

From the publisher: Camera remains strong, committed

Daily Camera staff
Boulder Daily Camera

Posted:12/18/2008 12:00:00 AM MST

It seems we just can't get away from all the bad news about the economy these days.

The newspaper industry has been in the news a lot lately, too. The Tribune Company recently filed for bankruptcy protection. Papers serving Detroit plan to stop home delivery several days a week. The Rocky Mountain News is for sale and may close early next year if a buyer cannot be found.

As a result of these headlines, not a week goes by without at least one local businessperson asking me, "So will the Camera be forced to close its doors due to the economic firestorm hitting the newspaper industry?"

"We are holding our own, thanks," I respond, noting that in many ways we're also wonderfully positioned for when the economic crisis eases.

The Camera, just like nearly every business, is indeed being impacted by what many are calling the worst recession in the United States since the Great Depression. You cannot read our business page without reading about layoffs, store closings or revenue declines in the retail, auto or real estate industries. Certainly any of us who invests in the stock market knows all too well the pounding the U.S. and world markets have taken this year.

On the media side, advertising is experiencing its worst recession in history. Newspapers also have faced skyrocketing newsprint prices and threats from competitors in print and online. Many consider the economic and systematic forces now hitting the newspaper industry to be a perfect storm.

Newspapers have traditionally been very profitable businesses, which is why so many are publicly owned. For decades, shareholders enjoyed huge stock price gains as newspaper revenues and profits soared.

That isn't the case today.

Classified advertising was one of the most profitable parts of the business. Revenues from it have declined the most since 2006, in large part because of the Internet. The recession, however, is having a much greater impact on newspapers, causing declines in nearly every category of advertising.

Just like all businesses, the Camera has had to make tough decisions during the past year to become more efficient. We will continue to do so as long as the economic crisis lasts -- that's simply what good businesses do in tough times.

But let me assure all of our readers and advertisers: The Camera is still doing very well. In fact, more people are reading the news and advertising that we produce than ever before.

How can that be?

We now measure our audience in total, print and online. Total audience is up 17 percent this year alone. While radio and TV audiences are way down and becoming more and more fragmented, the Camera is reaching more people than ever in its nearly 118-year history. And we are poised to convert that audience growth into advertising growth once the recession ends, which it will. In the meantime, one thing you can be sure of is that the Camera remains committed to our readers, advertisers and this community.

Most people don't realize just how much the Camera does to support businesses and institutions in Boulder and Broomfield counties. Many nonprofits could not survive or support their clients without help from the Camera. Every year, the Camera donates more than \$2.5 million of our resources to more than 170 local nonprofit organizations and programs, such as Community Food Share's Let's Bag Hunger drive, the Community Foundation, city and town events, the United Way, chambers of commerce in every city and town in the area, I Have a Dream Foundation, Impact on Education, Imagine!, the Boulder Economic Council, Rotary Club programs, Crayons to Calculators and the Humane Society. The list goes on.

I doubt there is another business in this community that works as hard or donates as much money, time and energy to support as many events and causes.

The bad news on the economy is not likely to abate anytime soon, nor is the bad news for newspapers. The Camera, however, will endure. In recessions the weak get weaker or fail, the strong hunker down and get stronger. The Camera will get stronger and will continue to grow, and, most importantly, you can count on it to be the primary source of local news and advertising in Boulder County.

-- *Al Manzi, Camera
president and publisher*

Archived comments

Where may we view a copy of your balance sheet for 2008?

metaphor

12/18/2008 5:55:39 AM

Very good, then. So, we can continue to count on the Camera's "journalists" to grub every usable morsel of reportage out of any other news publication (local or otherwise) before leaving the DC building for news gathering on the Pearl Street mall and even as far away as Longmont? Outstanding, Al!

