

Where are the reporters?

Anne Readett, APR



Chief, Communications Section
Michigan Office of Highway Safety
Planning



Paper Cuts



MAP KEY: = 1-24 = 25-49 = 50-74 = 75-99 = 100+ = Unknown

2,828+ jobs

2010 layoffs and buyouts at U.S. newspapers





Paper Cuts



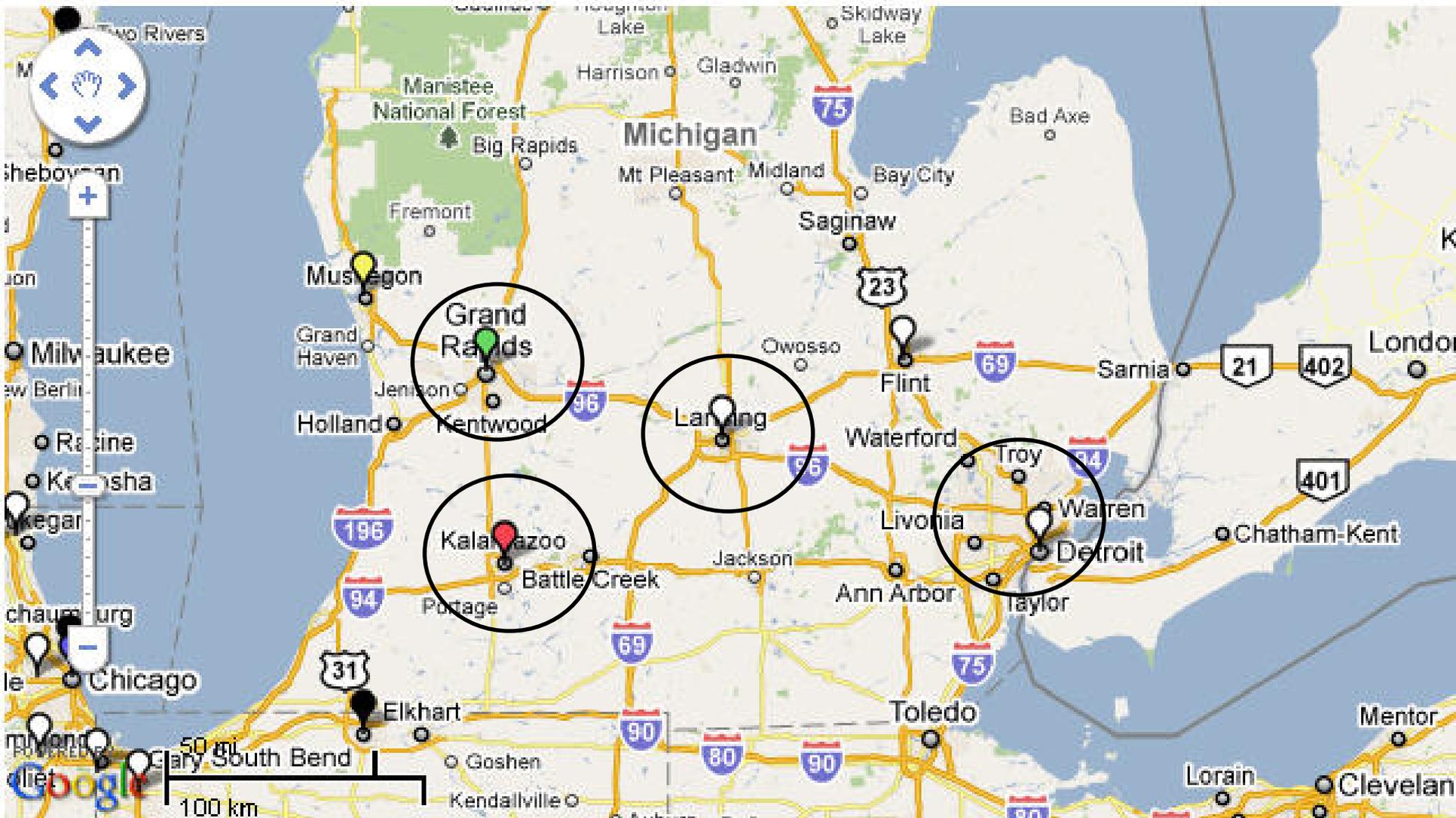
MAP KEY: = 1-24 = 25-49 = 50-74 = 75-99 = 100+ = Unknown

14,783+ jobs

2009 layoffs and buyouts at U.S. newspapers.



