

NewsBeat

Published by the New York Press Association
on behalf of New York's Community Newspapers

July 2015

NYPA

SAVE THE DATE!

September 18th & 19th

NYPA Fall Publishers' Conference
Providence, Rhode Island

HONORING THE NEED FOR BOTH **TRADITION & CHANGE**



GET ALL THE DETAILS INSIDE >>

CLIP & SAVE**Mark your calendar****Thursday, September 17, 2015**

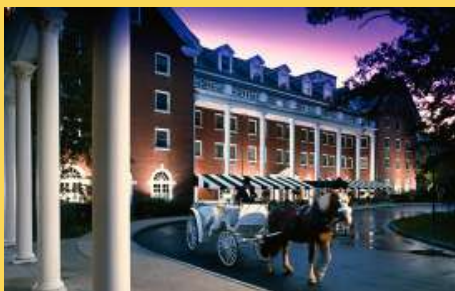
NYPA/NYPS Boards of Directors Meetings
 NYPA Foundation Board of Directors Meeting
 Marriott Providence Downtown,
 Providence, Rhode Island

**Friday & Saturday,
September 18 & 19, 2015**

NYPA Fall Convention
 Marriott Providence Downtown,
 Providence, Rhode Island

Friday, November 6, 2015

NYPA/NYPS Board of Directors Meetings
 NYPA Foundation Board of Directors Meeting
 Straus News, 333 Seventh Ave. (6th flr.), NYC

**Thursday, April 7, 2016**

NYPA/NYPS Boards of Directors Meetings
 NYPA Foundation Board of Directors Meeting
 Gideon Putnam Hotel, Saratoga Springs, NY

**Friday & Saturday,
April 8 & 9, 2016**

NYPA Spring Convention and Tradeshow
 Gideon Putnam Hotel, Saratoga Springs, NY

NYPA**NYPA's Fall Publishers' Conference 2015****Providence, Rhode Island — September 18th and 19th****Powering print, monetizing mobile,
and connecting with our communities**

Join us in Providence, Rhode Island September 18th and 19th for NYPA's fabulous fall publishers' conference. The list of speakers and workshops is long and powerful, and the opportunities to network and brainstorm with colleagues are plentiful. And then there's the fun factor...

Providence is a city that literally rose from the ashes by honoring the need for both tradition and change, the theme of this year's fall publishers' conference. Providence's renaissance began in the '70's with a \$600+ million dollar investment to relocate the railroad underground, and to uncover the natural rivers, build river walks, create Waterplace Park, and develop the 1.4 million square foot Providence Place Mall. The city's downtown is crammed with historical sites and wonderful museums. A relatively new addition is Water Fire - an environmental art installation featuring 100 bonfires that blaze above the surface of three rivers that pass through the downtown. Friday evening, conference attendees will enjoy cocktails on Hemenways' outdoor terrace overlooking the Water Fire, and then dine inside, enjoying the night view of the river through a wall of floor to ceiling windows.

Speakers and workshops:

Jim Fleigner — Big data, little data: what to track, how to tag, how to make data actionable, using data to create content, and audience development strategies

Mark Stanley — Looking at the total customer (user) experience

Tim Redman — Why publishers should quickly digitize their archives

Iris Chyi — Trial & Error — What we've learned from newspapers' two decade experiment with digital

Peter Wagner — Promotions, pages, packages, programs and profit

John Greenman — How to recruit and retain great people

Plus...

- Mobile and video advertising that brings in the dough
- Content — how do we better serve subscribers on multiple platforms?
- Analyzing data — the newrooms of the future
- Content strategies, platform optimization, and internal changes
- Co op advertising — it's NOT the same old story
- Email as a platform (it's more than a tool to drive traffic)

And there's more... lots more — dinner at Al Forno (one of Providence's storied Italian restaurants), special spouses' tours to the Newport mansions, Narragansett Bay, and the splendid RISD art museum.

So please, mark your calendars now, save the date, and watch for registration information coming soon!

**NewsBeat**

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News from NYPA

Digital Innovation — September 1st Target Date for Mobile Optimization

NYPS has formed a strategic alliance with Adforce, the world's largest centralized ad serving and management system, in an effort to provide a one order, one bill, digital ad planning and placement network that will complement NYPS' existing print placement program. NYPS staff is working now to help publishers to optimize their news sites for mobile, and to collect information on impressions, CPMs, and available inventory. Mobile will be a key component to the success of this initiative, so NYPS is urging publishers to get their sites optimized for mobile before September 1st. If you need assistance optimizing your site for mobile, please contact Meg Pennisi at NYPS.



Co-op Advertising — creating cost-effective advertising solutions that move merchandise

MultiAd ReCas and NYPS have entered into an agreement to explore brand advertising opportunities on a regional and statewide basis. ReCas has hired a dedicated person to work with NYPS sales staff to help specific retailers and distributors to make the most of their existing manufacturer co-op programs.

ReCas was originally developed as a database subscription for media companies, to help them locate manufacturer co op dollars and to sell more advertising to their retailers. Today, ReCas has expanded its services and now works with retailers and distributors to help them to utilize co op dollars efficiently by working through a dedicated online portal that generates ad authorizations, ad materials, invoicing, and processes requests for payments. NYPA member newspapers have free access to ReCas' base level ReCas Search application and can subscribe to higher levels of functionality at a special discounted rate. To subscribe, contact Meg Pennisi at NYPS. If you are already a subscriber, log on to ReCas to view the schedule of live and archived webinars.



RPI Study

The first phase of the research project has been completed, and Bryan Boyhan, Garry Pierre Pierre and Michelle Rea have been hosting regional meeting around the state to discuss the study results with publishers. The research is exciting and encouraging, and our discussions with publishers have been enlightening and energizing. This summer we will be field testing the study recommendations at papers throughout the state, and we will report back at the fall convention, on the results.



TIME TO LOOK AHEAD

Research to support the
establishment of a sustainable new
business model for local
news/journalism

NYPA NYPS
NEW YORK PRESS ASSOCIATION / NEW YORK PRESS SERVICE

By LUCIA MOSES

Publishers are treating email newsletters as a platform of its own

Publishers are scrambling to figure out their platform-publishing strategies, eyeing opportunities on Facebook, Snapchat and beyond.

But many are already treating email newsletters, often used a way to lure people back to publishing sites, as platform-like publications themselves, designed to be read entirely in email without readers having to click through to the host's site. That means creating content specifically for the email experience, often more conversation and text heavy than standard email newsletters that act as reproductions of websites.

With the Quartz Daily Brief, readers get a tight compendium of around 25 stories from Quartz and other news sources. The business publisher recognized that people are no longer coming directly to publishers' sites through social media side doors, so it takes the approach that everywhere it publishes is a platform in an of itself, rather than just a way to get people to Quartz's site, said Gideon Lichfield, senior editor in charge of the Daily Brief.

"We think of email as its own thing, as opposed to servicing of another part of the platform," Lichfield said.

Similarly, Ozy, a millennial-aimed upstart, designed its Presidential Daily Brief to be entirely read in email and is planning to do the same with its other email newsletter, the Daily Dose. The Presidential Daily Brief summarizes around 10 stories from around the U.S. and the world, with links to Ozy and other news sources. Ozy claims 1.24 million subscribers in all for the Daily Brief and Daily Dose as well as custom newsletters it develops for distribution partners.

"One of the realities of the digital world is that people aren't going to consume content on your site," said Aneesh Raman, vp of marketing and audience development at Ozy Media. "We're trying to be more of a digital native. So we think about our audience as a group that'll consume Ozy at different times with different means."

Similar thinking was behind Briefing, a summary of five of the day's top stories that's designed to be read in three minutes. William Nutt, a recent college grad turned digital consultant, who launched Briefing six months ago, said, "The idea behind the Briefing is that it really provides the day's most relevant news stories and the meat of those stories and imperative context without having to go to outside sources and sift through the myriad information out there."

For readers, there's something comforting and satisfying about getting to the end of a list of hand-picked articles. As people shift reading to mobile devices, where publishers' article load times are notoriously slow, there's an even stronger case to be made for the self-contained email newsletter that doesn't require clicking out. And at a time when publishers are increasingly pressured to publish on others' platforms, email newsletters let the publisher control the user experience and advertising revenue.

"For us, email isn't a nice to have, it's a must-have," Raman said, "because when you're on social feeds, you're on someone else's land."

Many publishers still use email newsletters to get people to click through to their sites. (And even the self-contained newsletters include links back, for those who want to read more.) But given many publishers' relatively small newsletter subscriber numbers, it doesn't make sense to think of the product as a traffic driver anyway, Lichfield said. That's certainly true in the case of the Quartz Daily Brief, which has 130,000 subscribers — just 3 percent of its U.S. monthly traffic of around 4 million (comScore).

"For most publishers, it's only going to drive a tiny percent of traffic," Lichfield said. "So it can be a wasted opportunity to use it merely to drive traffic when you could use it as a publishing phenomenon unto itself."

Newsletters are opt-in, and subscribers tend to be loyalists, which can make them an attractive place for advertisers to be. Quartz claims an open rate of 40 percent; Briefing, 50 percent. Because they're showing up invited in someone's email box, newsletters feel more personal, but that also means the expectations are higher.

