



The 1st Annual, 2020 Newspaper Compensation Study

Overview Prepared and Presented
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Media Staffing Network



About the Survey

- Promoted by Media Staffing Network, America's Newspapers and Editor & Publisher via email, newsletters, social media
- Survey conducted June-July 2020, during Pandemic
- 223 responses -
 - ✓ 52.9% Management
 - ✓ 15.7% Publishers
 - ✓ 8.1% Sellers
 - ✓ 2.2% Owners
- Nationwide – 38 states
- Circulation sizes –
 - ✓ 44.1% less than 10,000
 - ✓ 23.8% 10-20,000
 - ✓ 16.1% 20-40,000
 - ✓ 8.1% 40,-70,000
 - ✓ 7.2% 70,000+
- Frequency of publication –
 - ✓ 52.9% Weekly
 - ✓ 42.2% Daily
 - ✓ 3.6% Monthly





Here's an overview of what the sales teams look like:

SIZE OF TEAM

- 61% - 1 to 5 Sellers
- 25.1% - 6 to 10 Sellers
- 7.6% - 11 to 15 Sellers
- 6.3% - 16 + Sellers

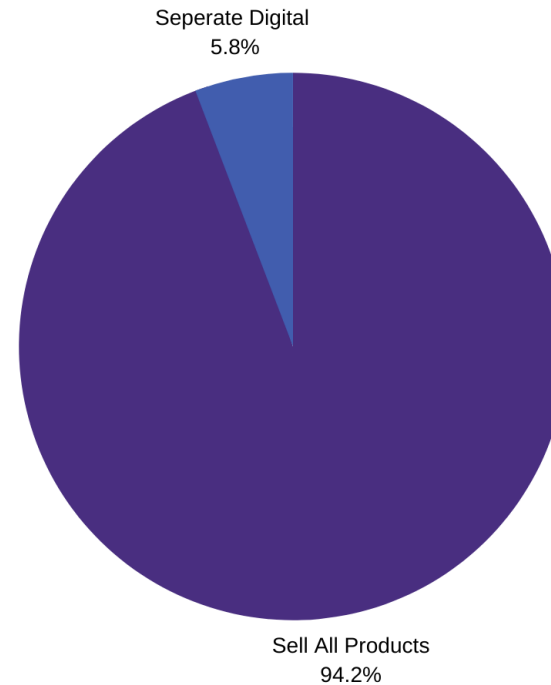
Have your employee #'s changed since COVID?

- 65% - Same
- 34.5% - Less
- 1.3% - More

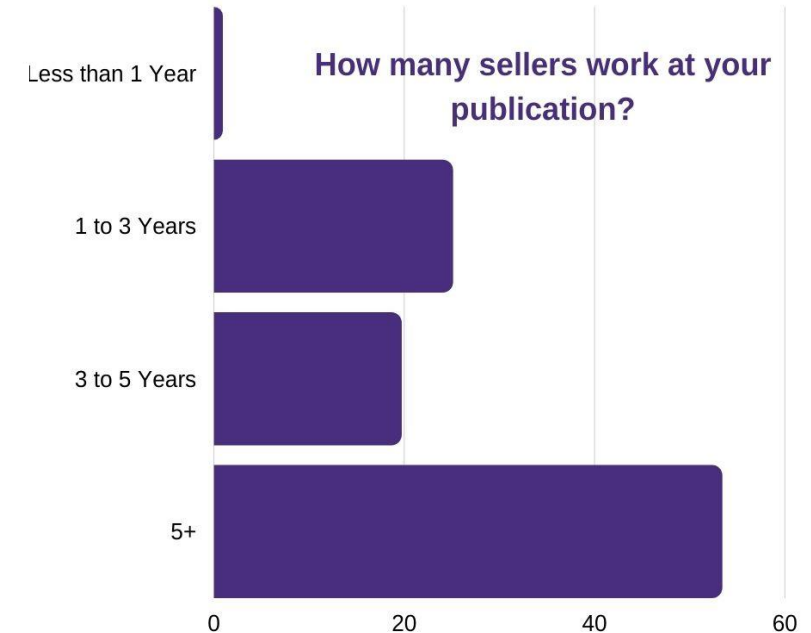
Planning on hiring new sellers this year?

