

A STUDY OF RECRUITING, TRAINING AND EMPLOYEE RETENTION  
IN ADVERTISING, BUSINESS AND EDITORIAL DEPARTMENTS OF  
SELECTED DAILY NEWSPAPERS IN THE STATE OF FLORIDA

By

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The researcher studied all the dailies in the state by way of a mail questionnaire. Based on the responses, the researcher chose eight newspapers with similar characteristics, separating them into three circulation categories.

Personal interviews were conducted with certain management representatives and questionnaire replies were solicited from certain employees.

The study showed that recruiting, training and employee retention were in need of investigation. Other significant results indicated that most newspapers have a form of on-the-job training and in some cases "in-shop" courses for employees; much of the newspapers' recruiting comes from cooperative arrangements with colleges and summer internship programs; and constant turnover is considered healthy.

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