Vox.com recently experimented with its daily e-newsletter, Vox Sentences, replacing the pithy one-liners and links with chunky paragraphs. But readers hated it, and Vox went back to the bullets — which goes to show that changing a product is tricky when you have loyal readers. "Too long, not easy to read," were among the reader comments, said Allison Rockey, Vox.com's engagement editor. "People really liked the quick, concise sentence format."

— Reprinted from *Digiday*

By RICARDO BILTON

Slow load times are killing publishers in mobile

Publishers are more at home tweaking headlines and ledes than the backend performance of their web pages. But the rise of mobile is forcing them to shuffle their priorities.

As mobile continues to overtake desktop reading for publishers, publishers have hustled both to design and to optimize their pages for mobile screens. The problem is that they're not very good at it, at least if you believe Facebook. Facebook can load publisher content far faster than publishers can on their own sites. "These stories take an average of eight seconds to load, by far the slowest single content type on Facebook," the company said of articles users share through its platform. Facebook, in contrast, says it can load articles in a tenth of the time — or in .8 of a second.

Facebook is not an uninterested bystander. Facebook's entire business strategy is built around attracting users and holding onto them for as long as possible in an effort to show them more ads. So it has a vested interest in pooh-poohing publishers' engineering prowess while simultaneously trumping up its own. More, Facebook has designed its mobile app so that even content from third-party publishers appears within it, giving it the final say on how publishers sites perform.

But despite Facebook's inherent bias, observers say that the company has a point.

"The Web in general is getting slower, but the slowest group is the publishing space," said Craig Hyde, CEO of Rigor, which helps publishers optimize their desktop and mobile sites. "With all the things on pages, it's amazing things happen even in eight seconds."

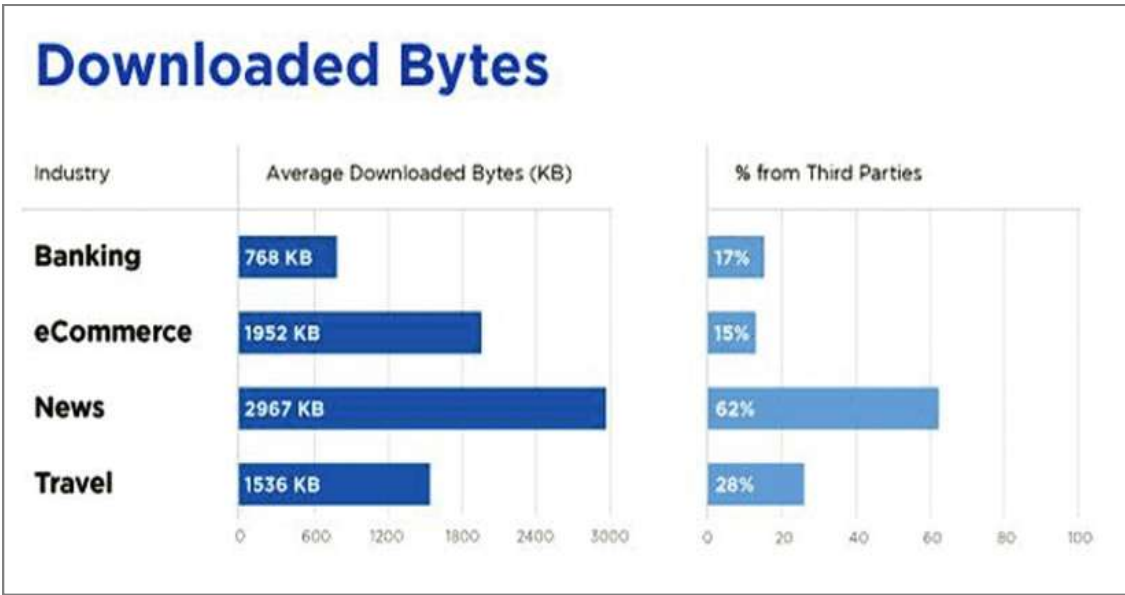
Indeed, look at a major site like CNN or Forbes, and you'll see pages packed with ad tags, social media buttons and a long list of other third-party elements. Catchpoint, which monitors website performance, said that the big news sites run an average of 27.8 different third-party tags on their pages, weighing down their sites.

"For publishers the central question is, 'Can I change my site so it loads faster and has less bloat but also gets me the ad revenue I need?'" said Drit Suljoti, Catchpoint's chief product officer. "It's a big challenge."

But the stakes for slow performance are considerably higher with mobile, where readers bounce more quickly and where there's much lower tolerance for long loading times. Bounce rates, which Google defines as the percentage of single page-view visits to a website, are about 10-20 percent higher on mobile than on desktop, according to a 2014 study from RocketFuel. The trend makes sense considering that much of mobile traffic comes from social networks, where loyalty and attention spans are low. And responsive design often slows things down even further.

Publishers know that they're behind the ball. Earlier this month, Vox Media, well known for its design and product chops, declared "performance bankruptcy" of its sites, where performance lags behind competitors The New

York Times, Mashable and The Huffington Post. To fix that, Vox created a "Performance Team" dedicated to shaving its page-loading times and making a variety of other tweaks to improve the overall performance of its properties. Vox Media front-end engineering director Dan Chilton said that turning things around involves a combination of optimizations both big and small, such as



compressing images for mobile and lazy-loading page elements so that they only appear when users scroll to them.

"We're trying to find that balance between getting the content to readers quickly while still adding in those features and interactions that readers today come to expect," he said.

All of this underscores Facebook's mobile edge over publishers, which have comparatively less control over the various elements needed to run and monetize their sites. While publishers rely on third-party ad networks, analytics and tech, Facebook has developed it all in-house, giving it a competitive advantage over its new partners. But publishers say that the upside of Facebook's performance push is that it will get publishers to think more seriously about how they improve their own.

"I'm encouraged by their pitch, in the respect that it motivates the ecosystem to take performance very seriously," said Nicholas Macias, product design lead at IGN Entertainment, which has prioritized mobile performance since late last year. "Facebook's pressure is going to raise all boats."

By CATALINA ALBEANU

When should journalists take on the role of activists?

Are journalists who are silent on issues of privacy and net neutrality doing their jobs correctly, asks Dan Gillmor of the First Amendment Coalition

Objectivity is one of the pillars of journalism, ingrained into a newsroom's editorial processes and taught to trainee journalists from the very first day.

But there is also space for journalists to take a stand on what they believe in, said Dan Gillmor, board member of the First Amendment Coalition and Guardian columnist.

"I don't believe objectivity really exists," he said at the GEN Summit today. "It's kind of a unicorn, it's a nice idea..."

"But even as we are worshipping at this altar of objectivity or neutrality, there's some issues where, as journalists, we simply cannot be neutral, cannot be objective and should not try to be."

He highlighted the freedoms which are under threat in the digital world, freedoms that are essential to

journalists and citizens: freedom to associate, collaborate and innovate, all intertwined with the freedom of the press.

He said there is "an attack on the decentralized fundamental nature of the internet" from governments and corporations, as well as mass-surveillance, as revealed by the NSA leaks of Edward Snowden.

"If we're ok with that, are we doing our jobs correctly as journalists?" he asked delegates.

"We journalists should be using encryption all the time, but we shouldn't stop there.

"We should be teaching encryption to our audiences, helping them use it themselves."

He pointed to more issues journalists have failed to deal with "in a fundamental way" while discussing

how to fit in with "the world of Facebook", such as the threat to net neutrality in Europe, for example.

The media industry should recognize the idea of "activism as journalism", a connection that makes many uncomfortable – some of the finest reporting can be done by advocacy groups and NGOs like Human Rights Watch, he said.

There are however many activists who are pushing out propaganda, but "there is a great role for activism in journalism".

"Please be activists for those core freedoms... Please campaign against control and please campaign for more open systems and technologies than the ones that are being created around us," he told delegates.

— Reprinted from journalism.co.uk

Data journalism: From specializing to 'the new normal'

Instead of having a specialist data team in the newsroom, will data journalists themselves specialize in a certain beat and become fully integrated into editorial teams?

"Remember the old days when web production was done with a single team?"

Shazna Nessa, the Knight Foundation's director of journalism, believes "everything new is specialized and in a cluster", but over time these groups become "the new normal" and are integrated within the newsroom.

"I think that will happen to data too, I love the idea that... there's somebody with those skills in the sports department, somebody with those skills in the video department. I think it's a matter of time," she said at the GEN Summit yesterday.

Before joining the Knight Foundation, Nessa was deputy managing editor at the Associated Press, overlooking data and interactive projects among others.

She said she had hoped the culture of "going to the data team and asking them for something" was over. But that's not necessarily the case, and Mohammed Haddad, data journalist at Al Jazeera English, explained how the most important role in a data team is the "architect", the editor who shapes the story.

"Often times a journalist will come to you with a story idea, they will say to you 'it should be a map'." This journalist will already have decided that the data team is going to make a map for them.

"A few years back, making a map was good enough and was considered data journalism in some spheres, but now of course it's not good enough to just make a map," he said.

So the role of the "architect" is to think about the best way to tell the story in a visual way.

