

Backgrounder
Deseret News: Interviewed 5/16/11

Newspaper	Deseret News
Owner	Deseret News Publishing Company, a subsidiary of Deseret Management Corporation, a for-profit business holdings company owned by the Mormon Church (The Church of Jesus Christ of Latter-day Saints)
Address	55 North 300 West, Salt Lake City, UT 84101
Phone number	801-236-6000
URL	Deseretnews.com
Circulation	Daily 73,075; Sunday 79,433
President & CEO	
Name	Clark Gilbert
Start Date	2009 as CEO Deseret Digital; 2010 as CEO Deseret News
Phone number	801-333-7497
E-mail	Cgilbert@deseretdigital.com
Newspaper Staff	
Total FTEs	
Publication cycle	7-days, a.m.
Current Circulation	
Weekdays	73,075
Sundays	79,435
E-edition	20,261
Price	
Weekday newsstand	\$0.75
Sunday newsstand	\$2.00
Subscription annual	\$208.00
E-edition	\$43.80
Ancillary Businesses of Deseret News & Deseret Digital	DeseretNews.com, KSL.com, DeseretBook.com, MormonTimes.com and LDSChurchNews.com
Digital	
Pay wall?	No
Considering a pay wall?	No
Advertising	
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?	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?	Yes, remnant providers
Managing Editor	
Name	Richard Hall

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Start date	
Phone number	801- 237-2110
E-mail	Rhall@desnews.com
V.P. Digital	
Name	Chris Lee
Start date	2010
Phone	
E-Mail	Clee@deseretdigital.com