

Backgrounder
The Providence Journal: Interviewed October 20, 2010

Newspaper	The Providence Journal	
Owner	A.H. Belo Corporation (public)	
Address	75 Fountain Street, Providence, Rhode Island 02902	
Phone number	401-277-7000	
URL	Projo.com and http://www.politifact.com/rhode-island/	
Circulation	97,000 (m-s); 137,000 Sunday	
Publisher		
Name	Howard Sutton	
Start date	Started 1973, became publisher 1999	
Phone number	401-277-7520	
E-mail	hsutton@projo.com	
Newspaper Staff		
Total FTEs	500	
Publication cycle	7 days a.m.	
Current Circulation		2007 Circulation¹
Weekdays (m-s)	97,000 M-S or 97,000 M-F; 123,000 Sat.; 137,000 Sun.	183,845
Sundays	140,000	198,973
E-edition	Planning for 2011	
Price		
Weekday newsstand	\$1.00	
Sunday newsstand	\$3.00	
Subscription annual	\$416	
E-edition	Will be free to subscribers	
Ancillary Businesses	Printing and distribution of other newspapers	
Newsprint		
Tons/annual		
Sources of Revenue	Percentages	
Circulation	35%	
Advertising	28%	
Inserts	8%	
Classified	15%	
Legal Notices	9%	
On-line Ads & Fees (included in advertising)		
Other	5%	
Digital		
Pay wall?	No	
Considering a pay wall?	Yes.	
Vice President & Executive Editor		
Name	Thomas Heslin	

¹ 2008 Editor & Publisher International Yearbook

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Start date	8/81; became editor 2008
Phone number	401-277-7319
E-mail	theslin@projo.com
News Staff	
Total FTE	156
Reporters	60
Editors	37
Photo	13
Bureaus	
Coverage	More than 50% of a staffer's time
Local government	Yes
Courts	Yes
Public safety	Yes
County government	Yes
School Board	Yes
Business	Yes
Sports	Yes
Entertainment & arts	Yes
Managing Editor of New Media	
Name	Peter Phipps
Start date	Started 1985; new media 2006
Phone number	401-277-7443
Email	pphipps@projo.com
Digital News Staff	
Size	Editor & producers
Sufficient?	Yes, because all news staff contributes
Reporting/Photo staff	
Does reporting staff feed materials for digital media	Yes
Website start date	
Capabilities	
Web platform software?	CCI Newsgate
Content management system: software?	Velocity (Belo); "e-scenic owned by CCI & Newsgate
Does your organization write code?	Yes
Proprietary or open-source code? Why?	Proprietary
Flexibility & response time	
Can you change web platform – coding, architecture, software -- at least once a month? Do you?	Pages are flexible. Have templates for ads, headers and footers.
Digital Tools	
Crowd sourcing?	No
Data visualization?	Yes
Investigative reporting?	Yes (Caspio)
Documentary video?	Yes

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Any other kinds of digital tools are being used?	“Cover it live”
Social Media	
What is the overall organizational commitment to collecting, creating, shaping and delivering all your news/information products through these digital channels?	Facebook -- use for sports and Politifact Twitter -- 3-4,000 users; 7-8,000 views /month .
To what extent is your newspaper connected to people through social media?	Growing
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?	
Does your ad department sell electronic coupons or other modern digital products	
Assessment	
How do you assess your digital news/information products?	
Page-views?	12 M/month (Visits: 2.9 -3M/month)
Monthly uniques?	
Revenue?	Yes
What other metrics do you use?	Omniure data -- used in sports; where is our audience?
Do you assess news content?	
Other?	E-mail tracking
Editing	
Are there different procedures (layers of editing) for web vs. print products?	Generally all stories pass through desk for review.
Do you use AP Style in your digital products?	Yes
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?)	No
Smart Phone - apps	Verve
-- iPhone	Verve Wireless mobile platform software
-- Android	Verve Wireless mobile platform software
-- Blackberry	Verve Wireless mobile platform software
-- Palm	Verve Wireless mobile platform software
Tablets	
-- iPad	Under development; expected fall 2011.
Kindle	No
Knowledge products	
Do you offer "knowledge products," such as books, magazines, and television or radio	Yes Occasionally

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programs in addition to the core daily paper?	
Future	
Do you foresee your news organization offering one hundred percent digitally-delivered news/information products in the foreseeable future? (See Interview)	Yes; but timing unclear. We thought that digital news revenues would grow to 50 percent/year, before 2008 recession hit. Now, future more cloudy.
Sources of Information	Paidcontent.org; NY Times; network of colleagues