A typical data journalism team will include developers, designers, editors and producers, explained Haddad, and the aim of everyone in the team is to "serve the interest of the story" with the techniques and tools they use. If this structure is in place across Al Jazeera's channel, it must be working. Al Jazeera America received a General Excellence prize at the Data Journalism Awards yesterday.

It received this award for three notable projects: Jim Crow Returns, a two part investigation looking at minority voters threatened with elimination from the electoral roll; In Between in California, a look at poverty and spending data in Californian households; and for the general portfolio of Michael Keller from the organization's interactive multimedia team.

The most important aspect of data visualization is making sure "visualizations are clarifying" the stories rather than simplifying them, said Haddad.

Another consideration is making sure your visualizations are easy to consume on a variety of devices.

"The novelty of making flashy things that maybe take forever to load, just because it's the cool technology, that's gone," he said.

— Reprinted from journalism.co.uk

By MARIO GARCIA

Time to start thinking about smartwatch mini-editions of your newspaper

“What’s your fascination with this Apple Watch, Mario?,” a long time colleague asked me when I ran into him at the WAN IFRA World Media Congress recently. “It’s your new toy, isn’t it?”

I admit that my Apple Watch and I have been inseparable since I got it five weeks ago. You could call it a toy, if you wish, but I don’t. I see it as a constant companion and personal assistant on my wrist. It is also a laboratory piece for the storyteller and designer in me as I immerse myself in the world of at-a-glance journalism.

That is what smartwatches are all about: glancing. We are not likely to spend longer than 5 seconds looking at our watch. We are not (yet) going to read long texts on the face of a watch. For that we turn to that larger canvas, the iPhone!

While not many members of our audience own a smartwatch yet, I am certain that many will within the next two years. We must learn to write, edit and design for this new platform in the media quintet that also includes the smartphone, online, tablet and print.

What we know about the use of smartwatches to consume news

I have joined forces with those guys at Stibo Accelerator and the editorial team of Berlingske, of Denmark, along with two student researchers from Aarhus University, Ganesh Ram and Jonas Skytte, for what is considered the first testing with readers using smartwatches.

The results are not surprising. These are the highlights:

- We glance at our watch for a headline, sometimes longer to see related bullet points, but not much more than that. If the editor has provided us with two or three decks to flesh out the story, that is all we need. Easy to read and well edited blurbs

that start with a lead headline and are followed by either one or two decks to add information. Usually, that is all a reader knows for the story at a glance.

- We follow a story. Incorporate that one story of the day that is likely to peek our interest for a sustained period of time.
- We don’t like too many intrusive alerts: too much intrusion may irritate those smartwatch users. Don’t notify users with irrelevant and uninteresting information. “The art of usefully interrupting someone with news is turning into one of this century’s key journalistic skills,” writes Joshua Benton for the Nieman Lab.
- We like the practicality of the smartwatch : Instead of getting their smartphone out, participants agreed that it was much more practical to quickly and easily see a notification when received on the smartwatch, and then to determine to dismiss it, act on it, or let it wait for later. This is true when one is riding a crowded New York City subway, where I have experienced the difficulty of getting my iPhone out of my coat pocket, but now simply glance at the watch to get that headline.

The smartwatch and the editor and designer

I have no doubt that the smartwatch will be a popular and useful platform for our audiences to get news and information. Remember that this is only the 1.0 version of the Apple Watch. There are likely to be improvements made to this one, not to mention the many other brands that will bring their smartwatch products to market.

We must be prepared to have mini editions of our publications on the face of that watch. It’s eyes on the wrist for our readers.

How to prepare?

1. Start thinking how your brand will carry into some type of presence in smartwatches.
2. Create a distinctive edition, capitalizing on your publication’s best coverage. Not everything you present on the smartwatch needs to be breaking news. Emphasize the element of surprise.
3. Select some stories each day and use labels such as “In Case You Missed It”, or “Something for You.”
4. Use photos, but make sure that they are simple images that do not show too much detail or crowded images. Head shots do well.
5. Use the smartwatch edition as a way to keep your brand in front of your audience.
6. Avoid using type over photos. Emphasize legibility, which I personally think is best with black backgrounds and white letters. White type on a black background is easier to read.
7. Of course, get your own smartwatch pronto and start studying it from the point of view of a storyteller/designer. You will find that it is the most enjoyable homework you were ever assigned.

— Dr. Mario Garcia is CEO/Founder of Garcia Media and Senior Adviser for News Design at Columbia University School of Journalism. He is a member of the Poynter Foundation Board.

By SEÁN DAGAN WOOD — *Editor-in-chief of Positive News, co-founder of the Constructive Journalism Project*

‘If It Succeeds, It Leads’: Why the News Is Changing for Good

When I was a boy I made my first newspaper. With a pen, ruler and sheet of paper, I marked out some boxes and filled them in with stories about what was going on in my home and the world around me. I then photocopied it and tried to sell it to my parents for 10p a copy (not realizing of course that they were paying the production costs).

But as I got older the picture that the news painted of the world never sat right with me. I knew that the stories of war, crime, scandal and tragedy were vitally important. I also came to understand that they weren’t the full picture; that the news magnifies only a fragment of reality. But despite knowing this, the way that the news created a deeper story about the world and about human nature, didn’t feel right.

It was perhaps this intuitive feeling that led me to editing Positive News, a publication that shines a light on innovation, kindness, co-operation and the ways people are working to create solutions to the problems facing society.

Like myself as a boy creating my own newspaper, Positive News is now giving its readers the chance to take ownership of the kind of media they want. It is becoming the first crowdfunded global media cooperative, owned by its readers and journalists. By selling ‘community shares’ we are creating a democratic ownership structure while raising £200,000 (\$318,000) to grow and to respond to the increasing demand for our journalism.

Why do we need positive news stories? We face colossal and escalating challenges as a global community: climate change and social inequality, to give just two examples. And on the individual level, people are suffering across the spectrum of circumstances in which humanity finds itself.

But at the same time it would be wrong, in our knowledge or imagination, to disown



anyone of their achievements, strengths, loves and joys. At the global level, there is also another side to the story.

According to the Harvard professor Steven Pinker, a thorough analysis of the data shows that apart from a recent spike in conflicts, the long-term trend is that the world is more peaceful than ever. Murder rates are falling, more countries than ever are democracies, and on the whole we’re getting healthier.

Meanwhile, data from the Ipsos mori social research institute shows that across 14 countries, the public perceive rates of teenage pregnancy, immigration and murder to be much higher than they actually are.

This brings into question the role of the news in shaping our perceptions. The media doesn’t just mirror society, it moves it. What the media focuses on, and how it chooses to report, affects our thoughts, feelings, conversations and perspectives. By consequence, it plays a part in influencing our choices and actions too.

Of course, it’s essential to report the problems and dangers we face. And journalism as a watchdog — exposing injustice, exploitation and corruption, and holding power to account — is a function critical to democracy. But journalism’s apparent theory of change, that by relentlessly focusing on what’s going wrong society will be better informed and able to do something about it, is undermined by evidence of how news impacts us.

Emotional and psychological impact of news

Research has shown that negative news can cause stress, world-weariness and mental health issues such as anxiety and depression. The work of Cathrine Gyldensted at the University of Pennsylvania revealed that it leads to ‘learned helplessness’ and leaves us feeling passive.

But research also suggests that when we bring more positive elements into reporting it can boost our mood and give us a sense of social agency. The University of Southampton has found that positive news stories lead people to feel significantly higher motivation to take actions such as voicing their opinions, donating to charity or protecting the environment.

Psychologist Barbara Fredrickson says that positive emotions are what truly lead to progress because they foster creativity and innovation. They broaden our awareness, opening our hearts and minds, and enable us to build new knowledge, skills and resources.

When we experience positive emotions, the hormone oxytocin is released. This chemical is sometimes referred to as the ‘cuddle drug’ or ‘moral molecule’ because it correlates with increased trust, generosity and empathy. It leads us to connect to others, says leading oxytocin researcher Paul J Zack. High stress however, inhibits oxytocin. Negative emotions tend to prompt narrow and immediate, survival-oriented behaviors.

Bad news does sell. This is partly because stories that shock and provoke fear grab us — according to a study published by the Journal of

Communication — by triggering our hardwired survival response.

But there is another, less stress-inducing way that we can also grab audience attention. The business school at the University of Pennsylvania has found that articles most likely to go viral are those that evoke strong positive emotions, particularly a sense of awe.

In addition, research from the University of Texas found that people feel more engaged in an article about a problem when it also contains information about a potential solution — and are more likely to share these stories online. With social media increasingly driving traffic for news websites, then perhaps the old saying “if it bleeds, it leads” might one day give way to “if it succeeds, it leads”.

A growing number of publications are incorporating this approach. For instance, the Huffington Post recently announced its global editorial strategy to give more coverage to ‘what’s working’ - a decision backed by the fact that its positive content was receiving three times as many shares as other pieces.

Constructive journalism

The emerging field of ‘constructive journalism’ offers a way for the media to bring more positive elements into conventional reporting. Learning from other fields such as the behavioural sciences, constructive journalism involves techniques such as using solution-focused angles while remaining critical and still highlighting ‘negative’ facts. For example, a journalist taking a constructive approach would ask interviewees questions that reveal their strengths and resilience, not simply their victimization.

