Backgrounder
Northwest Herald: Interviewed July 27, 2010

Newspaper	**Northwest Herald** (part of Shaw Suburban Media Group)
Owner	Shaw Media Group (privately owned)
Address	7717 S. Rt. 31, Crystal Lake, IL 60014
Phone number	815-459-4040
URL	nwherald.com
Circulation	34,000 daily; 36,000 Sunday
Brand promise and goals	Relevant information, Marketing solutions, Community advocates
Publisher	
Name	**John Rung**
Start date	5/2002 as publisher
Phone number	815-459-4040
E-mail	jrung@shawnews.com
Newspaper Staff	
Total FTEs	134
Publication cycle	7 days, a.m.

Current Circulation		**2007 Circulation[1]**
Weekdays	34,000	38,603
Sundays	36,000	39,781
Price		
Weekday newsstand	$.75 daily	
Sunday newsstand	$2 Sunday	
Subscription annual	$221	
	e-edition free to subscribers; archived newspaper $2.99	
Ancillary Businesses	3 dailies, 5 weeklies, monthly business journal and 3 magazines	
Newsprint		
Tons/annual	Outsource printing	
Sources of Revenue	*Percentages*	
Circulation	23.2	
Display ads	38.4	
Classified	21.6	
On-line Ads & Fees	10.5	
Other: niche publications	6.2	
Digital		
Pay wall?	No	
Considering a pay wall?	Not at this time	
Executive Editor		
Name	**Chris Krug**	
Phone number	815-459-4122	
Start date	6/2002 as editor	
E-mail	ckrug@shawsuburban.com	
News Staff		

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Total FTE	50
Reporters	15
Editors	8 (Most of the copy editors who also contribute to reporting work in Sports and Features.)
Photo	4.5
Bureaus	None. Staff very fluid throughout McHenry county.
Coverage	*Assigned coverage at least 50% of a reporter's time*
Local government	Yes
Courts	Yes
Public safety	Yes
County government	Yes
State government	No
School Board	Yes
Business	1 editor and reporter
Sports	FT staff cover everything but major league baseball
Entertainment & arts	Features staff (3)
VP Digital Media	
Name	**Scott Rosenburgh**
Phone	815-526-4418
E-Mail	srosenburgh@shawnews.com
Digital News Staff	
Size	16
Sufficient?	Could use more people
Reporting/Photo staff	
Does reporting staff feed materials for digital media	Yes.
Capabilities	
Website originated?	1998
Content management system: software?	Roxen (Sweden) written in "Pike" language
Does your organization write code?	Yes
Number of coders?	2
Out-sourced, off the shelf or with vendors?	Custom-built editorial portal
Proprietary or open-source code?	Proprietary
Flexibility & response time	
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
Digital Tools?	
Crowd sourcing?	Not at present time
Data visualization?	Not at present time
Investigative reporting?	No

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Documentary video?	Yes
Any other kinds of digital tools are being used?	Livestream weekly sports; e.g. high school football with up to 3 cameras.
Social Media	
What is the overall organizational commitment to collecting, creating, shaping and delivering all your news/information products through these digital channels?	Using Twitter & Facebook
To what extent is your newspaper connected to people through social media?	Widely
Advertising	
Is your advertising staff is able to provide competitive digital services to merchants?	Very Competitive. Partnership with Yahoo consortium is useful. "PLANiT NORTHWEST.com" is used for selling gift certificates, etc.
Do you use "real time" ads?	Yes; day-parting. Section/Page/Article -- at specific times
Does your ad department sell electronic coupons or other modern digital products?	Yes; and it sells demographically targeted ads based on on-line behavior
Assessment	
How do you assess your digital news/information products?	
Page-views?	Yes: average 3.5M/month
Monthly uniques?	Yes: average 300K/Month
Revenue?	Yes
What other metrics do you use?	Time spent on site, etc. using Google analytics, an tracking registered users.
Do you assess news content?	
Number of sources?	NA
Writing or visual journalism impact?	NA
Other?	Most-read stories and most e-mailed stories
Editing	
Are there different procedures (layers of editing) for web vs. print products?	One copy desk is used for print and online editions
Do you use AP Style in your digital products?	Yes
Revenue	
Do you charge for any digital news products?	Yes
Which products and how much?	Charge for Archives (Newsbank partner) $1.99/ after 7 days; Charge for e-edition (free to subscribers)
Digital Delivery Systems	
What *delivery systems* do you employ?	
E-edition? (software?)	E-edition (free to subscribers); software?

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Smart Phone - apps	
-- iPhone	Developed proprietary, in-house mobile platform (not an app)
-- Android	Developed proprietary, in-house mobile platform (not an app)
-- Blackberry	Developed proprietary, in-house mobile platform (not an app)
-- Palm	Developed proprietary, in-house mobile platform (not an app)
Tablets	
-- iPad	Proprietary, in-house mobile platform (not an app), under development
-- Other	
Knowledge products	
Do you offer "knowledge products," such as books, magazines, and television or radio programs in addition to the core daily paper?	Yes. Special products on ad hoc basis. Documentary on winning high school football season. Book on historical houses of McHenry County. Etc.
Do they make money?	Yes
In what other ways are digital tools used in the business operations and marketing at your news organization?	NA
Future	
Do you foresee your news organization offering one hundred percent digitally-delivered news/information products in the foreseeable future? (*See Interview*)	Not in foreseeable future. But expects formats and delivery schedule of print products may change. "Multi-platforms [including print] are the key to future viability."
Sources of Information	E&P, but uses Google searches mostly: "Thanks to search engine optimization there are no brand loyalties anymore."