

Backgrounder

Anchorage Daily News: Interviewed April 17, 2010

Newspaper	Anchorage Daily News
Owner	The McClatchy Company (public)
Address	1001 Northway Drive, Anchorage, AK 99508
Phone number	907-257-4214
URL	www.adn.com
Circulation	Weekdays 57,622; Sundays 63,851
Mission Statement	"A quality newspaper every day that is relevant in our market."

Publisher	
Name	J. Patrick Doyle
Term of service	Since 12/2007
Phone number	907-257-4210
E-mail	pdoyle@adn.com
Newspaper Staff	
Total FTE	202
Publication cycle	7 days a.m.
Circulation	
Weekdays	57,622
Sundays	63,851
Price	
Weekday newsstand	\$.75
Sunday newsstand	\$1.50
Subscription annual	\$187.20 (\$119.24 weekend)
E-Edition annual	\$109.45
Ancillary Businesses	Commercial printing
Newsprint	
Tons annual	23,000
Sources of Revenue	<i>Percentages</i>
Circulation	18%
Retail & Inserts	30%
Direct Marketing	3.2%
Classified	22%
On-line	19%
Commercial printing	7%
Changes over 3 years	20,000 people have signed up for regular updates on their computers, cell phones, etc. Sixty percent of online traffic is from the lower 48 states.
Digital	
Pay wall?	No
Considering a pay wall?	Philosophy is to make website appealing to all ages thus increasing ad revenue

Editor	
Name	Patrick Dougherty
Term of service	30 years
Phone number	907-257-4303
E-mail	pdougherty@adn.com
News Staff	
Total FTE	45

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Bureaus	Suburban north of Anchorage; share regional coverage with Boise; temporary bureau in Juneau during legislature
Coverage	<i>Dedicated more than 50% of time.</i>
Local government	1
Courts	
Public safety	1
State government	During 4-month session
School Board/Education	1
Business	1
Sports	Editor plus 2 reporters and 1 outdoors writer
Entertainment & arts	1 reporter and 1 clerk
Other	
Social services	
Investigative	1
Rural affairs	1
Metro columnist	1

Online Manager	
Name	Julie Wright
Title	General Manager, Online Advertising
Term of service	Started 2008
Phone	907-382-0902
E-Mail	jwright@adn.com
Staff	
Size	2 in news room; 2 in digital sales
Sufficient?	Backed up by McClatchy Corporate staff
All employees in all digital media	All reporters can file to digital site and shoot video as needed.
Capabilities	
Write code?	Yes
Number of coders?	1 in newsroom
Zero? How out-sourced?	Backed up by McClatchy staff.
Flexibility & response time	
Change web platform – coding, architecture, software -- once a month?	iPhone – template available; app under development by McClatchy. iPad – not at present. Kindle – available through Amazon E-Newspaper (PDFs) -- available

Social Media	
What is the overall organizational commitment to collecting, creating, shaping and delivering all your news/information products through these digital channels?	News staff uses Facebook and Twitter.
Advertising	
Is your advertising staff is able to provide competitive digital services to merchants?	Some

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Does your advertising department sell "digital services" to merchants, such as helping them with website production?	No
Does your ad department sell electronic coupons or other modern digital products?	Yes; Coupon.com

Assessment	
Page-views?	Average 13,600,000 month
Monthly uniques?	Recent 45,000 -55,000; average 35,000
Guidance	
What sources do you use to guide your operations, planning and marketing of digital news products?	www.knightdigitalcenter.org