

WNN Canadian National Newspaper Report Backgrounder
Edmonton Journal, Edmonton, Alberta
Editor, Digital News Editor, Sales Director
(Interviewed 5/22/14)

Newspaper	Edmonton Journal
Address	10006 101 Street NW, Edmonton, Alberta T5J0S1
Phone number	
URL	Edmontonjournal.com
Owner	Postmedia Network Inc., Calgary, Canada

Editor	
Name	Margo Goodhand
Start date	9/13
Phone number	Direct 780-429-5201; Cell 780-938-7926
E-mail	mgoodhand@edmontonjournal.com
News Staff	
Total FTE	70
Reporters	32
Editors	14
Photo	7.5
Web Editor(s)	7
Others	10 (Tablet, smartphone, cartoonist, graphics...)
Coverage	Approximate numbers of dedicated reporters - more than 50 percent of time:
Local government	1 (plus columnist)
Courts	1
Public safety	3 (on 'crime beat'/breaking news)
Provincial government	2 (plus columnist)
School Board	1
Business	3
Sports	5.6
Entertainment & arts	6.6
Environment	1
Health care	1
Other	1 Northern Development; 1 Social Issues; 1 Urban Affairs
Do you assess online news content?	Our online content is our print content. It's just up first, and adheres to all of our usual standards.
Do you tabulate number of sources?	Yes, we require two.
Do you assess writing or visual journalism impact?	All our work is monitored by industry software, which allows us to see who's reading us, from where, and how that information is trending.
Other assessments	We also chart the popularity of our videos, photo galleries, etc. From this we know, for example, that the 'smartphone'

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	is our fastest-growing readership. That more people are coming and reading Journal stories via their cellphones. More interestingly, we have also learned that – contrary to popular wisdom on the short attention span of cellphone readers – they are willing to spend a long time reading long-form journalism on their mobiles. It just has to be a good story. They’ll read it, and share it.
Director of Sales	
Name	John Kopeck
Starting Date	1997
Phone number	Direct 780-429-5452, Cell 780-719-5202
E-mail	jkopeck@edmontonjournal.com
Digital	
Pay wall – Do you have a pay wall?	Yes (Pay wall was dropped spring 2015)
Advertising	
Does your advertising department sell "digital services" such as helping merchants with website production and/or video advertising production/?	Not yet
Do you offer "real time" ads?	No
Does your ad department sell electronic coupons or other modern digital products? Other?	Not a significant part of our business

Digital News Editor	Edmonton Journal
Name	John White (Digital News Editor)
Start date	
Phone	708-429-5574
E-Mail	jwhite@edmontonjournal.com
Support: Corporate and/or consultative support?	Yes