

ANSWERS TO YOUR QUESTIONS

If you have questions about the proposed merger of SNPA and Inland, I invite you to call me to talk about any of them. I've addressed some of the key points below.



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Why was this merger proposed?

The boards of SNPA and Inland see a critical need for an association that provides a strong voice for the industry, promotes the value of newspapers to their communities, and raises awareness about the critical importance of trusted journalism in our society.

The industry has seen a significant change in the last decade. There has been a migration to larger groups and an exiting of many long-term family owners. It has also seen a seismic shift in the business model and long-held practices have been upended.

What is the benefit for members?

The new association will have a new focus, but it is also committed to preserving the networking, the camaraderie, and the idea-sharing that are hallmarks of SNPA. Along with the “old,” there will be plenty of “new:”

- A new unapologetic and relentless champion for **newspapers** and a voice for the newspaper industry.
- Materials and training on how to educate and inform employees and communities about the indispensable value of newspapers and local journalism.
- More resource-rich in-person events with larger pool of attendees, speakers and vendors, and expanded and improved opportunities for free digital training and idea-sharing.
- Industry research and white papers.
- Education and discovery on sustainable business models
- Enhanced coordination and partnerships with j-schools and other industry organizations.

When will the new association launch?

If members of both associations approve the consolidation this month, the new association is expected to launch on October 1, 2019.

What will it be called?

We're working on that. SNPA and Inland have hired a marketing/branding firm to help us craft a name and hone our messaging. You will see “Newco” used as a placeholder name in the merger documents that are linked to this ballot.

What will my company's dues be with the new association?

Newspaper dues will be based on paid subscribers, instead of circulation and digital reach. Our models suggest that most newspapers will pay about the same or slightly less than they are currently paying. Companies that are members of both SNPA and Inland will certainly see lower membership expenses.

This is the dues structure:

<u>Paid Subscribers</u>	<u>Annual Dues</u>
Under 7,500	\$250
7,500 -10,000	\$500
10,000-20,000	\$750
20,000-30,000	\$1,000
30,000-50,000	\$1,500
50,000-100,000	\$2,000
More than 100,000	\$2,500

What happens to the dues I have paid?

The 2019 dues that your company has paid to SNPA will transfer to the new association, and your company will become a member of the new association until the end of 2019. You will receive your 2020 dues statement from the new association in late November.

Who will run the new association?

The first board of the new association will consist of nine representatives from the current SNPA board, nine from the current Inland board, three R&D partners and four officers – a chair, president, vice president and treasurer. The president will be the chief elected officer who will preside at meetings.

A national search is underway for a new chief staff executive, whose title will be CEO.

The new association will be staffed by the dedicated and experienced members of the current SNPA and Inland staffs – faces and names you already know.

Who has been involved in the planning and organization of the consolidation?

Last Fall, the Inland and SNPA boards authorized the creation of a joint working team to explore a formal merger between SNPA and Inland.

SNPA representatives are Chris Reen (Colorado Springs Gazette), David Dunn-Rankin (D-R Media), Charles Hill Morris (Morris Multimedia), Bill Barker (Naples Daily News) and Edward VanHorn.

Inland representatives are Doug Phares (Sandusky), Corey Bollinger (Schurz), Alan Fisco (Seattle Times), Jeremy Halbreich (AIM Media Texas) and Tom Slaughter.

The committee's work is guided [by Jerald Jacobs](#), a DC-based attorney at Pillsbury Winthrop Shaw Pittman LLP. Jerry specializes in non-profit law and has personally worked on more than 100 non-profit mergers, including API-NAA.

Have other questions?

Please call Edward VanHorn at SNPA! 404.256.0444.