

**Backgrounder**  
**Aurora News-Register: Interviewed June 8, 2011**

<b>Newspaper</b>	<b>Aurora News-Register</b>
<b>Owner</b>	Porchlight Publishing, Inc. (private)
<b>Address</b>	1320 K Street, Aurora, NE 68818
<b>Phone number</b>	402-694-2131
<b>URL</b>	www.auroranewsregister.com
<b>Circulation</b>	3,000
<b>Co-Publishers</b>	
Names	<b>Kurt Johnson &amp; Paula Johnson</b>
Start Date	2000
Phone number	402-694-2131
E-mail	<a href="mailto:kjohnson@hamilton.net">kjohnson@hamilton.net</a> & paulajean@hamilton.net
<b>Newspaper Staff</b>	
Total FTEs	11
<b>Publication cycle</b>	Weekly on Wednesday
<b>Current Circulation</b>	
Weekdays	3,000
E-edition	100
<b>Price</b>	
Weekday newsstand	\$.75
Subscription annual	\$35
E-edition	\$25
<b>Ancillary Businesses</b>	Commercial printing; print Polk County News, Fullerton-Nance County Journal, Clay County News; vinyl signs; printing on apparel;
<b>Newsprint for Aurora News-Register only</b>	
Tons/annual	Approximately 130,000 pounds of newsprint
<b>Sources of Revenue</b>	<b>Percentages</b>
Circulation	10
Display ads	42
Inserts	8
Special Sections	Don't separate from ROP totals
Classified	3.5
Legal Notices	2.8
On-line Ads & Fees	Don't separate from ROP totals
Other: Print plant; commercial; vinyl; shirts, etc	33.6
Trends/Changes over 3 years	Print circulation down slightly
<b>Digital</b>	
Pay wall?	25% of news on website; all else on paid e-edition
<b>Advertising</b>	
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"?	No

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such as helping merchants with website production?	
Does your ad department sell electronic coupons or other modern digital products? Other?	No
Do you generate revenue in partnership with outside digital vendors such as Yahoo? If so, who are they?	Google AdSense; Dotphoto
<b>Managing Editor</b>	
Name	<b>Laurie Pfeifer</b>
Start date	1976
Phone number	402-694-2131
E-mail	newsregister@hamilton.net
<b>News Staff</b>	
Total FTE	11
Reporters	1 (Plus Managing Editor & Publisher)
Editors	2
Photo	News staff takes photos
Web Editor	Co-publisher
<b>Bureaus</b>	
<b>Coverage</b>	
	<b>More than 50% of their time</b>
Local government	As needed -- Small staff all reporters are generalists.
Courts	As needed -- Small staff all reporters are generalists.
Public safety	As needed -- Small staff all reporters are generalists.
County government	As needed -- Small staff all reporters are generalists.
School Board	As needed -- Small staff all reporters are generalists.
Business	As needed -- Small staff all reporters are generalists.
Sports	As needed -- Small staff all reporters are generalists.
Entertainment & arts	As needed -- Small staff all reporters are generalists
Environment	As needed -- Small staff all reporters are generalists
Health care	As needed -- Small staff all reporters are generalists
Agriculture	As needed -- Small staff all reporters are generalists.
<b>Do you assess online news content?</b>	
Number of sources?	
Writing or visual journalism impact?	
Other	Who is looking at what, and when they are looking (by hours) and where they are coming from.
<b>Digital News Manager</b> (publisher fulfills this role)	
Name	<b>Kurt Johnson</b>
Start date	2000
Phone	402-694-2131
E-Mail	kjohnson@hamilton.net
Website start date	1995
Digital News Staff	Regular news staff
Size?	(All reporters post – 3)
Sufficient?	No
Organizational chart & job descriptions.	Co-publisher and managing editor decide daily what

