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Focus on Alumni:

**INNOVATIVE.
ADAPTABLE.
RELEVANT.**

NEWSPAPER PUBLISHER
KEEPS BUSINESS IN THE
BLACK, AND FORGING AHEAD

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UT Tyler plans new Alumni
House to open in 2016



"THE REALITY IS THAT WE REACH MORE PEOPLE NOW THAN WE'VE EVER REACHED BEFORE, THROUGH FACEBOOK, TWITTER AND OTHER MEDIA, SO WE HAVE A BIGGER AUDIENCE THAN WE'VE EVER HAD."

— NELSON CLYDE IV, PUBLISHER, TYLER MORNING TELEGRAPH



INNOVATIVE. ADAPTABLE. RELEVANT.

Newspaper Publisher Keeps Business in the Black, and Forging Ahead

AT AGE 11, young Nelson would rise before dawn to toss newspapers onto front porches throughout Tyler, doing his part to keep people informed.

Fast-forward 40 years, and that same newspaper delivery boy, who delivered news that reporters had hammered out on typewriters, now sits at the helm of a 104-year-old family business that has been transformed by computers, the Internet and other technological innovations.

In his office at the Tyler Morning Telegraph, publisher Nelson Clyde IV, an alumnus of The University of Texas at Tyler, reflects on how his newspaper has not only adapted to those changes, but been empowered by them.

"The old model of our industry was very paternalistic. The new model is very collaborative. It's more of a conversation. There are more voices in the dialogue than there have ever been, when you consider all the feedback we get online. And more information is available to people than ever before in the history of civilization," he said.

The challenge for newspapers has been making that abundance of information relevant to readers and meeting them



Tyler Morning Telegraph Publisher Nelson Clyde IV

online in forums where they already are, said Clyde, president of T.B. Butler Publishing Co. Inc., which owns the Tyler Morning Telegraph and tylerpaper.com.

Aware that a number of other newspapers around the country have struggled, people sometimes ask him about the status of his business.

"The reality is that we reach more people now than we've ever reached before, through Facebook, Twitter and other media, so we have a bigger audience

than we've ever had," he said, noting that his business has remained profitable and debt-free. "We're continuing to be innovative, adaptable and relevant, which media companies have to be to succeed in today's world."

OPPORTUNITY OF A LIFETIME

Clyde is a great-great-grandson of the late Thomas Booker Butler, a Tyler attorney, judge and businessman who founded the family business in 1910 with the acquisition of the local newspaper after a fire destroyed its production facility.

By the time Clyde began his newspaper career as a delivery boy in the 1970s, his grandfather, Calvin Clyde Jr., was running the company.

"I worked with my grandfather for most of my career. He was a real builder of our company through a really golden age of our industry. There were periods when the growth patterns were just off the charts," Clyde said.

Looking up to his grandfather, Clyde worked his way up the ladder in various

positions of responsibility, learning the family business along the way. He started as a kid delivering newspapers for four years. In high school, he had a part-time job answering complaint calls in the circulation department after school. Then in college, he worked part-time in different positions throughout the building to get a feel for the business.

"By then, I had pretty well decided I wanted to be in the business," he recalled. "When I was 18, I thought I might like to be a lawyer, but decided over the next year that being in my family's business was the opportunity of a lifetime."

UT TYLER: A WINDOW INTO THE WORLD

Clyde calls his education at UT Tyler the "springboard" to his newspaper career. He earned his B.S. degree in political science with a minor in history from UT Tyler in 1987.

"Our business is fundamentally linked to key public-policy decisions. So having a political science degree really gave me a

lot of insight into the political process and assessing good public policy," he said.

One course at UT Tyler that he most enjoyed was constitutional law, especially as it related to the First Amendment and freedom of speech and the press, he said.

He also fondly remembers attending classes taught by professor of history Dr. Patricia Gajda; a guest lecture by the inventor of the hydrogen bomb, Dr. Edward Teller; and a commencement speech by Rudy Giuliani, a federal attorney in New York who was then succeeding in fighting the mafia and who later became mayor of New York City.

"His commencement address really struck a chord with me," Clyde said. "It was an energizing speech and sendoff that really stayed with me. Till this day, it still inspires me to stand up and make a difference."

Clyde also remembers conversations he had during college with a friend of his family, the late Dr. George Hamm, who was then president of the university: "He knew my family, so I had a lot of opportunities to interact with him. George had a really lofty vision and set of ideals for the school,

including the creation of the Cowan Center. Through him, I had a front-row seat to these developments."

