

Backgrounder
Willamette Week: Interviewed April 18, 2011

Newspaper	Willamette Week
Owner	City of Roses Newspaper Company (Privately owned by Richard Meeker and Mark Zusman)
Address	2220 NW Quimby Street, Portland, OR 97210-2624
Phone number	503-243-2122
URL	http://wweek.com/portland
Circulation	80,000 --- 90,000 (summer)
Mission Statement	Provide our audiences with an independent and irreverent understanding of how their worlds work so they can make a difference.
Publisher	
Name	Richard Meeker
Start Date	1974
Phone number	503-243-2122 x3661
E-mail	rmeeker@wweek.com
Newspaper Staff Willamette Week Only	
Total FTEs	39
Publication cycle	Print, weekly on Wednesday; Online, midnight Tuesday
Current Circulation Willamette Week Only	2007 Circulation¹
Weekly	80,000 --- 90,000 (summer) 88,895
E-edition ? (exact replica of the weekly paper)	Yes http://npaper-wehaa.com/willametteweek/2011/04/20/ (Note: The WW flipbook is issue-specific.)
Price	Free alternative weekly newspaper
Ancillary Businesses	Annual Music Festival; EatMobile (a food cart festival); Give!Guide (to benefit nonprofits); weekly newspaper in Santa Fe New Mexico
Newsprint for Willamette Week	Provided by printer — Vertis
Tons/annual	1050
Sources of Revenue	Percentages
Circulation	2
Display ads	45
Inserts	5
Special Sections	15
Classified	11
Legal Notices	0
On-line Ads & Fees	5
Events	17
Digital	
Pay wall?	No
Considering a pay wall?	No
Advertising	

¹ Source: 2008 Editor & Publisher International Yearbook

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Is your advertising staff able to provide competitive digital services to merchants?	Yes
Do you use "real time" ads?	Yes
Does your advertising department sell "digital services" such as helping merchants with website production?	No
Does your ad department sell electronic coupons or other modern digital products? Other?	No
Editor-in-Chief	
Name	Mark L. Zusman
Start date	1980 reporter; 1982 editor
Phone number	503-243-2122
E-mail	mzusman@wweekcom
News Staff	
Total FTE	12
Reporters	3 news & 1 editor
Editors	
Photo	Independent contractor
Other:	
Bureaus	
Coverage	More than 50% of their time
Local government	Yes
Courts	Yes
Public safety	Yes
County government	Yes
School Board	Yes
Business	1 reporter
Sports	1 (News editor)
Entertainment & arts	1 FT-Arts; 2 FT music; 1 film
Environment	Beat assignment
Health care	Beat assignment
Do you assess online news content?	Yes
Number of sources?	
Writing or visual journalism impact?	
Other	Page views and unique visitors
Digital News Staff	
Size	1 FT technical person
Sufficient?	
Reporting/Photo staff	
Does reporting staff feed materials for digital media	Yes
Website start date	
Capabilities	
Web platform software?	
Content management system: software?	WeHaa

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Does your organization write code?	No
Proprietary or open-source code? Why?	Proprietary
Flexibility & response time	
Can you change web platform – coding, architecture, software -- at least once a month? Do you?	Minor changes as needed.
Can you add new functionality promptly as it becomes available?	
Digital Tools	
Crowd sourcing?	Occasionally
Data visualization?	Yes
Investigative reporting?	Yes
Documentary video?	Yes
Any other kinds of digital tools are being used?	Cover it live
Social Media	
What is the overall organizational commitment to collecting, creating, shaping and delivering all your news/information products through these digital channels?	We are very deep into using resources for this purpose
To what extent is your newspaper connected to people through social media?	Facebook -- 8-9,000 "Friends" Twitter
Advertising	
Is your advertising staff able to provide competitive digital services to merchants?	
Do you use "real time" ads?	No
Does your advertising department sell "digital services", such as helping merchants with website production?	No
Does your ad department sell electronic coupons or other modern digital products? Other?	Under consideration
Assessment	
How do you assess your digital news/information products?	Google analytics; Quancast; Chart-B
Page-views?	135K/week
Monthly uniques?	35K/week
Revenue?	No
What other metrics do you use?	Bounce rate; length on site
Do you assess news content?	
Number of sources?	
Writing or visual journalism impact?	
Other?	Weekly IT report: Most e-mailed; most-connected.
Editing	
Are there different procedures (layers of editing) for web vs. print products?	Usually edited; writers can post.
Do you use AP Style in your digital products?	Modified AP
Revenue	
Do you charge for any digital news products?	No

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Which products and how much?	
Digital Delivery Systems	
What delivery systems do you employ?	Mobile app
E-edition? (software?)	
<i>Smart Phone - apps</i>	
-- iPhone	Yes
-- Android	Eventually
-- Blackberry	
-- Palm	
-- Other?	
<i>Tablets</i>	
-- iPad	Too expensive now
-- Other	
Kindle	
Any other systems	
Comments on mobile platforms	
Future	
Do you foresee your news organization offering one hundred percent digitally-delivered news/information products in the foreseeable future? (See Interview)	
Sources for Digital Information	NY Times; Poynter; Mashable; Jeff Jarvis