

Backgrounder
Columbia Missourian: Interviewed July 6, 2010

Newspaper	Columbia Missourian	
Owner	Missourian Publishing Association Inc., (501 (c) (3) non-profit)	
Address	221 S. Eighth St., Columbia, MO 65201	
Phone number	573-882-5720	
URL	http://www.columbiamissourian.com/	
Circulation	Tuesday through Friday 6,012; Sunday 4,850	
Publisher		
Name	Dean Mills	
Phone number	573-882-6686	
E-mail	MillsR@missouri.edu	
Newspaper Staff		
Total FTEs	17.5 FTEs on paid professional staff funded by Missourian (see news staff below)	
Publication cycle	Newspaper 5 days a week a.m.; Vox magazine on Thursdays inserted in newspaper. Online editions seven days a week.	
Current Circulation		2007 Circulation¹
Weekdays (Tu-Fri)	6,012	7,011
Sundays	4,850 (papers not delivered to dormitories on Sunday)	4,801
Price		
Weekday/Sunday newsstand	\$.50	
Annual Subscription	\$49	
Ancillary Businesses	6012 Vox magazine copies each Thursday inserted into Thursday Missourian and additional 4,000 copies delivered to more than 200 free standing locations Thursday	
Newsprint		
Tons/annual	N/A printing is outsourced	
Sources of Revenue	Percentages	
Circulation	10%	
Display ads	13%	
Inserts	5%	
Special Sections	5%	
Classified	4%	
Legal Notices	10%	
On-line Ads & Fees	3%	
Other	48% of total revenue from University Laboratory support fee; 2% of total revenue from Missourian endowment	
Changes over 3 years	Most revenue categories as a percentage of total revenue have decreased. That is misleading, however, because the Missourian 18 months ago drastically cut its print products and expenses. Though total revenue decreased because we dropped a total market coverage product, the Monday edition and a TMC real estate publication, expenses dropped much more than the revenue decreased from eliminating these products. The key is this: the	

¹ Source: 2008 Editor & Publisher International Yearbook

Backgrounder
Columbia Missourian: Interviewed July 6, 2010

	profit margin improved 85% from reducing our print frequency.
Digital	
Pay wall?	No
Considering a pay wall?	No
Profit Margin	Margin for most recent fiscal year completed is -12%. The Missourian is a 501c3 or not-for-profit corporation.
Executive Editor for Innovation	
Name	Tom Warhover
Term of service	July 1, 2001
Phone number	573-882-5734
E-mail	warhovert@missouri.edu
News Staff	
Total FTE	15 full time and 27 part time
Reporters	110-140 student reporters in spring and fall semesters; 60 in summer; 15 at intercession (mid-December to mid-January)
Editors	22 editor-professors; about 40 paid part-time assistant editors.
Photo	15 editor-professors and about 30 part-time assistant editors.
Web & Video	Web (and video) personnel, dedicated 3 as part of our information technology staff, although everyone in the newsroom is responsible for the Web.
Bureaus	Capitol bureau (Jefferson City)
Coverage	<i>Dedicated more than 50% of time.</i>
Local municipal government	10
Courts	5-8
Public safety	16-18 (includes courts)
State government	6 in session; 3-5 in fall
School Board	3
Business	0
Sports	Sports 12-14
Entertainment & arts	Entertainment & the Arts 12-14
Other: Neighborhoods	Neighborhoods 12-14 (fall '10 semester is closer to 60, as we're experimenting with a newsroom structure that's primarily neighborhood-based.)
Director of Digital Development	
Name	Rob Weir
Term of service	Since October 2008
Phone	573-882-5057
E-Mail	weirr@missouri.edu
Digital News Staff	
Size	3, including Weir
Sufficient?	Busy at beginning of each term
Reporting/Photo staff	
Does reporting staff feed materials for digital media	Yes; depends on their comfort level. Missourian has a "file to web-first" operating plan.

Backgrounder
Columbia Missourian: Interviewed July 6, 2010

Should they?	N/A
Capabilities	
Web platform software?	Subset of Python, Django
Content management system: software?	We have a CMS on the backend of our Web system. It's written in Django, a Python-based Web framework.
Does your organization write code?	Yes
Number of coders?	One
Zero? How out-sourced?	NA
Out-sourced, off the shelf or with vendors?	Most off the shelf
Proprietary or open-source code? Why?	Wrote website in open-sourced code: Subset of Python, Django. Our new website is being developed with investors to be started January 2011; sold in a cloud system – JUnit.ASP
Flexibility & response time	
Can you change web platform – coding, architecture, software -- at least once a month? Do you?	Make many incremental changes as needed.
Can you add new functionality promptly as it becomes available?	Relatively promptly given size of staff.
Digital Tools	
Crowd sourcing?	Yes
Data visualization?	Yes; usage determined by size of CAR classes.
Investigative reporting?	Yes
Documentary video?	Yes
Any other kinds of digital tools are being used?	Slide shows (using “SoundSlide”); Live broadcasts using “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?	Face Book -- yes Twitter -- yes Others: Tumblr logs -- occasionally
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?	Yes; competitive in the market place.
Do you use "real time" ads?	Yes
Does your advertising department sell "digital services", such as helping merchants with website production?	Don't currently; may in the future.
Does your ad department sell	Not yet.

Backgrounder
Columbia Missourian: Interviewed July 6, 2010

electronic coupons or other modern digital products?	
Assessment	
How do you assess your digital news/information products?	
Page-views?	875,000/ month
Monthly uniques?	375,000/ month
Revenue?	Yes
What other metrics do you use?	Duration on site, unique visitors, bounce-back rate, referrals
Do you assess news content?	
Number of sources?	N/A
Writing or visual journalism impact?	N/A
Other?	Monitoring "most viewed" stories
Editing	
Are there different procedures (layers of editing) for web vs. print products?	Post stories quickly, less oversight. Often "copy desk" checks stories afterward. Copy desk often shortens stories for print edition.
Do you use AP Style in your digital products?	Mostly; with some local Missourian style rules.
Do you charge for any digital news products?	Yes, advertising
Which products and how much?	Paywall existed in early phase: 1994-98, but was discontinued. Archives: No charges
Digital Delivery Systems	
What delivery systems do you employ?	
E-edition? (software?)	No; but e-books have been created for special projects
<i>Smart Phone - apps</i>	
-- iPhone	Working on app.
-- Android	Not yet.
-- Blackberry	Not yet.
-- Palm	Not yet.
-- Other?	Not yet.
Tablets	
-- iPad	Working on app.
-- Other	Not yet.
Kindle	No
Any other systems	No
Knowledge products	
Do you offer "knowledge products," such as books, magazines, and television or radio programs in addition to the core daily paper?	No

Backgrounder
Columbia Missourian: Interviewed July 6, 2010

Is there a central digital content pool from which these products are created?	N/A
Do they make money?	N/A
In what other ways are digital tools used in the business operations and marketing at your news organization	None reported.
Future	
Do you foresee your news organization offering one hundred percent digitally-delivered news/information products in the foreseeable future? (<i>See Interview</i>)	
If not: Where do you think the balance will settle?	N/A
If so: How soon do you think this will happen?	N/A
If you expect there will always be some news/information products delivered on newsprint?	Yes.
What will those be?	Newspaper also produces a local arts and entertainment give-away, which should have a long shelf-life.
Why will that be?	There is a large “installed user base.”
Sources of Information	
	Blogs: ReadWrite Web; The Loop (Apple Blog). Newspapers: The New York Times, The Wall Street Journal, the Seattle Post-Intelligencer.