

Backgrounder
The Boston Globe: Interviewed October 18, 2010

Publisher & President, New England Media Group			
Name	Christopher M. Mayer		
Start date	Joined the Globe in 1984; named publisher January 1, 2010		
Phone number	617-929-2702		
E-mail	mayer@globe.com		
Newspaper Staff			
Total FTEs	1,400		
Publication cycle	3-4 print editions each day		
Current Circulation	2010	2009	2007 Circulation¹
Weekdays	232,432	302,638	382,503
Sundays	378,949	466,665	562,273
Price			
Weekday newsstand	\$1.00 Daily inside Rt. 128/ \$1.50 outside Rt. 128		
Sunday newsstand	\$3.50 Sunday inside Rt. 128/ \$4.00 outside Rt. 128		
E-Edition	GlobeReader; Kindle; Nook; Sony		
Ancillary Businesses	Direct mail company – Globe Direct; Commercial printing		
Newsprint			
Tons/annual for Globe	--		
Sources of Revenue	<i>Percentages for NEMG</i>		
Circulation	41%		
All Advertising	48%		
Other	11%		
Digital			
Pay wall?	No		
Considering a pay wall?	Yes, BostonGlobe.com in second half of 2011		
Editor			
Name	Martin Baron		
Start Date	July 2, 2001		
Phone number	617-929-3049		
E-mail	baron@globe.com		
News Staff			
Total FTE	340 Globe; 30 boston.com		
Bureau	Washington, DC bureau covers National: policy, politics, health care/pharmaceuticals, defense/defense contracting/foreign policy primarily as they affect Massachusetts and New England		
Coverage	Dedicated more than 50% of time		
City/state government	Yes		
Local, state, regional politics	Yes		
Courts, law enforcement/criminal justice	Yes		

¹ Source: http://www.nytc.com/investors/financials/boston_globe-circulation.html
Valid Sources, "Who Needs Newspapers?" project; 1916 Pike Pl., Ste 12 #60, Seattle, WA. 98101
www.whoneedsnewspapers.org

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Schools: K-12, higher education	Yes
Transportation	Yes
50 hyper-local town and neighborhood sites online, plus three, twice-weekly regional editions	Yes
Economy -- national/regional	Yes
Technology/biotechnology	Yes
Hospitals/health insurers	Yes
Finance/venture capital/mutual funds/banks, travel/tourism, real estate, residential and commercial, retailing, nonprofits, media	Yes
Movies, television, visual arts, classical music, pop/contemporary music (also, less intensively, jazz, blues, cabaret, folk), theater, dance	Yes
Food/restaurants, lifestyle/cultural trends, local personalities, travel, fashion, home design, books	Yes
Pro sports, college sports, high school sports	Yes
Ideas/intellectual life/academic world	Yes
Investigations team called Spotlight, and Metro has free-floating investigative reporters	Yes
Deputy Managing Editor for Multimedia	
Name	Bennie DiNardo
Start date	1993
Phone number	617-929-3255
Email	dinardo@globe.com
Digital News Staff	
Size	30 people (Technical staff additional 12)
Sufficient?	
Reporting/Photo staff	
Does reporting staff feed materials for digital media	Yes
Website start date	
Capabilities	
Web platform software?	
Content management system: software?	Eidos Media: "Methode"
Does your organization write code?	Yes
Number of coders?	12
Proprietary or open-source code? Why?	Proprietary
Flexibility & response time	
Can you change web platform – coding,	Previous platform tedious.

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architecture, software -- at least once a month? Do you?	New platform, Bonzai, more flexible
Digital Tools	
Crowd sourcing?	Occasionally
Data visualization?	Yes
Investigative reporting?	Yes
Documentary video?	Yes
Any other kinds of digital tools are being used?	“Cover it Live” – live streaming video
Social Media	
What is the overall organizational commitment to collecting, creating, shaping and delivering all your news/information products through these digital channels?	Facebook (25K users) Twitter Foursquare.
To what extent is your newspaper connected to people through social media?	Extensively
Advertising	
Is your advertising staff is able to provide competitive digital services to merchants?	Yes.
Do you use "real time" ads?	
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?	Yes. “Deal of the Day”
Assessment	
How do you assess your digital news/information products?	
Page-views?	6M/month
Monthly uniques?	1M
Revenue?	Yes
What other metrics do you use?	Level of engagement; time on site; % use of video.
Do you assess news content?	
Number of sources?	
Writing or visual journalism impact?	
Other?	Most-viewed reviewed monthly
Editing	
Are there different procedures (layers of editing) for web vs. print products?	Yes; some reporters can post
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?	Photo blog; Archive
Digital Delivery Systems	
What delivery systems do you employ?	

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E-edition? (software?)	Yes.
Smart Phone - apps	
-- iPhone	Yes
-- Android	In development
-- Blackberry	(mobile website software); YAP site
-- Palm	(mobile website software) YAP site
Tablets	
-- iPad	Under development
-- Other	
Kindle	Yes
Any other systems	Nook, E-reader
Knowledge products	
Do you offer "knowledge products," such as books, magazines, and television or radio programs in addition to the core daily paper?	Yes Kennedy bio; DVDs
Is there a central digital content pool from which these products are created?	Eidos
Future	
Do you foresee your news organization offering one hundred percent digitally-delivered news/information products in the foreseeable future? (See Interview)	No
Sources of Digital Information	NY Times; Romenesko; Nieman