

This Week



ANA

WEDNESDAY, JUNE 9, 2010

Scholarship deadline is Friday

The Arizona Newspapers Foundation has two \$1,000 scholarships available to journalism undergrad students at ASU, NAU and UA, but they must apply before the deadline: **June 11, 2010**. More info online:

<http://ananews.com/scholarship/>

Now accepting entries for the ANA/AMPE Better Newspapers Contest

Get your .PDFs ready! We are now accepting entries for the ANA/AMPE 2010 Better Newspapers Contest. Contest rules have been mailed, but you can also find them online at

http://issuu.com/ananevflash/docs/bnc_entry_packet. The deadline for entries is Monday, June 28. Don't wait until the last minute...Enter today!

Marcanti named editor of Arizona Silver Belt

Arizona Silver Belt General Manager Sherri Davis is pleased to announce that Andrea Marcanti has been named editor of the weekly newspaper. Marcanti, who is the daughter of John and Willie Marcanti, of Globe, has worked at the Silver Belt for six years. [Read more...](#)

UA School of Journalism wins national multicultural recruitment award

The University of Arizona School of Journalism is the recipient of the 2010 Robert P. Knight Multicultural Recruitment Award because of its long history of recruiting and training high school students from diverse backgrounds for its yearly journalism workshop. [Read more...](#)

ASU journalism school develops iPhone app for 'Arizona Guardian'

ASU's New Media Innovation Lab and the Arizona Guardian news organization have developed an iPhone application that allows mobile users to identify a region's elected officials based on the global positioning systems in their smart phones.

The free Arizona Political Directory application lets users search for their federal, state and county representatives. No matter where a user is in the state, the app will identify which elected officials represent that area. The app is searchable by office, district or name, and it provides links to the officials' websites, short biographies and contact information.

ASU's Walter Cronkite School of Journalism and Mass Communication's New Media Innovation Lab and the Guardian news website developed the application, which also allows for database searches of Arizona's elected officials. They are developing the same app for Motorola's Droid phone.

[Read more...](#)

EVENTS

June 10-13, 2010

[IRE Convention,
Las Vegas](#)

June 14-17, 2010

[American Jewish Press
Assoc. Conference,
Scottsdale](#)

July 8, 2010

Volunteers needed to judge Nevada newspaper contest, Phoenix

October 3-5, 2010

[SPJ Convention &
National Journalism
Conference, Las Vegas](#)

October 16, 2010

ANA Annual Meeting and 2010 Fall Convention, Phoenix

FREE LEGAL ADVICE

Do you have
legal questions?
Call now!

Advertising and Newsroom

AnswerLine

(602) 296-0955

*Answers to advertising,
political coverage, libel and fair
reporting issues*

First Amendment Coalition Hotline

(602) 351-8000

*Answers to you First
Amendment and freedom of
information questions*

HR Hotline

(602) 257-5200

Why journalists should learn computer programming

Yes, journalists should learn how to program. No, not every journalist should learn it right now -- just those who want to stay in the industry for another ten years. More seriously, programming skills and knowledge enable us traditional journalists to tell better and more engaging stories. Programming means going beyond learning some HTML. I mean real computer programming.

As a journalist, I'm fully aware of the reasons why we don't learn programming -- and I'm guilty of using many of them. I initially thought there were good reasons not to take it up. But I was so wrong. [Read more...](#)

5 ways to monetize the future of news media

The recession has forced news organizations to face what they have long suspected: Their business models are broken. The advent of the 24-hour TV and web news cycles and the convenience of digital distribution mean that many consumers no longer need or want newspapers and news weeklies. Combined with mounting print and distribution costs and the loss of classified advertising revenue — previously the bread and butter of newspapers — to websites like eBay, Craigslist and Google, news media has a serious crisis on its hands. [Let's take a look at five experiments traditional U.S. newspaper companies have recently developed to innovate and improve revenue.](#)

U.S. online ad market grows in Q1

Online advertising spending grew 7.5 percent in the U.S. in the first quarter, a clear sign that the digital media industry is recovering from a rough 2009, according to the Interactive Advertising Bureau and PricewaterhouseCoopers. Revenue hit US\$5.9 billion, the highest-ever total for a first quarter, as an improving economy fosters confidence among companies and results in increased marketing spending in areas like online advertising. [Read more...](#)

Can SEO and journalists really be friends?

