

**Backgrounder**  
**The Garden Island (Lihu'e, HI): Interviewed March 28, 2011**

<b>Newspaper</b>	<b>The Garden Island</b>	
<b>Owner</b>	Kauai Publishing Company owned by Lee Enterprises (public)	
<b>Address</b>	3137 Kuhio Hwy., Lihu'e, HI 96766	
<b>Phone number</b>	(808) 245-3681	
<b>URL</b>	Thegardenisland.com	
<b>Circulation</b>	9,367	
<b>Editor &amp; Publisher/President Kauai Publishing Company</b>		
Name	<b>Randy Kozerski</b>	
Start Date	2007 controller; 2009 Editor & Publisher	
Phone number	(808) 245-3681, ext. 221	
E-mail	<a href="mailto:rkozerski@thegardenisland.com">rkozerski@thegardenisland.com</a>	
<b>Newspaper Staff</b>		
Total FTEs	40	
<b>Publication cycle</b>	a.m. 7 days	
<b>Current Circulation</b>		<b>2007 Circulation<sup>1</sup></b>
Weekdays (m-s)	9,403	9,198
Sundays	9,158	9,779
E-edition		
<b>Price</b>		
Weekday newsstand	\$.75	
Sunday newsstand	\$1.25	
Subscription annual	\$121	
E-edition	\$99	
<b>Ancillary Businesses</b>	Island Shopper and Essential Kaua'i	
<b>Newsprint for The Garden Island only</b>		
Tons/annual	410	
<b>Sources of Revenue</b>	<b>Percentages</b>	
Circulation	20%	
Display ads	35%	
Inserts	10%	
Special Sections	7%	
Classified	10%	
Legal Notices	10%	
On-line Ads & Fees	4%	
Other	4%	
Trends/Changes over 3 years	-20%	
<b>Digital</b>		
Pay wall?	No	
Considering a pay wall?	Corporate decision (supported locally)	
<b>Advertising</b>		

<sup>1</sup> Source: 2008 Editor & Publisher International Yearbook

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Is your advertising staff able to provide competitive digital services to merchants?	Yes
Do you use "real time" ads?	Yes
Does your advertising department sell "digital services" such as helping merchants with website production?	No
Does your ad department sell electronic coupons or other modern digital products? Other?	Yes
<b>Managing Editor</b>	
Name	<b>Nathan Eagle</b>
Start date	5/2007
Phone number	808-245-3681 x227
E-mail	<a href="mailto:neagle@thegardenisland.com">neagle@thegardenisland.com</a>
<b>News Staff</b>	
Total FTE	9
Reporters	5.5
Editors	1
Photo	1
Other: sports	1
<b>Bureaus</b>	
<b>Coverage</b>	<b>More than 50% of their time</b>
Local government	X
Courts	X
Public safety	X
County government	X
School Board	No
Business	X
Sports	X
Entertainment & arts	X
Environment	No
Health care	No
<b>Online Editor</b>	
<b>Name</b>	<b>Richard Stein</b>
Phone number	808-245-3681 x254
Email	<a href="mailto:rstein@thegardenisland.com">rstein@thegardenisland.com</a>
<b>Digital News Staff</b>	
Size	.5
Sufficient?	No
<b>Reporting/Photo staff</b>	
Does reporting staff feed materials for digital media	Yes
Should they?	Yes
<b>Website start date</b>	Content from December 1999
<b>Capabilities</b>	
Web platform software?	BLOX CMS

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Content management system: software?	BLOX CMS
Does your organization write code?	No
Number of coders?	0
Zero? How out-sourced?	Corporate handles
Out-sourced, off the shelf or with vendors?	Corporate handles
Proprietary or open-source code? Why?	Corporate handles
<b>Flexibility &amp; response time</b>	
Can you change web platform – coding, architecture, software -- at least once a month? Do you?	No, we cannot and do not
Can you add new functionality promptly as it becomes available?	Upon corporate directives
<b>Digital Tools</b>	
Crowd sourcing?	No
Data visualization?	No
Investigative reporting?	Some
Documentary video?	Some
Any other kinds of digital tools are being used?	N/A
<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?	We recognize its importance but run up against how to create revenue streams to justify the manpower it requires.
To what extent is your newspaper connected to people through social media?	Facebook and Twitter accounts delivering headline links daily.
<b>Advertising</b>	
Is your advertising staff able to provide competitive digital services to merchants?	Yes
Do you use "real time" ads?	No
Does your advertising department sell "digital services", such as helping merchants with website production?	No
Does your ad department sell electronic coupons or other modern digital products? Other?	No
<b>Assessment</b>	
How do you assess your digital news/information products?	Omniture
Page-views?	1M/mo.
Monthly uniques?	90K/mo.
Revenue?	Only archives
What other metrics do you use?	Time on site; page/unique visitors
<b>Do you assess news content?</b>	
Number of sources?	Yes

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Writing or visual journalism impact?	Yes
Other?	
<b>Editing</b>	
Are there different procedures (layers of editing) for web vs. print products?	No
Do you use AP Style in your digital products?	Mostly
<b>Revenue</b>	
Do you charge for any digital news products?	No
Which products and how much?	N/A
<b>Digital Delivery Systems</b>	
What delivery systems do you employ?	
E-edition? (software?)	TownNews hosted e-edition
<i>Smart Phone - apps</i>	
-- iPhone	In production with corporate
-- Android	None
-- Blackberry	None
-- Palm	None
-- Other?	None
<i>Tablets</i>	
-- iPad	In production with corporate
-- Other	
Kindle	In production with corporate
Any other systems	
<b>Comments on mobile platforms</b>	
<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?	No
In what other ways are digital tools used in the business operations and marketing at your news organization?	Dissemination of news and specials
<b>Future</b>	
Do you foresee your news organization offering one hundred percent digitally-delivered news/information products in the foreseeable future? (See Interview)	No.
<b>If not:</b> Where do you think the balance will settle?	65 print / 35 digital
<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:	Yes
What will those be?	In-depth stories, sports w/ photos, opinion pieces
Why will that be?	There will be a desire to simply unplug and enjoy an actual newspaper.