

**Backgrounder**  
**Bristol Herald Courier: Interviewed July 13, 2010**

<b>Newspaper</b>	<b>Bristol Herald Courier</b>	
Owner	January 1, 1998 marked the sale of the Bristol Herald Courier to Media General, Inc., a Richmond Virginia based corporation.	
Address	320 BOB Morrison Blvd., Bristol, VA (on TN border)	
Phone number	276-669-2181	
URL	<a href="http://www2.tricities.com">http://www2.tricities.com</a>	
Circulation	Weekdays 26,677, Sundays 30,060	
<b>Publisher</b>		
Name	<b>Carl Esposito</b>	
Phone number	276-645-2552	
E-mail	<a href="mailto:cesposito@bristolnews.com">cesposito@bristolnews.com</a>	
<b>Newspaper Staff</b>		
Total FTEs	110	
Publication cycle	a.m. every day	
Current Circulation		2007 Circulation <sup>1</sup>
Weekdays	26,677	37,400
Sundays	30,060	40,512
<b>Price</b>		
Weekday newsstand	\$.75	
Sunday newsstand	\$1.50	
Subscription annual		
Ancillary Businesses	6 weeklies	
<b>Newsprint</b>		
Tons/annual	1,825	
<b>Sources of Revenue</b>	<b>Percentages</b>	
Circulation	28%	
Display ads	21%	
Inserts	23%	
Special Sections	3%	
Classified	14%	
Legal Notices	4%	
On-line Ads & Fees	7%	
Other	Less than 1%	
Changes over 3 years	Classified and Display advertising have declined considerably while Online advertising has grown significantly. Inserts have also declined, but only marginally.	
<b>Digital</b>		
Pay wall?	No	
Considering a paywall?	Not at this time	
<b>Editor</b>		
Name	<b>J. Todd Foster</b> (now executive editor at The Chattanooga Times Free Press)	
Phone number	(423) 757-6472 at The Chattanooga Times Free Press	

<sup>1</sup> Source: 2008 Editor & Publisher International Yearbook

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E-mail	jtfoster@timesfreepress.com
<b>News Staff</b>	Converged newsroom with WJHL, CBS affiliate in Johnson City, TN
Total FTE	
Reporters	13
Editors	11
Photo	3
<b>Bureaus</b>	Washington County, VA
<b>Coverage</b>	<i>Dedicated more than 50% of time.</i>
Local government	2
Courts	1
Public safety	2
County government	2
School Board	3
Business	0
Sports	5
Entertainment & arts	2
<b>Online Manager</b>	
Name	<b>Heather Provencher</b>
Title	Content Coordinator, TriCities.com
Start date	2008
Phone	(423) 434-4591 or 434-4504
E-Mail	hprovencher@tricitities.com
<b>Digital News Staff</b>	
Size	1
<b>Reporting/Photo staff</b>	
Does reporting staff feed materials for digital media	Yes, 13 reporters Herald Courier; 12 reporters WJHL-TV
<b>Capabilities</b>	
Web platform software?	Django with “Duke” software, developed by Media General
Does your organization write code?	Media General staff in Richmond, Va.
Proprietary or open-source code? Why?	Proprietary
<b>Flexibility &amp; response time</b>	
Can you change web platform – coding, architecture, software -- at least once a month? Do you?	Yes
Can you add new functionality promptly as it becomes available?	As needed
Crowd sourcing?	No
Data visualization?	Yes
Investigative reporting?	Yes
Documentary video?	Yes
Any other kinds of digital tools are being used?	“Cover it live” for Sports

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<b>Social Media</b>	
What is the overall organizational commitment to collecting, creating, shaping and delivering all your news/information products through these digital channels?	Committed.
To what extent is your newspaper connected to people through social media?	Facebook & Twitter
<b>Advertising</b>	
Is your advertising staff is able to provide competitive digital services to merchants?	Yes
Do you use "real time" ads?	Yes with Yahoo.
Does your advertising department sell "digital services," such as helping merchants with website production?	No longer
Does your ad department sell electronic coupons or other modern digital products?	Yes
<b>Assessment</b>	
How do you assess your digital news/information products?	
Page-views?	2-2.5 million/month
Monthly uniques?	400,000/month
Revenue?	Yes
<b>Do you assess news content?</b>	
Number of sources?	
Writing or visual journalism impact?	Yes
Other?	
<b>Editing</b>	
Are there different procedures (layers of editing) for web vs. print products?	Less editing for digital news.
Do you use AP Style in your digital products?	Yes
<b>Revenue</b>	
Do you charge for any digital news products?	No paywall; no charge for archives
<b>Digital Delivery Systems</b>	
What delivery systems do you employ?	
E-edition?	Yes
Smart Phone - apps	
-- iPhone	Yes

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-- Android	Yes
-- Blackberry	Link to mobile
-- Palm	No
-- Other?	No
<b>Tablets</b>	
-- iPad	Not yet
-- Other	None
Kindle	No
<b>Knowledge products</b>	
Do you offer "knowledge products," such as books, magazines, and television or radio programs in addition to the core daily paper?	No
<b>Future</b>	
Do you foresee your news organization offering one hundred percent digitally-delivered news/information products in the foreseeable future? ( <i>See Interview</i> )	
If you expect there will always be some news/information products delivered on newsprint?	
Why will that be?	Readers and advertisers resistant to change
<b>Sources of Information</b>	Mashable.com; Social Media Today