

# Former Wyoming newspaper publisher Bryce Jacobson takes helm of NYPA

Bryce Jacobson, formerly a publisher in Colorado and Wyoming, joined NYPA May 20th as executive director.

Jacobson will replace Michelle Rea who is leaving during her 34th year at NYPA.

The transition committee chaired by NYPA board president Terry Tuthill, includes Cliff Luster, Jeanne Straus, Gavin Menu, Andrew Olsen, and David Tyler. The committee contracted with a professional recruiter and conducted an extensive nationwide search that took several months.

The transition committee articulated a clear vision of who the ideal candidate would be — someone who could understand NYPA's mission and execute the fiduciary responsibilities necessary to support the mission.

"We think Bryce's extensive experience with community newspapers will enable him to effectively engage with all of NYPA's constituents — member news organizations, advertising clients, legislators, and staff," Tuthill said.

After settling in with the staff, Jacobson is scheduled to tour the state, attending regional meetings with publishers.

Bryce loves golf, the Denver Broncos, a legit cheeseburger and his two children — Peyton and Bayley — who are the center of his world. He is an avid reader, logging about a book a week. For insight into how his media mind works, his favorite book is called "The Sales Acceleration Formula," by Mark Roberge. He is a fierce believer in "community" and no matter where in the world he travels, you can bet he'll drop by the local newspaper and by the time he leaves, he'll know a local by name and some fun facts about the town. His personal "why" is to empower people to improve their lives by being a strong and steadfast advocate for their wants and desires.

Bryce was most recently the Chief Revenue Officer of Seaton Publishing with radio stations and newspapers in Manhattan, Kansas and Grand Junction, Colorado and publisher of a newspaper in Sheridan, Wyoming. Jacobson grew up in the newspaper business on the circulation side before becoming publisher of the Craig Daily Press in 2005. Prior to joining Seaton, he served as the Director of Shared Services for Swift Communications, managing digital revenue and all advertising related partner and vendor relations

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