

**Backgrounder**  
**Santa Fe New Mexican: Interviewed February 16, 2011**

<b>Newspaper</b>	<b>Santa Fe New Mexican</b>
<b>Owner</b>	The New Mexican, Inc. (Robin McKinney Martin)
<b>Address</b>	202 E. Marcy St, Santa Fe, NM 87501
<b>Phone number</b>	505-983-3303
<b>URL</b>	www.santafenewmexican.com/
<b>Circulation</b>	23,000 (m-s); 25,000 Sunday
<b>Associate Publisher</b>	
Name	<b>Ginny Sohn</b>
Start date	1981; named associate publisher 2007
Phone number	505-986-3006
E-mail	ginny@sfnewmexican.com
<b>Newspaper Staff</b>	
Total FTEs	180
<b>Publication cycle</b>	a.m., 7 days
<b>Current Circulation</b>	
Weekdays	23,000
Sundays	25,000
E-edition-- no	
<b>Price</b>	
Weekday newsstand	\$.50
Friday & Sunday newsstand	\$1.00
Subscription annual	
<b>Ancillary Businesses</b>	Print & deliver NY Times, commercial printing, glossy printing, direct mail
<b>Newsprint for New Mexican only (no commercial printing)</b>	
Tons/annual	
<b>Sources of Revenue</b>	<b>Percentages</b>
Circulation	18%
Display ads	30%
Inserts	10%
Classified	10%
Legal Notices	2%
On-line Ads & Fees	2%
Magazines	15%
Other	13%
<b>Digital</b>	
Paywall?	No
Considering a paywall?	Not now
<b>Managing Editor</b>	
Name	<b>Rob Dean</b>
Start date	1/19/92
Phone number	505-986-3033
E-mail	rdean@sfnewmexican.com

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<b>News Staff</b>	
Total FTE	43
Reporters	17
Editors	17
Photo	4
Other:	
<b>Bureaus</b>	State Capital 2 FT (in session; 3 months)
<b>Coverage</b>	<b>More than 50% of their time</b>
Local government	Yes
Courts	Yes
Public safety	Yes
County government	Yes
School Board	Yes
Business	¾ time Ed
Sports	3 (including editor)
Entertainment & arts	Weekly magazine: 10 people/ 4 of whom are writers
Environment	1 Natural Resources & Water
Health care	Mini-beat (Primary Local government)
Community & Social Services	1 beat assignment
<b>Digital Development Manager</b>	
Name	<b>Henry Lopez</b>
Start date	8/04
Phone	505-470-0522
E-Mail	hlopez@sfnewmexican.com
<b>Digital News Staff</b>	
Size	2, including Lopez. Supplemented by interns.
Sufficient?	No. We plan on hiring a content producer.
<b>Reporting/Photo staff</b>	
Does reporting staff feed materials for digital media	Most staff does feed material to digital media through the web staff. Particularly breaking news. Content is read by an editor and updated as story develops.
<b>Capabilities</b>	
Web platform software?	Media Span online services
Content management system: software?	Same
Does your organization write code?	Yes
Number of coders?	3: Henry. Marketing & Design people whose focus is mostly advertising and marketing.
Proprietary or open-source code? Why?	Depending on the project we will incorporate open source and third party applications into our code.
<b>Flexibility &amp; response time</b>	
Can you change web platform – coding, architecture, software -- at least once a month? Do you?	We do make code changes frequently, either adding or re-working feature, sections, etc.

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Can you add new functionality promptly as it becomes available?	Yes through “Guerilla editing,” which is the term Lopez uses to characterize using whatever resources are available to bring a better experience to users. This is the opposite of custom developing features frequently.
<b>Digital Tools</b>	
Crowd sourcing?	Yes; using FB or Twitter (Snow days live blog via CoverItLive)
Data visualization?	Yes. Many Eyes, Fusion Charts; Google Fusion, Dipity
Investigative reporting?	Used some IRE tools: city councilor phones
Documentary video?	Rarely. We were not picking up critical mass of audience to justify it when weighed against other priorities and types of content that the audience responded to in greater numbers.
Any other kinds of digital tools being used?	Video cameras, point and shoots cameras, digital audio recorders, smart phones, lots of web services.
<b>Social Media</b>	
What is the overall organizational commitment to collecting, creating, shaping and delivering all your news/information products through these digital channels?	FB: 1400 friends. RSS Feeds; post by hand; usually local news. Twitter: 2100 followers. Mostly female, in 30s and 40s.
To what extent is your newspaper connected to people through social media?	Some reporters have personal FB pages (non-official) Host fb and twitter pages.
<b>Advertising</b>	
Is your advertising staff is able to provide competitive digital services to merchants?	Yes: Digital Sales Manager (1); Print sales (10)
Do you use "real time" ads?	Yes
Does your advertising department sell "digital services", such as helping merchants with website production?	To some degree; Developing applications for local businesses. Open to help local businesses with their digital presence.
Does your ad department sell electronic coupons or other modern digital products?	Yes: “Splurge” A group-buying type site.
<b>Assessment</b>	
How do you assess your digital news/information products?	Analytics, reader response, ad-client response.
Page-views?	2 million
Monthly uniques?	270,000
Revenue?	Pay wall not a good idea because of high penetration.
What other metrics do you use?	Google analytics; Alexa Comparison; Quanticast (compare with other publishing company websites)
<b>Do you assess news content?</b>	
Number of sources?	
Writing or visual journalism impact?	
Other?	Number of e-mailed. Meet with news staff every 6 weeks at lunch. (Discuss most viewed stories, etc.)

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<b>Editing</b>	
Are there different procedures (layers of editing) for web vs. print products?	Yes
Do you use AP Style in your digital products?	Yes
<b>Revenue</b>	
Do you charge for any digital news products?	NO. We have done so previously but discontinued the practice.
Which products and how much?	Arts and culture magazine "E-edition" Now discontinued.
<b>Digital Delivery Systems</b>	
What delivery systems do you employ?	
E-edition? (software?)	No. (Dropped it according to G. Sohn.)
Smart Phone - apps	"web-optimized site"
-- iPhone	No, in development
-- Android	No, in development
-- Blackberry	No, in development
-- Palm	No. Likely to service via HTML5 site.
-- Other?	
Tablets	
-- iPad	No, in development
-- Other	
Kindle	No
Any other systems	Sports HTML 5 app and planned event-specific application.
<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?	Publish 24 specialty magazines a year, have been a book-publishing partner three times in 10 years, broadcast 18 radio news reports a day. Reporters appear as panelists on public radio and TV news shows.
<b>Future</b>	
Do you foresee your news organization offering one hundred percent digitally-delivered news/information products in the foreseeable future? <b>(See Interview)</b>	Not in the foreseeable future.
<b>If not:</b> Where do you think the balance will settle?	We'll see increased consumption through mobile devices that offer the portability of a newspaper with an increasingly better user experience. Print does have several practical advantages over digital – organization being a huge one.
<b>If so:</b> How soon do you think this will happen?	
If you expect there will always be some news/information products delivered on newsprint?	I expect there will for decades be news/information products delivered on print. I'd expect they'd become more niche in nature and would likely not be daily delivery.
<b>Your sources of digital information</b>	Mashable.com; Techcrunch.com; Venture Beat; Poynter; E&P; WJ

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Chat; Twitter Chat; Twitter streams of top digital journos, including Jay Rosen, Steve Buttry, Robert Hernandez. Industry publications.