

NEXGEN

SNPA'S LEADERSHIP MENTOR PROGRAM

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 throughout the year 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.

January 29

Deadline for young executive applications

February 5

Selection of participants announced

February 23-26

Mega-Conference in Las Vegas: special reception, VIP dinner with board members, orientation program, syllabus review

Mentor assignments and meeting

Begin first book - reading assignment

March

Conference Call with Mentor: Leadership Tips

Conference Call or Google Group to discuss first book

April

Conference Call with Mentor: Human Resources

May

Visit with Mentor at his/her newspaper or office

June Group visit to non-participating paper to meet with Executive Team

Conference Call with Mentor: Newsroom

July Conference Call with Mentor: Three Biggest Challenges Faced in Career

Begin second book - reading assignment

August

Conference Call with Mentor: Advertising and Circulation Issues

Optional Visit to Participant's newspaper

Conference Call or Google Group to discuss second book

September

Participant-only meeting

Observation Assignment (non-participating paper)

Conference Call with Mentor: Future of Industry, Planning and Visioning

October 4-6

News Industry Summit: group dinner for mentors, participants and industry leaders;
presentation at General Session program for attending publishers, meet and greet with 2015
mentors and young executive participants

Questions? Contact Howard Hoffman, member services director, SNPA, at (404) 256-0444 or
Howard.Hoffman@snpa.org

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 the 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 to three industry leaders you admire and explain why:

Please submit your completed application with a current resume and a reference letter from your general manager or publisher to:

Howard Hoffman, SNPA, 3680 N. Peachtree Road, Suite 300, Atlanta, GA 30341

Or, email to: Howard.Hoffman@snpa.org

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 Las Vegas and Charlottesville meetings, 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.