- 54.3% - Yes
- 30.9% - Within 90 Days
- 14.8% - Within 180 Days

96.4% surveyed have 1 to 5 Sales Directors



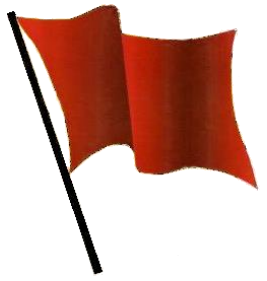
94.2% sell all products
5.8% have separate digital staffs



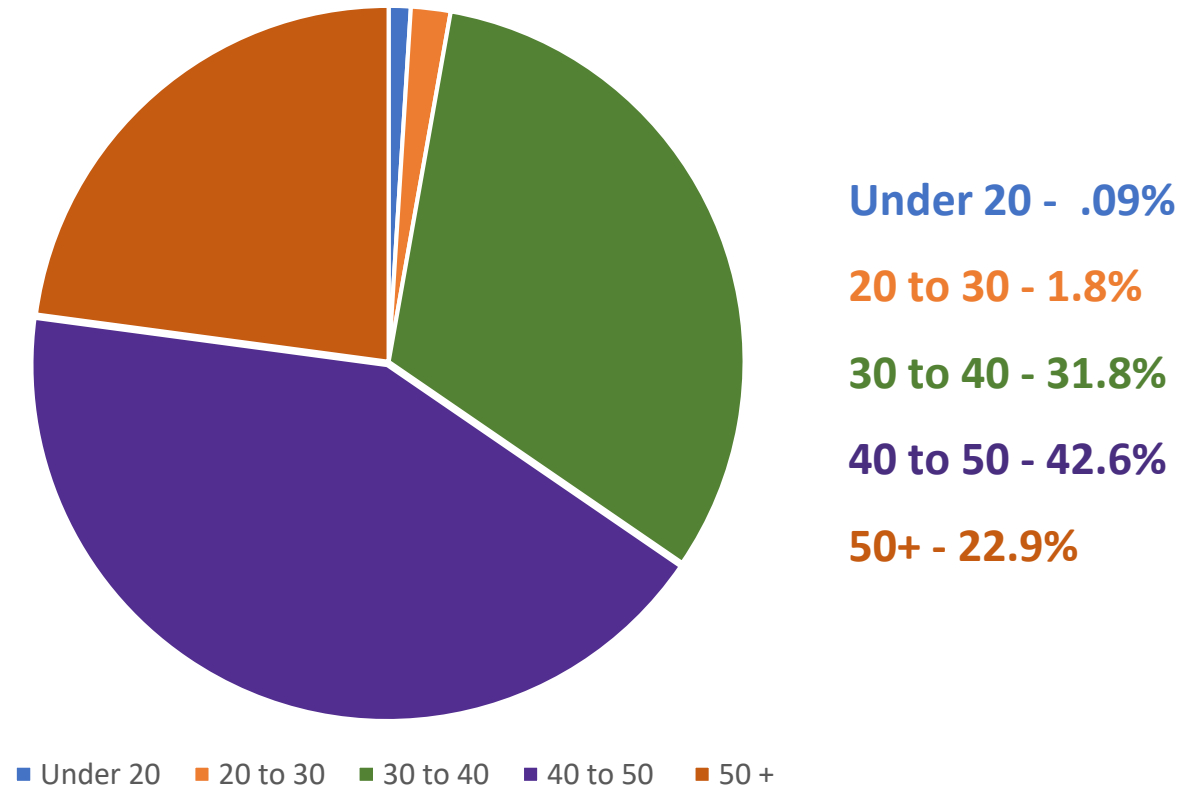
How many respondents utilize part-time sellers?

21.1!

