

**Backgrounder**  
**Coeur d'Alene Press: Interviewed April 26, 2011**

<b>Newspaper</b>	<b>Coeur d'Alene Press</b>	
<b>Owner</b>	Hagadone Corporation (privately owned)	
<b>Address</b>	201 N. 2 <sup>nd</sup> St., Coeur d'Alene, Idaho 83814	
<b>Phone number</b>	208-664-8176	
<b>URL</b>	Cdapress.com	
<b>Circulation</b>	22,000	
<b>Publisher</b>		
Name	<b>Jim Thompson</b>	
Start Date	1994	
Phone number	208-664-8176	
E-mail	jthompson@cdapress.com	
<b>Newspaper Staff</b>		
Total FTEs	107	
<b>Publication cycle</b>	7 days, a.m.	
<b>Current Circulation</b>		<b>2007 Circulation<sup>1</sup></b>
Weekdays	22,000	21,340
Sundays	22,000	21,340
E-edition	3,800	
<b>Price</b>		
Weekday newsstand	\$.75	
Sunday newsstand	\$2.00	
Subscription annual	\$195.00	
E-edition	\$10.00 month	
<b>Ancillary Businesses</b>	Commercial printing, print 4 dailies and several weeklies, North Idaho Journal and CdA Magazine	
<b>Newsprint for Coeur d'Alene Press</b>		
Tons/annual	1150 standard tons	
<b>Sources of Revenue</b>	<b>Percentages</b>	
Circulation	16.5%	
Display ads	26.5%	
Inserts	13.6%	
Special Sections	9%	
Classified	10%	
Legal Notices	5.7%	
On-line Ads & Fees	8.2%	
Other	10.5%	
Trends/Changes over last 3 years	Down about 2% per year	
<b>Digital</b>		
Pay wall?	No, on cdapress.com; Yes, on cdapressextra.com	
<b>Advertising</b>		
Is your advertising staff able to provide competitive	Yes	

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

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digital services to merchants?	
Do you use "real time" ads?	Yes
Does your advertising department sell "digital services" such as helping merchants with website production?	Yes
Does your ad department sell electronic coupons or other modern digital products? Other?	Yes
Do you generate revenue in partnership with outside digital vendors such as Yahoo? If so, who are they?	No
<b>Managing Editor</b>	
Name	<b>Mike Patrick</b>
Start date	10/2001
Phone number	208-664-0227
E-mail	mpatrick@cdapress.com
<b>News Staff</b>	
Total FTE	18
Reporters	5
Editors	3
Photo	2
Web Editor	no
Other:	
<b>Bureaus</b>	
<b>Coverage</b>	<b>More than 50% of their time</b>
Local government	Yes
Courts	Yes
Public safety	Yes
County government	Yes
School Board	Yes
Business	Yes
Sports	Yes
Entertainment & arts	Special sections editor and ad dept.
Environment	As needed
Health care	Yes
Other?	
<b>Do you assess online news content?</b>	No
Number of sources?	
Writing or visual journalism impact?	
Most emailed?	
Other:	Try to pick up trends. Most interactivity is in print letters to the editor
<b>Online Director</b>	
Name	<b>Mike Alexander</b>
Start date	2005
Phone	208-651-5606

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E-Mail	malexander@cdapress.com
Website start date	2000
Digital News Staff	
Size?	2, plus 2 sales people
Sufficient?	
IT Staff (If separate)	Provided by corporate
Nature of support	Internet and WSI Media One company provides service to create and maintain customers' websites
Size?	
Sufficient?	
Capabilities	
Web platform software?	Town News "Blox"
Content management system: software?	Town News "Blox"
Do your organization staff members write code?	Yes
Number of coders?	one
Can you change web platform – coding, architecture, software -- at least once a month? Do you?	Blox relatively easy to change
Can you add new functionality promptly as it becomes available?	
Digital Tools utilized	
Crowd sourcing?	
Data visualization?	
Investigative reporting?	
Documentary video?	
Any other kinds of digital tools being used? If so, what?	
Social Media	
Cite social media used:	Facebook # Friends? Twitter Etc.
To what extent is your newspaper connected to people through social media?	
What is the overall organizational commitment to collecting, creating, shaping and delivering all your news/information products through these digital channels?	
Advertising	
Is your advertising staff able to provide competitive digital services to merchants?	
Do you sell "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	

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other modern digital products? Which ones?	
<b>Assessment</b>	How do you assess your digital news/information products?
Number of Page-views/month?	
Number of Monthly uniques?	
Revenue/month?	
Cite other metrics you use?	Time on site? Source of visitors? Etc.
Do you assess news content?	
Most e-mailed stories?	
Number of sources?	
Writing or visual journalism impact?	
Other?	
How is data shared with news staff?	
<b>Editing</b>	
How are web stories edited? Are there different procedures (layers of editing) for web vs. print products?	
Do you use AP Style in your digital news products?	
<b>Revenue</b>	
Do you generate revenue in partnership with outside digital vendors such as Yahoo? If so, who are they?	
Do you charge for any digital news products?	
Which products and how much?	
<b>Digital Delivery Systems</b>	What delivery systems do you employ?
E-edition? (Software used?)	
Generic mobile apps software? Name it please.	
Smart Phone - apps	Yes/No? Under development? Target date?
-- iPhone	
-- Android	
-- Blackberry	
-- Palm	
-- Other?	
Tablets	
-- iPad	
-- Other	
Kindle	
Any other systems?	
<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? If so, what products?	
Is there a central digital content pool from which	

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these products are created?	
Do they make money?	
In what other ways are digital tools used in the business operations and marketing at your news organization?	
<b>Future</b>	
Do you foresee your news organization offering one hundred percent digitally-delivered news/information products in the foreseeable future?	
If not: Where do you think the balance will settle?	
If so: How soon do you think this will happen? 5 years? 10 years? More?	
If you expect there will always be some news/information products delivered on newsprint?	
What will those be?	
Why will that be?	
<b>Sources of Information</b>	
Where do you check to stay informed about digital developments?	
<b>Other observations as needed</b>	