

# 2017 SNPA Survey of Newspaper Salaries

General Executives  
Advertising/Marketing  
Circulation  
Graphic Design  
Finance  
Human Resources  
Information Technology  
Interactive Media  
News/Editorial  
Production/Maintenance





**CONFIDENTIAL**

SNPA SURVEY OF  
NEWSPAPER SALARIES  
JUNE 2017

The 2017 SNPA Survey of Newspaper Salaries includes a separate compilation of salary data for each of seven circulation groups. The distribution of participating newspapers by circulation group and the average and median circulation of participants follows:

	<u>No. of Survey Participants</u>	<u>Average Circulation</u>	<u>Median Circulation</u>
Under 6,000 Circulation	11	4,381	5,000
6,001-10,000 Circulation	16	8,111	8,000
10,001-15,000 Circulation	12	12,100	11,910
15,001-25,000 Circulation	15	18,247	17,000
25,001-40,000 Circulation	9	29,543	28,971
40,001-60,000 Circulation	10	49,235	47,605
60,001-85,000 Circulation	Not enough newspapers reported data for this breakout		
85,001-130,000 Circulation	6	103,083	105,379
<b>TOTAL</b>	<b>79</b>		

The figures in this survey are based entirely on information supplied by participants. **The figures in parentheses in each column indicate the number of responses to individual questions.** Overtime is not included in wages unless overtime is guaranteed.

**Non-Supervisory Employees:** In using the actual pay data in the section pertaining to non-supervisory employees, please keep the following in mind:

Newspapers that employ more than one person for a given position were asked to list the lowest, highest and average salaries currently being paid. Those papers that employ only one person for a given position were asked to list that person's salary in one place ONLY – the column labeled "average annual salary."

SNPA then averaged the lowest, high and average salaries reported by participants. So, the "average lowest annual wage" is the average of the "lowest" salaries reported by each participant. The "average highest annual wage" is an average of the "highest" salaries reported by each participant, and so forth. The number in parentheses shows the number of respondents to each particular question.

Because a number of papers only had one person employed in many of these positions, the number of responses in the column pertaining to average salaries generally is larger than the number of responses in each of the other two columns. Therefore, some "average" salaries may be larger than "high" salaries – or lower than "lowest" salaries. In these cases, the "best" figures to use are the figures in the "average annual wage" column – simply because they represent a greater number of survey respondents.

**Some Data was Excluded From Survey:** In a few cases, data supplied by newspaper participants was excluded from this survey.

**Survey Comparisons:** Some participants in the 2017 survey took part for the first time, and some 2016 participants did not take part in 2017. The circulations of some newspapers that participated both years changed enough from 2016 to move them into different circulation brackets. Also, every newspaper did not supply information for every position listed in the survey. Exact comparison between the 2016 and 2017 surveys may not be made.

**Participating Newspapers:** SNPA does not identify participating newspapers in this survey.

**Searching for Given Positions:** A Table of Contents is included with this report. In addition, the electronic version of this report allows easy searches. To locate a particular position in the report, click on the SEARCH button in your toolbar.

**Additional Copies:** An electronic copy of this report will be distributed to the publisher of every newspaper that shared data for this study. Electronic copies also will be distributed to the corporate offices of participating newspapers upon request.

***Publishers are free to forward copies of this electronic study to department heads at their own newspapers. However, copies may not be shared with anyone outside of the given paper. This is a copyrighted publication.***

Hard copies of this study are available to newspapers that shared data for this study for \$75 per copy. In addition, publishers of newspapers that did not share data with SNPA for this study may purchase the survey for \$150 (member price). The non-member price is \$300.

**Questions:** Any questions concerning this study should be addressed to Cindy Durham in the SNPA office: [cindy@snpa.org](mailto:cindy@snpa.org) or (404) 256-0444.

**Antitrust Compliance Statement:** It is the policy of the Southern Newspaper Publishers Association to comply fully with all federal and state antitrust laws, and to avoid all conduct which is unlawful, or which may give the appearance of being in conflict with such laws.

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<i>Chief executive officer – responsible for overseeing more than one newspaper.</i>	
Publisher .....	4
<i>Chief executive officer of newspaper.</i>	
General Manager .....	5
<i>Responsible for all business functions, except editorial.</i>	
Vice President/Operations.....	6
<i>Responsible for production and systems.</i>	
Chief Financial Officer .....	7
<i>Top financial officer.</i>	

#### **FINANCE DEPARTMENT**

Controller .....	8
<i>Responsible for accounting department.</i>	
Credit Manager .....	9
<i>Sets credit policies and supervises collection of accounts receivable.</i>	
Accounting Supervisor .....	10
<i>Responsible for overseeing the business office and accounting functions.</i>	

#### **HUMAN RESOURCES DEPARTMENT**

Director of Human Resources .....	11
<i>Responsible for all personnel-related activities. Top position.</i>	

#### **MARKETING DEPARTMENT**

Marketing Director/Manager .....	12
<i>Total marketing responsibility. Top position.</i>	