[Report newspaper](#)



MAP KEY: = 1-24 = 25-49 = 50-74 = 75-99 = 100+ = Unknown

Gannett Blog

An independent journal about the Gannett Co. Inc.

SATURDAY, JANUARY 30, 2010

➔ Layoffs | Amid stealth cuts, a new way to count

Over the past 18 months, Gannett has announced three major job cuts through layoffs, attrition and other means: 1,000 in August 2008; more than 2,100 in December 2008, and more than 1,300 last July.



But job reductions in the future may be handled differently: Corporate could eliminate a few jobs here and there, without making a formal announcement. That's what happened in the spring 2009 stealth round. So, starting today, I'm

keeping a running total for each quarter, based on comments posted by readers, publishers' memos, and published stories. I'll update the list as information is vetted. You'll find a permanent link to the following **Layoff Tracker** list in the green sidebar, *upper right*.

Gannett Blog's Layoff Tracker

The estimated total layoffs and other cuts so far for the current

Where do you work?

- Gannett Corporate HQ
- A Gannett newsroom
- Gannett, but not a newsroom
- I'm an ex-Gannettoid
- Never worked for Gannett

[Vote](#) [Show results](#)

Votes so far: 1857
Days left to vote: 1935

Symbol: GCI	
Company:	Gannett Co Inc
Last Trade:	14.76
Volume:	2144300
Range:	14.71 - 15.08
Change:	-0.20 - news
Open:	14.91
Date:	2/23/2010 1:33pm

R.I.P.

US metropolitan dailies that have closed since this site was created in March, 2007

Tucson Citizen

Rocky Mountain News

Baltimore Examiner

 **Kentucky Post**

 **Cincinnati Post**

King County Journal

Union City Register-Tribune

Halifax Daily News

 **Albuquerque Tribune**

 **South Idaho Press**

San Juan Star

Honolulu Advertiser

W.I.P.

Works In Progress: Former print dailies that have adopted hybrid online/print or online-only models.

Seattle Post-Intelligencer

Capital Times

Detroit News/Free Press

Christian Science Monitor

East Valley Tribune

Ann Arbor News

Flint Journal; Bay City Times; Saginaw News

Catskill Daily Mail & Hudson Register-Star

Journalism Internships

The Michigan experience:

December 2008:

- Detroit News and Detroit Free Press announce home delivery Thursday, Friday, Sunday only

July 2009

- Ann Arbor News ceases print entirely and launches online annarbor.com

Posted: 10:27 a.m. Dec. 16, 2008 | Updated: 10:57 a.m. Dec. 16, 2008

Detroit Free Press and News redirect staff, resources to digital delivery of news

FREE PRESS STAFF

EDITOR'S NOTE: This report has been corrected since its initial publication. The Sunday Free Press will sell on stands for \$1.50.

The Detroit Free Press announced today a first-of-its-kind plan in the struggling U.S. newspaper industry — emphasizing more online delivery of news and information and cutting back home delivery days.

Detroit Media Partnership CEO Dave Hunke, publisher of the Free Press, said that starting in spring 2009, both the Free Press and the Detroit News — also operated by the partnership — would deliver to homes only on Thursdays, Fridays and Sundays, the heaviest days for advertising and the most popular papers for readers. But the newspapers will remain available seven days a week at stores, newsstands and coin boxes across Michigan.

