

**Backgrounder**  
**Northeast Mississippi Daily Journal: Interviewed January 25, 2011**

|                                         |                                                                                                     |                                     |
|-----------------------------------------|-----------------------------------------------------------------------------------------------------|-------------------------------------|
| <b>Newspaper</b>                        | <b>Northeast Mississippi Daily Journal</b>                                                          |                                     |
| <b>Owner</b>                            | Journal, Inc., (private)                                                                            |                                     |
| <b>Address</b>                          | 1242 South Green St., Tupelo, MS 38804                                                              |                                     |
| <b>Phone number</b>                     | 662-842-2611                                                                                        |                                     |
| <b>URL</b>                              | Nems360.com                                                                                         |                                     |
| <b>Circulation</b>                      | 34,000 daily; 36,000 Sunday                                                                         |                                     |
| <b>Publisher &amp; CEO</b>              |                                                                                                     |                                     |
| Name                                    | <b>Clay Foster</b>                                                                                  |                                     |
| Start date                              | 1992 Became publisher 1/11                                                                          |                                     |
| Phone number                            | 662-678-1505                                                                                        |                                     |
| E-mail                                  | Clay.foster@journalinc.com                                                                          |                                     |
| <b>Newspaper Staff</b>                  |                                                                                                     |                                     |
| Total FTEs                              | 190                                                                                                 |                                     |
| <b>Publication cycle</b>                | 7 days, a.m.                                                                                        |                                     |
| <b>Current circulation</b>              |                                                                                                     | <b>2007 Circulation<sup>1</sup></b> |
| Weekdays (m-s)                          | 34,000                                                                                              | 35,346                              |
| Sundays                                 | 36,000                                                                                              | 36,486                              |
| E-edition                               | new                                                                                                 |                                     |
| <b>Price</b>                            |                                                                                                     |                                     |
| Weekday newsstand                       | \$.50                                                                                               |                                     |
| Sunday newsstand                        | \$1.50                                                                                              |                                     |
| Subscription annual                     | \$128                                                                                               |                                     |
| E-edition                               | \$140 print + e-edition/ \$110 e-edition alone                                                      |                                     |
| <b>Ancillary Businesses</b>             | Commercial printing; commercial real estate leasing and logistics services; seven weekly newspapers |                                     |
| <b>Newsprint for Daily Journal only</b> |                                                                                                     |                                     |
| Tons/annual                             | 3,000                                                                                               |                                     |
| <b>Sources of Revenue</b>               |                                                                                                     |                                     |
|                                         | <i>Percentages</i>                                                                                  |                                     |
| Circulation                             | 27.9                                                                                                |                                     |
| Advertising                             | 57.1                                                                                                |                                     |
| On-line Ads & Fees                      | 2.1                                                                                                 |                                     |
| Logistics business                      | 7.3                                                                                                 |                                     |
| Commercial printing                     | 5.8                                                                                                 |                                     |
| Trends/Changes over 3 years             | Ad revenue down in 2009 but back up in 2010                                                         |                                     |
| <b>Digital</b>                          |                                                                                                     |                                     |
| Pay wall?                               | No                                                                                                  |                                     |
| Considering a pay wall?                 | Under consideration                                                                                 |                                     |
| <b>Executive Editor</b>                 |                                                                                                     |                                     |
| Name                                    | <b>Lloyd Gray</b>                                                                                   |                                     |
| Start date                              | 1992                                                                                                |                                     |

<sup>1</sup> Source: 2008 Editor & Publisher International Yearbook

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| Phone number                                                                                   | 662-678-1579                                                        |
| E-mail                                                                                         | Lloyd.gray@journalinc.com                                           |
| <b>News Staff</b>                                                                              |                                                                     |
| Total FTE                                                                                      | 37                                                                  |
| Reporters                                                                                      | 14                                                                  |
| Editors                                                                                        | 6                                                                   |
| Photo                                                                                          | 3; 1 chief photographer; 2 phototgraphers                           |
| Editorial Page editor                                                                          | 1                                                                   |
| <b>Bureaus</b>                                                                                 | (3): State Capital (Jackson, Miss.); Oxford, Miss.; Corinth, Miss.  |
| <b>Coverage</b>                                                                                | <b>More than 50% of their time</b>                                  |
| Local government                                                                               | Yes                                                                 |
| Yes                                                                                            | Yes                                                                 |
| Public safety                                                                                  | Yes                                                                 |
| County government                                                                              | Yes                                                                 |
| School Board                                                                                   | Yes                                                                 |
| Business & Agriculture                                                                         | 2                                                                   |
| Sports                                                                                         | 7: 1 editor; 4 writers; 2 design/copy editors                       |
| Entertainment & arts                                                                           | Yes                                                                 |
| Environment                                                                                    | Not designated                                                      |
| Health care                                                                                    | 1                                                                   |
| Religion                                                                                       | 1                                                                   |
| <b>Interactive Director</b>                                                                    |                                                                     |
| Name                                                                                           | <b>Michael Duran</b>                                                |
| Start date                                                                                     | 2009                                                                |
| Phone                                                                                          | 662-678-1548                                                        |
| E-Mail                                                                                         | Michael.duran@journalinc.com                                        |
| <b>Digital Staff</b>                                                                           |                                                                     |
| Size                                                                                           | (3) Director; Web Designer; Online editor                           |
| Sufficient?                                                                                    | We could use an additional interactive desinder/content person      |
| <b>Reporting/Photo staff</b>                                                                   |                                                                     |
| Does reporting staff feed materials for digital media                                          | Yes (Some are more comfortable than others)                         |
| Should they?                                                                                   | Definitely                                                          |
| <b>Capabilities</b>                                                                            |                                                                     |
| Web platform software?                                                                         |                                                                     |
| Content management system: software?                                                           | Matchbin system                                                     |
| Does your organization write code?                                                             | Yes                                                                 |
| Number of coders?                                                                              | (1)                                                                 |
| <b>Flexibility &amp; response time</b>                                                         |                                                                     |
| Can you change web platform – coding, architecture, software -- at least once a month? Do you? | CMS is limited, everything must plug into it.                       |
| Can you add new functionality promptly as it becomes available?                                | Sometimes but not always. We build a lot of in-house “work-arounds” |