The Average Age of Sellers

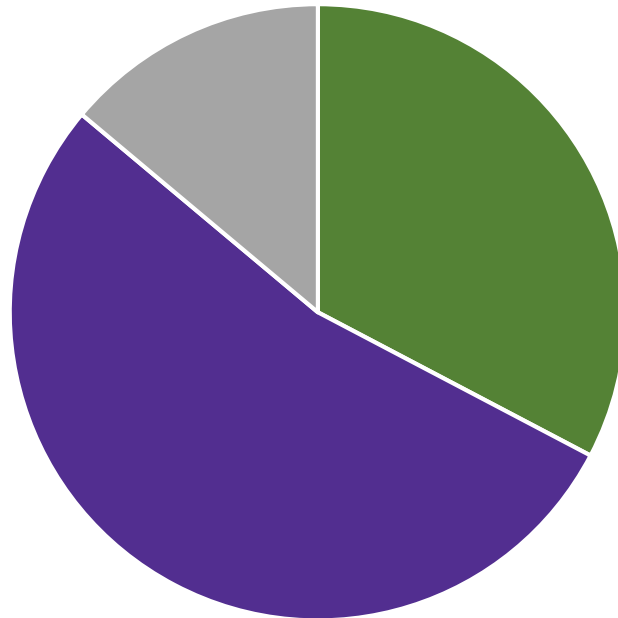


Average Age



Entry level sellers Comp

Different compensation plan for new hires
vs. established sellers



■ Yes ■ No ■ Maybe

Yes – 32.7%

No – 53.4%

Maybe – 13.9%

Are new hires paid a guarantee for an initial onboarding time?

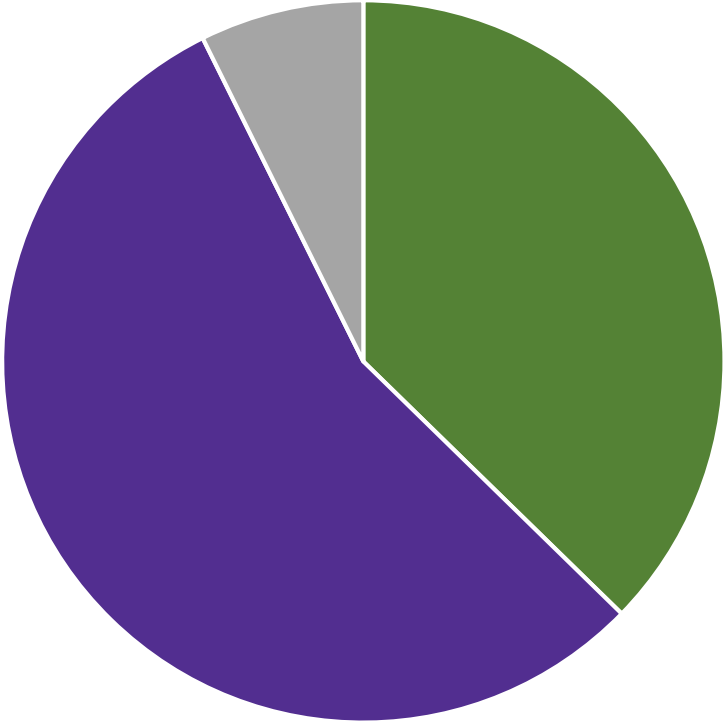


Job seekers or passive prospects need a longer commitment than 90 days to ramp-up, be productive.

Accomplishments/non-revenue activity/goals considered part of the new hire comp plan?



