

Basic Background Data
The Portland Press Herald and Maine Sunday Telegram:
Interviewed October 5, 2010

Newspaper	The Portland Press Herald and Maine Sunday Telegram	
Owner	Maine Today Media, Inc. (privately owned)	
Address	One City Center, 5th floor, Portland, ME 04101	
Phone number	207-791-6600	
URL	http://www.pressherald.com	
Circulation	Weekdays 56,400; Sunday 86,800	
Publisher & Editor		
Name	Richard L. Connor	
Start date	Took over as publisher in June 2009	
Phone number	207-791-6630	
E-mail	rconnor@pressherald.com	
Newspaper Staff		
Total FTEs	286	
Publication cycle	a.m. --- Portland Press Herald M-S; Maine Sunday Telegram, Sunday	
Circulation		2007 Circulation¹
Weekdays	56,400 (distributed in Portland and southern Maine)	70,040
Sundays	86,800 (distributed throughout the state)	108,842
Price		
Weekday newsstand	\$.75	
Sunday newsstand	\$1.75 (\$2.00 outside core market)	
Subscription annual	\$208.00	
Ancillary Businesses	Commercial printing	
Newsprint		
Tons (short)/annual	7,274 Short tons	
Sources of Revenue	Percentages	
Circulation	30.5%	
Display ads	24.1%	
Inserts	16.4%	
Special Sections	n/a	
Classified	20.7%	
Legal Notices	2.9%	
On-line Ads & Fees	4.1%	
Other	1.3%	
Changes over 3 years		
Digital		
Pay wall?	No	
Considering a pay wall?	Discussing	
Executive Editor		
Name	Scott Wasser	
Start date	6/15/09	
Phone number	207-791-6266	

¹ Source: 2008 Editor & Publisher International Yearbook

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E-mail	swasser@mainetoday.com
News Staff	
Total FTE	85
Reporters	25
Managing editors & assignment editors	10
Copy editors	15
Photo	
Online & Video	
Layout & Graphics	
Other	
Bureaus	State house office shared by 3 Maine Today Media newspapers
Coverage	<i>Dedicated more than 50% of time.</i>
Local government	Yes
Courts	Yes
Public safety	Yes
State government	Yes
School Board	Yes
Education	Yes
Business	Yes
Sports	Yes
Entertainment & arts	Yes
VP New Media and Digital Operations	
Name	Tim Archambault
Digital News Staff	
Size	4 people
Reporting/Photo staff	
Does reporting staff feed materials for digital media	Yes
Website start date	
Capabilities	
Content management system: software?	Clickability
Does your organization write code?	No
Out-sourced, off the shelf or with vendors?	Out-sourced
Proprietary or open-source code? Why?	All sites were custom built.
Flexibility & response time	
Can you change web platform – coding, architecture, software -- at least once a month? Do you?	Clickabilty is not very flexible

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Digital Tools	
Crowd sourcing?	Very little
Data visualization?	No
Investigative reporting?	A little
Documentary video?	Yes (one staff videographer)
Social Media	
What is the overall organizational commitment to collecting, creating, shaping and delivering all your news/information products through these digital channels?	Facebook and Twitter are used.
Advertising	
Is your advertising staff is able to provide competitive digital services to merchants?	Yes. State of the art ad platforms
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?	Yes
Assessment	
How do you assess your digital news/information products?	
Page-views?	3.5M/month
Monthly uniques?	600K
Editing	
Are there different procedures (layers of editing) for web vs. print products?	No
Do you use AP Style in your digital products?	Yes
Revenue	
Do you charge for any digital news products?	No
Digital Delivery Systems	
What delivery systems do you employ?	

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E-edition? (software?)	Yes
Smart Phone - apps	
-- iPhone	Yes (Phase 1)
-- Android	In development (mobile website software)
-- Blackberry	(mobile website software)
-- Palm	(mobile website software)
Tablets	
-- iPad	No
Kindle	No
Future	
Do you foresee your news organization offering one hundred percent digitally-delivered news/information products in the foreseeable future? (See Interview)	No
Your Sources of Digital Information	Networking; E&P; Mashable; Wall Street Journal