

2014 SNPA Survey of Newspaper Salaries

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





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SNPA SURVEY OF
NEWSPAPER SALARIES
JUNE 2014

The 2014 SNPA Survey of Newspaper Salaries includes a separate compilation of salary data for each of eight 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	6	3,817	4,391
6,001-10,000 Circulation	13	8,332	8,500
10,001-15,000 Circulation	11	12,990	12,832
15,001-25,000 Circulation	13	18,585	17,800
25,001-40,000 Circulation	13	31,015	32,000
40,001-60,000 Circulation	11	49,545	50,941
60,001-100,000 Circulation	8	66,783	65,339
100,001-235,000 Circulation	11	127,355	116,983
TOTAL	86		

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 2014 survey took part for the first time, and some 2013 participants did not take part in 2014. Also, every newspaper did not supply information for every position listed in the survey. Exact comparison between the 2013 and 2014 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 has been 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 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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GENERAL EXECUTIVES

Regional Publisher	3
<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>	
Insertter	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	60-100	100-235	Total
JOA Papers	0	0	0	0	0	0	0	0	0
Corporate Ownership	6	13	8	9	10	9	7	10	72
Independently-Owned	0	0	3	4	3	2	1	1	14

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	60-100	100-235	Total
Yes	1	3	6	2	4	5	4	6	31
No	5	10	5	11	9	6	4	5	55

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

Yes	1	2	4	1	3	2	4	4	21
No	0	1	2	1	1	3	0	2	10

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	60-100	100-235	Total
0 Unions	6	13	8	12	12	11	7	8	77
1 Union	0	0	1	0	0	0	1	1	3
2 Unions	0	0	1	1	1	0	0	0	3
3 Unions	0	0	1	0	0	0	0	0	1
4 Unions	0	0	0	0	0	0	0	2	2

What percentage of your total workforce is unionized?

Circulation Groups (in thousands)

	-6	6-10	10-15	15-25	25-40	40-60	60-100	100-235	Total
0%	6	13	8	12	12	11	8	8	78
6%	0	0	0	0	1	0	0	0	1
7%	0	0	1	0	0	0	0	0	1
14%	0	0	0	0	0	0	0	1	1
15%	0	0	0	1	0	0	0	0	1
15.8%	0	0	0	0	0	0	0	1	1
20%	0	0	1	0	0	0	0	0	1
44.8%	0	0	0	0	0	0	0	1	1
60%	0	0	1	0	0	0	0	0	1

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	60-100	100-235	Total
Yes	0	1	0	0	0	0	0	0	1
No	6	12	11	13	13	11	8	11	85