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# The Next Generation of Publishing Leaders

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hey are young enough to have giant Homer Simpson cardboard cutouts in their cubicles, energetic enough to work long hours without Red Bull, and savvy enough to start not one but three newspapers in the midst of a historic downturn.

Theirs is a different journalism than their older counterparts. They find it hard to believe that before Google people actually had to make calls or go to the library for information, or that media kits were hardbound and sent by snail mail. Although they've practically grown up with the Internet and a cell phone at their fingertips, they're smart enough to know that if they don't understand a new piece of technology, they can always ask someone five years younger than them to figure it out. Change is something so familiar, they simply roll with it.

The following 25 publishing leaders are as diverse as their news organizations. Mike Nizza is breaking ground at the first iPad-only newspaper. Jennifer Bracken got into a position of power, quickly changed her 22,000-circulation Ohio daily into a source of breaking news and increased digital revenue by 58 percent.

Each one of these young leaders has what it takes to move their brands forward and guide their newspapers or media companies through journalism's confusing and uncharted territory. They know one thing for sure: Keep up or get out. They are the generation that is re-energizing what some want to believe is a dying industry. They know better. Let their efforts inspire you.

## Adam Stone, 32

Publisher, Examiner Media, Mt. Kisco, N.Y.; *The Examiner*, *The Yorktown Examiner* and *The Putnam Examiner*  
17,000 Circulation Weekly (combined)

At age 29, Adam Stone started Examiner Media's *The Examiner* with a group of newspaper journalists to dispel the notion that "print is dead." Stone delivered the first 2,000 copies to two local communities out of his car. In three years, it has grown to three newspapers, all free, with a combined circulation of 17,000 copies delivered weekly. Revenue continues to grow as well. Stone also expanded his online presence on Twitter and Facebook and built a website rich with content and breaking news. His motto: Small news is big news.

Stone also introduced online services for advertisers, including creating custom websites, and bundling print and Web ads as part of these packages. And he makes additional revenue billing for social media consulting. Stone's not about to stop. He's already researching nearby New York counties and surrounding Connecticut towns. Is another print newspaper in the works?

**Q: Beyond the tablet, what will be the next big technological breakthrough for receiving news?**

Affordable electronic devices that have the general physical feel and texture of printed newspapers or magazines.

**Q: What is the biggest challenge your newspaper is facing today?**

One challenge we are facing is how best to tap into the power of the Web without watering down our print products.



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