Initiatives such as the Constructive Journalism Project are now delivering training in constructive journalism — or solutions journalism as it is often called in the US — in journalism schools and newsrooms worldwide.

Audience researchers have known for a long time that people want more good news. What the industry is now realizing is that this doesn’t have to mean fluffy stories - waterskiing squirrels and the like - but it can be rigorous and compelling journalism about progress and possibility.

The world is complex and multifaceted, and I don’t pretend I understand it. But as a boy making my newspaper, and now as an editor, I do know the power of storytelling. Positive and constructive approaches offer a way to strengthen journalism, at a time when more than ever, we need a way of looking at the world that sparks the potential in us all.

— Reprinted from API

By BENJAMIN MULLIN

Most of The New York Times’ most popular items last year weren’t news stories

Last year’s most popular item in The New York Times was interactive, an image gallery of sorts that showed the photographic evolution of four sisters over 40 years.

That interactive, which appeared in The New York Times Magazine section of nytimes.com, was more popular than the paper’s coverage of marquee news events, including the death of actor Philip Seymour Hoffman, the shooting of teenager Michael Brown and a suicide bombing in Iraq.

Many of the most popular items from 2014 aren’t conventional news stories at all — they’re contributed content (Dyan Farrow’s open letter about Woody Allen), quizzes (2013’s “How Y’all, Youse and You Guys Talk was on the list for two years straight), and question-an-answer sessions (The Times’ Q and A on the Ebola crisis made the list).

Compare that to 2013’s most popular list, which was peppered with news stories — Pop Francis’ selection, coverage of the Boston Marathon bombings, and an in-depth on homelessness in New York City.

Here they are, in order of popularity:

1. Forty portraits in 40 years
2. An open letter from Dylan Farrow
3. How Y’all, Youse and You Guys Talk
4. Philip Seymour Hoffman, Actor of Depth, Dies at 46
5. 52 Places to Go in 2014
6. What You Learn in Your 40s
7. For the Love of Money
8. Ebola Virus Outbreak QA
9. Robin Williams, Oscar-Winning Comedia, Dies at 63
10. Where Are the Hardest Places to Live in the U.S.?

Another reminder that we need to pay attention to who are audience is and what they are interested in.

— Reprinted from “The New York Times”

By TIM BRENNAN — MULTIAD RECAS

Co-op Advertising: Cooperating to create advertising solutions that sell more merchandise

NYPA and ReCas offer new co-op services to newspapers

There is a perception among publishers that co-op advertising is non-existent or at least less viable in today's retail environment. To that, I say "horse hockey."

MultiAd Recas works directly with manufacturers and their agencies to compile information about their brand co-op programs. We provide as much detail as possible to enable the local media to help their SMB partners who invariably need more assistance with their advertising than the manufacturer can deal with. Recas details the manufacturers' co-op plans, providing

sample ad material, current consumer promotions, and links to the manufacturers' store locations so ad reps know the details of the brand advertising plan, have sample promotions and materials to show, and know who the brand resellers are in your market area. You can develop more co-op leads in any market than you will ever be able to follow up on.

There are a lot of players in this space and the winning ad reps all provide turnkey solutions for using available co-op resources. This is not brain surgery and can be accomplished with a small amount of effort.

Potential co-op targets for this month include any of the heating-air conditioning companies in your market... all of the brands they sell (Carrier, Trane, Lennox, etc.) have lucrative co-op offerings... and if they're not busy, they should be.

If you haven't yet signed up to use ReCas through your NYPA membership, contact Meg Pennisi at NYPS.

This information is provided by MultiAd Recas to help take the mystery out of co-op advertising. For more information on how Recas can help expand your brand advertising potential, please visit www.Recas.com

By DEBRA STRATTON

Don't Cue Print's Swan Song Yet

Why print still matters in a digital world

In *Words Onscreen: The Fate of Reading in a Digital World*, American University linguist Naomi S. Baron describes a phenomenon I've noted for some time — that younger readers, in Baron's case university students, increasingly prefer print.

While we all can appreciate the convenience and ease of reading online, we also are well aware that reading in the digital world is fraught with distractions, encouraging multi-tasking, skim reading and poor comprehension, according to Baron, an expert on language and technology. Given that backdrop, not surprisingly, the Deloitte Media Consumer study found that 75 percent of respondents said they still prefer to read magazines in print.

That's a trend we've noted as well in our research of association magazines — we consistently find that professional readers prefer print over digital versions of magazines. They are often frustrated by the constant barrage of email and newsletters and enjoy the convenience and ease of reading offered by their organization's print magazine.

Still, association publishers continually have to battle to maintain print, often pressured by boards and finance officers to convert to go digital-only to save on printing and postage expenses.

Print isn't cheap, but there is some undeniable value that is worth considering:

- **Print is generally preferred for in-depth reading.** While quick news updates are great in newsletters and other electronic communications, especially when accessible on mobile devices, the printed magazine is preferred for in-depth articles. In Stratton research, 50 percent or more of association members prefer print publications and 30 percent prefer a print-and-digital combination.
- **For advertising-supported magazines, converting to all-digital may reduce or even eliminate the revenue base.** While many association publishers are generating revenues with digital advertising, ad rates are substantially less than print ads, and it's challenging to convince advertisers to pay for digital versions at anything but drastically reduced rates. For many, print is where the revenue resides. And, remember, even in a digital publication, you're still incurring expenses for writing, editing, layout/design, and more, so while you may save on printing/postage, you still need significant revenue to cover other costs.
- **Image and branding are best conveyed in print.** When you're trying to build an organization's brand and present a professional image, print

publications win the day. And if you circulate your publication to legislators/regulators, member prospects, media, and other influential audiences, print can convey value, image, and tangible benefit more effectively than digital.

- **Print magazines offer valuable portability for travel.** How many times have you heard readers say they read your magazine or journal on planes and trains? It's easy to toss a print publication in a briefcase and read it while commuting when WiFi isn't an option — or even when it is.
- **Readability is often improved with print.** designers can provide multiple entry points to encourage readership and engage busy professionals. This is not always the case for quick online reads, though it's a nut everyone is still trying to crack.
- **Digital technology can be clunky.** Page-turning replicas of print and other digital options are great for searching archives for particular issues and topics, but most find them awkward to read for longer articles. Until digital catches up and offers truly readable tablet versions, print versions will be preferred by many when it comes to professional reading.

So, by all means, invest in digital to supplement content delivery and keep innovating to improve the online reader experience, but continue to invest in your print publications as well. Print magazines provide measurable value and benefits for association professionals, conveying a message far beyond the words on the page.

— Reprinted from *FOLIO*

New York Press Association Recas Co-op Advertising Member Benefit

All NYPA member publications will receive one (1) free log-in to the base level Recas Search application of the Recas.com site for visibility to brand program availability.

Recas Co-op Program Search

Search capacity on co-op plan availability with basic database plan detail. Advanced search capability to search across business categories for available brand programs.
Full co-op program access will require media subscription registration.
To register for you log-in, email: megm@nynewspapers.com

Recas Co-op Material Search

Visibility to brand advertising materials eligible for co-op reimbursement including logos, product elements, promotion headers along with ready-made brand print and online ads. Includes full low-res preview/print capability however material download will require media subscription registration.

Recas Co-op Training

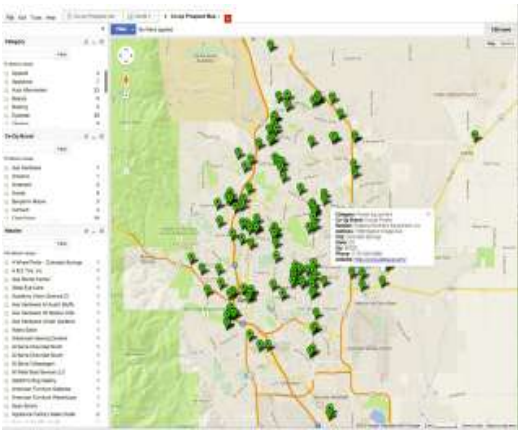
Site access includes full co-op training access to include documentation on all aspects of media co-op usage by local market advertisers. Co-op training materials also include pre-recorded training sessions and customizable Powerpoint decks for local sales training. NYPA members will also be eligible for all scheduled Recas webinars and related Q&A sessions.

Recas will also schedule co-op basics webinar trainings for NYPA members.

Recas Co-op Lead Generation

All NYPA members may register for a weekly co-op sales lead email which will include deeper detail on one specific co-op program and a related brand sales promotion applicable to local market accounts. This will include a thumbnail schematic of the co-op program, sample view of the appropriate brand material, and linkage to the store locator for your market area. Further leads will be distributed through NYPA publications and conference sessions.

New York Press Association Recas Co-op Advertising Member Offerings



Recas Market Co-op Analysis

All NYPA members will be eligible for a no-commitment analysis of the local media market for local dealers eligible for media co-op advertising programs across 20+ prominent manufacturer brands. This report will be available as a mapped Google Fusion Table with a guaranteed minimum number of co-op prospects for all markets and will include a scheduled web meeting presentation of the results to discuss suggested follow-up strategies.

