

Backgrounder
The Fayetteville Observer: Interviewed December 2, 2010

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| Newspaper | The Fayetteville Observer | |
| Owner | Fayetteville Publishing Co. (private) | |
| Address | 458 Whitfield St., Fayetteville, NC 28306 | |
| Phone number | (910) 323-4848 or (800) 682-3476 | |
| URL | Fayobserver.com | |
| Circulation | 52,000 daily; 55,000 Sunday | |
| Publisher & President Fayetteville Publishing Co. | | |
| Name | Charles Broadwell | |
| Start date | 1989 reporter; 2000 publisher | |
| Phone number | 910-486-3501 | |
| E-mail | broadwellc@fayobserver.com | |
| Newspaper Staff | | |
| Total FTEs | 330 | |
| Publication cycle | 7 days a.m. | |
| Current Circulation | | 2007 Circulation¹ |
| Weekdays | 52,000 | 62,835 |
| Sundays | 55,000 | 65,036 |
| E-edition | 700+ | |
| Price | | |
| Weekday newsstand | \$.50 | |
| Sunday newsstand | \$1.50 | |
| Subscription annual | \$164 | |
| E-edition | \$6.50 mo. | |
| Ancillary Businesses | Commercial printing; military publishing to include Fort Bragg Life and Elite publications; shopper products Iwanna and Iwanna.com; niche publications including Next! for boomers, Acento Latino Spanish-language newspaper, The Sandspur community newspaper, Carolina Trader shopper. | |
| Newsprint for Fayetteville Observer only | | |
| Tons/annual | 4,953 | |
| Sources of Revenue | Percentages | |
| Circulation | 23.44 | |
| Display ads—retail | 22.00 | |
| Inserts | 21.95 | |
| Special Sections | 1.92 | |
| Classified | 18.50 | |
| Legal Notices | 5.77 | |
| On-line Ads & Fees | 5.03 | |
| Other | 1.40 | |
| Digital | | |

¹ Source: 2008 Editor & Publisher International Yearbook

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| Pay wall? | No |
| Considering a pay wall? | Yes |
| Executive Editor | |
| Name | Mike Arnholt |
| Start date | 1978 |
| Phone number | 910-486-3558 |
| E-mail | arnholt@fayobserver.com |
| News Staff | |
| Total FTE | 76 |
| Reporters | 32 |
| Editors | 27 |
| Photo | 8 |
| Other: | 9 |
| Bureaus | |
| | Raleigh (sports); ACC schools |
| Coverage | |
| | More than 50% of their time |
| Local government | Yes |
| Courts | Yes |
| Public safety | Yes |
| County government | Yes |
| School Board | Yes |
| Business | 1 business reporter |
| Sports | 6 sports reporters |
| Entertainment & arts | 2 |
| Military | Yes |
| Online Sales Manager | |
| Name | Carolyn McLaurin |
| Start date | 4/2010 |
| Phone | 910-609-0628 |
| E-Mail | mclaurin@fayobserver.com |
| Website start date | October 1995 |
| Observer Sales Staff | |
| Size | 30 people -- print, online & classified |
| Advertising | |
| Is your advertising staff is able to provide competitive digital services to merchants? | Referral |
| Do you use "real time" ads? | Yes |
| Does your advertising department sell "digital services", such as helping merchants with website production? | Referral |
| Does your ad department sell electronic coupons or other modern digital products? | Yes; "Deal of the Day" |
| Assessment | |
| How do you assess your digital news/information products? | |

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| Page-views? | 5M/Monthly |
| Monthly uniques? | 400K/Monthly |
| Revenue? | Yes |
| What other metrics do you use? | Time spent on site. |
| Revenue | |
| Do you charge for any digital news products? | Yes |
| Which products and how much? | Archives |
| Digital Delivery Systems | |
| What delivery systems do you employ? | |
| E-edition? (software?) | Yes |
| Smart Phone - apps | |
| -- iPhone | Under development |
| -- Android | Under development |
| -- Blackberry | No |
| -- Palm | No |
| Tablets | |
| -- iPad | Under development |
| Knowledge products | |
| Do you offer "knowledge products," such as books, magazines, and television or radio programs in addition to the core daily paper? | Observer Store Archives/Photos |
| 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 | Ad Age; Google New Things |