

# Daily News plans switch to morning publication

## Move driven by economics, accompanied by some layoffs

Staff report

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The *Moscow-Pullman Daily News* will switch from afternoon to morning delivery, according to an announcement today by the news organization.

Company officials said they plan to convert the afternoon-delivery *Daily News*, which has been published six days a week since 1911, to a morning publication cycle. The change is scheduled to take place May 4.

The move to a morning publication cycle is largely driven by economic conditions, as the newspaper struggles through the recession. While circulation and readership remain strong, regional advertising trends are similar to the trends experienced at newspapers across the country.

"Similar to most businesses, our community newspaper isn't immune from the historic economic downturn that surrounds us," said Nathan Alford, editor and publisher of the *Daily News* and the *Lewiston Tribune*.

"We need to prepare, just like most, for an extended downturn in the economy," Alford said.

"And how do we do it? By putting our readers first. If there are economic savings with morning delivery, let's do it," he said. "It's much more attractive than deep cuts in the depth and quality of the news report."

In addition to the shift in production cycle, the company also announced plans for layoffs earlier this week.

Fourteen positions, affecting 12 employees, will be eliminated within the next two months throughout Tribune Publishing Company, the parent company of the *Daily News* and the *Tribune*. The cuts represent a reduction of 6.9 percent across the company.

At the *Daily News*, five positions - four in the newsroom and one in advertising - were eliminated. A vacant position in advertising also will remain unfilled. The newsroom positions include one full-time writer and three part-time, non-writing positions.

At the TPC production facility, which prints both the *Daily News* and the *Tribune*, four positions will be eliminated. And at the *Tribune*, three positions will be eliminated and one position will remain vacant.

"Adjusting to a downturn of these proportions is tough," Alford said. "But, doing nothing would be worse."

"It's pure economics."

The *Daily News* will be ready for the eventual rebound in the economy, Alford said.

"We're reaching more readers today in print and online than at any point in our 98-year history. There's no doubt our commitment to quality journalism and preservation of a local press will continue for generations to come."

*Daily News* Managing Editor Steve McClure said the news staff will continue to aggressively cover the communities it serves in print and online.

"Our newsroom is smaller, but our commitment to readers hasn't changed," he said. "We will continue to focus on local news and issues that are important to our communities."