

CHALLENGES AND SOLUTIONS OF SMALL NEWSPAPER

SMALL NEWSPAPER – A small newspaper is a written publication containing news and ads, usually printed on low costs newsprint often published on a daily and weekly basis. Small newspapers focus only on one particular area where most of the readers live.

The major challenges of small newspaper are the following:-

1. **Financial Problem:** - Since small news. Paper relieve on private adv. The lack of adv. It makes it hard for a small newspaper to run for a very long time adv.
2. **Lack of Advertisement:** - The boom in electronic media has affected no. of advertisement space in the newspaper.
3. **Administration:** - With limited revenue, small newspapers cannot maintain a large staff. So they depend on a few people to do all of the work.
4. **Printing Cost:** - Small newspapers with their restricted finances, cannot afford to print on high-quality newsprint so they use low-cost printing which is of much lower quality giving the newspaper a very cheap look.
5. **Network:** - Small newspaper has a very limited network because the employee very few reporters.
6. **Facilities:** - If a small newspaper cannot afford to provide a lot of higher facilities for its employees.
7. **Delivery:** - Small newspaper is forced to depend on delivery boys to distribute the newspaper.
8. **Circulation:** - The circulation figure of a small newspaper is very less. Since a small newspaper is subscribed by people of only one locality.

9. **Competition:** - Due to technological advancements in the field of print media there is a very hectic competition among the big newspaper which are engaged in price wars.

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