Hunke said the moves would allow both papers to maintain their news-gathering forces, shift resources to their Web sites, develop new ways to deliver information digitally, enhance multimedia offerings — and, for the foreseeable future, keep Detroit one of the nation's few remaining two-newspaper towns.

The strategy contrasts with significant across-

before today's announcement. "That is a way of life that is going to disappear (for some newspapers) as early as this coming year." He said the changes would lead to a reduction of about 9% of the Detroit Media Partnership work force, now around 2,100 people. The partnership publishes, distributes and sells advertising for both the Free Press and News under their 19-year-old Joint Operating Agreement, but the newspapers have independent news staffs. There will be no job reductions in the newsrooms of either paper as part of the new publishing plan.

Hunke said the strategy was driven less by declining advertising revenue and circulation in a dour Michigan economy than by soaring costs for newsprint, ink and fuel.

"So I'm making a statement that we're going to reset the business model and how much money we spend on paper, ink, and fuel," he said. "No question some of those have to offset the economic stress of the business in Michigan, but it also allows us to preserve our news organizations and our marketing organizations." The Sunday Free Press is the sixth-largest Sunday paper in the nation, with a circulation of 605,000; the News does not publish a Sunday edition. Weekdays, the Free Press ranks 20th (298,243), the News ranks 49th (188,000); combined they rank ninth in the country. Since 2002, the Free Press has lost 19% of its

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- Opinion
- Sports
- Life
- Buy + Sell
- Puzzles
- Comics

Editors' picks from inside today's newspaper

IN SPORTS

Will Pistons' youth be served?
 Pistons guard Will Bynum sees the future in the Pistons' 120-116 victory Saturday over Utah -- which was largely the result of energetic play by the Pistons' younger players. **PAGE 2B**

IN NAMES+FACES

Seger song to get 1st play
 Good news, Bob Seger fans: WCSX-FM (94.7)'s Ken Calvert was scheduled to debut the homegrown Hall of Fame rocker's "Downtown Train" at 7:30 a.m. today. **PAGE 2D**

Now on freep.com

Tigers on the art of hitting: Don't think too much at the plate
BY MICHAEL ROSENBERG, JR.

MUST-WIN GAMES AHEAD FOR MSU
BY JIM BIRNBAUM, BIRMINGHAM

After Purdue loss, Spartans' NCAA tourney hopes have little margin for error
BY JIM BIRNBAUM, BIRMINGHAM

Detroit Free Press
Monday, 2/28/2011 www.freep.com On guard for 170 years

And the Oscar goes to ... (Complete list, 70)

WINNER "The King's Speech"	ACTRESS Julia Roberts "The Day After Tomorrow"	ACTOR Stellan Skarsgård "The Girl on the Train"	There's more! 8 Best Books, Academy Awards analysis & TV report card: How good was the show? & Best career: Rashley winners and losers in
WINNER Tom Hanks "The Big Bang Theory"	SUPPORTING ACTRESS Michelle Yeo "The Fighter"	SUPPORTING ACTOR Markus Luparello "The Fighter"	

A NIGHT FIT FOR A 'KING'
 Youth-hungry broadcast celebrates Old World elegance



Colin Firth got the best actor Academy Award for "The King's Speech." Natalie Portman got the Oscar for best actress for her role in "Black Swan."

IN REMIND

D... with their appearance. But when plenty of Oscars with them. That was the message at this year's best academy awards, when...

... away with the gold -- and all of them were Oscar winners. Colin Firth, 56, snagged a best actor Oscar for his role in "The King's Speech," a crowd-pleasing biopic about the king's speech impediment. He was crowned best actor for his role in "The King's Speech."

... and Natalie Portman got the best actress trophy for her role in "Black Swan," a crowd-pleasing biopic about the king's speech impediment. She was crowned best actress for her role in "Black Swan."

... and Anne Hathaway and James Franco, wearing a dress similar to Hathaway's, were named best supporting actress and best supporting actor, respectively.

freep.com CHECK OUT HUNDREDS OF PHOTOS FROM HOLLYWOOD'S BIG NIGHT

Steel firm imperiled by alleged \$3.2M theft
 Owner, controller sued over diverted funds

A fabricated and master of architecture...