Compensation Plan

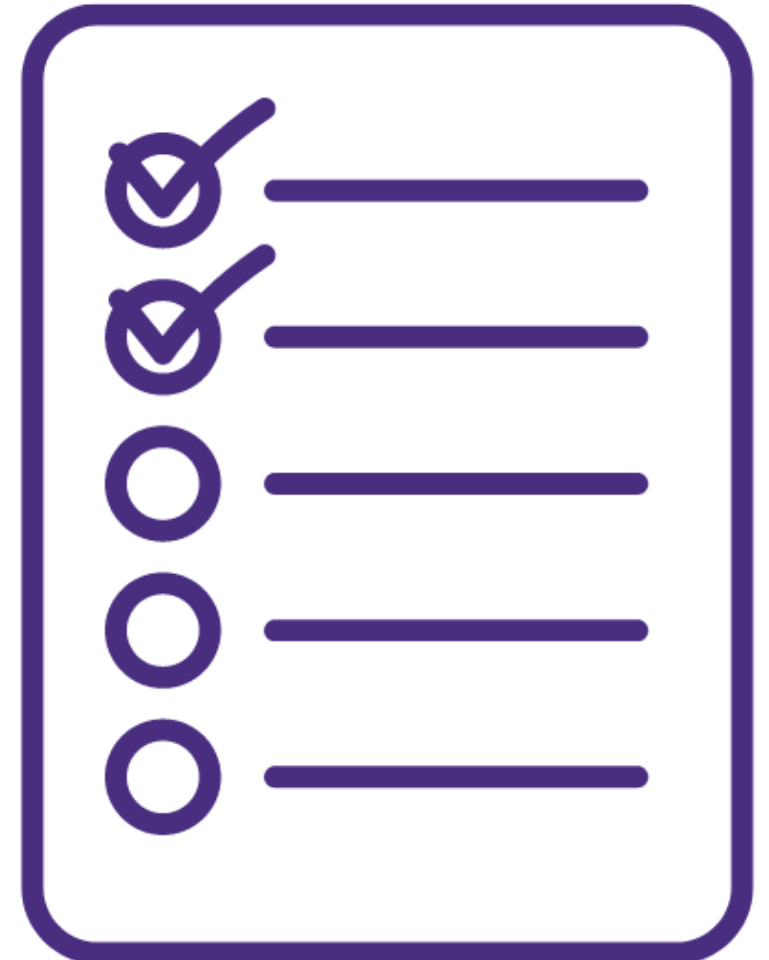


■ Yes ■ No ■ Don't Know

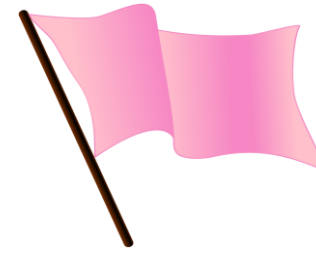
For new hires, consider an MBO plan!

- Complete training on all tools
- # of 'ride alongs' with seasoned reps
- Research prospects
- Conduct a predetermined # of calls
- Practice presentation to team
- Face to face appointments (when able)
- Mastering the software
- Updating of all assigned accounts into CRM
- Create a presentation
- Read a business book and report on it to team
- Create a target list of new business prospects
- Follow-up activity for clients

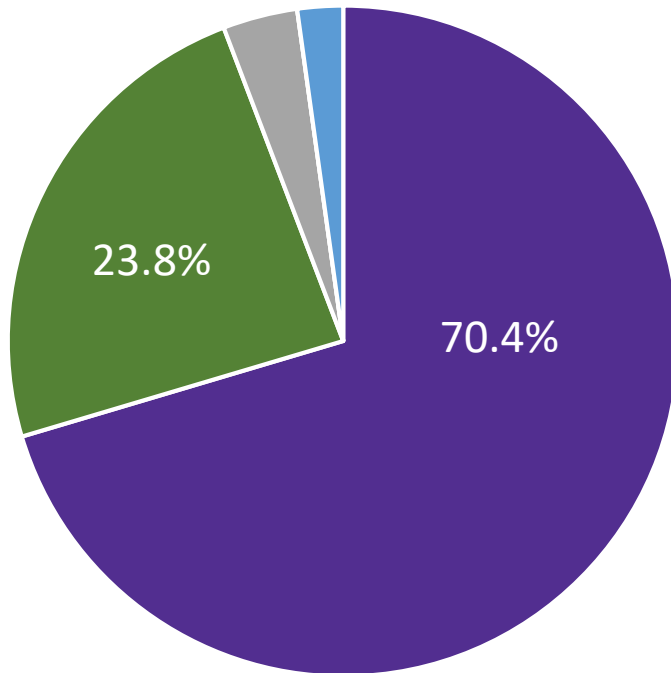
MEASURABLE GOALS



Annual income of entry level reps:



Entry-level Earnings



- \$20,000 to \$39,000
- \$40,000 to \$59,000
- \$60,000 to \$79,000
- \$80,000+
- Don't Know

70.4%

of entry-level reps earn
\$20,000 to \$39,000





70.4%

PAY ON BILLING VS.
COLLECTIONS



70.4%

BASE PLUS
COMMISSION

20.2%

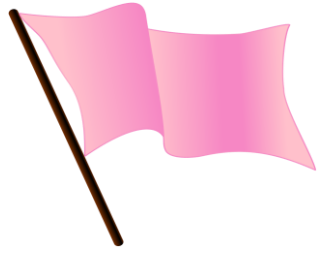
ON COMMISSION ONLY

28.7%

OF RESPONDENTS LOOK
AT NON-REVENUE
GOALS FOR ESTABLISHED
SELLERS

Let's look at established sellers:

