

Backgrounder
The Record: Interviewed October 26, 2010

Newspaper	The Record (Bergen County, NJ) and The Herald (Passaic County, NJ)	
Owner	North Jersey Media Group (privately owned)	
Address	1 Garret Mountain Plaza, Woodland Park, NJ, 07424 973-569-7000	
Phone number	201-279-8484	
URL	Northjersey.com	
Circulation	152,848 (m-s); 173,161 Sunday	
President & Publisher		
Name	Stephen Borg	
Start date	Started 1996, became publisher in 2007	
Phone number	973-569-7270	
E-mail	borgs@northjersey.com	
Newspaper Staff		
Total FTEs	1,100 (North Jersey Media Group)	
The Record Publication Cycle	7 days, a.m.	
The Record/Herald Current Circulation	2007 Circulation 1	
Weekdays	152,848	155,722
Sundays	173,161	191,401
E-edition	293 Sundays and 9,989 daily average	
Price		
Weekday newsstand	\$.50	
Sunday newsstand	\$1.50	
E-edition	Free to subscribers; \$9.99 a month to non-subscribers	
Ancillary Businesses North Jersey Media Group	Herald News, approximately 45 community newspapers (weekly & bi-weekly), magazines, also print newspapers such as USA Today and Journal News.	
The Record/ Herald Newsprint		
Tons/annual	16,500	
The Record/ Herald Sources of Revenue		
Circulation	18.4	
Display ads	33.2	
Inserts	14.6	
Special Sections	1.5	
Classified	21.6	
Legal Notices	.3	
On-line Ads & Fees	2.5	
Other	7.9	
Trends/Changes over 3 years	2010-2009 up .01%, 2009-2008 down 18.1%, 2008-2007 down 15.8%	
Digital		
Paywall?	No	

¹ The Record Circulation Department

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Considering a paywall?	Yes
Vice President & Editor	
Name	Frank Scandale
Start date	2001
Phone number	973-569-7118
E-mail	scandale@northjersey.com
News Staff	
Total FTE	Combined (Bergen) Record and (Passaic) Herald
Reporters	About 100
Editors	60-75
Photo	15
Bureaus	
Coverage	<i>More than 50% of their time</i>
Local government	Yes
Courts	Yes
Public safety	Yes
County government	Yes
School Board	Yes
Business	8 Business reporters & 2 editors
Sports	30-ish (reporters and editors)
Entertainment & arts	10-12 (features)
Health & Medical	3
Environment	2
Transportation	2
Other	The Record and Herald also participate in a news-story-sharing agreement called Northeast Consortium; participants include: New York Daily News, Newark Star Ledger, The Buffalo News, and The Albany Times-Union
Web Editor	
Name	Sean Oates
Start date	2000--2007 and 7/10 to present
Phone number	973 569 7159
Email	oates@northjersey.com
Digital News Staff	
Size	3 associate digital editors
Reporting/Photo staff	
Does reporting staff feed materials for digital media	Yes
Website start date	1997 (Bergen Record website)
Capabilities	
Web platform software?	
Content management system: software?	Clickability
Does your organization write code?	Not in newsroom Newjersey.com has a Web Development staff (4 FTE)
Number of coders?	2

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Proprietary or open-source code? Why?	Mix
Flexibility & response time	
Can you change web platform – coding, architecture, software -- at least once a month? Do you?	We can but do not change significant pieces of the “desktop” web site at a rate of once a month. Projects are prioritized and executed according to business needs.
Digital Tools	
Crowd sourcing?	Yes, increasingly we ask site visitors to get in touch with our editors/reporters on specific topics.
Data visualization?	Daily use of Google Maps for locator maps; more complex data presented with Protovis and Flash on approximately two stories per week. Given the Census data release, much more on the way. Census maps are popular with our audience.
Investigative reporting?	Yes, from the newspaper.
Documentary video?	Yes, Photo staff cross-trained in video and we are increasing our use of raw video from reporters and users as well.
Other kinds of digital tools being used?	Integration of aggregated articles, photos and videos to supplement in some subject matter areas. Some apps have launched in the last six months, more on the way.
Social Media	
What is the overall organizational commitment to collecting, creating, shaping and delivering all your news/information products through these digital channels?	Yes, Facebook page run by the Web Dept. editors with input from print editors. Reporters have beat-based Twitter accounts, and there is also a main @NorthJerseyBRK Twitter account run by the Web Dept. staff. Focusing on building numbers of fans/followers and encouraging reporters and editors to explore and use Twitter regularly in their everyday work.
Advertising	
Is your advertising staff able to provide competitive digital services to merchants?	Yes. Text messaging, e-coupons, deals, etc.
Do you use “real time” ads?	Northjersey.com ads are optimized in real time.
Does your ad department sell electronic coupons or other modern digital products?	Yes, NorthJerseyDeals.com and a geo-based coupon application launched recently.
Assessment	
How do you assess your digital news/information products?	
Page-views?	8.5M/month
Monthly uniques?	1.6M/month
Revenue?	Yes
What other metrics do you use?	Time on site; user engagement
Do you assess news content?	
Other?	“most e-mailed stories”; comments/story; page-views/story
Editing	
Are there different procedures (layers of editing) for web vs. print products?	Reporters in field file to newsroom editors (print) who immediately pass the story to the web staff or post it on the site directly. Photographs for breaking news web sometimes go through a photo editor, other times not.

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Do you use AP Style in your digital products?	Yes, but the breaking-news-to-web priorities are accuracy and timeliness first.
Revenue	
Do you charge for any digital news products?	Some
Which products and how much?	Archives sold via "Newsbank"; Obits sold via Legacy.com; Photo's via "MyCapture"
Digital Delivery Systems	
What delivery systems do you employ?	Desktop site, mobile site, e-edition, RSS feeds, applications for various devices, web based event calendar.
E-edition? (software?)	Yes, Newsmemory
Smart Phone - apps	In development
-- iPhone	In works
-- Android	Not yet
-- Blackberry	Not yet
-- Palm	Android
Tablets	
-- iPad	In works
-- Other	
Kindle	
Any other systems	
Comments on mobile platforms	"Mobile changed the game." By 2014 it is expected that more than 50 percent of cell phone users will have a smart phone. Mobile sites offer: more ad revenue; premium pricing; and more accessibility.
Knowledge products	
Do you offer "knowledge products," such as books, magazines, and television or radio programs in addition to the core daily paper?	Newly launched Bergen.com entertainment site; Free lifestyle magazine: "(201) Magazine"
Is there a central digital content pool from which these products are created?	Yes
Do they make money?	Yes
In what other ways are digital tools used in the business operations and marketing at your news organization?	
Future	
Do you foresee your news organization offering one hundred percent digitally-delivered news/information products in the foreseeable future? (See Interview)	Will continue to do print along with online, mobile, etc.
Why will that be?	Older customers are interested in getting printed content for a long time. Advertisers also want this medium.

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Sources of Information

Google; TechCrunch; Mashable; "Web 2.0"; OJR; Journalism.org; Poynter; E&P; Knight Digital Media Center; ONA