertising competition awards on May 21 at the Walter Cronkite School of Journalism and Mass Communication, following a dynamic seminar with sales coach Tony Roselli. He says that whether attendees are just starting their ad sales careers or are experienced reps who need "tune-ups," in this one-day seminar will cover all the essentials.

## ASU photojournalism students document stories on immigration, poverty

Photojournalism students at the Walter Cronkite School of Journalism and Mass Communication are documenting immigration and poverty under a grant from the Howard G. Buffett Foundation. The semester-long project will take students throughout Arizona, to the U.S.-Mexico border and into Mexico to tell stories about people struggling to overcome poverty, hunger, conflict, disease and other issues. [Read more...](#)

## A five-step plan for making subscribers love your brand

Customer loyalty doesn't just happen. It must be earned. And the same rule applies to establishing and maintaining email subscriber loyalty. So if you're serious about building and sustaining subscriber loyalty, here are five things that can make or break your relationship. [Read more...](#)

## Building the ultimate online sales rep

If you think the content game has been rapidly changing, try being in sales. While editorial staffs get to dream up new ways of delivering information, it's the sales staff that often has to figure out how to monetize it. Just as rapidly changing technology has forced a new type of journalist sales staffs have been forced to reevaluate what they demand out of their averages sales associate. [Read more...](#)

## Newspapers must learn the value of the link

Linking isn't just a matter of etiquette or geek culture (although it is both of those things). It's a fundamental aspect of writing for the Web. In fact, the ability to link is arguably the most important feature of the Web as a communications or information-delivery mechanism. Before the Web came along, journalism and other forms of media were islands unto themselves, each trying to pretend that it existed alone, with no connection to what came before it. Links are like bridges and roads that allow these islands to connect to each other, making it easier for readers to draw connections. Links also

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## 10 tips for working with music in multimedia

Music is an all too frequently overlooked facet of multimedia production. In this ongoing series of tutorials to improve your multimedia, I'll explain 10 techniques to utilize when working with music. First, though, a few definitions commonly used to describe musical attributes. [Read more...](#)

## Side businesses can add up to extra revenue for news organizations

"If you're going to be in the news business, you need to be in another business, too," Dan Okrent told me in a conversation late last year. The former public editor of The New York Times was serving at the time as the fall 2009 Visiting Murrow Lecturer on the Practice of Press and Public Policy at the Shorenstein Center. Okrent has worked in books, magazines and new media in addition to his stint at The Times, and understands that paying for news is not always a linear process. There's a long tradition of journalists needing other sources of income to support their publishing. [Read more...](#)

## 'The best thing that newspapers can do now is experiment, experiment, experiment'

"There are huge cost savings associated with online news," notes Google chief economist Hal Varian. "Roughly 50% of the cost of producing a physical newspaper is in printing and distribution, with only about 15% of total costs being editorial. Newspapers could save a lot of money if the primary access to news was via the internet." [Read more...](#)

## ANA JobBank – Send us your newspaper jobs!

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**BUSINESS REPORTERS.** The Arizona Republic is looking for two business journalists to fill the shoes of "two talented reporters" who are heading to new jobs out-of-state. The two reporters covered key beats on the business desk: technology companies, aerospace and defense, and mining; and jobs and workplace.

Technology/aerospace/defense/mining: Many of Arizona's largest employers are in the semiconductor, aerospace and defense and mining sectors. The reporter on this beat should focus on identifying and writing about key industry trends — everything from how new technologies could create more tech jobs to the affects of globalization of manufacturing to the local impact of the price of copper. In addition, this reporter will cover news and trends at many of Arizona's major employers, including Intel, Honeywell Aerospace and Freeport-McMoRan Copper & Gold. The reporter also will cover emerging technologies and the smaller companies developing them. The beat should be a mix of breaking news, mid-range enterprise and deeper digging. The ability to interpret securities filings, earnings reports and other data is a must, but we do have on-staff experts available for coaching. Good communication is essential, as is a willingness to work within a team. This reporter will work directly with the assistant business editor.

Jobs/workplace: With employment at 9.1 percent in the state, our readers want to know how to cope with job loss and how to find another, more

secure position in a rapidly changing economy. The jobs reporter would cover issues related to jobs, employment and unemployment. The focus should be on news of interest to the job seeker, the displaced worker and the underemployed worker and also on issues that affect the fully employed. The beat is trend-oriented, news-oriented and tips-oriented. Trend stories should touch on major issues, from delivery of unemployment benefits to the evolution of job training to the state of workplace discrimination. News stories might touch on who's hiring, and for what types of jobs. We also expect practical stories. These tips stories might cover everything from what careers are hot/cold, to how to deal with resume gaps, to maintaining work-life balance. These stories might run on A1, in the Business section or in the Sunday CareerBuilder package. It's a true multimedia beat. This reporter will host job chats and blog on azcentral and likely will appear on Channel 12 frequently to discuss jobs issues. Good communication is essential, as is a willingness to work within a team.

Interested? E-mail [kathy.tulumello@arizonarepublic.com](mailto:kathy.tulumello@arizonarepublic.com) or call 602-444-8002. (Mar. 9)

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