Backgrounder
The (Baltimore) Afro-American: Interviewed November 11, 2010

Newspaper	**The (Baltimore) Afro-American**
Owner	The Afro-American Company of Baltimore (privately owned)
Address	2519 N. Charles Street, Baltimore, MD 21218
Phone number	410-554-8200
URL	www.afro.com
Circulation	8,000 weekly
Chairman of the Board/CEO and Publisher	
Name	**John (Jake) Oliver, Jr.**
Start Date	1986 CEO/Publisher
Phone number	410-554-8219
E-mail	jake@afro.com
Newspaper Staff	
Total FTEs	38 for all operations
Publication cycle	Weekly --- day at news racks: Saturday
Current Circulation	**2007 Circulation**[1]
Weekdays	8,000 8,775
E-Edition	300
Price	
Weekday newsstand	$.75
Subscription annual	$30
E-Edition	$10
Ancillary Businesses	None
Newsprint	outsourced
Tons/annual	
Sources of Revenue	*Percentages*
Circulation	7
Display ads	86
On-line Ads & Fees	2
Other	5
Digital	
Paywall?	No
Considering a paywall?	No
Executive Editor	
Name	**Talibah Chikwendu**
Start date	1997; executive editor 2009
Phone number	410-554-8200
E-mail	editor@afro.com
News Staff	

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[1] 2008 Editor & Publisher International Yearbook

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Total FTE	
Reporters	3.5 Fulltime
Editors	2 (EE and ME)
Photo	4 freelance (Baltimore); 1 freelance (sports)
Columnists	4 freelance
Bureaus	Washington, DC; Prince George's County
Coverage	More than 50% of their time.
Local government	Yes
Public safety	Yes
Sports	1 editor
Entertainment & arts	Managing Editor covers Entertainment & the Arts
Other	Sports: Print covers regional high schools & colleges; Website covers national sports.
Online Web Manager	
Name	**William Parschalk**
Start date	2009
Phone number	703-409-6604
Email	wparschalk@afro.com
Digital News Staff	
Size	3 FTE
Sufficient?	Yes
Reporting/Photo staff	
Does reporting staff feed materials for digital media	Updates are provided daily.
Website start date	1994
Capabilities	
Web platform software?	CMS Cold fusion
Content management system: software?	Custom built by group in Frederick Md.
Does your organization write code?	Yes
Number of coders?	1
Out-sourced, off the shelf or with vendors?	Out-sourced
Proprietary or open-source code? Why?	Proprietory
Flexibility & response time	
Can you change web platform – coding, architecture, software -- at least once a month? Do you?	As needed.
Digital Tools	
Crowd sourcing?	No; but under consideration
Data visualization?	No
Investigative reporting?	No
Documentary video?	Yes: occasionally. Jive software
Social Media	
What is the overall organizational commitment to collecting, creating, shaping and delivering all your news/information products through these digital channels?	Facebook – about 1,600 "friends/likes." Twitter – used heavily by sports

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Advertising	
Is your advertising staff is able to provide competitive digital services to merchants?	Yes
Do you use "real time" ads?	Yes; BP on Twitter
Does your advertising department sell "digital services", such as helping merchants with website production?	No
Assessment	
How do you assess your digital news/information products?	Level of community responses
Page-views?	1,500 – 2,550 visitors /day; average: 5 page-views/visitor
What other metrics do you use?	Sources of traffic; Content assessment (Google Analytics)
Do you assess news content?	
Number of sources?	
Writing or visual journalism impact?	
Other?	"Most viewed" stories
Editing	
Are there different procedures (layers of editing) for web vs. print products?	No
Do you use AP Style in your digital products?	AP Style
Revenue	
Do you charge for any digital news products?	Yes
Which products and how much?	E-Edition; Archives (Google project); Photos
Digital Delivery Systems	
What delivery systems do you employ?	
E-edition? (software?)	"Scribd"
Smart Phone - apps	
-- iPhone	Yes, available in iTunes as "AFRO News". It is an RSS feed-based app, which presents the latest stories from our National News, DC News, Baltimore News, PG County News and Sports sections
-- Android	No
-- Blackberry	No
-- Palm	No
-- Other?	No
Tablets	
-- iPad	No
-- Other	No
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?	Special publications
Is there a central digital content pool from which these products are created?	No

Future	
Do you foresee your news organization offering one hundred percent digitally-delivered news/information products in the foreseeable future? (**See Interview**)	No
What will those be?	Smaller but still existent.
Sources of Information	CNET, Wired, various blogs, Google searches