

Backgrounder
The Fayetteville Observer: Interviewed December 2, 2010

Newspaper	The Fayetteville Observer	
Owner	Fayetteville Publishing Co. (private)	
Address	458 Whitfield St., Fayetteville, NC 28306	
Phone number	(910) 323-4848 or (800) 682-3476	
URL	Fayobserver.com	
Circulation	52,000 daily; 55,000 Sunday	
Publisher & President Fayetteville Publishing Co.		
Name	Charles Broadwell	
Start date	1989 reporter; 2000 publisher	
Phone number	910-486-3501	
E-mail	broadwellc@fayobserver.com	
Newspaper Staff		
Total FTEs	330	
Publication cycle	7 days a.m.	
Current Circulation		2007 Circulation¹
Weekdays	52,000	62,835
Sundays	55,000	65,036
E-edition	700+	
Price		
Weekday newsstand	\$.50	
Sunday newsstand	\$1.50	
Subscription annual	\$164	
E-edition	\$6.50 mo.	
Ancillary Businesses	Commercial printing; military publishing to include Fort Bragg Life and Elite publications; shopper products Iwanna and Iwanna.com; niche publications including Next! for boomers, Acento Latino Spanish-language newspaper, The Sandspur community newspaper, Carolina Trader shopper.	
Newsprint for Fayetteville Observer only		
Tons/annual	4,953	
Sources of Revenue	Percentages	
Circulation	23.44	
Display ads—retail	22.00	
Inserts	21.95	
Special Sections	1.92	
Classified	18.50	
Legal Notices	5.77	
On-line Ads & Fees	5.03	
Other	1.40	
Digital		

¹ Source: 2008 Editor & Publisher International Yearbook

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Pay wall?	No
Considering a pay wall?	Yes
Executive Editor	
Name	Mike Arnholt
Start date	1978
Phone number	910-486-3558
E-mail	arnholt@fayobserver.com
News Staff	
Total FTE	76
Reporters	32
Editors	27
Photo	8
Other:	9
Bureaus	
	Raleigh (sports); ACC schools
Coverage	
	More than 50% of their time
Local government	Yes
Courts	Yes
Public safety	Yes
County government	Yes
School Board	Yes
Business	1 business reporter
Sports	6 sports reporters
Entertainment & arts	2
Military	Yes
Online Sales Manager	
Name	Carolyn McLaurin
Start date	4/2010
Phone	910-609-0628
E-Mail	mclaurin@fayobserver.com
Website start date	October 1995
Observer Sales Staff	
Size	30 people -- print, online & classified
Advertising	
Is your advertising staff is able to provide competitive digital services to merchants?	Referral
Do you use "real time" ads?	Yes
Does your advertising department sell "digital services", such as helping merchants with website production?	Referral
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?	

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Page-views?	5M/Monthly
Monthly uniques?	400K/Monthly
Revenue?	Yes
What other metrics do you use?	Time spent on site.
Revenue	
Do you charge for any digital news products?	Yes
Which products and how much?	Archives
Digital Delivery Systems	
What delivery systems do you employ?	
E-edition? (software?)	Yes
Smart Phone - apps	
-- iPhone	Under development
-- Android	Under development
-- Blackberry	No
-- Palm	No
Tablets	
-- iPad	Under development
Knowledge products	
Do you offer "knowledge products," such as books, magazines, and television or radio programs in addition to the core daily paper?	Observer Store Archives/Photos
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	Ad Age; Google New Things