

Backgrounder
Austin American-Statesman: Interviewed February 9, 2011

Newspaper	Austin American-Statesman	
Owner	Cox Enterprises	
Address	305 South Congress Avenue, Austin, TX 78704	
Phone number	(512) 416-5700	
URL	Statesman.com	
Circulation	140,000 (m-s); 155,000 Sunday	
Publisher		
Name	Jane Williams	
Start Date	2/1/11	
Phone number	512-445-3555	
E-mail	jwilliams@statesman.com	
Newspaper Staff		
Total FTEs	750	
Print publication cycle	a.m., 7 days	
Current Circulation		2007 Circulation¹
Weekdays (m-s)	140,000	167,911
Sundays	168,000	203,074
E-edition		
Price		
Weekday newsstand	\$1.00	
Sunday newsstand	\$2.00	
Subscription annual	\$301.08	
E-edition	\$71.88	
Ancillary Businesses	9 English language community newspapers, Spanish language weekly, commercial printing, printing other newspapers, deliver/courier service to keep circulation trucks busy	
Newsprint for Austin American-Statesman only		
Tons/annual		
Sources of Revenue	Percentages	
Circulation	30%	
Advertising	53%	
On-line Ads & Fees	7%	
Other	10%	
Trends/Changes over 3 years	Advertising contribution to the mix has declined; circulation and commercial printing have increased.	
Digital		
Pay wall?	No	
Considering a pay wall?	Maybe	
Editor		
Name	Fred Zipp	
Start date	10/84; 9/87-4/98 at the Palm Beach Post; returned to Austin in 5/98 as	

¹ Source: 2008 Editor & Publisher International Yearbook

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	assistant managing editor. Editor since 2008.
Phone number	512-912-2983
E-mail	fzipp@statesman.com
News Staff	
Total FTE	166
Reporters	70
Editors	40 (copy and assigning)
Design, Photo, Graphics	26
Online	12.5
Bureaus	
Statehouse during session, 2 county bureaus	
Coverage	
More than 50% of their time	
Local government	Yes
Courts	Yes
Public safety	Yes
County government	Yes
School Board	Yes
Business	6
Sports	10
Entertainment & arts, Feature	12-14
Environment	Yes
Health care	Yes
Social services and philanthropy	Yes
Religion	Yes
Project reports	Yes
Columnists	Metro, Transportation, State Politics, Sports, Social --- Political cartoon on Sunday
VP Audience Strategy	
Name	Tim Lott
Start date	1989
Phone	512-445-3550
E-Mail	tlott@statesman.com
Online Managing Editor	
Name	Zach Ryall
Start date	1977, staff photog, 20 years as photo director, then, Jan 2008 became Online Managing Editor
Phone	512-912-2938
E-Mail	zryall@statesman.com
Digital News Staff	
Size	9 full time, including a supervising editor, database/projects editor, social media editor, 5 producers to staff two web sites and a multimedia tech. Part time staff supplement events listings and seasonal sports coverage.
Sufficient?	Yes
Reporting/Photo staff	Draw entirely from newsroom resources. Staff DV journalist reports through Photodept.

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Does reporting staff feed materials for digital media	Yes
Capabilities	
Web platform software?	Escenic as main CMS, abandoning that at end of year or early next for a CMG-wide standardized cms named Medley. Blogs are MoveableType. Also leaving that in Medley.
Content management system: software?	Escenic (Danish)
Does your organization write code?	No
Number of coders?	Cox Media Group Digital staff support
Flexibility & response time	
Can you change web platform – coding, architecture, software -- at least once a month? Do you?	Can change as needed for news display. Use customized ESI's for large breaking news. Floods, wildfires, plane crashed into IRS, snow in Texas, etc.
Can you add new functionality promptly as it becomes available?	Only if it does not require development resources. We innovate in our use of social media and approach to news gathering using tools that plug and play or are compatible with our CMS.
Digital Tools	
Crowd sourcing?	Yes using, Facebook & Twitter and Storify and Tumblr
Data visualization?	Interactives (weather related)
Investigative reporting?	Database use mainly, Google Fusion tables, document cloud, collaborate with other media+
Documentary video?	Yes. All news point & shoot cameras (Flip) and one staff pro shooter.
Any other kinds of digital tools are being used?	Ustream.TV; “eye-fi” and “my.fi” devices for deadline visual reporting.
Social Media	
What is the overall organizational commitment to collecting, creating, shaping and delivering all your news/information products through these digital channels?	We're an industry leader in cultivating and and effectively using social media.. About 48,000 Twitter followers between two main accounts (31k for @statesman, 17k for @austin360) About 185,000 Twitter followers in all, with about 100 newsroom Twitter accounts Nearing 18,000 Facebook fans (combined on all pages) We also have a 4,000 combined (Statesman and 360) Gowalla friends, 325 members in our Waze traffic group. E-mail “alerts” – 30K
To what extent is your newspaper connected to people through social media?	Seriously; The newspaper has a full time social media editor that works in editorial but routinely interacts with sales and marketing.
Advertising	
Is your advertising staff is able to provide competitive digital services to merchants?	Yes, mostly ad creation and the paid Tweets mentioned below.
Do you use "real time" ads?	Sell “Tweet” ads on Twitter at \$500 a piece
Does your advertising department sell "digital services" such as helping	We offer ad creation for ads to run on our sites and others.

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merchants with website production?	
Does your ad department sell electronic coupons or other modern digital products?	We are an affiliate partner with CMG's DealSwarm discount couponing site.
Assessment	
How do you assess your digital news/information products?	
Page-views?	Statesman.com + Austin 360 = 297M/month
Monthly uniques?	24.7 million monthly uniques
Revenue?	
What other metrics do you use?	"time on site", "click-throughs", "channels"
Do you assess news content?	
Number of sources?	
Writing or visual journalism impact?	
Other?	"Most popular"
Editing	
Are there different procedures (layers of editing) for web vs. print products?	Breaking news and blogs edited by assigning editors. Story's read by editors and copy desk.
Do you use AP Style in your digital products?	Yes
Revenue	
Do you charge for any digital news products?	Yes
Which products and how much?	Hookem.com - \$9.95/m; InFactDaily.com – for profit (\$3,795) and nonprofit (\$400) annual
Digital Delivery Systems	
What delivery systems do you employ?	
E-edition? (software?)	TechNavia
Smart Phone - apps	
-- iPhone	Yes
-- Android	Verve mobile edition software
-- Blackberry	Verve mobile edition software
-- Palm	Verve mobile edition software
-- Other?	
Tablets	
-- iPad	Under development, expect release in May.
-- Other	
Kindle	No
Any other systems	Nook under development
Knowledge products	
Do you offer "knowledge products," such as books, magazines, and television or radio programs in	Just launched austin360radio.com, an online streaming radio station

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addition to the core daily paper?	
Is there a central digital content pool from which these products are created?	No
Do they make money?	Too new to tell. Station just launched.
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)	Cox has a commitment to offer all of our products in a fully digital, mobile environment while we strive to keep our print operations profitable and growing as well.
If you expect there will always be some news/information products delivered on newsprint?	I hope so. Newspapers in print offer a unique, permanent, credible way of delivering news and there should always be an audience for them even as digital delivery becomes more a part of our lives.
Your sources of digital information	Poynter; list-serves; colleague alerts; NPPA