... This steel is the quiet sort of company that builds America.

... A fabricated and master of architecture...

... This company's...

... But if the workers at West Steel had kept their mouths shut, they would have been...

... But if the workers at West Steel had kept their mouths shut, they would have been...

Nation+World
 Weight of war harts troops' health

A study shows the increasing weight and...

Are reporters really gone?

No.

**Many are simply in
different places
and spaces.**

Where are media?

- Twitter
- Facebook
- Blogs of their own
- Reinventing themselves

Where are you?

twitter



LinkedIn[®]

facebook

Counterterrorism Degrees - BS, MS or Ph.D from Henley-Putnam U Taught by Former CIA, FBI and SS - From Dan Sommer

[Edit My Profile](#)
[View My Profile](#)

Anne Readett 

Communications Manager at Office of Highway Safety Planning, Michigan Department of State Police

Lansing, Michigan Area | [Public Relations and Communications](#)



Anne Readett will be part of workshops "Making Mobilizations Work" and "Where Have The Reporters Gone" at the April 11-13 national Lifesavers Conference. 8 hours ago

Current

- **Communications Manager at Office of Highway Safety Planning, Michigan State Police** 

Past

- Deputy Director at Senate Majority Communications Office
- Corporate Communications Staff Writer at The Stroh Brewery Company

Education

- Michigan State University
- Central Michigan University
- Central Michigan University

Connections

147 connections

Websites

- [My Blog](#)
- [@anneread on Twitter](#)

Public Profile

<http://www.linkedin.com/in/annereadett>

[➔ Send a message](#)
[➔ Add Anne to your network](#)
[➔ Forward this profile to a connection](#)


Unable to connect

Firefox can't establish a connection to the server at ad.doubleclick.net.

Anne's Activity

[edit](#)

Anne Readett is now connected to **John Foren**

34 seconds ago

Anne Readett is now connected to **Tom Bruff**

3 days ago

Anne Readett is now connected to **Andrea Messinger**

6 days ago

Anne Readett is now connected to **Laurie Robison**

7 days ago

Summary

Strategic communication objectives and audience-specific messages helped Michigan achieve the highest safety belt use rate in the nation in 2008 and 2009.

Specialties

Development of multi-faceted statewide communications campaign objectives and tactics, social

ShopperAnne's Blog

Finding the fun and unusual around Lansing, Mich.

How 'bout some love for O'Leary Paint

Posted March 13, 2010 by shopperanne

Categories: [Uncategorized](#)

Tags: [Lansing](#), [shopping](#), [paint](#), [home remodeling](#), [bathrooms](#)



A can of O'Leary paint and I'm ready to roll.

A much-anticipated home improvement project is nearly complete. The final step: painting. Armed with patience and an ample supply of blue painter's tape, I'm willing to tackle almost any paint job.

But before it's time to pull out the ladders and brushes, I start at [O'Leary Paint](#) in Lansing for many good reasons. O'Leary doesn't just sell paint. The company *makes* paint and provides first-rate customer service and instruction.

Over the years I've learned: all paints are not created equal.



Subscribe in a reader

About me

I'm Anne and I like to shop, live and in person. Love unique, unusual, and fun stores and boutiques. And great customer service. I'm sharing what I like best in and around mid-Michigan.

Recent Posts

[How 'bout some love for O'Leary Paint](#)

[The Coffee Barrel: where flavors rule](#)

[Tuesday Books: titles you'll find hard to resist](#)

Archives

[March 2010](#)

[September 2009](#)

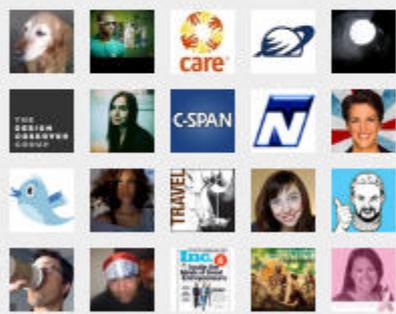


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See who's here



Friends and industry peers you know. Celebrities you watch. Businesses you frequent. Find them all on Twitter.