Recas Full Co-op Advertising Service

All NYPA members will receive the lowest group rate discount available from MultiAd for access to its full suite of co-op advertising solutions. From the full co-op program dataset and the associated brand ad material to the Recas application for co-op account management and

hosted co-op accrual research. With daily lead generation and full account support, Recas will assist your sales staff in driving local business revenue through co-op by structuring the communication, compliance, and claiming involved.

Added Recas Co-op Advertising Services

All NYPA members will receive the lowest available rates on all ancillary services including:

- Dealer Co-op Compliance and Claim Services
- Recas API Data Integration to Order Entry and CRM Platforms
- Onsite Training and Co-op Sales Blitz Operations
- Recas Co-op Outsourcing Services



By MICHAEL ROSENWALD

Digital news consumers unlikely to pay for content and increasingly block ads

The takeaway from Reuters' vast new study of the world's digital news consumers is that the disruptive trends publishers have been grappling with the last few years have crystallized into something more lasting, not just in the United States but around the world.

Readers deplore online ads, particularly the personalized ones that follow them from site to site. They still don't want to pay for news. They don't find tablets all that exciting for reading news. And the homepage is diminishing fast, usurped by Facebook (not so much Twitter).

The biggest surprise: Using apps to block ads has gone mainstream.

Taken together, these hardened rules pose economic threats not just to legacy news brands, but even to the disrupters—Huffington Post, BuzzFeed—that upended digital news in the first place. The study, conducted by the Reuters Institute Digital News Report, in partnership with the Tow Center for Digital Journalism, surveyed more than 20,000 people in a dozen countries. And it came with a warning: News companies “will have to be more inventive than ever with editorial and business strategies if they are to survive.”

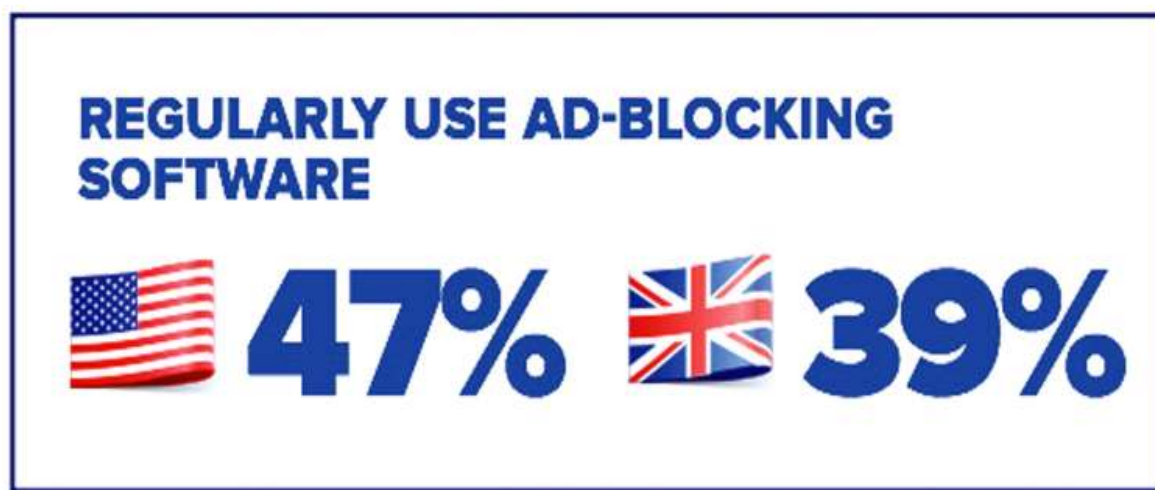
Those companies with metered paywalls should be particularly concerned about the findings. Paywalls rely on a certain number of people to pay, offset by a another group of less frequent visitors who won't pay but are still valuable because they're exposed to site's ads. But what if more and more non-payers use ad-blockers? And what if the number of people willing to pay doesn't grow?

It's already happening.

Some 47 percent of US internet users now utilize ad blocking software. For 18- to 24-year-olds, that number is even higher: 55 percent. Consumers are, the study says, annoyed with “advertising and the interruption it causes to their reading experience.” Focus group participants

seemed to particularly hate ads that surfaced based on browsing history. As one woman put it, “Online ads are obtrusive, obnoxious, annoying.”

23 percent of internet users pay for news. It's not totally clear why, though Brazil has one of the world's fastest-growing economies.



Reuters Digital News Report 2015

And they are easy to get rid of. Installing ad blocking software is a cinch: Just mouse over a site like AdBlockPlus.org, click on a green button that says “install,” follow some simple instructions, then reopen the browser. Ads — all of them — vanish. That ad blocking, a tactic once employed by the geekiest of Web users, is going mainstream is scary on its own merits — if advertisers know people aren't even seeing their ads, why would they continue spending billions of dollars a year to place them? But it turns into a toxic scenario when viewed alongside the resistance to paying for only online content.

Just 11 percent of US consumers are paying for online news, according to the report, and there has been “virtually no increase” since 2013. It's doubtful that's an audience size large enough to support newsrooms of hundreds of journalists. This statistic is replicated around the world, with only about 10 percent paying for news. The outlier is urban areas in Brazil, where

The rest of the world isn't as generous.

“A small number of loyal readers have been persuaded to pay for brands they like,” the report says, “but it is proving hard to convert casual readers” when there is so much else available for free, even if the quality isn't as good as the paid-for stuff. Most of those not paying in the United States said they never would or that they could be persuaded for less than \$1 per month, which is a lot less than they probably pay for coffee.

Connecting these hardened rules with mobile is even more disconcerting.

Tablets, once thought of as a replacement for the broadsheet, aren't a savior. The Reuters study finds that “tablet growth for news [is] weakening in most countries.” Mobile phone screen sizes are increasing — Apple's biggest model is six inches, up from four — giving readers less need for tablet-sized screens. As the study notes, “We see the smartphone more clearly as the defining device for digital news with a disruptive impact on consumption, formats, and business models.”

In fact, 26 percent of US news consumers say that mobile phones are the main way they access news. This is both exciting — news now has its gadget, just like music found the iPod — but it is scary in some respects, too. For one, successful advertising campaigns on five-inch screens have proven difficult, and people don't spend as much time with the content. They dip in and out. Also, ad blocking is coming soon to the mobile Web.



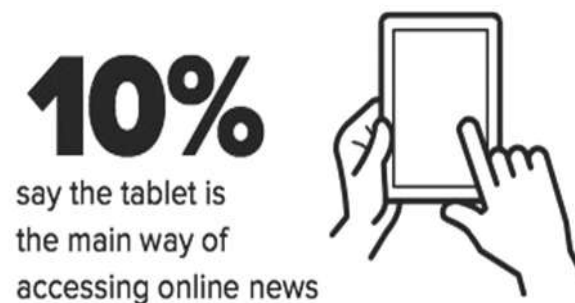
Reuters Digital News Report 2015

Multiple outlets have reported that Apple, in the next version of its iPhone and iPad software, will allow the technology in its browser. Blocking ads makes pages download faster and crash less. Once users try it, they can't imagine ever going back. With about 500 million iPhones in hands around the world, if even a small chunk of those users fall in love with ad blocking, that's a significant problem for advertisers and news outlets (to say nothing of Google).

It is tempting to say, "Well that won't matter because people get their news from apps." That's wrong. "It is interesting to note," the report says, "that in most countries the mobile browser remains the main access point to news." Rather than scrolling around their phones to find news apps, readers want to do everything in the browser. But they do like some apps — social apps. Here is a brief historical summary of how people have consumed news from newspapers

over the years: the front page, the home page, Facebook. "We see significantly fewer people accessing the front page of a news website where a list of stories is displayed," the study says. "More people are going directly to stories via a side door such as search or social media."

Some 41 percent of people around the world get their news from Facebook each week, a number that towers over Twitter (at 11 percent) despite the media's obsession with the Twitterverse. The study



does find that people will seek out news on Twitter, particularly breaking news, as opposed to Facebook, where they "bump into" news, suggesting that one outlet is active and the other is passive. But publishers are still trying to figure out how to monetize social user streams. There was a mix of excitement and unease over Facebook's recent effort to host stories on its web site, giving publishers a cut of the advertising revenue. *The New York Times* and others quickly offered stories this way, but have since pulled back for unexplained reasons.

Meanwhile, WhatsApp, a mobile messaging platform bought by Facebook in 2014, is a popular source of news consumption in Spain and Brazil, though it's less so in the United States. And search isn't going away. It remains strong in Italy, Spain, and Germany, countries where more than 50 percent of users say their news discovery starts with search engines. (It's 40 percent in the United States.)

Sensing that the combination of ad blocking, the rise of mobile, and the soaring use of Facebook is forecasting a digital winter, publishers are racing into sponsored content, letting brands write big checks to make ads look like beautiful native content. Those with ad blockers don't see this stuff anymore because the software wipes it away, and most consumers would apparently prefer not to see it either, according to the report. More than 40 percent of US news consumers say they "have felt disappointed or deceived after reading an article they later found had been sponsored," the study says.

"That's what makes me mad! ITS PRESENTED AS NEWS!" one focus group user said. Another offered this assessment: "I think it's a dirty way of getting your attention. Which is by lying."

