

from the snpa president

Don't Cut Yourself Off From Your Peers!



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By Donna Barrett

In this tough economic climate, it makes a lot of sense for newspaper managers to watch costs. But when executives cut themselves off from peers and colleagues in the industry – and try to manage through this economy on their own – the costs outweigh the savings.

Yes, business is dreadful. Like all businesses reliant on advertising, newspapers are suffering in this terrible economy. But the newspaper industry is far from dead and we don't have to let these challenges defeat us. It's time to be strong. It's time to act decisively. Our readers and advertisers are counting on us.

To cut costs, some newspapers are dropping their memberships in state, regional or national organizations. We have reduced travel and training budgets. We are not going to industry meetings to address industry issues. These strategies may provide very modest short-term financial relief, but they have long-term consequences – for our businesses, for our careers, and for the organizations that work on

behalf of newspapers.

This is not the time to hunker down in our offices. We need to work together. We need to brainstorm. We need new ideas. I cannot recall a time in this business when it was more critical to meet with peers, exchange ideas, develop strategies and partnerships, and seize the many opportunities that exist in our marketplaces.

Acting on our own, there is only so much each of us can do. Together, we can accomplish so much more!

Take a look at the programs that SNPA offers – including the extraordinary Key Executives Conference program outlined in this eBulletin – and commit to being a part of the solution to the challenges that we face as an industry. The ROI of participating in the Key Executives Conference is far greater than the cost of attending.

SNPA is an organization of talented, committed publishers and executives who care deeply about the future of this industry. SNPA is an extraordinary and affordable forum for professional development and sharing ideas. Its mission is to help newspapers deal with tremendous market challenges and emerge from the current turmoil stronger and better.

I encourage you to re-examine the strategy of waiting for others to solve the problems that newspapers face. Commit to being a part of the solution, and think of it as R&D.

We have much to gain, and everything to lose.

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Letters to the Editor

"A big AMEN! to those pushing a 'fight back' philosophy for newspapers. I firmly believe the industry should aggressively market itself and do it by producing a better product ... and stop running scared. That only tells advertisers and readers that we expect to fail. After a while they believe it and act accordingly."

*Bill Collins
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