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	stories will be posted to web and featured in Soundslides format. Four staff members create Soundslides as assigned.
IT Staff (If separate)	Co-publisher plus outside company
Size?	
Sufficient?	No
Organizational chart & job descriptions.	Co-publisher handles day-to-day IT operations. Has private contractor and web design company on call as needed.
Corporate Support or Consultative support? (Yes or No)	Our paper is available in word-searchable format dating back to 2008 as part of Nebraska Press Association's digital portal project.
Capabilities	
Web platform software?	Joomla - based
Content management system: software?	No
Do your organization staff members write code?	No
Number of coders?	None
Zero? How out-sourced?	Contract with off-site IT coordinator and web development company in Lincoln.
Out-sourced, off the shelf or with vendors?	
Proprietary or open-source code? Why?	OpenX is open source. Works well.
Flexibility & response time	
Can you change web platform – coding, architecture, software -- at least once a month? Do you?	A quick e-mail to our web provider allows us to update coding, add features as needed on a per-hour basis.
Can you add new functionality promptly as it becomes available?	Yes.
Digital Tools utilized	OpenX ad placement software
Crowd sourcing?	
Data visualization?	
Investigative reporting?	
Documentary video?	Just beginning to use video.
Any other kinds of digital tools being used? If so, what?	Soundslides, which combines still photos and digital audio files.
Social Media	Facebook
Cite social media used:	Facebook # Friends? Twitter Etc.
To what extent is your newspaper connected to people through social media?	Not as well as we would like. Posting stories and videos to Facebook is about all we're doing so far.
What is the overall organizational commitment to collecting, creating, shaping and delivering all your news/information products through these digital channels?	
Advertising	

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Is your advertising staff able to provide competitive digital services to merchants?	We offer web ads, linked to either URL or PDF ads.
Do you sell "real time" ads?	.No
Does your advertising department sell "digital services" such as helping merchants with website production?	No. However, if they don't have a website they can still purchase ads linked to ours.
Does your ad department sell electronic coupons or other modern digital products? Which ones?	No.
Assessment	How do you assess your digital news/information products?
Number of Page-views/month?	Not confident in Urchin statistics.
Number of Monthly uniques?	Not confident in Urchin statistics.
Revenue/month?	Prefer not to disclose
Cite other metrics you use?	Time on site? Source of visitors? Etc.
Do you assess news content?	Only post locally written material.
Most e-mailed stories?	No
Number of sources?	Preferably two or more.
Writing or visual journalism impact?	
Other?	
How is data shared with news staff?	
Editing	
How are web stories edited? Are there different procedures (layers of editing) for web vs. print products?	No.
Do you use AP Style in your digital news products?	Yes
Revenue	
Do you generate revenue in partnership with outside digital vendors such as Yahoo? If so, who are they?	Google AdSense
Do you charge for any digital news products?	We sell Soundslide CDs and photos.
Which products and how much?	
Digital Delivery Systems	What delivery systems do you employ?
E-edition? (Software used?)	Joomla
Generic mobile apps software? Name it please.	
Smart Phone - apps	Yes/No? Under development? Target date?
-- iPhone	Under development/2011-12
-- Android	
-- Blackberry	
-- Palm	
-- Other?	
Tablets	
-- iPad	
-- Other	
Kindle	
Any other systems?	

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<b>Knowledge products</b>	
Do you offer "knowledge products," such as books, magazines, and television or radio programs in addition to the core daily paper? If so, what products?	No
<b>Future</b>	
Do you foresee your news organization offering one hundred percent digitally-delivered news/information products in the foreseeable future?	No
If not: Where do you think the balance will settle?	Hard to tell as the landscape is changing so fast.
If you expect there will always be some news/information products delivered on newsprint?	Yes.
What will those be?	Local news.
Why will that be?	There will be an audience for newsprint, even though a growing number will look to digital resources for same information.
<b>Sources of Information</b>	
Where do you check to stay informed about digital developments?	Publisher's Auxiliary; daily newspapers; web