

## **Structure of a newspaper organization**

Newspaper organization has different types of department for different types of task.

Mainly newspaper organizations have four major departments. They are

- *Editorial department*
- *Circulation department*
- *Advertising department*
- *Printing press*

### ***Editorial Department:***

*Editorial department is the backbone of any newspaper organization. This department is responsible for any newspaper establishment.*

- ❖ *The main responsibility of the editorial department is gathering the news.*
- ❖ *They select news, features and lead articles for published in newspaper.*
- ❖ *Editing of news and features that have selected for publication.*
- ❖ *The newspaper editor alone can't handle the whole department therefore under the supervision of editor there are so many subdivision. They are –*
  - ***Editor.*** *Editor is an important part of this department because he reviews, rewrite, and edit the work of writers. An active and smart editor serves as an important spark that brings new energy to the news from its perspective.*
  - ***Managing editor.*** *Managing editors are mainly responsible for the daily operation of the news department.*
  - ***Assistant editor.*** *Assistant editor are those who have responsibilities for particular part or subject like local news, international news, feature*

*stories, or sports.*

- ***Resident editor***
- ***News editors***
- ***Sub- editors***
- ***Stringers, etc.***

❖ *Other functionaries of this department are like*

- *Photo editor*
- *Design editor*
- *Photographer*
- *Cartoonists*
- *Feature writers, etc.*

### ***Advertising department:***

- ❖ *The advertising department mainly for generate revenue through advertising for a newspaper.*
- ❖ *They collect advertisement through the advertiser and that are published in every newspaper edition.*
- ❖ *Advertising department are also divided into several section they are like one to look After local advertising, one for classified ads, one for general advertising, one for national advertising , one for legal advertising and yet another one for preparing copy and so one.*

### ***Circulation department:***

*Circulation department play an important role of a newspaper organization.*

- ❖ *This department takes care of everything after the circulation or distribution of the copies of newspaper.*
- ❖ *Through this department a newspaper organization also generates revenue.*
- ❖ *Without the circulation department there would be no advertising therefore the more circulation the more advertising will happen.*
- ❖ *Under the supervision of circular manager there are mainly three subdivisions. They are –*
  - *City circulation*
  - *Area circulation*
  - *Sale promotion*

### ***Printing press:***

*This is another important department of a newspaper organization.*

- ❖ *This department is responsible for the printing of a newspaper.*
- ❖ *They take care of installation and the maintenance of machines.*
- ❖ *This department is compiling the data into the newspaper format and then putting it on paper.*
- ❖ *Printing plate preparation, printing, cutting, folding etc are some work examples of this department.*

### ***Some specific departments of Non-newspaper are***

#### ***Administrative department***

- ❖ *Mainly the administrative department is responsible for the general administration of the entire establishment.*
- ❖ *The administrative department is in charge of certain very important duties such*

*as planning, organizing, work allotment of staff, training, promotion, maintaining leave record, liaison with government departments etc.*

- ❖ *This department is also managing other department in the absence of main department.*

### ***Accounting department***

- ❖ *The responsibilities of this department are like billing, maintaining balance sheet, payment, budgeting, financial collections receipts expenses, providing finance to all departments and collecting revenue expenses and profits etc.*

### ***Personal or HR department***

- ❖ *This department mainly takes care of recruitment, training, promotions, transfer, retirements etc.*

### ***Legal department***

- ❖ *This department take cares of all kind of legal problems like defamation, libel etc.*

### ***PR department***

- ❖ *This department is responsible for to build the image of the organization.*
- ❖ *PR department is tries to create and sustain a positive image for the newspapers.*