Top Tweets [View all](#)

 **iansomerhalder** Is American Idol the death of The Vampire Diaries? Well, viewership apparently says so... Our #'s are SO down:(if U guys like TVD u may
35 minutes ago ·

 **GLEEonFOX** Listen NOW to the first original songs from #GLEE <http://bit.ly/dUsxhp> & pre-order #GLEE the Music, Volume 5 here - <http://bit.ly/ihjcof>
15 minutes ago ·

 **JC_House** Every time you smile at someone, it is an action of love, a gift to that person, a beautiful thing. -Mother Teresa
2 hours ago ·

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A #NewTwitter

[Catch a glimpse](#) of the new Twitter.com.





anneread

That's you!

Lists ▾

@tshepard Keep the tissues handy.

about 7 hours ago via web in reply to tshepard

@MSUScottW So impressed you remember! It was great to say hello in person.

about 7 hours ago via TweetDeck in reply to MSUScottW

@ssiewert It's not?

3:21 PM Mar 23rd via web in reply to ssiewert

GMblogs We're very proud! AdAge says that "Chevrolet was declared the (SXSW) festival's biggest marketing winner." <http://bit.ly/9SAGKD> (Go Chevy!)

11:52 AM Mar 22nd via web

Retweeted by you and 3 others

@freddoelker Good luck, Fred. See you soon at the Traffic Safety

@MattHelms @MiniJ So glad you don't have to worry about germs on Twitter.

9:50 AM Mar 19th via web in reply to MattHelms

Name Anne Readett

Location Lansing, Michigan

Web <http://www.michig...>

Bio At the Office of Highway Safety Planning encouraging people to buckle up, drive sober in the state highway safety office; diving into social media.

234

following

318

followers

16

listed

Tweets

1,368

Favorites

Following



View all...

RSS feed of anneread's



davidshepardson More than three hours into #Toyota hearing, we are still waiting for Lentz to testify

2 minutes ago via web



SocialMedia411 5 Ways We Could Improve Social Media Together (Lisa Barone): <http://bit.ly/aFvFLs>

3 minutes ago via CoTweet



netvantage The Renewed Value of Branding #seo <http://bit.ly/brxYQ3>

7 minutes ago via Dynamic Tweets



justin_hyde Stupak: This is probably the first in a number of hearings we'll have. #Toyota

7 minutes ago via TweetDeck



davidshepardson Energy and Commerce subcommittee chair Stupak says today's #Toyota hearing is likely "first of a number of hearings."

7 minutes ago via web



nprnews Jayson Williams Gets 18 Months In Fatal Shooting <http://su.pr/2g0f0U>

8 minutes ago via Su.pr



davidshepardson Prof. Gilbert -- who wrote a critical Toyota report -- has been paid \$1,800 for report on #Toyota and gets \$150 an hour for further work.

10 minutes ago via web

Retweets



Lists



Lists are timelines you build yourself, consisting of friends, family, co-workers, sports teams, you name it.

New list

Trending: Worldwide



Change

#firstdaterules

#nowplaying

#unwack

#SelenaGomezLive

RB Brian Westbrook

IHOP

#imtiredof

National Pancake Day

Eagles

Cheryl Cole

Social network participation

- A social media-optimized online press room is wonderful for your Web site, but the majority of your customers are somewhere else — Twitter, Facebook, YouTube, forums or blogs.

Facebook. Twitter. Blogs.

- Locate and listen first, then join the conversation respectfully.
- Each venue has a culture and an etiquette that must be honored.
- Far too many so-called experts still use these channels for ***boorish one-way*** broadcasts.

Social Media: How do you rate?

