

Backgrounder
Northeast Mississippi Daily Journal: Interviewed January 25, 2011

Newspaper	Northeast Mississippi Daily Journal	
Owner	Journal, Inc., (private)	
Address	1242 South Green St., Tupelo, MS 38804	
Phone number	662-842-2611	
URL	Nems360.com	
Circulation	34,000 daily; 36,000 Sunday	
Publisher & CEO		
Name	Clay Foster	
Start date	1992 Became publisher 1/11	
Phone number	662-678-1505	
E-mail	Clay.foster@journalinc.com	
Newspaper Staff		
Total FTEs	190	
Publication cycle	7 days, a.m.	
Current circulation		2007 Circulation¹
Weekdays (m-s)	34,000	35,346
Sundays	36,000	36,486
E-edition	new	
Price		
Weekday newsstand	\$.50	
Sunday newsstand	\$1.50	
Subscription annual	\$128	
E-edition	\$140 print + e-edition/ \$110 e-edition alone	
Ancillary Businesses	Commercial printing; commercial real estate leasing and logistics services; seven weekly newspapers	
Newsprint for Daily Journal only		
Tons/annual	3,000	
Sources of Revenue		
	<i>Percentages</i>	
Circulation	27.9	
Advertising	57.1	
On-line Ads & Fees	2.1	
Logistics business	7.3	
Commercial printing	5.8	
Trends/Changes over 3 years	Ad revenue down in 2009 but back up in 2010	
Digital		
Pay wall?	No	
Considering a pay wall?	Under consideration	
Executive Editor		
Name	Lloyd Gray	
Start date	1992	

¹ Source: 2008 Editor & Publisher International Yearbook

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Phone number	662-678-1579
E-mail	Lloyd.gray@journalinc.com
News Staff	
Total FTE	37
Reporters	14
Editors	6
Photo	3; 1 chief photographer; 2 phototgraphers
Editorial Page editor	1
Bureaus	(3): State Capital (Jackson, Miss.); Oxford, Miss.; Corinth, Miss.
Coverage	More than 50% of their time
Local government	Yes
Yes	Yes
Public safety	Yes
County government	Yes
School Board	Yes
Business & Agriculture	2
Sports	7: 1 editor; 4 writers; 2 design/copy editors
Entertainment & arts	Yes
Environment	Not designated
Health care	1
Religion	1
Interactive Director	
Name	Michael Duran
Start date	2009
Phone	662-678-1548
E-Mail	Michael.duran@journalinc.com
Digital Staff	
Size	(3) Director; Web Designer; Online editor
Sufficient?	We could use an additional interactive desinder/content person
Reporting/Photo staff	
Does reporting staff feed materials for digital media	Yes (Some are more comfortable than others)
Should they?	Definitely
Capabilities	
Web platform software?	
Content management system: software?	Matchbin system
Does your organization write code?	Yes
Number of coders?	(1)
Flexibility & response time	
Can you change web platform – coding, architecture, software -- at least once a month? Do you?	CMS is limited, everything must plug into it.
Can you add new functionality promptly as it becomes available?	Sometimes but not always. We build a lot of in-house “work-arounds”

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Digital Tools	
Crowd sourcing?	No
Data visualization?	Yes – AP election results
Investigative reporting?	No
Documentary video?	Some; limited
Any other kinds of digital tools are being used?	NEMISSPrep.com; local 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 -- “Hottest local” “Hottest from across the web” Twitter
To what extent is your newspaper connected to people through social media?	
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?	Mostly “advice” to customers as needed.
Does your ad department sell electronic coupons or other modern digital products?	“Hot Deals” – using Matchbin system.
Assessment	
How do you assess your digital news/information products?	
Page-views?	NEMS360.com – 2.1M/Month
Monthly uniques?	NEMS360.com – 180K/month
Revenue?	
What other metrics do you use?	“Duration on site” – average 3.5 minutes
Do you assess news content?	
Number of sources?	
Writing or visual journalism impact?	
Other?	Track most “e-mailed”; daily assessment of trending on topics
Editing	
Are there different procedures (layers of editing) for web vs. print products?	No
Do you use AP Style in your digital products?	As much as possible
Revenue	
Do you charge for any digital news products?	Yes
Which products and how much?	E-edition; started December 2010

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Digital Delivery Systems	
What delivery systems do you employ?	
E-edition? (software?)	Web-based e-edition, based on Adobe Flash
Smart Phone - apps	Mobile on-line software
-- iPhone	Not currently in the works
-- Android	Not currently in the works
-- Blackberry	Not currently in the works
-- Palm	Not currently in the works
-- Other?	
Tablets	
-- iPad	Not currently in the works
-- Other	
Kindle	
Any other systems	
	Honeycomb for Google tab version of Android
Knowledge products	
Do you offer "knowledge products," such as books, magazines, and television or radio programs in addition to the core daily paper?	Not currently
In what other ways are digital tools used in the business operations and marketing at your news organization?	Issuu.com
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 information you use to keep up with digital	
	Facbook; Sitepoint.com; ASP.net; netnewscheck.com; Poynter digital strategies