

## Legal Marketers – Read the news without opening a newspaper

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It is important for legal marketers and PR firms to stay on top of the changing communications technologies and tools that impact our industry. One PR consultant's experiment forced him to discover some "news tools" available beyond the printed newspaper.



PR consultant, Adam Vincenzini's a new years resolution for 2010 and thought it would be of interest. Adam had averaged over 60 minutes per day consuming a variety of newspapers.

To explore the online resources available, he made a New Years resolution that he would not to buy or read a printed newspaper for an entire year. Within the first two months of his experiment he has already compiled this list of 50 ways he can receive the news without reading it in print.

### **Adam's 10 Mobile-Based ways to get your news are very helpful:**

1. [Snaptu](#) for mobile (news and apps combined)
2. [Reuters Mobile](#)
3. [Forbes.com Mobile Reader](#)
4. [NYT Media Decoder](#) (for mobile)
5. [IngBoo](#) — "Clutter Freedom" (web and mobile)
6. [iPhone News Apps](#) (top free and paid services directory)
7. [Google News Mobile](#)
8. [Viigo](#) (the world's biggest newsroom in your pocket)
9. [Bloomberg Mobile](#)
10. [AP Mobile](#)

Read Adam's entire list: [50 Alternate Ways To Consume News in 2010 \(No Papers Experiment, Day 50\)](#)

**Kara works with legal marketers to create a more clearly defined focus and distinctive business strategy that will provide them with a competitive advantage for new business, higher reputation recognition, and enhance their ability to attract, win, and retain the clients they really want.**

**You can reach her at 917-856-5410**