#### **ADVERTISING DEPARTMENT**

Advertising Director .....	13
<i>Total advertising responsibility. Top position.</i>	
Retail Advertising Manager .....	14
<i>Supervises retail advertising sales representatives and/or division managers.</i>	
Major Accounts Manager.....	15
<i>Supervises staff dealing only with key accounts and major advertisers.</i>	

Classified Advertising Manager .....	16
<i>Manages transient and classified display staff. May handle some display accounts. Manages budget and makes hiring decisions.</i>	

## **CIRCULATION DEPARTMENT**

Circulation Director.....	17
<i>Overall responsibility for sales and distribution. Supervises carrier advisers, clerks and/or mailroom. Develops and manages budgets. Top circulation position.</i>	
Home Delivery Manager.....	18
<i>Oversees delivery of all home-delivery newspapers. District managers or zone managers (depending on the size of your operation) report to this person.</i>	
Customer Service Manager.....	19
<i>Supervises circulation office clerks responsible for handling starts, stops and complaints from readers. This position only handles circulation.</i>	
Single Copy Sales Manager .....	20
<i>Supervises delivery of single-copy newspapers. Supervises drivers. Reports to top circulation position.</i>	
District Manager .....	21
<i>Responsible for distribution and sales through carrier network. Recruits carriers.</i>	

## **INFORMATION TECHNOLOGY DEPARTMENT**

Information Technology Director.....	22
<i>Responsible for all activities and services, including systems, programming, telecommunications and computer operations. This position is not responsible for production. Top data services position.</i>	

## **INTERACTIVE MEDIA**

Webmaster.....	23
<i>Responsible for the technical development of the newspaper's website.</i>	
Online News Editor.....	24
<i>Responsible for news content of website on a day-to-day basis.</i>	
Web Sales Manager.....	25
<i>Responsible for overseeing the sale of ads on the website.</i>	

## **GRAPHIC DESIGN**

Composing Services/Creative Services/Art Department Manager .....	26
<i>Responsible for supervising and managing the composing/creative services department. This position may fall under different departments. At some newspapers, this position may report to the production or advertising department.</i>	

## **NEWS/EDITORIAL DEPARTMENT**

Executive Editor or Editor .....	27
<i>Top newsroom executive.</i>	
Managing Editor.....	28
<i>Manages day-to-day newspaper production.</i>	
Assistant Managing Editor.....	29
<i>Second in command to the managing editor.</i>	
Editorial Page Editor.....	30
<i>Supervises the content, editing and make-up of editorial and op/ed pages. Makes or recommends hiring decisions and evaluates employee performance.</i>	
City/Metro Editor .....	31
<i>Supervises coverage of city/local news, makes or recommends hiring decisions, edits copy, assigns stories, determines play of news.</i>	

Sports Editor .....	32
<i>Responsible for editing, make-up of sports pages. Supervises employees. Makes or recommends hiring decisions.</i>	
Business Editor .....	33
<i>Responsible for editing, make-up of business pages. Supervises employees. Makes or recommends hiring decisions.</i>	
Lifestyle Editor.....	34
<i>Responsible for editing, make-up of lifestyle pages. Supervises employees. Makes or recommends hiring decisions.</i>	
Assistant Editor .....	35
<i>Assistant to the editor of a major news sub-department, such as sports, business, etc.</i>	
Copy Desk Chief .....	36
<i>Supervision of copy editing.</i>	
Design Editor.....	37
<i>Responsible for the overall design of the paper.</i>	
Chief Photographer .....	38
<i>Responsible for supervising performance of staff photographers. Makes or recommends hiring decisions.</i>	

## **PRODUCTION AND MAINTENANCE**

Production Director/Manager.....	39
<i>Overall responsibility for composing, camera and platemaking, stereo or lithography, mailroom and press. Manages budgets and makes hiring decisions.</i>	
Pressroom Manager/Press Supervisor .....	40
<i>Supervisory responsibility for press and employees, including shift foreman. Operates press; may be a "working manager." Top pressroom position.</i>	
Mailroom Manager .....	41
<i>Supervises full-time and/or part-time employees, bundle preparation, inserting and other post-press activities.</i>	
Building/General Maintenance Supervisor.....	42
<i>Responsible for building maintenance, repair and cleaning.</i>	

## **Salary/Wage Information for Non-Supervisory Employees:**

### **FINANCE DEPARTMENT**

Accountant .....	43
<i>General accounting work. Professional degreed position. Typically has two to three years experience.</i>	
Accounting Clerk, Entry-Level .....	44
<i>Responsible for accounts payables, receivables, payroll and data input. This is an entry-level position.</i>	
Accounting Clerk, Senior.....	45
<i>Responsible for accounts payables, receivables, payroll and data input. Has substantial experience and increased abilities.</i>	

### **ADMINISTRATIVE DEPARTMENT**

Executive Assistant to Publisher/GM .....	46
<i>Works directly with and provides administrative support to Publisher or General Manager, applying independent judgment and initiative.</i>	