Search engine optimization (SEO) makes journalists groan if my experience of a busy newsroom in a national paper is anything to go by. Journalists will bristle at the idea of 'stuffing keywords' into their copy, while managers who often don't understand SEO themselves rail about falling circulation figures and the need to get the extra traffic good search rankings could bring them. These two sides often line up in a messy battle that can easily be avoided. The truth is that there are many parallels between SEO and journalistic writing and that SEO really can be a journalist's best friend. [Read more from CyberJournalist...](#)

Engaging with journalists: There's an app for that

Have you ever tried to get in touch with a journalist, only to wander her employer website's labyrinthine maze of non-linked bylines and PR department messages and institutional contact forms? Have you ever, desperate but not optimistic, actually written a message into one of those contact forms, only to have it languish, unanswered, in what you can only assume is the cyber-equivalent of the *Lost* island's Orchid station? Have you ever found yourself thinking, "This is not how things should be done"? [If so, you will probably love GigaOM's new iPhone app.](#)

Consultation available to department heads at member newspapers

**WANT IT?
FIND IT!**

ClassifiedArizona.com
is your source for quality
classified ads from
newspapers all over the
state!



The digital news lifecycle

After researching, conceptualizing and scribbling, I've come up with a number of models around the news process, newsgathering, interactivity and business models. The following is the first in a series of proposals for a 'model for the 21st century newsroom'. [Check it out...](#)

Readership is a key metric for planning and buying

Since the creation of the Audit Bureau of Circulations in 1914, advertisers, media planners and buyers have relied largely on circulation - the number of printed newspapers sold - to develop their strategies. While circulation is an important evaluative metric, it is only one part of a newspaper's advertising story. Another important metric is newspaper readership - the number of adults who actually read the printed newspaper. Along with circulation, readership provides a more complete picture of the audience that advertisers reach with printed newspapers. In today's media environment, as local newspapers battle for advertising dollars, consideration of both sides of their marketing story is critical.

A recent analysis of daily newspaper readership and circulation data for 25 leading U.S. newspapers conducted by Scarborough Research and Newspaper National Network LP (NNN) concludes that readership is indeed a key metric for media planning. [Find out why...](#)

AOL says it plans to hire hundreds of journalists

AOL is planning to hire hundreds of journalists, editors and videographers in the coming year as it builds out its content-first business model.

"Our mission at this company is to be the world's largest producer of high-quality content, period," said David Eun, president of AOL's media and studios division. "The content driving our traffic is home-grown, and 80% of it is now produced by folks on the AOL payroll."

AOL employs about 500 full-time editorial employees. And while Eun said the marketplace will determine the pace of new hires, it is conceivable that number could double in the coming year. "We are going to be the largest net hirer of journalists in the world next year," he said. [Read more...](#)

Upcoming webinars

June 17 – Suburban Newspapers of America

[Content Differentiation: How To Drive Online Audience Without Cannibalizing Print](#)

June 24 – Inland Press Association

[Developing and Selling a Multimedia Advertising Program: Packaging, Commission and Training](#)

ANA JobBank – Send us your newspaper jobs!

Visit anews.com/jobbank to see more listings! Do you have a position available? Get it on the list! It's FREE!

ADVERTISING MANAGER. Immediate opening for creative and energetic sales professional to lead Sierra Vista Herald sales team. Responsibilities include directing sales performance, determining sales goals, setting

performance objectives, coaching and motivating staff to reach those goals and monitoring achievements. The director also will carry a limited account list, be able to multitask and should be well-versed in local retail and classified category business development with multiple free, online and printed products. The position requires the ability to work a flexible schedule. BS/BA in Advertising, Marketing, Business or Journalism preferred. Prior management experience in retail and/or classified advertising, marketing, or where long-range planning, budgeting, and performance against sales goal is common. Minimum of five years of proven sales management and/or advertising management experience required. We offer competitive salary, a range of benefits and the beauty of southern Arizona. If interested, please send your resume and cover letter to philip.vega@svherald.com.

CONTENT SPECIALIST/REPORTER. Gathers, organizes and reports verbal, written, visual and audio information for The Yuma Sun, its related publications and its new media efforts. Reports to Associate Editor/Assignments and/or New Media Editor. [Apply online.](#)

DATA REPORTER. The Arizona Republic is looking for a senior level reporter with a background in data analysis and Web development, who will work with other reporters to acquire data from government agencies and from vendors. This person will be a team player, have the ability to come up with ideas for new Web applications as well as be organized and able to complete projects by deadline. [Apply online.](#)

This service is brought to you by:

Arizona Newspapers Association
1001 N. Central Ave., Suite 670
Phoenix, AZ 85004

Opt-out:

To unsubscribe to this newsletter, send an email from «abrooksazbroadcastersorg» with "This Week unsubscribe" in the subject line to web@ananews.com.