Newspaper	St. Petersburg Times	
Owner	Published by the Times Publishing Company, which is owned by Th	
	Poynter Institute	
Address	490 First Ave. South, St. Petersburg, FL 33701	
Phone number	727-893-8111	
URL	www.tampabay.com	
Chairman and CEO, Times		
Publishing Company		
Name	Paul Tash	
Start Date	1978	
Phone number	727-893-8887	
E-mail	ptash@sptimes.com	
Newspaper Staff		
Total FTEs	1,200 (total Times staff)	
Publication cycle	7 days a.m.	
Current Circulation	2010 Circulation*	2007 Circulation ¹
Weekdays (m-s)	258,373	342,050
Sundays	400,308	410,423
E-edition		
Price		
Weekday newsstand	\$.50	
Sunday newsstand	\$1.00	
Subscription annual	\$221.00	
E-edition	\$49 annually; \$4.99 monthly. Weekday single copy \$1.00; Sunday	
	single copy \$1.50	
Ancillary Businesses	tbt* Tampa Bay Times, Florida Trend	, Senior Living Guide and
•	Tampa Bay Newspapers, Inc.	, C
Newsprint for St. Petersburg Times		
Sources of Revenue	Percentages	
Circulation	24%	
Advertising	74%	
Other	2%	
Digital		
Pay wall?	No	
Considering a pay wall?	Maybe	
Editor and Vice President		
Name	Neil Brown	
Start date	1993	
Phone number	727-893-8441	
E-mail	nbrown@sptimes.com	
News Staff		

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¹ Source: 2008 Editor & Publisher International Yearbook

^{*} Circulation figures reported to ABC for 2010 annual audit

Total FTE	300
Bureaus	Tampa (Hillsborough County), Brandon/Riverview (Hillsborough
	County), Wesley Chapel (Pasco County), Clearwater, (Pinellas
	County), Brooksville (Hernando County), Port Richey (Pasco County),
	Tallahassee, Washington, D.C.
Coverage	More than 50% of their time
Local government	Yes
Courts	Yes
Public safety	Yes
County government	Yes
School Board	Yes
Business	Yes
Sports	Yes
Entertainment & arts	Yes
VP, Tampa publisher, and	
TampaBay.com publisher	
Name	Joe DeLuca
Start date	2001
Phone	813-226-3307
E-Mail	jdeluca@sptimes.com
Digital News Staff	
Size	Integrated with print news staff
Reporting/Photo staff	
Does reporting staff feed materials for	Yes; newsroom has a "Breaking News Desk" to facilitate submissions
digital media	to the Web.
Capabilities	
Web platform software?	
Content management system:	Currently using Escenic. Planning to purchase a new content
software?	management system in conjunction with the redesign of tampabay.com
	later this year. Selection process is currently underway.
Does your organization	Some
write code?	
Flexibility & response time	
Can you change web platform –	Changing current web platform is complicated. Expect that to change
coding, architecture, software at	with a redesigned site and new content management system.
least once a month? Do you?	
Can you add new functionality	
promptly as it becomes available?	
Digital Tools	
Crowd sourcing?	Occasionally
Data visualization?	Beginning stages
Investigative reporting?	Yes
Documentary video?	Yes
Any other kinds of digital tools are	"Cover it Live"
being used?	

Social Media	
What is the overall organizational	Facebook
commitment to collecting, creating,	Twitter
shaping and delivering all your	
news/information products through	
these digital channels?	
To what extent is your newspaper	Extensively
connected to people through social	
media?	
Advertising	
Is your advertising staff able to	Increasingly so.
provide competitive digital services to	Using "integrated sales" model; e.g. "What's best for customer."
merchants?	
Do you use "real time" ads?	Yes
Does your advertising department sell	No website building.
"digital services", such as helping	Exploring social media campaigns
merchants with website production?	V.
Does your ad department sell	Yes
electronic coupons or other modern	
digital products? Assessment	
How do you assess your digital	
news/information products?	
Page-views?	25.7M/M (Nielsen NetView; March 2011)
Monthly uniques?	1.8M/M (Nielsen NetView; March 2011)
Revenue?	1.011/11 (Trieisen 1700 v iow, Marien 2011)
What other metrics do you use?	Time on site; Engagement factors: registration, watched videos, etc.
Do you assess news content?	I may on 220, 2ngugoment two 22, 10gustation, waterious, etc.
Number of sources?	
Writing or visual journalism impact?	
Other?	"Most e-mailed"
Editing	
Are there different procedures (layers	News copy always passes through at least one editor
of editing) for web vs. print products?	
Do you use AP Style in your digital	St. Petersburg Times Stylebook
products?	
Revenue	
Do you charge for any digital news	Yes
products?	
Which products and how much?	E-edition; archives (?)
Digital Delivery Systems	
What delivery systems do you	
employ?	m i
E-edition? (software?)	Technavia
Smart Phone - apps	

iPhone	Yes
Android	No app – mobile software works
Blackberry	No app – mobile software works
Palm	No app – mobile software works
Other?	
Tablets	
iPad	Yes
Other	Will develop apps as needed.
Kindle	Yes
Any other systems	
Knowledge products	
Do you offer "knowledge products,"	Cookbooks
such as books, magazines, and	
television or radio programs in	
addition to the core daily paper?	
Is there a central digital content pool	N. Aggregated from material published in both print and online.
from which these products are	
created?	
Do they make money?	Yes
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)	
Sources of Information	National websites: Wall Street Journal; NY Times; SPT
	Benchmarking; SPT user experience.