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<th>AMIC-CAF-NPI Workshop on Management of Small Newspapers, Kathmandu, Sep 13-18, 1987 : [notes and exercises]</th>
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Notes And Exercises

By

Achal Mehra
WORKSHOP ON SMALL NEWSPAPER MANAGEMENT

Notes and Exercises

by Achal Mehra

November 1987
EXERCISE ON NEWSPAPER MANAGEMENT

1. Prepare an advertisement touting your newspaper. The ad should describe four important features of your newspaper's content. The ad should answer the question

WHY SHOULD PEOPLE BUY MY NEWSPAPER?

2. Prepare an advertisement focusing on your reader profile. The ad should answer the question:

WHY SHOULD AN ADVERTISER ADVERTISE IN MY PAPER?

3. Draw up a list of possible classified ad headings.

4. Draw up a list of possible non-government display advertisers.

5. Draw up a list of possible special supplements for your newspaper.

6. Draw up a calendar of activities for the year on which your newspaper can write articles.

7. Establish your target for one year from now for:
   • Circulation
   • Advertising
   • Profits
Exercise on Demographics

- Identify % of your readers by
  - Age Group
  - Sex
  - Income level
  - Occupation

Identify the economic activity of your region

Develop appropriate intervals, e.g.

Income

- Less than Rs. 1000
- 1000 - 2000
- 2000 - 3000
- 4000+

Occupation

- Government servants
- Private sector employees
- Own business
- Farmers
- Students
Marketing a Newspaper

Identify consumer needs and develop a product to meet that need or create the need.

MARKETING QUESTION

WHY SHOULD PEOPLE BUY MY NEWSPAPER

Illustrated Weekly example

Promote newspaper
Improve product quality
Create distribution network
Examine distribution time
Examine reader needs and interests
The Story of Kamana's Success

1. **Active newsgathering**
   - Questionnaire to film directors
   - Telephone interview with actress involved in controversy at a cost of Rs. 1800

2. **Management**
   Innovation and risk with:
   - Size
   - Price
   - Color
   - Circulation

3. **Advertising**
   Scouting for ads from other publications and follow ups

4. **Marketing**
   - Music nite
   - Brochure
   - Film awards
   - Testimonials

5. **Reader Involvement**
   - Question/answer from readers
   - Talent search
   - Crosswords
   - Games
   - Penpals
   - Explanation of changes in magazine

6. **Human Interest**
   - Focus on people
   - Photographs
   - Interviews
7. Meeting Reader Needs

- Song lyrics
- General knowledge
- Fashion
- Woman's needs

8. Ideas

- Subscription to 10 magazines
- USIS/British Council libraries for ideas/historical features.

9. Costs

- Outside printing to minimise capital investment
- Low overheads using small establishment
- Work on own time

10. Market Research

- Survey
- Continuous improvement of product.