



### **ANA's Mission Statement:**

*To advance the business interests of Arizona news media companies and to promote a free and independent press.*

## **Background**

The Arizona Newspapers Association, Inc. (ANA) is a non-profit trade organization that represents more than 115 Arizona newspapers. Established in 1930 as the successor to the Arizona Press Association of 1905 and the Arizona Daily Newspaper Association of 1922, the organization's purpose is to improve the quality of newspapers throughout Arizona through educational and training endeavors, while strongly supporting the First Amendment.

## **Arizona Newspapers Association, Inc.**

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

ANA consists of three corporations:

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

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

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

ANA provides educational materials, workshops and conventions to the Arizona Newspaper industry. One-day workshops and seminars are conducted year-round for the management and staff members of ANA's member newspapers. Topics include circulation, advertising, writing, photography, fair housing and legal issues affecting the newspaper industry, in addition to computer software training on application such as InDesign, Photoshop, Flash and Acrobat.

The *Spring Marketing Workshop* is normally held in April or May with seminars that focus on the marketing, promotion and advertising aspects of the newspaper industry. It is during the Spring Marketing Workshop that the Annual **Advertising Contest** Awards Happy Hour Reception is held to recognize and award the advertising

managers, ad representatives and ad composers whose newspaper ads and promotions have been judged as the best in the state.

The ***Fall Convention and Annual Meeting*** is held in late September or October and focuses on newspaper operations and newsroom management. The Annual meeting of members is also held during this convention. During the Annual meeting, the Association's officers and membership elect new members to the Board of Directors, as well as inaugurate the new Board President for the coming year. The annual **Better Newspapers Contest (BNC)** Awards luncheon is the final event of the Fall Convention. In 2009, we have partnered with the Associated Press Managing Editors (APME) to combine our two newsroom contests. The BNC recognizes and awards editors, reporters, photographers, and layout artists for their work in feature, sports, news and column writing, photography and layout. In 1998, ANA established the Newspaper of the Year Award to recognize the best Daily and Non-Daily newspaper based on General Excellence award points in both the Spring Advertising Contest and Fall BNC contests.

Three **Legal Service Hotlines** are offered to member newspapers for Access Issues, Human Resource Issues and Advertising & Newsroom Questions. These hotlines allow up to one hour legal advice per request.

## **ANA Advertising Services, Inc.**

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

Its services include a "One Order/One Bill" advertising placement service for advertisers; the Arizona Classified Advertising Network (AzCAN), a 2by2 Display Advertising Program (2by2) and classified networks in other states (SCAN). We have also created an Aggregated Classified website to combat the likes of Craigslist, which can also give a newspaper a classified online order entry service. Through various programs, ANA Advertising Services eliminates the hassles of placing advertising in multiple newspapers. We can place an advertising campaign in any of Arizona's 15 daily newspapers and over 110 weekly, monthly newspapers. ANA aggressively markets its services to prospective advertisers to bring Arizona newspapers greater revenue.

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

## **Arizona Newspapers Foundation, Inc.**

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