

SENIOR MEDIA INDUSTRY ANALYST

RESEARCH INTERESTS

Newspapers, journalism, technology, work organization, gender.

MEDIA EXPERIENCE

Principal Analyst John Juliano Computer Service Co.

March, 2006 to present

WAN-IFRA, Darmstadt, Germany, 2009 Contributor to media industry publication covering evolving publishing technologies.

The Seybold Report, San Francisco (2005–2009) Contributor to and columnist for media industry publication, covering executive-level events and evolving publishing technologies.

International Newspaper Marketing Assn., Dallas (2005-2010) Cover newspaper industry events and wrote executive summaries for membership publications.

NewsInc, San Francisco (1997-2005) Correspondent and copy editor for newspaper industry journal and annual guide. Write regular features and articles based on interviews and conference and seminar attendance, which analyze the confluence of journalism , technology, and economics in the newspaper industry.

Newspaper Association of America, TechNews Magazine, Reston, Va. (1994-2002) Contribute articles to bimonthly magazine on newspaper production technology and techniques.

The Cole Papers, San Francisco: (1991-2005) Correspondent and copy editor for newspaper industry journal and annual guide. Write regular features and articles based on interviews and conference and seminar attendance, which analyze the confluence of journalism and technology in the newspaper industry.

San Diego Union: (1990-91) Newsroom systems consulting. Provided guidance and advice on the planning and implementation of computer system modifications to improve performance; provided training for reporters, editors, and systems personnel; diagnosed system problems and recommended solutions; planned and implemented election computer links and displays.

John Juliano Computer Services Co., Atlanta: (1989-92) Edited and designed training and marketing materials. Wrote preliminary documentation for Quark XPress-based newsroom application.

Camex Newspaper Systems, San Diego: (1988-89) Wrote, edited, and produced a 500-page manual on newsroom terminals for end users and system managers. Provided product and applications training to support and engineering staffs.

EDUCATION

C. Phil, Communication University of California, San Diego  
1995

PUBLICATIONS (Partial list)

International Newspaper Management Association (INMA)

“Reallocating Marketing In the Age of Multi-Media”, 2010,  
co-author

“Measuring and Monetising Newspaper Audiences Across  
Platform”, 2008

The Seybold Report

“Extra, Extra, Hear All About It” (newspaper podcasting), April,  
2006 [http://www.seyboldreports.com/TSR/subs/0525/extra\\_](http://www.seyboldreports.com/TSR/subs/0525/extra_extra.php)  
[extra.php](http://www.seyboldreports.com/TSR/subs/0525/extra_extra.php)

“Newspapers as Commercial Printers,” February, 2006, [http://](http://www.seyboldreports.com/TSR/subs/0521/newspapers.php)  
[www.seyboldreports.com/TSR/subs/0521/newspapers.php](http://www.seyboldreports.com/TSR/subs/0521/newspapers.php)

“The Future of Newspapers Faced with Growing Competition,  
Newspapers Resort to (Gasp) Innovation,” November, 2005,  
[http://www.seyboldreports.com/TSR/subs/0516/newspapers.](http://www.seyboldreports.com/TSR/subs/0516/newspapers.php)  
[php](http://www.seyboldreports.com/TSR/subs/0516/newspapers.php)

“Vendors and Consortium Clash Over Who Will Drive the Future  
of AdsML,” September, 2005 [http://www.seyboldreports.com/](http://www.seyboldreports.com/TSR/subs/0511/vendors_consortium.php)  
[TSR/subs/0511/vendors\\_](http://www.seyboldreports.com/TSR/subs/0511/vendors_consortium.php)  
[consortium.php](http://www.seyboldreports.com/TSR/subs/0511/vendors_consortium.php)

“The Long Road from Concept to Implementation,” August,  
2005, [http://www.seyboldreports.com/TSR/subs/0509/long\\_](http://www.seyboldreports.com/TSR/subs/0509/long_road.php)  
[road.php](http://www.seyboldreports.com/TSR/subs/0509/long_road.php)

“Association Presents Survival Strategies for Struggling  
Industry,” May, 2005, [http://www.seyboldreports.com/TSR/](http://www.seyboldreports.com/TSR/subs/0505/associations_strategies.php)  
[subs/0505/associations\\_](http://www.seyboldreports.com/TSR/subs/0505/associations_strategies.php)  
[strategies.php](http://www.seyboldreports.com/TSR/subs/0505/associations_strategies.php)

“NEXPO Gives Newspapers Plenty to Think About,” April, 2005,  
[http://www.seyboldreports.com/TSR/subs/0501/nexpo\\_gives\\_](http://www.seyboldreports.com/TSR/subs/0501/nexpo_gives_newspapers.php)  
[newspapers.php](http://www.seyboldreports.com/TSR/subs/0501/nexpo_gives_newspapers.php)