A potential bright spot: "Half say they don't like sponsored content but accept this as part of how they get free news," the report says. This statement also offers publishers a potential opening to convince people not to use ad blockers: No ads, no journalism, and the world becomes a far less interesting place. But it's not clear that a large enough chunk of Web users are concerned enough to make that a winning argument.

In some respects, the reader hasn't changed. Most have never really liked ads but have put up with them, by flipping past them in the old days of newspapers. But paper didn't offer a button to erase ads. The ads didn't blink annoyingly. The car ads didn't follow them from the local news section to the baseball box scores. Now readers, not publishers, control what they want to see.

Consumers are in charge of news — how they see it, when they'll consume it, what they'll pay for it — and if publishers want to survive, they better figure out a way to get more economically in sync with them.

— Michael Rosenwald is a Staff Writer at *The Washington Post*.

By JIM GATH

Losing the print edition would be a travesty

USA TODAY: "WE'RE ALMOST GONE!"

Recently, as part of an Internet Week New York panel entitled, "The Future of Media", USA TODAY's editor-in-chief, David Callaway, was quoted as saying that the newspaper could stop publishing as a daily print product in the next "five or six years".

I guess it's not surprising.

And it's not surprising simply because print media is on the downswing.

That's the excuse of losers.

The excuse of hand-wringers who have no idea what to do. The excuse of the unimaginative. The excuse of those who don't have the thrill of challenges & of competition coursing through their bloodstreams.

The excuse of people who buy into the notion that 'it just can't be done'.

The excuse of big corporations run by bean-counters.

Without going into an entire treatise on the origins of USA TODAY, suffice it to say that all of those involved — from the delivery people who drove through the morning darkness to the 'loaners' that came from all over the country to sleep 4 to a room for 3 hours a night just to get the paper out, all the way up to the chairman of the company — there was the greatest 'can-do' attitude I've ever encountered.

And I'm not alone in that. Every single man & every single woman that had anything to do with launching & making a success out of the only daily national newspaper this country has ever had felt the exact same way: That nothing — nothing! — could stop us.

People were on airplanes seven days a week. Reporters, editors & graphics people didn't leave the newsroom for days on end. Delivery guys were accosted & beaten by angry union members. Trucks were burned.

Mistakes were made, big & small. And mistakes, big & small, were forgiven. Because it was well known throughout the enterprise that everyone was doing the very best they could to accomplish something that had never been done before nor has ever been done since.

We fought for every single inch. We fought for every single ad & we fought for every single sale. We fought among ourselves. We fought the whole world. The world that said it couldn't be done.

And we won.

We beat the odds. We beat the naysayers. We beat the gloom & we beat the doom. We beat the unimaginative. We left the hand-wringers in the dust. And, yeah, we beat the bean-counters.

When the bean-counters told our leader — the chairman of the company & USA TODAY's founder, Al Neuharth — that the early days were becoming a huge financial drain on the company & that USA TODAY should look for ways to save money, know what he did?

He got them in a room & read them the riot act.

"Goddammit!", said Al. "When are you bean-counters gonna get it through your thick skulls that nobody EVER saved their way to prosperity? Ever! The only way to make money is to SELL your way to prosperity! And that's exactly what we're gonna do & I don't ever want to hear another word about it.

"If you can live with that, fine", said Al. "If you can't, you can get up & leave right now. Right this very minute. You can take your stuff & walk out of this conference room & never come back."

He stopped talking & looked at each person around the table. Looked 'em right in the eye.

And nobody left.

And, from that moment forward, there was never another discussion about cutting costs at USA TODAY.

It took us 11 years to finally turn a profit. But when we did, the money rolled in. Like, nine-figure money.

All because a whole lot of people believed.

Now? Ah, hell — are you kidding?

Over the years, they gave it away.

Gave away a sports franchise that was the envy of all American media & the go-to source for millions of people. No matter where in the country you were, you had the day's & the night's final late scores, along with descriptions of each game.

The nation turned to USA TODAY for its Olympics coverage. Every athlete. Every sport. Every game. Every event. Every day.

For years, Major League Baseball relied on USA TODAY to deliver its All-Star balloting program.

The National Football League relied on USA TODAY to deliver its Player of the Game, Player of the Week & Player of the Year programs & to provide the penultimate guide to the Super Bowl.

The NCAA's ever-popular 64-team basketball grid? Appeared for the first time in USA TODAY.

The weekly NCAA college football poll? USA TODAY's.

The trophy awarded to college football's national champion? The USA TODAY Coaches' Trophy.

The High School All-America players, teams & coaches. The America's Cup. The very first Breeders' Cup. All — & more — were arrows in USA TODAY's sports quiver.

And those programs combined to not only make tens upon tens of millions of dollars for the newspaper, they made it the nation's number one source for sports.

And they let it go. Let it all go.

The News section? We had correspondents all over the Mideast during the First Gulf War. In Bosnia. In Herzegovina. And from this nation's eastern shores to the farthest reaches of Hawaii. Wherever there was news to be covered, USA TODAY was there. Its writers & correspondents were all over the big-name television newscasts.

Ah, that's gone, too.

Today, the News section is often down to eight pages. Really? You can cover the nation & the world in eight pages?

Good luck with that.

And that notion that print is dying is, again, a straw man.

Oh, to be certain, for the most part, it is.

Why?

No imagination. No competitive spirit. No drive.

People WILL buy pieces of paper with stuff printed on it.

But only if they feel they can't live without it or it adds an important, welcome addition to their lives.

If you give people something they can't possibly get anywhere else, they'll flock to your door. At least millions will & that's all that's necessary.

So, rather than cutting back the newshole (the amount of prose in the paper) & the number of people necessary to get the job done properly — which they've already done — there are still those out there who would jump at the chance to dig deeper than anybody else, investigate issues & people & institutions that need investigating & do it better than anyone else in the world.

The monster bank fraud. The blistering cauldron that is the Mideast. The political votes-for-money that we all know is happening. The entire behind-the-scenes financing of the political landscape. What the Edward Snowden files really mean.

These are big issues, kids.

And nobody — not one single media outlet — has had the guts or the wherewithal to take on these issues.

Why?

Because it costs money & time & a lot of hard work, not to mention the firestorm that would undoubtedly be brought on by those being investigated.

But that's what the Fourth Estate is all about.

Digging all the way down & finding the truth. The God's honest truth. And shining a Midnight Sun-type light on it & letting the chips fall where they may.

Now — you tell me...

Wouldn't you pay money for that? For somebody to get to the bottom of all that we wonder about & complain about because we're thirsting for the truth?

Fair enough. Some of you would & some of you wouldn't. No matter. There would be enough of you to more than sustain a newspaper like USA TODAY in the grandest, boldest way possible.

But it ain't gonna happen.

Nope.

Why?

Simple.

No guts.

And, to me & to an awful lot of other people out there who remember what having guts is like, this idea of ceasing the print version of USA TODAY is nothing short of a travesty.

Not a shame, mind you.

A travesty.

— Reprinted from *Romenesko*

By MICHAEL ROSENWALD

Reuters Digital News Report: Why Research Matters

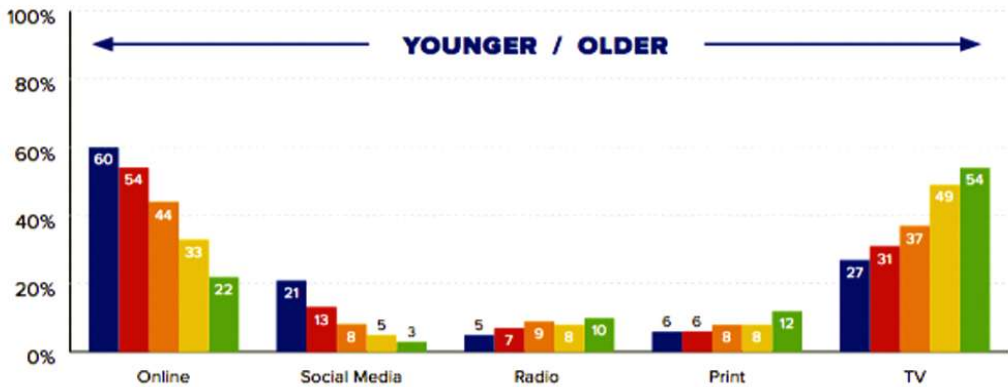
Four years ago, I watched Nic Newman present his latest research at a BBC social media conference I'd helped organize. He emphasized to the audience that search engines were no longer the primary source of news but were starting to be replaced by social discovery. Many of the social media early adopters in the room nodded in agreement, but this shift was still big news for those in the mainstream news industry.

This research – published in 2011 – led to the creation of the annual Digital News Report by the Reuters Institute for the Study of Journalism at Oxford University. Yesterday marked the publication of the fourth Digital News Report. The results were based on an online survey, carried out in 12 countries.

The report is a humdinger. With four years of data, and now with multiple years of data from five countries we can see some very key trends emerging. But what we can also see is that this stuff is complex. Once you dig down by country, age, gender and by social network, you see really interesting but very different trends taking place.

Here are three of my favorite visuals from the report. The first shows people's main source of news by country.