- Twitter
- Facebook
- LinkedIn
- **Readers:** Google reader, Bloglines, FeedDemon
- **Blog:** Blogger, WordPress, Tumblr, Posterous
- **Photo sharing:** Flickr, SnapFish, Photobucket, Shutterfly
- Youtube

+ Add a subscription

- Home
- All items
- Starred items ☆
- Your stuff
- Shared items
- Notes
- Trends
- Browse for stuff

People you follow

Explore

Subscriptions

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- News
 - Capitol Chronicles - ...
 - Flint News
 - freep.com | Local News
 - Grand Rapids News
 - lansingstatejournal.c...
 - The Detroit News

Manage subscriptions »

The Detroit News » Show: Expanded - List

Show: 0 new items - all items Mark all as read Refresh Feed settings... show details

☆ **Kalisha Keane is Big Ten Player of the Year; Johnson, Merchant also honored** 4:25 PM (4 minutes ago)
 by - The Detroit News



In voting by conference coaches, Michigan State's Kalisha Keane was selected Big Ten Player of the Year, Lykendra Johnson was named Defensive Player of the Year and Suzy Merchant earned Coach of the Year honors.

☆ Add star Like Share Share with note Email Edit tags: News

☆ **Lions won't say if they've appealed tampering charge as deadline approaches** 4:25 PM (4 minutes ago)
 by Tim Twentyman - The Detroit News

The Lions are not commenting on whether they will appeal the tampering charge levied on them by the NFL and commissioner Roger Goodell.

☆ Add star Like Share Share with note Email Edit tags: News

☆ **Yankees end scoreless streak by Tigers' pitchers at 22** 3:38 PM (50 minutes ago)

Previous item Next item

more than 20 items

Make your news easy to find

- Your home page isn't.
- It's Google. Twitter. Facebook.

Search Engine Optimization

- SEO considers how search engines work and what people search for. Optimizing a website primarily involves editing content and HTML and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines.

Search Engine Optimization

- Drunk driving (not impaired)
- Seat belts (not safety belts)
- Car seats (not child passenger safety)
- Accidents (not crashes)

Online only news media

- Capital Gains - Lansing
- Model D - Detroit
- Rapid Growth – Grand Rapids
- Concentrate – Ann Arbor
- www.patch.com
- TalkLansing.net: an online radio station



The art of mehndi | Dave Trumple

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LANSING AREA NEWS

- [Greater Lansing Convention and Visitor's Bureau mobile app wins national award](#)

SOURCE: CAPITAL GAINS

- [\\$2.5 million federal grant to elevate MSU's status in economic development](#)

CURRENT ISSUE:  ONLINE MAGAZINE
VOLUME 5 ISSUE 7 WEEK OF 2/23/2011

Henna Happy in Lansing

TOOLS:

SEARCH SITE

SEARCH

About Capital Gains

- Capital Gains is an online magazine and web site showcasing the growth and investments transforming the Lansing region.



Editor Nancy Kelsey: Do you support the gov Snyder's proposed cap on #Michigan Film Incentive? - http://t.co/ceAztpm —Tweeted 3 hours ago

NorthvillePatch

26°

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Main Street and More

Local State Park Is A Resource for Outdoor Recreation



By Liz Marabeas
Maybury State Park has 950 acres of woods, trails and meadows. Located south of Eight Mile between Beck and Napier roads, it preserves a natural environment amid local development. Prior to...



Northville Approves Fire Agreement With City of Plymouth

By Nancy Kelsey



More Than 1,000 People Gather at Film Industry Town Meeting

What do you have to say?

Text input field for comments

Submit 160 characters left

Joe Grimm commented on: More Than 1,000 People Gather at Film Industry Town Meeting

Good, thorough report. It is through journalism like this that those of us who did not attend the meeting can find out what ...

