

Backgrounder
Concord Monitor: Interviewed September 28, 2010

Newspaper	Concord Monitor	
Owner	Newspapers of New England (privately owned)	
Address	1 Monitor Drive, Concord, New Hampshire 03302	
Phone number	603-224-5301	
URL	Concordmonitor.com	
Circulation	16,000 daily; 19,500 Sundays	
Publisher		
Name	John Winn Miller	
Term of service	15 days	
Phone number	603-369-3250	
E-mail	jwmiller@cmonitor.com	
Newspaper Staff		
Total FTEs	108	
Publication cycle	7 days, a.m. --- except Christmas	
Circulation		Circulation 2006 ¹
Weekdays (m-s)	16,000	19,885
Sundays	19,500	22,342
Price		
Weekday newsstand	\$.75	
Sunday newsstand	\$2.00	
Subscription annual	\$221.00	
Ancillary Businesses	Commercial printing, web hosting, web design	
Digital		
Pay wall?	No	
Considering a pay wall?	Yes, in some form	
Editor		
Name	Felice Belman	
Start date	1988	
Phone number	603-369-3370	
E-mail	belman@cmonitor.com	
News Staff		
Total FTE	31	
Reporters	8	
Editors	10	
Photo	3 full time and 1 intern	
Online & Video	1	
Layout & Graphics	1	
Sports	4	
Other		
Bureaus	None	
Coverage	<i>Dedicated more than 50% of time.</i>	
Local government	Yes	

¹ Source: 2008 E&P International Year Book

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Courts	Yes
Public safety	Yes
State government	Yes
Education --School Board	Yes
Sports	Yes
Entertainment & arts	Yes
Other	
Community Outreach Editor	
Name	Meg Heckman
Start date	2002
Phone number	603-369-3313
Email	mheckman@cmonitor.com
Digital News Staff	
Size	2: development & technical
Reporting/Photo staff	
Does reporting staff feed materials for digital media	Yes
Website start date	1996 (Primary Monitor)
Capabilities	
Web platform software?	
Content management system: software?	Drupal
Does your organization write code?	Yes
Number of coders?	One person does
Proprietary or open-source code? Why?	Open Source code
Flexibility & response time	
Can you change web platform – coding, architecture, software -- at least once a month? Do you?	Yes, but changes are infrequent.
Can you add new functionality promptly as it becomes available?	Yes. Drupal quite flexible; can plug in tools. Can tweak display and templates easily.
Digital Tools	
Crowd sourcing?	Yes. Use Facebook and Twitter for this task.
Data visualization?	No
Investigative reporting?	Yes. mapped deadliest stretches of road
Documentary video?	Yes, some;
Social Media	
What is the overall organizational commitment to collecting, creating, shaping and delivering all your news/information products through these digital channels?	Using Facebook and Twitter.
Assessment	
How do you assess your digital	

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news/information products?	
Page-views?	1.7 M (August 28-Sept. 28, 2010)
Monthly uniques?	273 K (August 28-Sept. 28, 2010)
Revenue?	Yes
Editing	
Are there different procedures (layers of editing) for web vs. print products?	Less editing for immediate posts.
Do you use AP Style in your digital products?	Use AP Style on web
Revenue	
Do you charge for any digital news products?	Not at present; metered subscription under consideration.