

Backgrounder
La Opinion (Los Angeles, CA): Interviewed: March 16, 2011

Newspaper	La Opinion
Owner	ImpreMedia (privately held)
Address	700 S. Flower Street, Suite 3000, Los Angeles, CA 90017
Phone number	213-622-8332
URL	Laopinion.com
Circulation	80,000, M-Sa; 45,000 Sundays
President ImpreMedia/Sr. VP Sales	
Name	Steve Bentz
Start Date	2009
Phone number	213-896-2230
E-mail	steve.bentz@laopinion.com
La Opinion Newspaper Staff	
Total FTEs	84
Publication cycle	7 days, newsstands only
Current Circulation	
Weekdays	80,000
Sundays	45,000
E-edition	Yes, 1.5 mil unique visitors for all of impreMedia
Price	
Weekday newsstand	\$.50
Sunday newsstand	\$.75
E-edition	free
Ancillary Businesses	
Newsprint for La Opinion	none
Newsprint for La Opinion	
Tons/annual	Outsourced to Orange County Register (4,055 tons in 2010)
Sources of Revenue	
	<i>Percentages</i>
Circulation	25
Display ads	33
Inserts	11
Special Sections	2
Classified	21
Legal Notices	2
On-line Ads & Fees	4
Other (LANG distribution)	7
Trends/Changes over 3 years	
Digital	
Pay wall?	No
Considering a pay wall?	Maybe
Advertising	
Is your advertising staff able to provide competitive digital services to merchants?	Yes

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Do you use "real time" ads?	No
Does your advertising department sell "digital services" such as helping merchants with website production?	Yes
Does your ad department sell electronic coupons or other modern digital products? Other?	Yes
Executive Editor	
Name	Pedro Rojas
Start date	2003
Phone number	213-622-8332
E-mail	Pedro.rojas@laopinion.com
News Staff	
Total FTE	35 in LA
Reporters	10 for hard news
Editors	7
Photo	3
Other:	1 videographer
Bureaus	
	Mexico City; Washington, DC; Sacramento, Calif.
Coverage	
	More than 50% of their time
Local government	Yes
Courts	Yes
Public safety	Yes
County government	Yes
School Board	Yes
Business	1 reporter
Sports	3 reporters
Entertainment & arts	4 reporters
Environment	None
Health care	1
Immigration	3 or 4
Transportation	1
Do you assess online news content?	
Number of sources?	No
Writing or visual journalism impact?	No
Other	
VP, Multiplatform Content and Information, impreMedia	
Name	Hilda Garcia
Start date	2010
Phone number	310-658-1203
Email	Hilda.garcia@impremedia.com
Digital Team	(impreMedia)

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Size	11 FTE
Sufficient?	Could be better
Reporting/Photo staff	
Does reporting staff feed materials for digital media	As needed.
Should they?	Yes
Website start date	
Capabilities	
Web platform software?	
Content management system: software?	Einstein software
Does your organization write code?	Yes
Number of coders?	2
Proprietary or open-source code? Why?	
Flexibility & response time	
Can you change web platform – coding, architecture, software -- at least once a month? Do you?	No, but we are in the process of changing it
Can you add new functionality promptly as it becomes available?	No
Digital Tools	
Crowd sourcing?	Under development
Data visualization?	No
Investigative reporting?	Yes
Documentary video?	Just beginning
Any other kinds of digital tools are being used?	
Social Media	
What is the overall organizational commitment to collecting, creating, shaping and delivering all your news/information products through these digital channels?	Facebook (La Opinion) – 30,000 friends Twitter
To what extent is your newspaper connected to people through social media?	As much as possible. We just hired a social media manager
Advertising	
Is your advertising staff able to provide competitive digital services to merchants?	Yes
Do you use "real time" ads?	No
Does your advertising department sell "digital services", such as helping merchants with website production?	No, but we can do it
Does your ad department sell electronic coupons or other modern digital products? Other?	No yet
Assessment	
How do you assess your digital news/information products?	Is not as good as we want it to be, but improving and growing audience steadily
Page-views?	
Monthly uniques?	1.5 M/month all of impreMedia
Revenue?	N/A
What other metrics do you use?	Time of usage (Average 2-4 minutes)

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Do you assess news content?	
Number of sources?	
Writing or visual journalism impact?	
Other?	
Editing	
Are there different procedures (layers of editing) for web vs. print products?	We do have a staff of editors dedicated to online and some editors who do print and in some cases online
Do you use AP Style in your digital products?	No
Revenue	
Do you charge for any digital news products?	No
Which products and how much?	
Digital Delivery Systems	
What delivery systems do you employ?	
E-edition? (software?)	Yes
<i>Smart Phone - apps</i>	
-- iPhone	No
-- Android	No
-- Blackberry	No
-- Palm	No
-- Other?	
<i>Tablets</i>	
-- iPad	Under consideration
-- Other	
Kindle	No
Any other systems	
Comments on mobile platforms	
Knowledge products	
Do you offer "knowledge products," such as books, magazines, and television or radio programs in addition to the core daily paper?	No
Is there a central digital content pool from which these products are created?	
Do they make money?	
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)	No. Our print product is very solid and the audience is there for that product.
Sources for Digital Information	Mashable; Wired; E&P; Knight Center; Poynter Institute