

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

Newspaper	The Garden Island	
Owner	Kauai Publishing Company owned by Lee Enterprises (public)	
Address	3137 Kuhio Hwy., Lihu'e, HI 96766	
Phone number	(808) 245-3681	
URL	Thegardenisland.com	
Circulation	9,367	
Editor & Publisher/President Kauai Publishing Company		
Name	Randy Kozerski	
Start Date	2007 controller; 2009 Editor & Publisher	
Phone number	(808) 245-3681, ext. 221	
E-mail	rkozerski@thegardenisland.com	
Newspaper Staff		
Total FTEs	40	
Publication cycle	a.m. 7 days	
Current Circulation		2007 Circulation¹
Weekdays (m-s)	9,403	9,198
Sundays	9,158	9,779
E-edition		
Price		
Weekday newsstand	\$.75	
Sunday newsstand	\$1.25	
Subscription annual	\$121	
E-edition	\$99	
Ancillary Businesses	Island Shopper and Essential Kaua'i	
Newsprint for The Garden Island only		
Tons/annual	410	
Sources of Revenue	Percentages	
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%	
Digital		
Pay wall?	No	
Considering a pay wall?	Corporate decision (supported locally)	
Advertising		

¹ 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
Managing Editor	
Name	Nathan Eagle
Start date	5/2007
Phone number	808-245-3681 x227
E-mail	neagle@thegardenisland.com
News Staff	
Total FTE	9
Reporters	5.5
Editors	1
Photo	1
Other: sports	1
Bureaus	
Coverage	More than 50% of their time
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
Online Editor	
Name	Richard Stein
Phone number	808-245-3681 x254
Email	rstein@thegardenisland.com
Digital News Staff	
Size	.5
Sufficient?	No
Reporting/Photo staff	
Does reporting staff feed materials for digital media	Yes
Should they?	Yes
Website start date	Content from December 1999
Capabilities	
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
Flexibility & response time	
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
Digital Tools	
Crowd sourcing?	No
Data visualization?	No
Investigative reporting?	Some
Documentary video?	Some
Any other kinds of digital tools are being used?	N/A
Social Media	
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.
Advertising	
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
Assessment	
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
Do you assess news content?	
Number of sources?	Yes

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Writing or visual journalism impact?	Yes
Other?	
Editing	
Are there different procedures (layers of editing) for web vs. print products?	No
Do you use AP Style in your digital products?	Mostly
Revenue	
Do you charge for any digital news products?	No
Which products and how much?	N/A
Digital Delivery Systems	
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	
Comments on mobile platforms	
Knowledge products	
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
Future	
Do you foresee your news organization offering one hundred percent digitally-delivered news/information products in the foreseeable future? (See Interview)	No.
If not: Where do you think the balance will settle?	65 print / 35 digital
If so: 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.