Backgrounder
Rome News-Tribune: Interviewed December 6, 2010

Newspaper	**Rome News-Tribune**	
Owner	News Publishing Co. (private)	
Address	305 E. 6th Ave., Rome, GA 30161	
Phone number	706-290-5200	
URL	RN-T.com	
Circulation	18,000	
Publisher		
Name	**Otis Raybon, Jr.**	
Start Date	5/98 as VP Operations; 5/08 as Publisher	
Phone number	706-290-5281	
E-mail	oraybon@npco.com	
Newspaper Staff		
Total FTEs	180 (includes weeklies)	
Publication cycle	7 days a.m.	
Current Circulation		**2007 Circulation[1]**
Weekdays	16,500	17,428
Sundays	18,000	18,162
E-edition	700	
Price		
Weekday newsstand	$.75	
Sunday newsstand	$2.00	
Subscription annual	$129	
E-edition	Free to subscribers . Non-Subs pay home delivery rates	
Ancillary Businesses	3 bi-weeklies, 3 weeklies, commercial printing, deliver USA Today, Wall St. Journal, Atlanta Journal Constitution and Sunday New York Times	
Newsprint for Rome News-Tribune only		
Tons/annual		
Sources of Revenue for Rome News-Tribune only	***Percentages***	
Circulation	24	
Display ads	27	
Inserts	15	
Special Sections	3	
Classified	13	
Legal Notices	5.5	
On-line Ads & Fees	3	
Other commercial print	10.5	
Trends/Changes over 3 years	Commercial print increase with installation of new press	
Digital		

[1] Source: 2008 Editor & Publisher International Yearbook

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Pay wall?	No
Considering a pay wall?	Not at this time
Editor	
Name	**Charlotte Atkins**
Start date	2004
Phone number	706-290-5279
E-mail	catkins@npco.com
News Staff	
Total FTE	26 FT
Reporters	6 FT reporters
Editors	3 copy editors; 2 feature editors; 1 Roman editor; 2 news clerks
Photo	3 FT
Bureaus	No bureaus; 7 weeklies to draw on.
Coverage	**More than 50% of their time**
Local government	1
Courts	1
Public safety	2
County government	1
School Board & education	1
Business & Health Care & Agriculture	1
Sports	3 reporters; 1 editor; 1 copy editor
Entertainment & arts	1
New Media Director	
Name	**Jim Alred**
Start date	2006
Phone	706-512-5807
E-Mail	jalred@npco.com
Website start date	2001
Digital News Staff	
Size	4 FT: news editor; asst. news editor; 2 multimedia producers
Sufficient?	No, we also use interns as well
Reporting/Photo staff	
Does reporting staff feed materials for digital media	Yes, mostly copy and stills
Should they?	Yes, they know their beats better than anyone
Capabilities	
Web platform software?	
Content management system: software?	CMS-Matchbin
Does your organization write code?	Yes, a little bit.
Number of coders?	1
Proprietary or open-source code? Why?	Proprietary
Flexibility & response time	
Can you change web platform – coding, architecture, software -- at least once a	Platform is flexible; use to have FT programmer.

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month? Do you?	
Digital Tools	
Crowd sourcing?	Not much
Data visualization?	Not much
Investigative reporting?	No
Documentary video?	Lots of video and slide shows
Any other kinds of digital tools are being used?	Cover-it-live; streaming video for elections; state FB championship
Social Media	
What is the overall organizational commitment to collecting, creating, shaping and delivering all your news/information products through these digital channels?	Facebook – online news editors update. Twitter – online news editors update. (HS scores) Also Gowalla and Foursquare
To what extent is your newspaper connected to people through social media?	Used a lot
Advertising	
Is your advertising staff is able to provide competitive digital services to merchants?	Growing skills
Do you use "real time" ads?	"Hot Deals"
Does your advertising department sell "digital services" such as helping merchants with website production?	No. (This changed in February and we're now doing exactly this in all of our papers)
Does your ad department sell electronic coupons or other modern digital products?	Yes
Assessment	
How do you assess your digital news/information products?	
Page-views?	2.5M/month
Monthly uniques?	165K/month (lots of "duals")
Revenue?	
What other metrics do you use?	Average time on site: 03:38
Editing	
Are there different procedures (layers of editing) for web vs. print products?	Online copy editors edit copy as needed.
Do you use AP Style in your digital products?	Yes
Revenue	
Do you charge for any digital news products?	E-Edition
Which products and how much?	Free to subscribers. Non-Subs pay home delivery rates
Digital Delivery Systems	
What delivery systems do you employ?	
E-edition? (software?)	Press Display
Smart Phone - apps	Mobile software
-- iPhone	Under construction
-- Android	Under construction
-- Blackberry	Under construction
Tablets	

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-- iPad	Matchbin is building an app
-- Other	
Kindle	No
Knowledge products	
Do you offer "knowledge products," such as books, magazines, and television or radio programs in addition to the core daily paper?	PrepCentralOnline.com, Studio Central Face to Face, Rome Remembers: World War II DVDs on demand
Is there a central digital content pool from which these products are created?	Yes
Do they make money?	Yes
Future	
Do you foresee your news organization offering one hundred percent digitally-delivered news/information products in the foreseeable future? (**See Interview**)	
Sources of Information	"10000 words"; Poynter Digital; Rob Curley (Las Vegas Sun) on Facebook and Twitter