

Publishing Magazine : Starting Point

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Let's start by Evaluating

- ❑ Circulation and penetration : the paper with the largest circulation won. Penetration is the percentage of people or households that get the paper.
- ❑ Quality indicators : News hole (percentage of news items : the bigger the news hole, the better. Content : Is local coverage? Is it accurate?
- ❑ Staff : What kind of professionals report and edit of the paper? Beginner?
- ❑ Management : Does leadership rotate in and out, with individuals focusing on making a name in order to move up in the corporate structure?

Strategic Newspaper Management (Conrad C. Fink, 1996)

1. Understanding the industry and market
2. Understanding your competitors
3. Media Leadership (Corporate Staff Jobs)

4. The Planning (The goal and tool)
5. The Human Element (Learn and Work Team)
6. The Contents (News and Entertainment)
7. The Circulation (Research etc.)

8. The Advertising and Promotion
9. The Production and Technology
10. The Law and Ethics (Credibility is Priority)

Perencanaan Media Cetak ; 3 Aspek (Kustadi Suhandang, 2007)

Perencanaan media cetak selalu terkait dengan tiga aspek :

1. Perencanaan bidang material (bahan baku)
2. Perencanaan bidang finansial (dana)
3. Perencanaan bidang operasional (SDM)

Aspek Tata Kelola Media Cetak

(Rory Wilson-Francis Midlongwa , 2005)

- Leadership Skill (If you can manage newspaper you can manage anything) Characteristics of good leader, values)
- Managing The Team (Recruitment and selection, training and reward, etc)
- Managing Circulation (Reader as costumer, Design as a sales aid)

What dan How to Manage

(Rory Wilson-Francis MD Longwa,
2005)

- Managing Advertising (Copy writing, volumes and discounts, national-local levels)
- Managing The Budget (Creating a realistic budget, ensuring its success by analysis)
- Managing Editorial (Integrity, fairness...)
- Managing Chance (New owner, new editors, press freedom, etc.)