

Backgrounder
Opelika-Auburn News: Interviewed 1/18/11

Newspaper	Opelika-Auburn News	
Owner	Media General, Inc. (publicly owned)	
Address	2901 Society Hill Road, Opelika, AL 36801	
Phone number	334-749-6271	
URL	www.oanow.com	
Circulation	15,000	
Publisher		
Name	James W. Rainey	
Starting Date	12/02	
Phone number	334-749-6271	
E-mail	jrainey@alsmg.com	
Newspaper Staff		
Total FTEs	57	
Publication cycle	a.m., 7 days	
Current Circulation		2007 Circulation¹
Weekdays (M-S)	15,000	14,264
Sundays	15,000	15,040
E-edition	No	
Price		
Weekday newsstand	\$.75	
Sunday newsstand	\$1.50	
Subscription annual	\$156	
Ancillary Businesses	Commercial printing, deliver USA Today, print other local weekly newspapers including Auburn University	
Newsprint for Opelika-Auburn News (exclude commercial printing)		
Tons/annual	764	
Sources of Revenue	Percentages	
Circulation	14%	
Display ads	23%	
Inserts	20%	
Special Sections	2%	
Classified	15%	
Legal Notices	20%	
On-line Ads & Fees	5%	
Other	1%	
Trends/Changes over 3 years	Auto, real estate, help wanted down; Small-space, mom & pop businesses and start ups are up	
Digital		
Pay wall?	No	
Considering a pay wall?	Maybe	
Managing Editor		

¹ Source: 2008 Editor & Publisher International Yearbook

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Name	Wayne Snow
Start date	8/20/07
Phone number	334-737-2541
E-mail	wsnow@oanow.com
News Staff	
Total FTE	16
Reporters	10
Editors	4
Photo	2
Bureaus	
Coverage	More than 50% of their time
Local government	3
Courts	1
Public safety	1
County government	1
School Board	1
Business	0
Sports	3-person staff for nothing but sports
Entertainment & arts	1
(title) New Media Manager	
Name	John Walker
Start date	March, 2008 (O-A News), September 2005 (Media General)
Phone	334-737-2573
E-Mail	jwalker@oanow.com
Digital News Staff	
Size	1.5
Sufficient?	Yes, because several in newsroom share responsibilities
Reporting/Photo staff	
Does reporting staff feed materials for digital media	Yes, constantly
Should they?	Yes
Capabilities	
Web platform software?	Duke 2.0
Content management system: software?	ACT
Does your organization write code?	Yes, we can, but most of those duties are handled at a corporate level
Number of coders?	2
Zero? How out-sourced?	Most is handled by corporate
Proprietary or open-source code? Why?	Open source, to make it easier for employees to work in the environment
Flexibility & response time	
Can you change web platform – coding, architecture, software -- at least once a month? Do you?	No.
Can you add new functionality promptly as it becomes available?	Yes

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Digital Tools	
Crowd sourcing?	Yes, web polls, coments, responses through social media
Data visualization?	Yes
Investigative reporting?	Yes
Documentary video?	Yes
Any other kinds of digital tools are being used?	Text alerts, email alerts, social media, Twitter, site analysis to track traffic
Social Media	
What is the overall organizational commitment to collecting, creating, shaping and delivering all your news/information products through these digital channels?	Extremely high. We are a web-first organization. The focus on reporting on the web and utilizing all digital tools and platforms is central to our organization. Developing this platform to fully exploit all opportunities it presents are a top priority.
To what extent is your newspaper connected to people through social media?	Extremely connected. We interact several times each day through Facebook and Twitter.
Advertising	
Is your advertising staff is able to provide competitive digital services to merchants?	Absolutely. We are the leader in the market place and are consistently rolling out new digital products.
Do you use "real time" ads?	Yes
Does your advertising department sell "digital services", such as helping merchants with website production?	No
Does your ad department sell electronic coupons or other modern digital products?	Yes, many different programs in place to do this, including electronic coupons, online menus, even texted coupons, Yahoo Behavioral Targeting, ect.
Assessment	
How do you assess your digital news/information products?	Omniture tracking software.
Monthly page-views?	Averaging 1 million per month in 2011
Monthly uniques?	Average of 236,413 for January-March 2011
Revenue?	
What other metrics do you use?	
Do you assess news content?	
Number of sources?	Yes, just as we would any print article. Same journalistic standards apply
Writing or visual journalism impact?	Yes, particularly with online video
Editing	
Are there different procedures (layers of editing) for web vs. print products?	No. The layers are primarily the same, just more immediate with web.
Do you use AP Style in your digital products?	Yes
Revenue	
Do you charge for any digital news products?	Not at this time, but it is something we will consider in the future.
Which products and how much?	

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Digital Delivery Systems	
What delivery systems do you employ?	Internet, webcaster, text and email
E-edition? (software?)	no
Smart Phone - apps	Yes
-- iPhone	Yes
-- Android	Yes
-- Blackberry	Yes
-- Palm	No
Tablets	
-- iPad	In development
Kindle	No
Knowledge products	
Do you offer "knowledge products," such as books, magazines, and television or radio programs in addition to the core daily paper?	Yes. We have published a hard-cover book, we broadcast to three television stations from our newsroom regularly and we have, in the past, published a local magazine, but it was folded last year.
Is there a central digital content pool from which these products are created?	Yes
Do they make money?	Yes, all but the magazine
In what other ways are digital tools used in the business operations and marketing at your news organization?	
Future	
Do you foresee your news organization offering one hundred percent digitally-delivered news/information products in the foreseeable future? (See Interview)	No. Not 100 percent. The newspaper has a long future, though it may change from its current form.
If not: Where do you think the balance will settle?	50-50 perhaps
If so: How soon do you think this will happen?	10 years
If you expect there will always be some news/information products delivered on newsprint?	Yes. I most certainly do.
What will those be?	Local newspapers
Why will that be?	It is still a product that serves a purpose, fills a need and is relevant.
Sources of Information	
	Tech blogs; CNN tech blog; TechCrunch; search in Twitter