1 minutes ago

Robert Hutchinson

Michigan communities

- [Birmingham](#)
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- [Canton](#)
- [Clawson](#)
- [Dearborn](#)
- [Dexter](#)
- [Farmington-Farmington Hills](#)
- [Fenton](#)
- [Ferndale](#)
- [Grosse Pointe](#)
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- [Macomb Township](#)
- [New Baltimore-Chesterfield](#)
- [Northville](#)
- [Oakland Township](#)
- [Plymouth](#)
- [Rochester-Rochester Hills](#)
- [Royal Oak](#)
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Monday, February 15, 2010

TalkLansing.net is live and operational. Click on the link below to listen to us live.

[**CLICK HERE TO LISTEN IN**](#)

Ways to Listen

To connect, download **iTunes**. It works the best. **Winamp** (PC only) and **Quicktime** will also stream our radio feed.

Once you install one of these programs, click on the "CLICK HERE TO LISTEN" link or the "Listen Live 24/7" button at the top of this page. The stream should open in whichever program you've installed.

Smartphone Users

To listen to TalkLansing.net's live stream on a smartphone, you must first download an application from your provider's app store.

- **iPhone:** Our iTunes App is LIVE! Look for TalkLansing in your App store.
- **Palm:** **Pocket Tunes** or **Kinoma**
- **Android:** **AOR Radio**
- **BlackBerry:** **BerryTunes** or **RadioBee** (moodio.fm works as well)
- **Windows Mobile:** support coming soon

Once you download these apps, navigate to <http://69.167.137.29:8000/listen.pls> to listen to our stream.

Listen to our Podcasts!



LansingNext 6: The Ghost That Feeds
March 24, 2010

Julielyn and Dan interview Jay Jacot from the MSU Comics Forum and the founders of local news site yakimbe.com.

More podcasts coming soon!

Michigan's social media efforts

- WordPress blogs
- Youtube Channel
- Flickr photos
- Twitter

Buckle Up or Pay Up Michigan

HOME MICHIGAN OFFICE OF HIGHWAY SAFETY PLANNING



MAY 29, 2009

Click It or Ticket still in effect



Seat belt enforcement zones and roving night patrols continue through the weekend. Planned weekend patrols and zones include:

Flickr Photos



[Home](#) [About Over the Limit. Under Arrest.](#) Search

OVER THE LIMIT. UNDER ARREST.

Just another WordPress.com weblog

Feeds:  Posts  Comments

Cops are cracking down.

State offers new sober driver holiday e-cards

December 22, 2009 by Michigan OHSP

Tis the season for statewide drunk driving crackdown

Still looking for that perfect present? The Michigan Office of Highway Safety Planning (OHSP) and law enforcement officers statewide have just the right gift that truly says you care – an e-card for a safe, sober ride home.

The online sober driving effort is part of the *Drunk Driving. Over the Limit. Under Arrest.* holiday crackdown which begins Dec. 23 and goes through Jan. 3. Two events will kick off the enforcement and awareness campaign today in Saginaw and Holland.

FLICKR PHOTOS





Search bar with 'Search' button

Create Account or Sign In

Broadcast Yourself™ Home Videos Channels Shows

Subscriptions History Upload

Channel navigation bar for OHSP's Channel with 'Subscribe', 'All', 'Uploads', and 'Favorites' buttons.



Video player controls including play/pause, volume, and 360p resolution options.

Info Comments Favorite Share Playlists Flag

Uploads (21)

Video thumbnail: Keg and chain drunk driving ad (0:31, 6,799 views - 9 months ago)

Video thumbnail: Beep Beep Man seat belt ad (0:31, 2,450 views - 10 months ago)

Video thumbnail: Child Passenger Safety - A Parent's Guide to Child (9:04, 54 views - 2 months ago)

see all

Favorites (0)

see all

Traditional media: **Yes, they still matter.**

- Instant recognition
- Instant status
- Reach vast audiences
- Social media feed on traditional media
- Traditional media have social media presence

Some things haven't changed

- Know reporters
- Know how they prefer information
- Fax?
- Email?
- Phone?

Ask yourself:

- Who cares?
- What makes your story interesting?
- When is this important?
- Why would anyone want to pay attention to this story?
- How can this help other people?