

Backgrounder

Anchorage Daily News: Interviewed April 17, 2010

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| 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." |

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| 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 |

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| 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 |

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| 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 |

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| 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 |

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| 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 |