Current annual income of your average seller comparison



Income Level	Publishing/ Newspaper	Radio	Television
\$40,000 to \$59,000	74%	35%	18.2%
\$60,000 to \$79,000	18%	37%	37.9%
\$80,000 to \$110,000	4.5%	13%	19.7%
\$110,000 to \$149,000	0	8.2%	9.1%
\$150,000 to \$200,000	0	1.1%	6.1%
\$200,000 +	0	.03%	1.5%

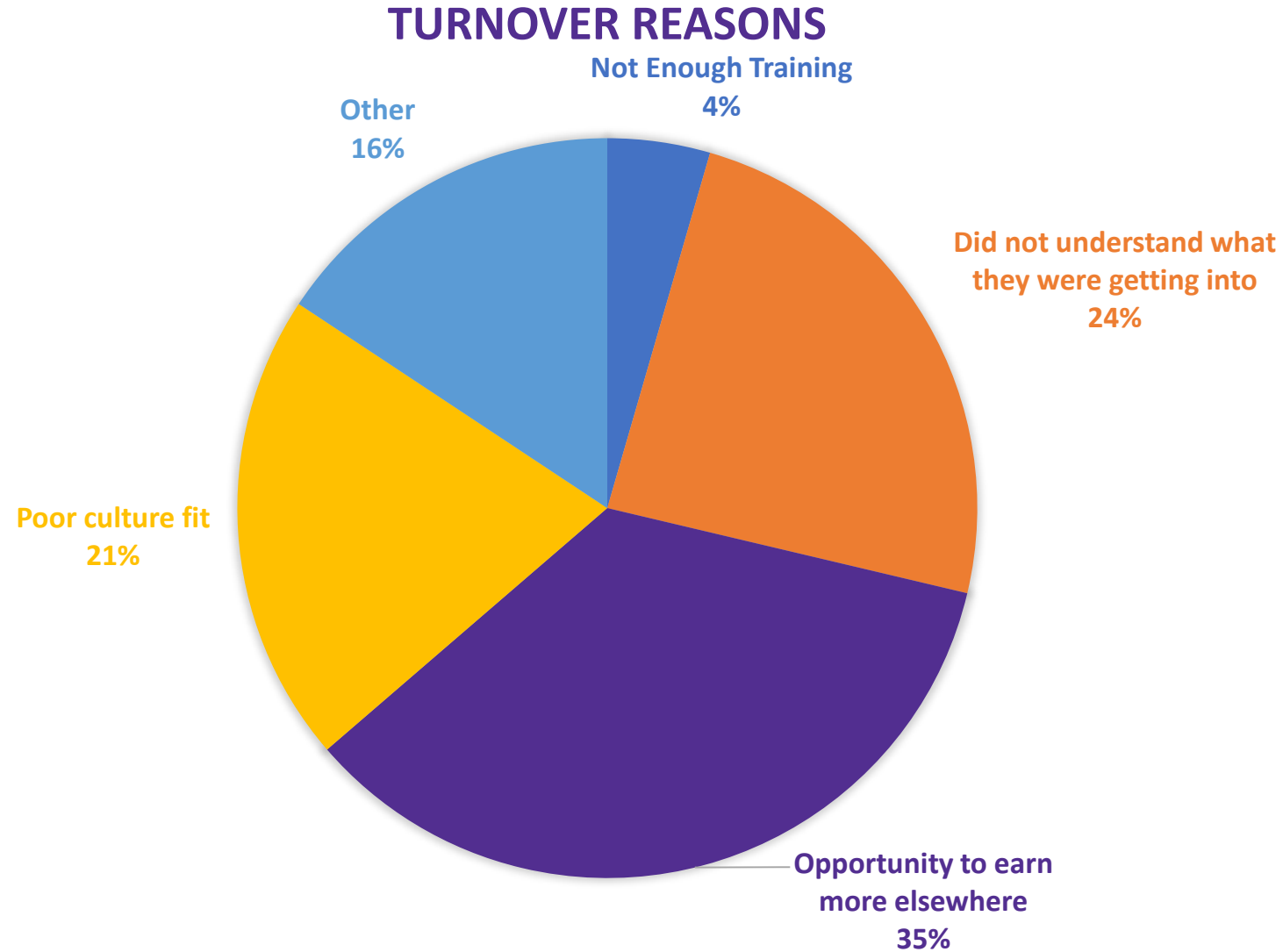
Current annual income of your TOP seller comparison

