

**Backgrounder**  
**Philadelphia Daily News: Interviewed September 7, 2010**

<b>Newspaper</b>	<b>Philadelphia Daily News</b>	
<b>Owner</b>	Philadelphia Media Network, Inc. (privately owned)	
<b>Address</b>	400 N. Broad Street, Philadelphia, PA 19101	
<b>Phone number</b>	215-854-2000	
<b>URL</b>	Philly.com (website for Philadelphia Daily News and Philadelphia Inquirer)	
<b>Circulation</b>	90,000	
<b>Mission Statement</b>	Make a difference	
<b>Publisher</b>		
Name	<b>Greg Osberg</b>	
Term of service	Started 9/10	
<b>Publication cycle</b>	M-S a.m.	
<b>Circulation</b>		Circulation 2007 <sup>1</sup>
Weekdays	90,000	112,601
<b>Price</b>		
Weekday newsstand	\$.75	
Subscription annual	\$234	
<b>Ancillary Businesses</b>	Publish and distribute New York Times and USA Today	
<b>Digital</b>		
Pay wall?	No	
Considering a pay wall?	Possibly	
<b>Editor</b>		
Name	<b>Michael Days</b>	
Term of service	Started 1986; became editor 2005	
Phone number	215-854-5984	
E-mail	daysm@phillynews.com	
<b>News Staff</b>		
Total FTE	109	
Reporters	60	
Dept. heads/Sr. editors	10	
Copy editors	18	
Photo	8	
Online & Video	2	
Layout & Graphics	4	
Editorial page	4	
Clerks	3	
<b>Bureaus</b>	Harrisburg and South Jersey (Cherry Hill, NJ)	
<b>Coverage</b>	<i>Dedicated more than 50% of time.</i>	
Local government	Yes	
Courts	Yes	
Public safety	Yes	
State government	Yes	
School Board		

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

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Education	Major focus
Business	No
Sports	Major focus
Entertainment & arts	Yes
<b>VP and Editor, philly.com</b>	
Name	<b>Wendy Warren</b>
Start date	10 years
Phone	215-854-2210
E-Mail	wwarren@philly.com
<b>Digital News Staff</b>	
Size	11
<b>Reporting/Photo staff</b>	
Does reporting staff feed materials for digital media	Yes
<b>Website start date</b>	As early as 1997
<b>Capabilities</b>	
Web platform software?	
Content management system: software?	Clickability
Does your organization write code?	Yes
<b>Flexibility &amp; response time</b>	
Can you change web platform – coding, architecture, software -- at least once a month? Do you?	Yes
Can you add new functionality promptly as it becomes available?	Yes
<b>Digital Tools</b>	
Crowd sourcing?	Occasionally
Data visualization?	Yes, special projects like 2008 mayoral election
Investigative reporting?	
Documentary video?	Yes
<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?	Facebook, Twitter and Foursquare
To what extent is your newspaper connected to people through social media?	Significant amount
<b>Advertising</b>	
Is your advertising staff is able to provide competitive digital services to merchants?	Yes
Do you use "real time" ads?	No

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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?	Electronic coupons, plus behaviorally-targeted and geo-targeted ads
<b>Assessment</b>	
How do you assess your digital news/information products?	
Page-views?	11/10: about 73M
Monthly uniques?	11/10: 7.2M
Revenue?	Yes
What other metrics do you use?	Measure depth of engagement, etc.
<b>Editing</b>	
Are there different procedures (layers of editing) for web vs. print products?	No, most reporting comes from newsroom copy desk
Do you use AP Style in your digital products?	Yes
<b>Digital Delivery Systems</b>	
What delivery systems do you employ?	
E-edition? (software?)	
Smart Phone - apps	
-- iPhone	Yes (charge)
-- Android	
-- Blackberry	
-- Palm	
-- Other?	
Tablets	
-- iPad	Under construction
-- Other	
Kindle	
Any other systems	
<b>Sources of Information You Use</b>	Monitors a wide range of industry magazines. Participated in TechCrunch Disrupt conference. Researching a wide range of interactive projects