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| <b>Digital Tools</b>                                                                                                                                             |                                                                      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|
| Crowd sourcing?                                                                                                                                                  | No                                                                   |
| Data visualization?                                                                                                                                              | Yes – AP election results                                            |
| Investigative reporting?                                                                                                                                         | No                                                                   |
| Documentary video?                                                                                                                                               | Some; limited                                                        |
| Any other kinds of digital tools are being used?                                                                                                                 | NEMISSPrep.com; local video                                          |
| <b>Social Media</b>                                                                                                                                              |                                                                      |
| What is the overall organizational commitment to collecting, creating, shaping and delivering all your news/information products through these digital channels? | Facebook -- “Hottest local” “Hottest from across the web”<br>Twitter |
| To what extent is your newspaper connected to people through social media?                                                                                       |                                                                      |
| <b>Advertising</b>                                                                                                                                               |                                                                      |
| Is your advertising staff is able to provide competitive digital services to merchants?                                                                          | Yes                                                                  |
| Do you use "real time" ads?                                                                                                                                      |                                                                      |
| Does your advertising department sell "digital services", such as helping merchants with website production?                                                     | Mostly “advice” to customers as needed.                              |
| Does your ad department sell electronic coupons or other modern digital products?                                                                                | “Hot Deals” – using Matchbin system.                                 |
| <b>Assessment</b>                                                                                                                                                |                                                                      |
| How do you assess your digital news/information products?                                                                                                        |                                                                      |
| Page-views?                                                                                                                                                      | NEMS360.com – 2.1M/Month                                             |
| Monthly uniques?                                                                                                                                                 | NEMS360.com – 180K/month                                             |
| Revenue?                                                                                                                                                         |                                                                      |
| What other metrics do you use?                                                                                                                                   | “Duration on site” – average 3.5 minutes                             |
| <b>Do you assess news content?</b>                                                                                                                               |                                                                      |
| Number of sources?                                                                                                                                               |                                                                      |
| Writing or visual journalism impact?                                                                                                                             |                                                                      |
| Other?                                                                                                                                                           | Track most “e-mailed”; daily assessment of trending on topics        |
| <b>Editing</b>                                                                                                                                                   |                                                                      |
| Are there different procedures (layers of editing) for web vs. print products?                                                                                   | No                                                                   |
| Do you use AP Style in your digital products?                                                                                                                    | As much as possible                                                  |
| <b>Revenue</b>                                                                                                                                                   |                                                                      |
| Do you charge for any digital news products?                                                                                                                     | Yes                                                                  |
| Which products and how much?                                                                                                                                     | E-edition; started December 2010                                     |

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| <b>Digital Delivery Systems</b>                                                                                                                                      |                                                                               |
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| What delivery systems do you employ?                                                                                                                                 |                                                                               |
| E-edition? (software?)                                                                                                                                               | Web-based e-edition, based on Adobe Flash                                     |
| Smart Phone - apps                                                                                                                                                   | Mobile on-line software                                                       |
| -- iPhone                                                                                                                                                            | Not currently in the works                                                    |
| -- Android                                                                                                                                                           | Not currently in the works                                                    |
| -- Blackberry                                                                                                                                                        | Not currently in the works                                                    |
| -- Palm                                                                                                                                                              | Not currently in the works                                                    |
| -- Other?                                                                                                                                                            |                                                                               |
| Tablets                                                                                                                                                              |                                                                               |
| -- iPad                                                                                                                                                              | Not currently in the works                                                    |
| -- Other                                                                                                                                                             |                                                                               |
| Kindle                                                                                                                                                               |                                                                               |
| Any other systems                                                                                                                                                    |                                                                               |
|                                                                                                                                                                      | Honeycomb for Google tab version of Android                                   |
| <b>Knowledge products</b>                                                                                                                                            |                                                                               |
| Do you offer "knowledge products," such as books, magazines, and television or radio programs in addition to the core daily paper?                                   | Not currently                                                                 |
| In what other ways are digital tools used in the business operations and marketing at your news organization?                                                        | Issuu.com                                                                     |
| <b>Future</b>                                                                                                                                                        |                                                                               |
| Do you foresee your news organization offering one hundred percent digitally-delivered news/information products in the foreseeable future? ( <b>See Interview</b> ) | No                                                                            |
| <b>Sources of information you use to keep up with digital</b>                                                                                                        |                                                                               |
|                                                                                                                                                                      | Facbook; Sitepoint.com; ASP.net; netnewscheck.com; Poynter digital strategies |