

Backgrounder
Santa Fe New Mexican: Interviewed February 16, 2011

Newspaper	Santa Fe New Mexican
Owner	The New Mexican, Inc. (Robin McKinney Martin)
Address	202 E. Marcy St, Santa Fe, NM 87501
Phone number	505-983-3303
URL	www.santafenewmexican.com/
Circulation	23,000 (m-s); 25,000 Sunday
Associate Publisher	
Name	Ginny Sohn
Start date	1981; named associate publisher 2007
Phone number	505-986-3006
E-mail	ginny@sfnewmexican.com
Newspaper Staff	
Total FTEs	180
Publication cycle	a.m., 7 days
Current Circulation	
Weekdays	23,000
Sundays	25,000
E-edition-- no	
Price	
Weekday newsstand	\$.50
Friday & Sunday newsstand	\$1.00
Subscription annual	
Ancillary Businesses	Print & deliver NY Times, commercial printing, glossy printing, direct mail
Newsprint for New Mexican only (no commercial printing)	
Tons/annual	
Sources of Revenue	Percentages
Circulation	18%
Display ads	30%
Inserts	10%
Classified	10%
Legal Notices	2%
On-line Ads & Fees	2%
Magazines	15%
Other	13%
Digital	
Paywall?	No
Considering a paywall?	Not now
Managing Editor	
Name	Rob Dean
Start date	1/19/92
Phone number	505-986-3033
E-mail	rdean@sfnewmexican.com

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News Staff	
Total FTE	43
Reporters	17
Editors	17
Photo	4
Other:	
Bureaus	State Capital 2 FT (in session; 3 months)
Coverage	More than 50% of their time
Local government	Yes
Courts	Yes
Public safety	Yes
County government	Yes
School Board	Yes
Business	¾ time Ed
Sports	3 (including editor)
Entertainment & arts	Weekly magazine: 10 people/ 4 of whom are writers
Environment	1 Natural Resources & Water
Health care	Mini-beat (Primary Local government)
Community & Social Services	1 beat assignment
Digital Development Manager	
Name	Henry Lopez
Start date	8/04
Phone	505-470-0522
E-Mail	hlopez@sfnewmexican.com
Digital News Staff	
Size	2, including Lopez. Supplemented by interns.
Sufficient?	No. We plan on hiring a content producer.
Reporting/Photo staff	
Does reporting staff feed materials for digital media	Most staff does feed material to digital media through the web staff. Particularly breaking news. Content is read by an editor and updated as story develops.
Capabilities	
Web platform software?	Media Span online services
Content management system: software?	Same
Does your organization write code?	Yes
Number of coders?	3: Henry. Marketing & Design people whose focus is mostly advertising and marketing.
Proprietary or open-source code? Why?	Depending on the project we will incorporate open source and third party applications into our code.
Flexibility & response time	
Can you change web platform – coding, architecture, software -- at least once a month? Do you?	We do make code changes frequently, either adding or re-working feature, sections, etc.

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Can you add new functionality promptly as it becomes available?	Yes through “Guerilla editing,” which is the term Lopez uses to characterize using whatever resources are available to bring a better experience to users. This is the opposite of custom developing features frequently.
Digital Tools	
Crowd sourcing?	Yes; using FB or Twitter (Snow days live blog via CoverItLive)
Data visualization?	Yes. Many Eyes, Fusion Charts; Google Fusion, Dipity
Investigative reporting?	Used some IRE tools: city councilor phones
Documentary video?	Rarely. We were not picking up critical mass of audience to justify it when weighed against other priorities and types of content that the audience responded to in greater numbers.
Any other kinds of digital tools being used?	Video cameras, point and shoots cameras, digital audio recorders, smart phones, lots of web services.
Social Media	
What is the overall organizational commitment to collecting, creating, shaping and delivering all your news/information products through these digital channels?	FB: 1400 friends. RSS Feeds; post by hand; usually local news. Twitter: 2100 followers. Mostly female, in 30s and 40s.
To what extent is your newspaper connected to people through social media?	Some reporters have personal FB pages (non-official) Host fb and twitter pages.
Advertising	
Is your advertising staff is able to provide competitive digital services to merchants?	Yes: Digital Sales Manager (1); Print sales (10)
Do you use "real time" ads?	Yes
Does your advertising department sell "digital services", such as helping merchants with website production?	To some degree; Developing applications for local businesses. Open to help local businesses with their digital presence.
Does your ad department sell electronic coupons or other modern digital products?	Yes: “Splurge” A group-buying type site.
Assessment	
How do you assess your digital news/information products?	Analytics, reader response, ad-client response.
Page-views?	2 million
Monthly uniques?	270,000
Revenue?	Pay wall not a good idea because of high penetration.
What other metrics do you use?	Google analytics; Alexa Comparison; Quanticast (compare with other publishing company websites)
Do you assess news content?	
Number of sources?	
Writing or visual journalism impact?	
Other?	Number of e-mailed. Meet with news staff every 6 weeks at lunch. (Discuss most viewed stories, etc.)

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Editing	
Are there different procedures (layers of editing) for web vs. print products?	Yes
Do you use AP Style in your digital products?	Yes
Revenue	
Do you charge for any digital news products?	NO. We have done so previously but discontinued the practice.
Which products and how much?	Arts and culture magazine "E-edition" Now discontinued.
Digital Delivery Systems	
What delivery systems do you employ?	
E-edition? (software?)	No. (Dropped it according to G. Sohn.)
Smart Phone - apps	"web-optimized site"
-- iPhone	No, in development
-- Android	No, in development
-- Blackberry	No, in development
-- Palm	No. Likely to service via HTML5 site.
-- Other?	
Tablets	
-- iPad	No, in development
-- Other	
Kindle	No
Any other systems	Sports HTML 5 app and planned event-specific application.
Knowledge products	
Do you offer "knowledge products," such as books, magazines, and television or radio programs in addition to the core daily paper?	Publish 24 specialty magazines a year, have been a book-publishing partner three times in 10 years, broadcast 18 radio news reports a day. Reporters appear as panelists on public radio and TV news shows.
Future	
Do you foresee your news organization offering one hundred percent digitally-delivered news/information products in the foreseeable future? (See Interview)	Not in the foreseeable future.
If not: Where do you think the balance will settle?	We'll see increased consumption through mobile devices that offer the portability of a newspaper with an increasingly better user experience. Print does have several practical advantages over digital – organization being a huge one.
If so: How soon do you think this will happen?	
If you expect there will always be some news/information products delivered on newsprint?	I expect there will for decades be news/information products delivered on print. I'd expect they'd become more niche in nature and would likely not be daily delivery.
Your sources of digital information	Mashable.com; Techcrunch.com; Venture Beat; Poynter; E&P; WJ

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Chat; Twitter Chat; Twitter streams of top digital journos, including Jay Rosen, Steve Buttry, Robert Hernandez. Industry publications.