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Deadline For Annual Meeting Hotel Reservations One Week Away

The deadline for guaranteeing a great rate at the Westin Riverwalk Hotel in San Antonio for the TDNA Annual Meeting is fast approaching. The hotel will accept reservations through next Friday, February 22, for a rate of \$189 per night. After that, the TDNA rate will only be available if there is space in the hotel, which is unlikely given the popularity of San Antonio and the Riverwalk.

TDNA's convention planners have organized a great meeting for March 9-11. We will be hearing from experts from both in and outside the Texas newspapers industry on what the future holds for our industry. We guarantee you will learn a lot and have a chance to network with your peers in a relaxed atmosphere. The TDNA Awards Committee chose the Mayborn and Taggart Award winners this week and those will be announced during the meeting.

Please make your plans today to join us in San Antonio on March 9-11. The direct line for Westin Riverwalk reservations is 1-888-627-8396. The registration form is available at our website, <http://www.tdna.org>.

Online Newspaper Readership Sets New Record in 2007

While print circulation continues to fall or stagnate in Texas and across the United States, online readership of newspapers reached record levels in 2007.

According to the Newspaper Association of America, average monthly unique audience figures for newspaper websites grew by more than 3.6 million in 2007. Average monthly unique audience figures for newspaper Web sites grew by more than 3.6 million in 2007, a record year for the industry and an increase of more than

six percent over 2006 numbers. Monthly unique visitors to newspaper Web sites averaged 62.8 million in last year's fourth quarter, a record number in itself and the largest in any quarter since NAA began tracking online usage in January 2004. According to the data, which is part of a new report by Nielsen Online for NAA that takes into account home and work Internet usage, unique visitors in the fourth quarter represented a nine percent increase over the same period a year ago (57.6 million).

Heading into the holiday season, newspaper Web sites experienced a record in October 2007. More than 63.2 million people visited newspaper Web sites that month, more than any month on record. This figure represents an eight percent increase from the same period a year ago.

"Newspapers continue to successfully transform themselves into multimedia companies, offering unparalleled content that reaches an audience growing in both size and sophistication," said NAA President and CEO John F. Sturm. "Newspapers' expanding print and digital portfolio offers value to advertisers by providing a targeted, comprehensive menu of choices for today's discriminating consumer. As our industry's transition accelerates, it is clear consumers recognize newspapers as their trusted source of information in an increasingly digital environment."

For the year's fourth quarter, according to NAA, 39 percent of all active Web users visited newspaper Web sites, with visits averaging 44 minutes a month. Users generated more than three billion page impressions on average, a 7.3 percent increase over the same period a year ago.

Ad Revenue Outlook Mixed for 2008

With talk of a possible recession both in the U.S. and worldwide, advertising spending would appear to likely be soft in 2008. But that's not necessarily true, according to The Economist.

The British journal said in a recent article that some analysts are predicting a slight decrease in advertising spending, while others are predicting a slight increase because of factors like the U.S. presidential race, the Beijing Olympics and the European soccer championship.

Analysts do agree, however, that ad revenue growth will come from emerging economies and from advertising on the internet. The Economist article went on to say that:

In rich countries the internet is claiming a growing share of advertising—at the expense of traditional media, such as TV and print. There is still a gap between the time people spend online as a fraction of their media consumption (about a fifth)

and the fraction of marketing budgets spent on the internet (about 7.5%). Many companies are trying to narrow the gap, which will sustain internet advertising during a downturn. Search advertising, the most effective kind of all, should be safest.

Indeed, some people say an economic slowdown is likely to accelerate the shift to the internet. Trevor Kaufman, chief executive of Schematic, an interactive agency based in Los Angeles which was recently bought by WPP, says that one of his clients, an American "big-box" national retailer, intends to devote more of its marketing resources to the internet as the economy slows. The internet's interactivity and wealth of product information make it the best means of generating short-term sales—whereas television is best for long-term brand-building. During a downturn clients see internet ads as easier to measure and hence easier to justify to shareholders, says Mr Kaufman.

Newspaper in Education Week Is March 3-7

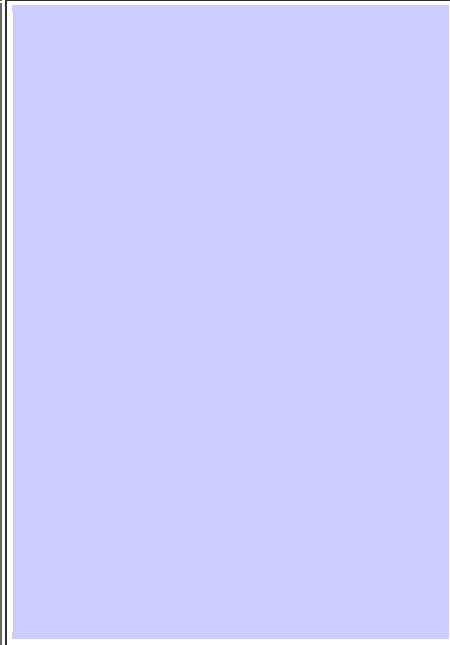
"Connect to the World with Newspapers" is the theme of this year's Newspaper In Education Week on March 3-7. The Newspaper Association of America Foundation has produced a [free promotional guide](#) and accompanying in-paper ads to help NIE programs celebrate.

Activities in the teacher's guide are designed to help middle-school and high-school students improve their reading comprehension by making connections to self, to the world and to text through newspaper activities. The newspaper is the perfect resource for helping students make these connections because it matches their prior knowledge, interests and experiences.

The 62-page guide features 14 lesson plans, each with a student activity sheet. Also included in the guide are 14 elementary-level pages for younger students. They parallel the lesson plans and activities in the guide and focus on local and community news.

Mike Berger Award Nominations Due In March

Nominations for the Mike Berger Awards, which honor in-depth and enterprising reporting in the tradition of the late Myer "Mike" Berger, are due on March 5. For the first time, reporters across the country are eligible for the prize whether the report for dailies, weeklies or newspaper magazines.



Entries will be judged by the Graduate School of Journalism faculty at Columbia University. Winners will receive a certificate and a \$1,000 cash prize. It will be awarded in May at Columbia's commencement ceremony.

Mike Berger was a 1950 Pulitzer Prize winner while reporting for the New York Times for a 4,000-word story on the impact of a serial killer on the lives of Camden, New Jersey residents. Berger also wrote the "About New York" column in the Times and died in 1959.

For more information, go to
<http://www.jrn.columbia.edu/events/berger> .