## ADVERTISING DEPARTMENT

Retail Salesperson/Outside .....	47
<i>Services existing accounts and develops new business in local area. Salaried position, but may be on part or full commission.</i>	
Classified Salesperson .....	48
<i>Services existing accounts and sells new advertisements for classified advertising section.</i>	
Classified Telephone Salesperson .....	49
<i>Handles placement of new classified ads that are received over the telephone.</i>	
Online Sales Representative .....	50
<i>Responsible for selling advertising on the website and/or mobile.</i>	
Sales Assistant .....	51
<i>Assists sales staff with customer service, ordering and billing of all advertising products for the newspaper including print, preprints, online and niche publications. Also assists with customer inquiries, proposal creation and rate quotes. Works with artists and reps to assure correct publication of advertising.</i>	
Artist/Layout Specialist .....	52
<i>Creates production and speculative layouts, and proofs ads. Produces camera-ready art, hand-lettering, line, wash and color illustrations. This category includes Macintosh operators and creative services.</i>	

## NEWS/EDITORIAL DEPARTMENT

Editorial Writer .....	53
<i>Gathers material and writes columns for editorial page.</i>	
Columnist .....	54
<i>Writes signed column. Includes all types of columnists: general assignment, beats, sports, business, lifestyle, etc.</i>	
Copy Editor, Entry-Level .....	55
<i>Edits and fits local and wire news. Performs layouts and writes headlines. Generally has little or no experience.</i>	
Copy Editor, Experienced .....	56
<i>Edits and fits local and wire news. Performs layouts and writes headlines. Typically has one to four years experience.</i>	
Reporter, Entry-Level .....	57
<i>Reporter assigned to less complicated stories. Generally has little or no experience; handles routine office assignments under supervision.</i>	
Reporter, Experienced .....	58
<i>Typically has one to four years experience. Handles beat assignments, including the development of story ideas.</i>	
Reporter, Senior .....	59
<i>Has substantial experience (usually five or more years). Capable of handling all types of stories, including investigative articles and in-depth series that may have regional or national significance. May handle special assignments.</i>	
Sports Reporter, Experienced .....	60
<i>Gathers and writes local sports stories. Typically has one to four years experience.</i>	
Sports Reporter, Senior .....	61
<i>Gathers and writes local sports stories. Has substantial experience (usually five or more years).</i>	
Photojournalist .....	62
<i>Takes still or video photographs.</i>	

## PRODUCTION/MAINTENANCE/OTHER

Press Operator, Entry-Level .....	63
<i>Operates and maintains web press. Generally has little or no experience. May be involved in paper handling and/or platemaking. "Journeyman" level.</i>	
Press Operator, Experienced .....	64
<i>Operates and maintains web press. Typically has one to four years of experience. May be involved in paper handling and/or platemaking. "Journeyman" level.</i>	
Machine Operator.....	65
<i>Sets up and troubleshoots equipment.</i>	
Insertor.....	66
<i>Loads inserts onto machine.</i>	
Machinist.....	67
<i>Performs routine preventive maintenance, including cleaning, lubricating and checking for wear, and making necessary adjustments to equipment. Troubleshoots equipment problems and makes repairs with minimum down time.</i>	
Maintenance Technician.....	68
<i>Responsible for troubleshooting and repair of all production and building-related electrical or mechanical systems.</i>	



## Ownership of Newspaper

### Circulation Groups (in thousands)

	-6	6-10	10-15	15-25	25-40	40-60	85-130	Total
Corporate Ownership	11	14	8	11	9	8	5	66
Independently-Owned	0	2	4	4	0	2	1	13

## Non-Daily Staff

Does your newspaper employ full-time staff who spend at least 80 percent of their time working for non-daily publications that are produced by your company?

### Circulation Groups (in thousands)

	-6	6-10	10-15	15-25	25-40	40-60	85-130	Total
Yes	1	1	2	4	1	2	2	13
No	9	15	10	11	8	8	4	65
No Response	1	0	0	0	0	0	0	1

If yes, do you employ a "non-daily manager"?

Yes	0	0	1	2	1	2	1	7
No	1	1	1	2	0	0	1	6

## Union Representation

How many unions does your newspaper currently have?

### Circulation Groups (in thousands)

	-6	6-10	10-15	15-25	25-40	40-60	85-130	Total
0 Unions	11	15	11	15	9	7	5	73
1 Union	0	0	0	0	0	3	0	3
2 Unions	0	1	1	0	0	0	1	3

What percentage of your total workforce is unionized?

### Circulation Groups (in thousands)

	-6	6-10	10-15	15-25	25-40	40-60	85-130	Total
0%	11	15	11	15	9	7	5	73
6%	0	0	1	0	0	0	0	1
12%	0	0	0	0	0	1	0	1
33.6%	0	0	0	0	0	1	0	1
40%	0	1	0	0	0	0	0	1
No Response	0	0	0	0	0	1	1	2

Has your newspaper had any organizing activity in the past 12 months?

### Circulation Groups (in thousands)

	-6	6-10	10-15	15-25	25-40	40-60	85-130	Total
Yes	0	0	1	0	0	1	0	2
No	10	16	11	15	9	9	6	76
No Response	1	0	0	0	0	0	0	1