

Backgrounder
St. Petersburg Times: Interviewed December 20, 2010

Newspaper	St. Petersburg Times	
Owner	Published by the Times Publishing Company, which is owned by The Poynter Institute	
Address	490 First Ave. South, St. Petersburg, FL 33701	
Phone number	727-893-8111	
URL	www.tampabay.com	
Chairman and CEO, Times Publishing Company		
Name	Paul Tash	
Start Date	1978	
Phone number	727-893-8887	
E-mail	ptash@sptimes.com	
Newspaper Staff		
Total FTEs	1,200 (total Times staff)	
Publication cycle	7 days a.m.	
Current Circulation	2010 Circulation*	2007 Circulation¹
Weekdays (m-s)	258,373	342,050
Sundays	400,308	410,423
E-edition		
Price		
Weekday newsstand	\$.50	
Sunday newsstand	\$1.00	
Subscription annual	\$221.00	
E-edition	\$49 annually; \$4.99 monthly. Weekday single copy \$1.00; Sunday single copy \$1.50	
Ancillary Businesses	tbt* Tampa Bay Times, Florida Trend, Senior Living Guide and Tampa Bay Newspapers, Inc.	
Newsprint for St. Petersburg Times		
Sources of Revenue	<i>Percentages</i>	
Circulation	24%	
Advertising	74%	
Other	2%	
Digital		
Pay wall?	No	
Considering a pay wall?	Maybe	
Editor and Vice President		
Name	Neil Brown	
Start date	1993	
Phone number	727-893-8441	
E-mail	nbrown@sptimes.com	
News Staff		

¹ Source: 2008 Editor & Publisher International Yearbook

* Circulation figures reported to ABC for 2010 annual audit

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Total FTE	300
Bureaus	Tampa (Hillsborough County), Brandon/Riverview (Hillsborough County), Wesley Chapel (Pasco County), Clearwater, (Pinellas County), Brooksville (Hernando County), Port Richey (Pasco County), Tallahassee, Washington, D.C.
Coverage	More than 50% of their time
Local government	Yes
Courts	Yes
Public safety	Yes
County government	Yes
School Board	Yes
Business	Yes
Sports	Yes
Entertainment & arts	Yes
VP, Tampa publisher, and TampaBay.com publisher	
Name	Joe DeLuca
Start date	2001
Phone	813-226-3307
E-Mail	jdeluca@sptimes.com
Digital News Staff	
Size	Integrated with print news staff
Reporting/Photo staff	
Does reporting staff feed materials for digital media	Yes; newsroom has a “Breaking News Desk” to facilitate submissions to the Web.
Capabilities	
Web platform software?	
Content management system: software?	Currently using Escenic. Planning to purchase a new content management system in conjunction with the redesign of tampabay.com later this year. Selection process is currently underway.
Does your organization write code?	Some
Flexibility & response time	
Can you change web platform – coding, architecture, software -- at least once a month? Do you?	Changing current web platform is complicated. Expect that to change with a redesigned site and new content management system.
Can you add new functionality promptly as it becomes available?	
Digital Tools	
Crowd sourcing?	Occasionally
Data visualization?	Beginning stages
Investigative reporting?	Yes
Documentary video?	Yes
Any other kinds of digital tools are being used?	“Cover it Live”

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Social Media	
What is the overall organizational commitment to collecting, creating, shaping and delivering all your news/information products through these digital channels?	Facebook Twitter
To what extent is your newspaper connected to people through social media?	Extensively
Advertising	
Is your advertising staff able to provide competitive digital services to merchants?	Increasingly so. Using "integrated sales" model; e.g. "What's best for customer."
Do you use "real time" ads?	Yes
Does your advertising department sell "digital services", such as helping merchants with website production?	No website building. Exploring social media campaigns
Does your ad department sell electronic coupons or other modern digital products?	Yes
Assessment	
How do you assess your digital news/information products?	
Page-views?	25.7M/M (Nielsen NetView; March 2011)
Monthly uniques?	1.8M/M (Nielsen NetView; March 2011)
Revenue?	
What other metrics do you use?	Time on site; Engagement factors: registration, watched videos, etc.
Do you assess news content?	
Number of sources?	
Writing or visual journalism impact?	
Other?	"Most e-mailed"
Editing	
Are there different procedures (layers of editing) for web vs. print products?	News copy always passes through at least one editor
Do you use AP Style in your digital products?	St. Petersburg Times Stylebook
Revenue	
Do you charge for any digital news products?	Yes
Which products and how much?	E-edition; archives (?)
Digital Delivery Systems	
What delivery systems do you employ?	
E-edition? (software?)	Technavia
Smart Phone - apps	

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-- iPhone	Yes
-- Android	No app – mobile software works
-- Blackberry	No app – mobile software works
-- Palm	No app – mobile software works
-- Other?	
Tablets	
-- iPad	Yes
-- Other	Will develop apps as needed.
Kindle	Yes
Any other systems	
Knowledge products	
Do you offer "knowledge products," such as books, magazines, and television or radio programs in addition to the core daily paper?	Cookbooks
Is there a central digital content pool from which these products are created?	N. Aggregated from material published in both print and online.
Do they make money?	Yes
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)	
Sources of Information	National websites: Wall Street Journal; NY Times; SPT Benchmarking; SPT user experience.