

THE DAILY NEWSPAPER

The daily newspaper is a private enterprise business which stands or falls on how well it serves its area and on the efficiency of its operation.

It is not a public utility. Unlike the electronic media it is not licensed by any governmental body and anyone with venture capital can engage in publishing a newspaper.

The operation of a daily newspaper is based on providing complete local, regional, national and international news of an objective and unbiased nature of interest to people of all kinds and ages.

Its operating income comes from thousands of subscribers and hundreds of advertisers. About 80 per cent of its income is from advertising and about 20 per cent from subscriptions. The spread is broad; no one advertiser accounts for as much as five per cent of the advertising income.

Newspaper operation is in three phases. The creative part starts with news and advertising. News is gathered and written by local reporters, regional correspondents and wire services of international scope. Also, opinions on public affairs are expressed by informed editorial writers.

Advertising is sold and written by local staff members and is serviced by national representatives who work with advertising agencies and manufacturers in the principal cities. In addition voluntary want-ad users make up the greatest number of advertisers though not the greatest dollar investment in advertising.

The second phase of newspaper operation is mechanical production. Each day the raw material of typed news stories and blue-printed advertisements are converted into metal -- lines of type and plates for printing pictures. This is proof read, corrected and put together in page form. Matrixes are made of completed pages from which metal plates are cast for assembling on presses for actual printing of the papers. All of this is a high speed custom manufacturing process.

The final phase is distribution. As the presses "roll" papers are bundled and delivered to carriers by car, bus and train for individual delivery to individual homes of subscribers. Carriers buy papers wholesale and retail them to subscribers.

Ninety three per cent of the Herald and News subscribers receive home delivery of their papers by carriers. In a work day starting at 5:00 a.m. subscribers as far away as Dunsmuir, California receive the finished product on their doorsteps before dinner time.

It takes a team of 77 full time employees and 150 part time workers to do this job. The annual payroll is approximately \$425,000.00. Herald and News employees spend locally more for goods and services than the paper takes in from all local advertisers. The difference is "outside" money from national advertisers.

It is estimated that the Herald and News and its personnel annually pay \$30,321.00 in county property taxes alone.

Producing the Herald and News takes a very wide variety of skills. Most of the jobs are filled by men and women who have grown up here, been graduated from local schools and had their training on the job in the Herald and News plant.

To progress in today's conditions of heavy competition, high wages, and high taxes it is necessary to enable workers to be more productive through providing them with better tools. The Herald and News is in its second year of a modernization program. Over \$300,000.00 is being invested in plant and equipment for press and stereotyping and in plant remodeling for greater room and efficiency for the rest of the operation.

The management of the Herald and News, a locally owned and operated newspaper, believes in the future of the Klamath country and so has made this long term investment in that future.