MAIN SOURCE OF NEWS
BY AGE

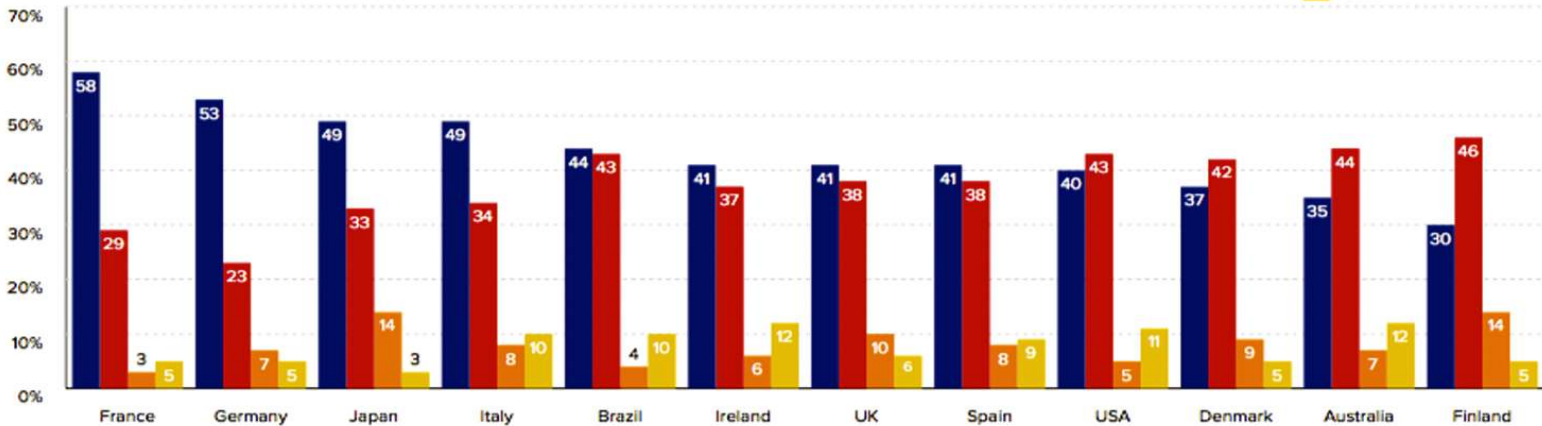


Q4. You say you've used these sources of news in the last week, which would you say is your MAIN source of news? Base: All who have used a source of news in the last week All = 23155.

In France, Germany and Japan, TV is still the main source of news by some margin. In Australia and Finland, the internet is the main source of news. In the US, 43% of people say online news is how they keep abreast of what's going on in the world, but a striking 40% consider TV their primary source of news. TV News certainly isn't dead.

This data gains complexity when we cross-reference it with the second graph, which looks at age. It's very clear that older news consumers have very different patterns compared to their younger counterparts. If you're a news executive working for an organization that has to keep both sets of audiences happy, you have your work cut out. These groups are in completely different places — literally.

MAIN SOURCE OF NEWS
BY COUNTRY



Q4. You say you've used these sources of news in the last week, which would you say is your MAIN source of news? Base: All who used a source of news in the last week in each country.

WEEKLY ACCESS FOR NEWS ALL COUNTRIES

45%

use two or more digital devices

16%

use three or more digital devices

The third nugget is the following one. Most people are using two or three devices simultaneously to access the news. It's not that smartphones are replacing desktop.

This piece of data acts as a reminder that whenever some self-proclaimed guru stands up and makes bold pronouncements about the state of the news industry, remind them (or at least remind the snarky backchannel that is Twitter at a conference) that they're missing the necessary complexity. Just the other day at the World News Media Congress I heard another person passing on the false claim that desktop was dead. "It's all about mobile." Wrong. Desktop is still important for people, especially at work. But you also have to provide content for them that performs on their smart phone or tablet for their commute or late night swiping in bed.

I acknowledge that as I write this from my position as Research Director, I might be biased, but this report yet again emphasizes the need for quality, rigorous audience research. Conference presentations are full of power point presentations, often based on hunches based on personal experience of individual habits. Only by looking at research of this quality and scale are you reminded of the need to really understand what is going on in terms of the digital news landscape.

The whole report is long, but the executive summary should be read by everyone currently working in the news industry.

The different attributes of the social networks are an important reminder that we use the catch-all phrase 'social media' at our peril when we're trying to understand audience habits.

Facebook's dominance is even more significant considering its ownership of Whatsapp and Instagram, both increasingly important players in the new news ecosystem.

The increasingly important role of chatapps in terms of newsgathering but also distribution will be a significant focus of our work at the Tow Center in the coming months.

In many ways, this research underlines the trends that many of us already have a sense about, either from observing habits on public transport, conversations with our teenagers or our parents. But this research is so important because it documents a moment in time, and through its rigorous methodology employed in twelve different countries, it's an important reminder that change is happening at different speeds, in different ways in different locations. One size does certainly not fit all.

Wake up & smell the coffee!



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By JEFF SONDERMAN

The best strategies for creating specialized mobile apps

Think about the mobile apps or websites your organization uses to reach the public, and ask yourself two questions: what do they do, and who are they for?

If the answers that come back are “everything” and “everyone,” we’re about to change that.

A mobile app or website that serves all your traditional content to a general audience is a fine first step, but only a first step. In this paper, an American Press Institute Strategy Study on best practices in mobile niche apps, we will call these “brand apps”, the ones that simply package all the traditional news content and information from a publisher’s brand in one mobile edition through an app or through responsive design.

“Niche apps present an opportunity to reach new target audiences, deepen the engagement and loyalty of their users, and grow new revenue.”

But the data on how people use mobile technology suggests that to develop a true “mobile-first” strategy publishers have to think about how people use mobile devices, in what context, and what unique, customized experiences they can create for mobile users.

We call these specialized mobile products “niche apps” — an app (or possibly a mobile-optimized website) that deeply serves a specific content topic and may even provide specific useful mobile tools beyond conventional news content.

Niche apps present an opportunity to reach new target audiences, deepen the engagement and loyalty of their users, and grow new revenue through well-defined audiences and well-positioned products.

This paper is the first of a new form of American Press Institute research. Called Strategy Studies, they are a cousin of the familiar “case study” but different in a couple key ways. First they draw insights from multiple cases; second they focus less on the examples themselves and more on the lessons, and actionable insights for others to borrow. They also are designed to be realistic and note the potential obstacles to change.

The best practices in this report draw on examples from various publishers, including The Dallas Morning News, St. Louis Post-Dispatch, Detroit Free Press, Digital First Media and McClatchy Co., highlighting specific tactics and strategies that worked for them and can work for other publishers, too.

One of our goals of this paper is to show that developing niche apps isn’t just for giant news organizations flush with technology resources. In this Strategy Study we specifically sought examples of how news organizations have done this with only modest resources and low risk of failure.

And at the end we’ll give you a simple worksheet to build a strategy that’s right for you.

Niche is about being the very best at something

Research shows mobile news consumers want niche products that work exceptionally well.

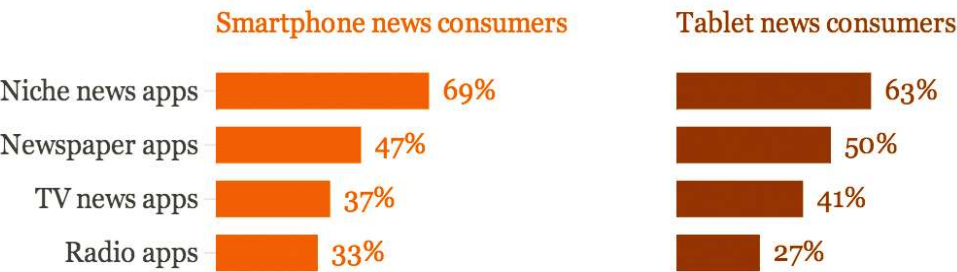
A 2013 survey by the Reynolds Journalism Institute found that smartphone and tablet owners who read news on their devices are more likely to have downloaded niche news apps than the traditional brand apps of newspapers, TV or radio stations. Nearly 70 percent of smartphone owners downloaded niche news apps, while only 47 percent downloaded newspaper brand apps.

What does this look like in action?

ESPN has a brand app tied to the SportsCenter franchise, but also niche apps for watching live video, fantasy football, college basketball, college football, and more.

Yahoo has a suite of mobile apps specializing in niche topics like weather, finance and sports. The New York Times has niche apps for real estate and things to do.

News consumers prefer to download niche apps



American Press Institute

Data: Reynolds Journalism Institute, 2013 survey

The niche strategy is also prominent among retail companies, an industry that has in many ways been on the leading edge of mobile technology.

“ The best tools do one thing and do it better than anything else. ”

Target, for instance, has a brand app, but also a specialized mobile app for coupons and discounts called Cartwheel.. Amazon has a brand app for general shopping, but also niche apps for barcode scanning, Christmas wish lists, student textbooks — even an app to shop by just taking pictures of real-world objects around you.

The concept of niche apps make a lot of sense when you think about the common experience of a mobile device user.

We know that smartphone owners tend to “snack” information on their devices: they pull them out dozens of times throughout the day, often for brief, focused sessions with a specific task to accomplish. Smartphones are sometimes used for gaming or music or other entertainment, but for most people most of the time they are a utility device — they help the owner get something done.

