

Backgrounder
Las Vegas Sun: Interviewed March 9, 2011

Newspaper	Las Vegas Sun
Owner	Greenspun Media Group (private) Joint operating agreement with the Las Vegas Review-Journal
Address	2360 Corporate Circle, Third Floor Henderson, NV 89074
Phone number	(702) 385-3111
URL	Lasvegassun.com
Circulation	170,000
Publisher and Editor	
Name	Brian Greenspun
Start Date	
Phone number	702-259-4013
E-mail	brian@vegas.com
Newspaper Staff	
Total FTEs	200 in total Greenspun Media Group
Publication cycle	7 days a.m. included as a section in the Las Vegas Review-Journal with no ads
Current Circulation Las Vegas Sun	
Weekdays	170,000
Sundays	
Price	
Weekday newsstand	\$.75
Sunday newsstand	\$2.50
Subscription annual	
Ancillary Businesses	Las Vegas Magazine, Las Vegas Weekly and other publications produced by the Greenspun Media Group
Revenue for Las Vegas Sun (per JOA, the Sun receives a percentage of Las Vegas Review- Journal's revenue)	<i>Percentages</i>
Las Vegas Review- Journal	
On-line Ads & Fees	
Other	
Digital	
Pay wall?	No
Considering a pay wall?	No
Sr. Editor, Print	
Name	Tom Gorman
Start date	9/05
Phone number	702-259-2310
E-mail	Tom.gorman@lasvegassun.com
News Staff	
Total FTE	
Reporters	11 senior writers

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Editors	1 Senior Editor; 2 Asst. MEds; 4 copy editors; 3 designers
Photo	1 Editor; 4 photographers; 2 videographers
Other?	
Bureaus	(1) Carson City; (1) Reno; (1) DC
Coverage	More than 50% of their time
Local government	(6) Government/Politics/Public policy reporters
Courts	Yes
Public safety	Yes
County government	Yes
School Board	1 education reporter
Business	2 senior writers cover business
Sports	Digital news staff covers
Entertainment & arts	Digital news staff covers
Environment	None
Health care	Position open
Do you assess online news content?	
Number of sources?	
Writing or visual journalism impact?	
Other	
Sr. Editor, Digital	
Name	Robert Curley
Start date	2008
Phone number	702-948-7831
Email	rob@lasvegassun.com
Digital News Staff	
Size	12 people; (3) interns
Sufficient?	Total staff: operations, ads and design = 25
Reporting/Photo staff	
Does reporting staff feed materials for digital media	Yes
Website start date	
Capabilities	
Web platform software?	
Content management system: software?	Django; Ellington -- content management system (CMS)
Does your organization write code?	Yes
Number of coders?	5
Proprietary or open-source code? Why?	Django - open source
Flexibility & response time	
Can you change web platform – coding, architecture, software -- at least once a month?	As needed.
Can you add new functionality promptly as it becomes available?	Yes
Digital Tools	
Crowd sourcing?	Yes
Data visualization?	Yes

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Investigative reporting?	Yes
Documentary video?	Yes
Any other kinds of digital tools are being used?	
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?	
Do you use "real time" ads?	
Does your advertising department sell "digital services", such as helping merchants with website production?	
Does your ad department sell electronic coupons or other modern digital products? Other?	
Assessment	
How do you assess your digital news/information products?	
Page-views?	13M-14M/month
Monthly uniques?	1.2M – 1.5M/month
Revenue?	
What other metrics do you use?	
Do you assess news content?	
Number of sources?	
Writing or visual journalism impact?	
Other?	
Editing	
Are there different procedures (layers of editing) for web vs. print products?	Managing editor (online) reviews posted stories; but functions between print and online are being consolidated.
Do you use AP Style in your digital products?	Yes
Revenue	
Do you charge for any digital news products?	Some archival searches.
Which products and how much?	
Digital Delivery Systems	
What delivery systems do you employ?	
E-edition? (software?)	
<i>Smart Phone - apps</i>	Mobile app works on all smart phones
-- iPhone	Mobile app works on all smart phones
-- Android	Mobile app works on all smart phones

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-- Blackberry	Mobile app works on all smart phones
-- Palm	Mobile app works on all smart phones
-- Other?	
<i>Tablets</i>	
-- iPad	Under consideration
-- Other	
Kindle	No
Any other systems	
Comments on mobile platforms	
Knowledge products	
Do you offer "knowledge products," such as books, magazines, and television or radio programs in addition to the core daily paper?	Yes
Is there a central digital content pool from which these products are created?	Yes
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)	Expects print to survive for foreseeable future.
If you expect there will always be some news/information products delivered on newsprint:	
What will those be?	
Why will that be?	
Sources for Digital Information	iPad app Pulse; Gizmodo; RSS feeds