

HOW A NEWSPAPER WORKS



Advertising

The sales of advertising space in daily papers and other Herald-Dispatch products is overseen by the advertising department, which is divided into national, classified, retail and creative services.



Sales rep meets with client



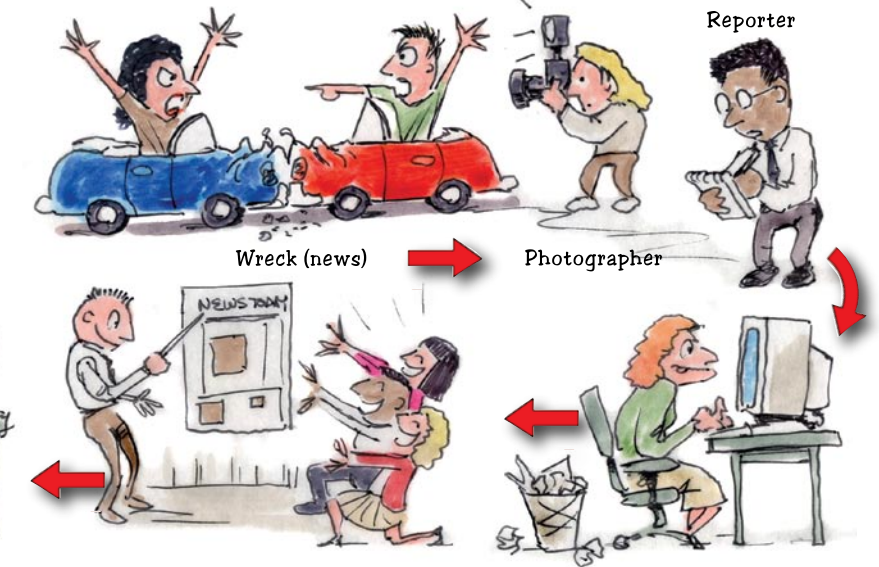
Sales meeting and ad creation

News

The news department, headed by the executive editor, is comprised of editors, reporters, photographers, copy editors and graphic artists who provide local, national and international news, sports and features.



Composing pages on computer



Wreck (news)

Photographer

Reporter

News planning meeting

Editing stories

Systems

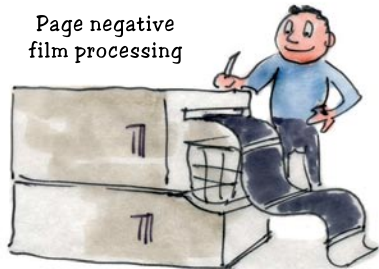
The many responsibilities of the systems department include overseeing the newspaper's computer network, maintaining security for all departments databases, purchasing and installing software and hardware, providing computer training and monitoring new technology for all newspaper departments.



Maintaining hardware and installing software

Print production

Newspaper production from pre-press to distribution is controlled by the production department. Employees in the department produce two editions of the daily paper and all special sections and products published by the newspaper.



Page negative film processing

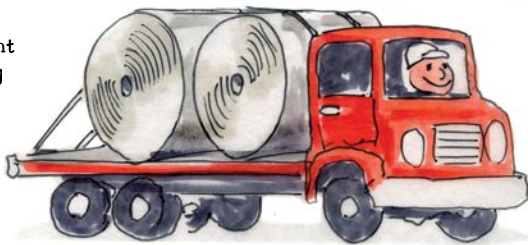
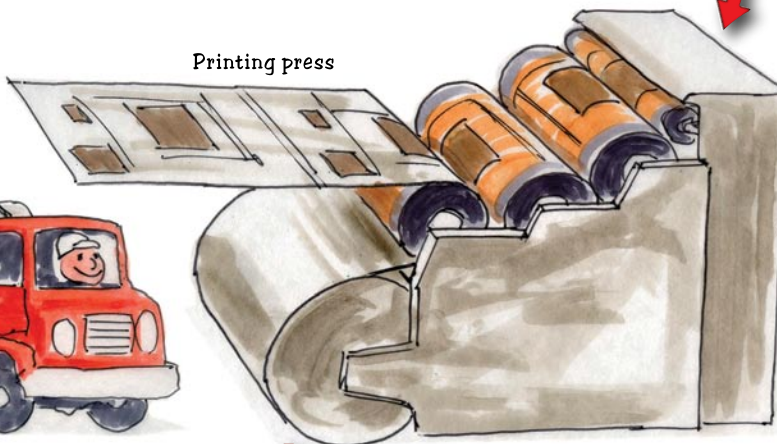


Page negative



Printing plate

Printing press



Newsprint delivery

Accounting

The accounting department oversees all financial functions, including budgeting, capital expenditures, sales forecasts, expense billing, accounts receivable and payable and payroll.



Budgeting, Payroll and Billing

Online Production

The entire news staff works on the online production of the newspaper. Reporters and editors regularly post news stories throughout the day. Copy editors ensure the Web site contains the stories from each day's newspaper. Breaking news is posted online as quickly as reporters and editors can get the information onto the site.



Marketing

The marketing development department helps the newspaper meet its overall goals by monitoring the newspaper's market, providing business and consumer information to circulation, advertising and news, and developing promotional campaigns for the newspaper.

Market development and promotions



Human Resources

The human resources department coordinates employment and recruiting for the newspaper, and assists with benefits, training and development and other special programs.



Health and retirement benefits

Circulation

The circulation department ensures that home delivery and single copy sales newspapers are distributed, coordinates the efforts of the Education Outreach Program for Newspapers in Schools and provides customer service for Herald-Dispatch readers and the general public.



Home delivery

Happy customer

TOMARSA