THE SUCCESSION PLAN

During college, Clyde found his way into the newspaper's advertising department and saw it as a good fit, partly because he didn't see much upward mobility in the editorial side of the business.

"My dad was our editor at the time, and he was only 18 years older than I was. I just didn't see that he was going to move out of that job anytime soon," Clyde said.

After graduating, Clyde landed a job at the Austin American-Statesman and worked on its advertising staff for almost two years. He then returned to Tyler in 1989 to continue his career in the family business, moving from retail manager to advertising director to vice president of sales and marketing.

He finally in the early 2000s became associate publisher, working directly under his father, Nelson Clyde III, who had become publisher in 1991 and was preparing his son to someday assume his job. Clyde III had planned to retire in 2010 but developed leukemia and died in 2007, accelerating their succession plan.

"It was pretty overwhelming. I had not expected things would happen that way," Clyde said. "It was a big adjustment for everyone."

The month before his father's death, the board made Clyde president of the company.

"I had some really good things in place as a result of my dad's leadership. Our company was debt-free, healthy and strong. I didn't know how important that would be until the economy went into recession in 2008," he said, noting that the newspaper was able to weather the storm.

In 2010, Clyde received the "Pat Taggart Award" from the Texas Daily Newspaper Association, which recognized him as the Newspaper Leader of the Year. He also is a past president of the association.

DEDICATED TO FAMILY AND COMMUNITY

A husband and father of three children, Clyde knows well his personal mission: "to encourage and strengthen families and communities. That is what I get excited about."

When the economy was starting to



collapse in 2008, Clyde worked on behalf of his newspaper with city and community leaders to launch the Shine Your Light project, which has since raised more than \$1 million for local nonprofits.

"It's something we felt strongly about, both for raising awareness and raising money for agencies out there doing battle for the people who have the greatest needs in our community," he said.

That year, he was named a Distinguished Alumnus and given the Professional Achievement and Attainment Award by UT Tyler.

"Nelson Clyde is a great role model for our students and future Patriot alumni," said Brittany Childs, UT Tyler's director of alumni relations. "He took advantage of the opportunities that UT Tyler provided him to help guide him along his career path."

Through the years, Clyde and his family have actively supported UT Tyler through their service and gifts, including contributions to scholarships. Clyde previously served on the UT Tyler Development Board and as chair of the UT Tyler Patriot Golf Classic. The newspaper has also hired graduates of the university's journalism program to work on the editorial staff.

Clyde views the expansion of the university over the years as beneficial to students and the entire community: "UT Tyler's rankings are superb and it is making a name for itself. So I'm thrilled with the changes and think there's more change ahead of us than behind us for this dynamic, growing university."

Clyde is well deserving of the

recognition, said longtime friend of the Clyde family James Perkins, board chairman and president of Citizens 1st Bank in Tyler.

"Nelson is a huge booster of UT Tyler," Perkins said. "Nelson also is a tireless promoter of Tyler and its best interests."

Perkins is himself a major supporter of the university. Among his many other contributions, he is a life member of the UT Tyler Development Board.

In addition to supporting the university, the two men have in common the responsibility of running family businesses that date back about a century.

"We share some of the same challenges, and they're not easy at all," Perkins said. "But it goes back to one thing – doing what you like to do. Nelson likes the newspaper business. I like the banking business. So if you like it, it's really not work."

One challenge that Nelson has had at the newspaper that did not confront his predecessors is to work to anticipate the changes going on in his industry, Perkins said.

Clyde agreed: "I think the difference between my father's and grandfather's leadership of the business and mine is that I face the new challenge of finding new opportunities for our company not only to stay healthy, but to diversify our business interests and broaden our footing to remain relevant to our customers and shareholders."

Indeed, Clyde intends to keep forging ahead with his family's publishing business, doing his part, as he did as a kid, to keep the people informed: "We get to report on the people who make the most difference, and that's a great privilege." ■

ALONG WITH PUBLISHING THE NEWSPAPER, CLYDE IS DEDICATED TO COMMUNITY SERVICE. AT THE START OF THE ECONOMIC DECLINE IN 2008, HE HELPED LAUNCH SHINE YOUR LIGHT, WHICH HAS RAISED MORE THAN \$1 MILLION FOR LOCAL NONPROFITS.