RalphScrivener

[12/18/2008 6:31:55 AM](#)

<http://pressreleases.scripps.com/downloads/pressreleases/862/862.pdf>

Interesting info about Manzi and Prairie Mountain Pub, LLP

Now, about that balance sheet - you owe me \$5.00 which Prairie Mountain Publishing deducted from my credit card months after I canceled my subscription. I have called and left messages at 303-473-1259 countless times, that have never been returned. At your subscription line, where I do get a live person, they transfer me to the above number that never responds. If you can't refund my \$5.00 and essentially got it by questionable means, how can I believe your letter?

I want my \$5.00 refunded! Please?

metaphor

[12/18/2008 7:27:16 AM](#)

What a coincidence!! Now breaking news online.....Regulators adopt new credit card rules - online at the Daily Camera NOW!!

Thursday, Dec. 18, 2008

WASHINGTON (AP) - Federal regulators on Thursday adopted sweeping new rules for the credit card industry that will shield consumers from increases in interest rates on existing account balances among other changes.

Full story Â»

metaphor

[12/18/2008 7:31:35 AM](#)

Will the Daily Camera soon be outsourcing its local reporting to someone in India working for a pittance, like an online newspaper in Pasadena has done after firing seven of its staffers?

See <http://www.nytimes.com/2008/11/30/opinion/30dowd.html?em>

\$7.50/1000 words, apparently the going rate for Indian "staffers", is far less than minimum wage for any responsibly written, fact-checked, legally-vetted, and edited story.

doug@mathemaesthetics.com

[12/18/2008 8:05:48 AM](#)

The fake news story ad, with testimonial quotes from unnamed people, for "miracle food" on the (former) op-ed page of today's Camera just about says it all.

Putting a little tiny notice at the top saying "Paid Advertisement" may be legal, but it's unethical by any measure.

Yup, giving the people "light", one deceptive scam at a time.

doug@mathemaesthetics.com

[12/18/2008 8:25:00 AM](#)

Doug, that is a riot!

Somebody told me about that yesterday, and I thought he was conveying a hypothetical situation, during a conversation we were having related to outsourcing! He was wondering what the quality of the paper would be from India.

metaphor

[12/18/2008 9:41:24 AM](#)

Sounds like the end is near.

Doc_Brinkley

[12/18/2008 10:20:00 AM](#)

"Total audience is up 17 percent this year alone."

That's probably because you count clickthroughs, not unique visitors to the website. The millions of annual hits are actually all from about 50 people, like me, Doc, doug, Flav, QM, etc. Advertisers: you are spending a fortune to hit a tiny group of bored, but loyal posters. doug, doc; buy something from one of them will you? We don't want to be found out.

IXLR82

[12/18/2008 11:14:11 AM](#)

IXLR82:

| doug, doc; buy something from one of them will you?

Sorry, the results of unfettered, unregulated, and/or un-overseen capitalism (see SEC's admission yesterday) have reduced my

ability to consume. Or retire. Or get my kids through college.

doug@mathemaesthetics.com

12/18/2008 11:41:44 AM

Our online audience is measured on the number of unique visitors. Our visitor traffic is up over 20% year to date vs last year. We also measure many other components of web traffic, page views, number of pages visited, time on site, return visits to site for example. The audience growth is real. Al Manzi

amanzi

12/18/2008 11:44:31 AM

When the Camera has no news of gang fights right outside of Boulder high school but has front page stories of athletic prowess being passed on through genes it becomes the days of the local NEWSpaper I have read for over forty five year's days are numbered. As the late Molly Ivens often stated, you cannot continuously cut spending on news and editorial staff, and expect the public to read what the public has interest in and the associated advertising revenue. I give the Camera two years at the most, more likely one, to survive at all.

nuggethillrd@skyxpress.net

12/18/2008 12:02:07 PM

Oh good! Mr. Manzi is monitoring!

Does that mean you are an honest businessman and will see that my \$5 is refunded?

I am sure you can track me by my IP address and our correspondences and the ads I have posted in the Daily Camera in the past year.

Being wireless means my IP address is usually static, and posters can also be ID'd by mac addresses.

metaphor

12/18/2008 1:01:37 PM

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