

# NEXGEN

## SNPA'S LEADERSHIP MENTOR PROGRAM - 2014-15

The NEX GEN program is designed to give newer executives or those with executive leadership potential the opportunity to grow both personally and professionally. The program offers a variety of events and activities designed to strengthen participants' industry knowledge, professional relationships, analytical skills and aptitude for innovation. The capstone of this program is the pairing of participants with a seasoned industry expert from outside his or her own company in an ongoing mentorship throughout the year.

August 22:

Deadline to apply for program.

September 2:

NEX GEN Class will be announced. Syllabus review.

October 6-8:

Attendance at News Industry Summit (Charlottesville, Va.), including reception, meet-and-greet with previous NEX GEN participants.

November:

Begin reading book #1

December:

Conference call with mentor: Includes leadership tips

Conference call or Google Group to discuss book #1

January:

Visit with mentor at his/her newspaper or office

Conference call to include protégés and mentors

February:

Conference call with mentor: human resources

March:

Group visit to non-participating paper to meet with executive team

Conference call with mentor: should include newsroom

April:

Conference call with mentor: should include three biggest challenges faced in career

Begin reading Book #2

May:

Conference call with mentor: should include advertising and circulation issues

Optional visit to participant's newspaper

June:

Conference call for book #2

July-August:

Participant-only meeting

Observation assignment (non-participating paper)

Conference call with mentor: should include future of industry, planning and visioning

September:

Presentation planning

October:

Attendance at News Industry Summit (Oct. 4-6, 2015 in Savannah, Ga.), including group dinner for mentors and participants plus a presentation at the conference

# NEXGEN Application

NAME: \_\_\_\_\_ BIRTHDATE: \_\_\_\_\_

CURRENT TITLE: \_\_\_\_\_ SINCE: \_\_\_\_\_

NEWSPAPER / COMPANY \_\_\_\_\_

Date of Hire: \_\_\_\_\_

Have you attached a current resume to this application?      Yes      No

Have you ever been in a management position with any company?      Yes      No

If "yes" please explain:

Briefly describe why you wish to enter NEX GEN program.

What are your long- and short-term goals?

How do you believe the NEX GEN program could impact your performance in your current position?

Please name one or three industry leaders you admire and explain why:

Please submit your completed application with current resume and a reference letter from current property manager, general manager or publisher by Aug. 22, 2014, to: Howard Hoffman, SNPA,

[howard.hoffman@snpa.org](mailto:howard.hoffman@snpa.org) or 3680 North Peachtree Road, Suite 300, Atlanta, GA 30341

*Please see notes on the reverse side of this application.*

## **STIPULATIONS AND ADDITIONAL INFORMATION**

Newspapers whose candidates are accepted into the NEX GEN Mentor program agree to pay \$750 as a commitment fee and pledge to grant time for their participants to attend the 2014 and 2015 News Industry Summits, and to complete assignments as outlined in the syllabus.

It is understood that the SNPA Foundation will subsidize most travel expenses to attend these meetings, including hotel rooms, registration fee, most meals and up to \$300 for the purchase of airplane tickets.

Participants understand that their newspapers are making a commitment to their futures. Newspapers will be encouraged to stipulate that participation in the NEX GEN program carries an obligation to remain at the sponsoring newspaper for at least one year after the completion of the mentorship.

Mentors also agree that their participation is not an invitation to recruit the young executives who are assigned to them.