Income Level	Publishing/ Newspaper	Radio	Television
\$40,000 to \$59,000	39%	12.4%	7.6%
\$60,000 to \$79,000	29.6%	18%	9.1%
\$80,000 to \$110,000	19.7%	28.7%	13.6%
\$110,000 to \$149,000	5.8%	16.6%	25.2%
\$150,000 to \$200,000	2.2%	12.1%	19.7%
\$200,000 +	1.8%	7.9%	19.7%

Sellers motivation for working in newspaper?



If you have turnover, it is usually due to:

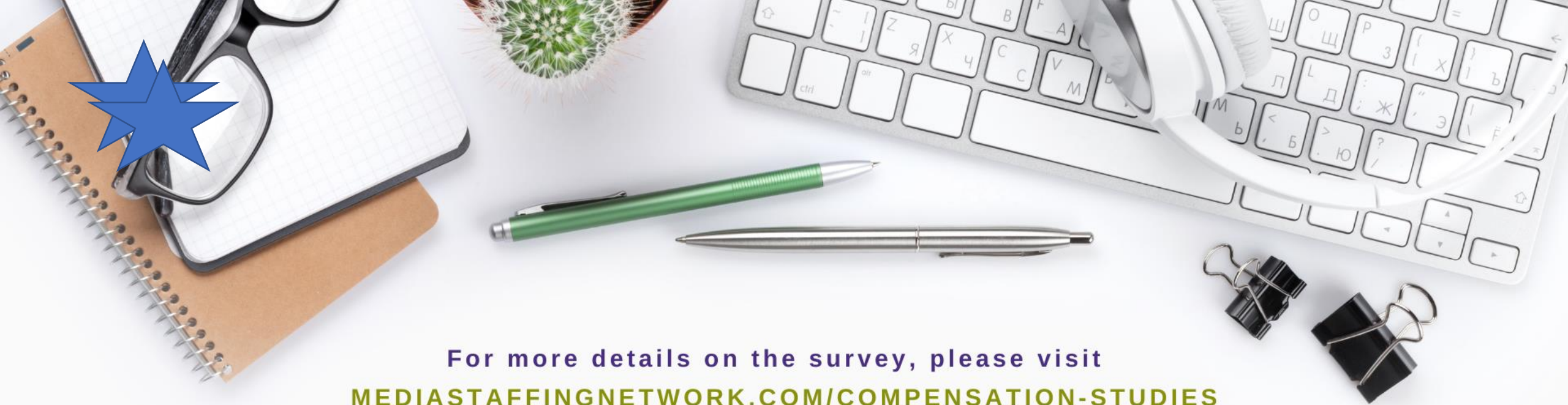


Action steps to grow your teams:

- Updated and current website, career page and social media where you share reasons why you are a strong employer choice
- More detailed job profiles
- Update policies and practices to reflect the 'new workforce' (remote or in office)
- Share stories where you help clients & community
- Forget about hiring only from media, expand your options
- Consider 'part time' or 'flex' workers
- Share how you have grown careers
- Create a strong message on how you help your clients –
 - Share on social media
 - Share on career page
 - Use stories to illustrate your power in interviews
- Create a pipeline of prospects and start building relationships
- Sell the 'digital' side of business

In recap, here are some things to consider when building budgets for 2021

- Know what competition in your market pays, plus other sales organizations
- Consider extended 'security periods' when hiring new sellers
- Create a compensation plan to attract new hires
- Implement 'non-revenue' incentives, especially for new hires
- Review website and update Career Page
- Review perks, practices and gather feedback on suggested changes



For more details on the survey, please visit
[MEDIASTAFFINGNETWORK.COM/COMPENSATION-STUDIES](https://mediastaffingnetwork.com/compensation-studies)



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RETHINK, RE-TOOL, RESPOND, REBOUND