

PROPERTY *Profile*

Naples Daily News Celebrates 75 Years

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PERSONNEL

Employees: 323 full-time equivalents

Executive staff: Corbin Wyant, president and publisher; Phil Lewis, editor; William Blanton, managing editor; Jeffrey F. Lytle, editorial page editor; J. Patrick Berling, sales and marketing director; Paul Stephan, finance director; Ken Tanner, circulation director

AT A GLANCE

Circulation: The Naples Daily News is a daily morning newspaper with circulation of 59,302 Monday

through Saturday and 75,168 on Sundays during the winter months.

Mission: "To stay ahead of technology and exceed the expectations of our readers and advertisers in order to be the leading information source in our market."

Popular topics: With the area's rapid population growth and the sensitive ecosystems of the Gulf of Mexico and the Everglades, the Daily News focuses much of its coverage on land development and the environment. Other important topics include tourism, agriculture, education and recreation.

Editorial position: Conservative
Daily editions: Collier County edition, Bonita Daily News and semi-weekly Bonita Springs Banner, Marco Daily News

Special sections: The advertising department's 1999 calendar offers 87 supplemental sections.



Photo by Eric Strachan, Naples Daily News



Photo by Lisa Krantz, Naples Daily News

The Naples Daily News management staff has led the newspaper to national prominence.

Page count: Averages 64 pages Monday to Saturday, 182 Sunday

Cost: 35 cents daily and \$1.50 on Sundays

Competition: Fort Myers News Press, Golden Gate Gazette, Marco Island Eagle, 23 radio stations and four television stations.

THE MARKET

Geographic area: Collier County, including Naples, Bonita Springs, Marco Island, Golden Gate and southern Lee County.

Population: 172,000 year around and 85,000 seasonal residents (known as Snowbirds, who spend three to nine months a year in Naples)

Demographics: Most Daily News readers are college graduates and most have annual household income of \$50,000 or more.

Retirees and people employed in executive, professional and technical positions are the newspaper's primary readers.

Major employers: Real estate companies, Collier County School

System, the regional hospital and Publix supermarkets

Attractions: Semi-tropical weather, "sugar sand" beaches, several large resorts and numerous golf courses

DISTINCTIONS

■ In 1990 the Daily News was one of 10 newspapers under 50,000 circulation cited for excellence by the American Society of Newspaper Editors.

■ In 1995 the Daily News won the national Charles E. Scripps Award for support of literacy.

■ The newspaper's photographers and designers are frequently honored by the National Press Photographers Association. In 1996, the paper received NPPA's award for best use of pictures in its circulation category.

■ In recent Florida Press Club competition, the Daily News and its Bonita Banner edition won more awards than any newspaper in the state. Earlier this year, the advertising department won best of show

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recognition in competition sponsored by the Newspaper Association of America. After a year-long study, the NAA recently identified the News as one of 20 U.S. newspapers with the best operating practices.

■ The Daily News is believed to be the only newspaper in America with its own jazz and marching bands. The Traditional Jazz Band plays music from the 1920's, the decade the newspaper was founded, and recently released a CD and cassette titled "75 Years and All That Jazz." The marching band appears in seven parades a year. Membership is open to Daily News employees and readers.

COMMUNITY SERVICE

The newspaper sponsors more than 220 annual events, including hol-

iday high school tournaments and junior golf tournaments. The Daily News supports dozens of civic organizations; the local literacy council is even provided space for tutoring at the newspaper.

LEADING ROLES

■ **Tim Hayer** began working for the newspaper in 1954 when there were only about a dozen staff members. As editor, he helped convert the newspaper to daily publication in 1963.

■ **Tim O' Conner** retired in 1985 as publisher. He saw the newspaper's paid circulation increase more than 10 times during his 19-year tenure.

■ **Alan Horton**, Scripps' senior vice president for newspapers, was editor in Naples from 1987-92. He helped the Daily News make the



The Naples Daily News Marching Band makes promotional appearances in seven parades a year.

transition from independent ownership and in the process raised editorial standards to nationally acclaimed heights.

■ **Colleen Conant**, managing editor of The Commercial Appeal in Memphis, became editor of the Daily News in 1992. She became editor of Scripps' Daily Camera in Boulder in 1997 and was succeeded in Naples by **Phil Lewis**.

■ **Corbin Wyant** joined the staff as vice president and general manager in 1977, a position he held until 1985 when he became publisher. The following year, he also assumed the presidency. He continues in those capacities today. Wyant has attained what few newspaper executives ever hope to achieve — a staff of department directors that's stayed together for more than 15 years. He's led the newspaper to prominence in the publishing industry and in the Naples community, and founded the newspaper's jazz and marching bands. He's served on numerous civic boards and helped found the Naples Philharmonic Center. Wyant

currently hosts a show called "Byline" on Naples Public Radio.

MILESTONES

July 25, 1923 — The first edition of the weekly Collier County News, a forerunner to the Daily News, begins publication.

1948 — Newspaper offices move from Everglade City to Naples, the new county seat 40 miles away.

1963 — The weekly paper begins publishing five days a week and is renamed the Naples Daily News.

1967 — Sunday edition is added.
1969 — Newspaper moves from a small building in Old Naples section to a 20,000 square-foot building with railroad access in downtown Naples.

1980 — A \$6 million expansion and modernization project doubles the facility's size.

1986 — Audit Bureau of Circulation identifies the Daily News as having the greatest circulation penetration of any metropolitan evening and Sunday newspaper in America.



Daily News Publisher Corbin Wyant was grand marshal for Naples' 49th annual Swamp Buggy Parade in October. The newspaper was given a prominent role in the parade to mark its 75th anniversary year. Wyant rode in the Daily News' anniversary year (1923) Model T delivery truck, driven by promotions manager Michael Miller. The newspaper's 40-piece marching band followed, along with its bicycle-built-for-four.

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Nov. 1986 – Daily News is purchased by The E.W. Scripps Company.

1987 – Publication frequency increases from weekday evenings and one weekend edition to seven days a week.

1988 – Newspaper converts from evening to morning publication schedule.

1990 – Daily News building expands to 80,000 square feet.

1992 – Daily News named one of the 10 best small daily newspapers in the nation.

1998 – The Daily News is named one of the nation's 20 "Best Practices" newspapers by the American Society of Newspaper Editors.

