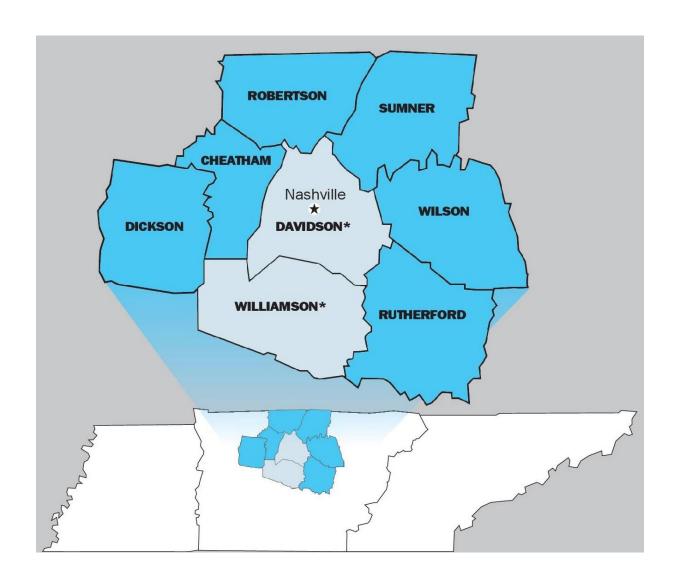
# SNPA News Industry Summit

October 11, 2018



#### Eight weekly newspapers

#### PAID PERIODICALS

- Wilson Post 10,400
- Gallatin News 5,000
- Hendersonville Standard 6,000
- Portland Sun 1,500

#### REQUESTER PERIODICALS

- Murfreesboro Post 8,500
- Robertson Co.
   Connection 7,200
- Cheatham Co. Exchange
   5,000
- Dickson Post 5,000

## Key info

- PRINT ADVERTISING REVENUE +9%
- PRINT CIRCULATION REVENUE +37%
- TOTAL REVENUE +11%
- Adding 125 new subscribers a week
- Tennessee Press Association awards
  - General Excellence Div. 1 & 2, 2016
  - 37 awards 2017
  - Top awards for editorials, public service investigative reporting, etc.

# WE ARE A NEWSPAPER COMPANY

#### Digital

- Town News
- Breaking News
- Social Media 100,000 Likes/Followers

# WE ARE A NEWSPAPER COMPANY

# 3-legged stool: Chicken dinner news







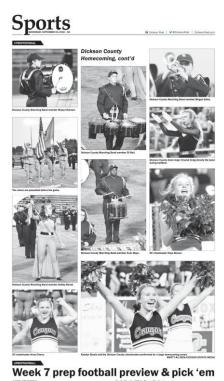
## 3-legged stool: Local sports



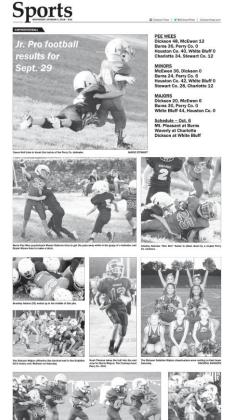




#### work of Wilson Central







## 3-legged stool: Good journalism









#### Circulation

- Paid and requesters both have benefits
- Build strong and sustainable audience
- Listen to reader feedback and respond

#### Advertising

- Find local reps who can build relationships
- Good reps want to be on a winning team
- Sell your brand as a local business

#### Dickson Post



ICE arrests

nine at Jet Printing in

passes raises for all county

employees

Obituaries

Dickson County, Creek Wood pay tribute to fallen officer Sgt. Baker

#### **Dickson County Schools** earn top rating for growth



Hello, Dickson

County!







#### Take-aways

- People will still read newspapers
- We must produce outstanding print products
- We need to create a sustainable business model
- Distribution is critically important
- Ad reps must develop local relationships

## Things all publishers should do

- Critically evaluate your products
- Make sales calls
- Participate in a news planning meeting
- Answer the phone in your office
- Cover open positions temporarily
- Collect your racks