It helps to think of the smartphone as a virtual Swiss Army knife — a single device with many individual tools suited to specific tasks. In the analogy, apps are tools — instead of a blade, scissors and corkscrew there is an email app, a calendar and Angry Birds.

The best tools do one thing and do it better than anything else. The blade is a great blade, the tweezers a great tweezers.

Smartphone owners have access to thousands of apps. If yours is to stand out, it has to be the very best at something — the best at one thing, not average at a lot of things.

Unfortunately most news organizations’ basic brand apps fall into the latter category — a little bit of a lot of stuff, none of it particularly special. The basic brand app may be useful for your power users, a relatively small group of people who are very loyal, frequent readers of much of your content.

Unfortunately many users’ experience with a general brand app will be the following:

1. Download it, thinking “I know that brand, it might be cool to have their app installed just in case,” then
2. Rarely use it, because no specific “case” brings it to the front of their mind.

Conceiving and building niche apps is about identifying a specific target audience, assessing what information and utility needs they face, and developing a customized product that is better than any other at meeting those particular needs.

— Reprinted from API

If Public Notices are Important to You, Please Use Our New Public Notice Website



Protecting the print publication requirements of public notices is of paramount importance to NYPA. As part of that effort, NYPA partnered with NYNPA and the New York Law Journal to build a new statewide website — **NewYorkPublicNotices.com** — as a central online database for all New York public notices. This website is managed and controlled by NYPA.

This is a completely new website with enhanced search capabilities. Jill Van Dusen at NYPA will work with your staff to address any technology issues you may encounter with the upload process.

Please contact Jill by phone (518-464-6483) or email Jill@nynewspapers.com to arrange for staff training.

In addition, we have designed an icon to identify public notices in your print product, and online, as a way to draw attention to public notices. The icon can be downloaded from NYPA’s website.

New York’s newspapers must present a united front to protect the publication requirements and readership of public notices. It is imperative that newspapers remain the primary providers of this vital government information. Please support this effort by uploading all of your public notices as they are published in your newspapers. This is a pre-emptive measure to counter legislative efforts to move public notices to government-controlled websites.

If you’d like to use the public notices logo above, you can download it from our website at: www.nynewspapers.com.



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By EDGAR SANDOVAL and BILL HUTCHINSON

Owner of Spanish-language newspaper El Especialito, Antonio Ibarria, gets street named after him in Union City, N.J.

Cloudy skies couldn't block the sun shining Monday on Antonio Ibarria's face.

The charismatic owner of one of the largest Spanish-language newspapers in the New York City region was immortalized by a street named after him in Union City, N.J.

"This is the American dream," said Ibarria, 79, owner of El Especialito.

Part of 38th St. in front of El Especialito's headquarters was renamed Antonio Ibarria Way to honor Ibarria's decades of helping to lift up the Hispanic community in New York and New Jersey.

"He represents what a business person and a humanitarian should be," said Union City Mayor Brian Stack, who was on hand for the street unveiling. "He came here from Cuba and has done so much."

Besides launching El Especialito — which circulates in New York City, New Jersey and Miami — in 1995, Ibarria started the Hoy newspaper in 1998 and El Clarin in the 1970s. He's also founded such organizations as Save Latin America, a nonprofit that provides educational and medical programs for Latin American immigrants.

"I came here from Cuba in 1955 when I was 18 years old," Ibarria told the crowd Monday. "I had a fourth-grade education. I opened my own barbershop."

He said he went on to start his own milk delivery business, bakeries, restaurants and even a furniture store that offered credit to arriving immigrants. Ibarria vowed to continue to help his community for years to come.

"I know I'll be able to live up to 140, so I know I'll be able to continue to help," he said.

— Reprinted from New York Daily Times

El Especialito publisher Antonio Ibarria will have permanent place in Union City, New Jersey, as a street was named after him.

Antonio is pictured second from right: his son Anthony far right.



NYPA Past President Ann Dulye died April 22nd

Ann Vuolo Dulye, 87, a pioneer in business, supporter of the arts and champion for continuous learning, died peacefully on April 22, 2015 at Berkshire Place in Pittsfield, MA with her daughter and dog by her side. She was a longtime resident of the Berkshires, living at South Pond Farm in Pittsfield for 28 years.

Ann achieved firsts on many fronts including becoming the first female president of the New York Press Association and the first woman to be named to the National Press Board.

She earned these distinctions after decades at the helm of Walden Printing Company, a commercial printing company she founded with her late husband Raymond J. Dulye. As the first woman to run a major American printing company, Ann worked tirelessly and, together with Raymond, helped the company earn more than 300 state and national journalism awards.

Ann was also the first woman to serve on the admissions board of the U.S. Military Academy (USMA) at West Point, where she became a friend and fan of then basketball assistant coaches Mike Krzyzewski and Bobby Knight. Ann's printing company was the official printer of USMA's Army Athletics Association.



Ann was born in Middletown, NY on February 28, 1928, and was the first of two daughters to Nicholas F. Vuolo, a first generation Italian-American, and Mary Pagano Vuolo, an Ellis Island immigrant from San Rufo, Italy. She was raised in a melting pot community, rich in ethnic diversity and generous families who always kept their doors open for community meals and celebration.

She graduated from Middletown High School in New York and attended Russell Sage College. Her collegiate studies were interrupted by a love affair with a brilliant and debonair gentleman, Raymond J. Dulye, who at the time was a nationally heralded journalist and broadcaster. Ann and Ray's love story was cemented with marriage, as well as complementary business practices — with Ann starting and leading a commercial printing company and Ray serving as editor and publisher of five weekly newspapers in the Hudson Valley of New York State.

While growing their businesses and professional careers, Ann and Ray had two children: Raymond John, born on August 5, 1949 and Linda Marie born August 1, 1955.

Ann was a passionate Syracuse University Orange fan — although she never graduated from the school herself. Her husband, son and daughter were all proud alumni of the university, and Ann adopted the Orange pride wholeheartedly. Ann believed in empowering young people to discover their greatness. She became an inspiration for and the initial investor of the Dulye Leadership Experience, a unique personal and professional development program and scholarship founded by her daughter Linda in 2008 to prepare Syracuse University upperclassmen to successfully transition into the business world.

Ann was predeceased by her beloved son, Raymond John, who fought a valiant fight against cancer until his death in 2001. She is survived by her daughter, Linda Marie Dulye of Warwick, NY and Lanesboro, MA. Among all her lifetime accomplishments, Ann was most proud of her children. Nothing was as important or dear to her heart.

Other survivors include her son-in-law, Roger Gibboni of Warwick, NY; five grandchildren: Casey Engel of Overland Park, KS, Robyn Cuthbertson of Ft. Collins, CO, Roger Gibboni Jr. of Washington, DC, Christine Gibboni of Media, PA, and Adam Dulye of San Francisco, CA; and two great-grandchildren: Georgia and Charlie. She also leaves a sister, Helen Gloria of West Palm Beach, FL.

Quebec Newspaper Association's Conference

Plattsburgh Press-Republican publisher, Bob Parks and his wife Linda, and *Adirondack Daily Enterprise* publisher Cathy Moore and her husband Jack, attended the Quebec Community Newspaper Association's conference and contest awards ceremony in Montreal in May.



Bob and Linda Parks



Cathy and Jack Moore

Congrats to the Schneps family

Sloane Londyn Schneps was born June 8th to Josh and Tracey Schneps (Queens Courier Group), Sloane's older brother is Hudson Dean and her grandmother is publisher Vicki Schneps.



Congrats to Cathy Moore and family

NYPA Past President, and Adirondack Daily Enterprise/Lake Placid News publisher Cathy Moore, and her husband Jack proudly announce the birth of their first grandchild, Liam John Munn, born to daughter Lindsay and her husband Taylor Munn, Sunday June 14th.

Cathy's words:
"He weighed 7 lbs., 9 oz. — I was in the delivery room when he was born — Lindsay is one tough cookie."



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Finger Lakes newspaper celebrates 200th birthday

The first Ovid Gazette was published in 1815. Five copies from that year survive, housed at the Antiquarian Society in Worcester, Massachusetts. The Ovid Gazette is part of Finger Lakes Community Newspapers, published by Jim Bilinski in Ithaca. The newspaper is 50 years older than Cornell University (also in Ithaca) which celebrated its 150 anniversary this year.

100 years ago, in 1915, the issue of the day for the Ovid Gazette was whether or not women should vote. Also, the Ringling Brothers Circus was advertised as coming to Syracuse June 21st with a cast of 1250 people, including 300 dancing girls, 735 horses, 1003 wild animals and 41 elephants. The circus would arrive in 89 double length rail cars.

We think this might be the oldest continuously published newspaper in the state — does anyone know a newspaper that might be older?



The New York Press Association Job Bank is an online job posting service where community newspapers in New York can post help wanted ads.

Potential candidates seeking employment in the newspaper industry can search by job title or location.



For any questions about the New York Press Association's Job Bank, or to have a help wanted ad posted, please send a message to Jill by emailing directly to:
jill@nynewspapers.com or call 518-464-6483.



A blast from the past

Carrier Ron DeSorbo prepares to start his paper route in Schenectady.

— circa 1966

SAVE *the* DATE

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