

**Backgrounder**  
**The Gazette: Interviewed June 14, 2011**

<b>Newspaper</b>	<b>The Gazette</b>	
<b>Owner</b>	The Gazette Co., Inc. (private) (DBA Source Media)	
<b>Address</b>	500 Third Avenue SE, Cedar Rapids, Iowa 52401	
<b>Phone number</b>	319-398-8211	
<b>URL</b>	Thegazette.com	
<b>Circulation</b>	71,300	
<b>President &amp; CEO Gazette Co., Inc</b>		
Name	<b>Chuck Peters</b>	
Start Date	1998	
Phone number	319-368-8878	
Email	Chuck.peters@sourcemedia.net	
<b>Publisher The Gazette</b>		
Name	<b>Tim McDougall</b>	
Start Date	4/10	
Phone number	319-398-5802	
Email	Tim.mcdougall@sourcemedia.net	
<b>Newspaper Staff</b>		
Total FTEs		
<b>Publication cycle</b>	7 days, a.m.	
<b>Current Circulation</b>		<b>2007 Print Circulation<sup>1</sup></b>
Weekdays (m-s) includes online readers	166,900	66,561
Sundays includes online readers	200,800	72,456
E-edition		
<b>Price</b>		
Weekday newsstand	\$.75	
Sunday newsstand		
Subscription annual	\$21.23	
E-edition		
<b>Ancillary Businesses of The Gazette Co., Inc.</b>	The Gazette newspaper, KCRG – TV9, an ABC affiliate, Hoopla, local shoppers, commercial printing, and numerous online sites.	
<b>Newsprint for The Gazette</b>		
Tons/annual		
<b>Sources of Revenue for The Gazette</b>		
	<i>Percentages</i>	
Circulation		
Display ads		
Inserts		
Special Sections		
Classified		
Legal Notices		
On-line Ads & Fees	approximately 5%	

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

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Other	
Trends/Changes over 3 years	
<b>Digital</b>	
Pay wall?	No
Considering a pay wall?	No
<b>Advertising</b>	
Is your advertising staff able to provide competitive digital services to merchants?	
Do you use "real time" ads?	
Does your advertising department sell "digital services" such as helping merchants with website production?	
Does your ad department sell electronic coupons or other modern digital products? Other?	
Do you generate revenue in partnership with outside digital vendors such as Yahoo? If so, who are they?	
<b>VP Administration</b>	
Name	<b>Cathy Terukina</b>
Start date	11/05
Phone number	319-398-5844
E-mail	Cathy.terukina@sourcemia.net
<b>News Staff</b>	
Total FTEs	
Reporters	
Editors	
Photo	
Web Editor	
Other:	
<b>Bureaus</b>	
<b>Coverage</b>	<b>More than 50% of their time</b>
Local government	
Courts	
Public safety	
County government	
Education	
Business	
Sports	
Entertainment & arts	
Environment	
Health care	
Agriculture	

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Flood control	
Other	
<b>Do you assess online news content?</b>	
Number of sources?	
Writing or visual journalism impact?	
Other	
<b>Digital News</b>	
Name	
Start date	
Phone	
E-Mail	
Website start date	
<b>Digital News Staff</b>	
Size?	
Sufficient?	
<b>IT Staff (If separate)</b>	
Size?	
Sufficient?	
<b>Corporate Support or Consultative support? (Yes or No)</b>	
Nature of support	
Size?	
Sufficient?	
<b>Capabilities</b>	
Web platform software?	
Content management system: software?	
Do your organization staff members write code?	
Number of coders?	
Zero? How out-sourced?	
Out-sourced, off the shelf or with vendors?	
Proprietary or open-source code? Why?	
Flexibility & response time	
Can you change web platform – coding, architecture, software -- at least once a month? Do you?	
Can you add new functionality promptly as it becomes available?	
<b>Digital Tools utilized</b>	
Crowd sourcing?	
Data visualization?	
Investigative reporting?	
Documentary video?	
Any other kinds of digital tools being used? If so,	

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what?	
<b>Social Media</b>	
Cite social media used:	Facebook # Friends? Twitter Etc.
To what extent is your newspaper connected to people through social media?	
What is the overall organizational commitment to collecting, creating, shaping and delivering all your news/information products through these digital channels?	
<b>Advertising</b>	
Is your advertising staff able to provide competitive digital services to merchants?	
Do you sell "real time" ads?	.
Does your advertising department sell "digital services" such as helping merchants with website production?	
Does your ad department sell electronic coupons or other modern digital products? Which ones?	
<b>Assessment</b>	How do you assess your digital news/information products?
Number of Page-views/month?	
Number of Monthly uniques?	
Revenue/month?	
Cite other metrics you use?	Time on site? Source of visitors? Etc.
Do you assess news content?	
Most e-mailed stories?	
Number of sources?	
Writing or visual journalism impact?	
Other?	
How is data shared with news staff?	
<b>Editing</b>	
How are web stories edited? Are there different procedures (layers of editing) for web vs. print products?	
Do you use AP Style in your digital news products?	
<b>Revenue</b>	
Do you generate revenue in partnership with outside digital vendors such as Yahoo? If so, who are they?	
Do you charge for any digital news products?	
Which products and how much?	
<b>Digital Delivery Systems</b>	What delivery systems do you employ?
E-edition? (Software used?)	

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Generic mobile apps software? Name it please.	
Smart Phone - apps	Yes/No? Under development? Target date?
-- iPhone	
-- Android	
-- Blackberry	
-- Palm	
-- Other?	
Tablets	
-- iPad	
-- Other	
Kindle	
Any other systems?	
<b>Knowledge products</b>	
Do you offer "knowledge products," such as books, magazines, and television or radio programs in addition to the core daily paper? If so, what products?	
Is there a central digital content pool from which these products are created?	
Do they make money?	
In what other ways are digital tools used in the business operations and marketing at your news organization?	
<b>Future</b>	
Do you foresee your news organization offering one hundred percent digitally-delivered news/information products in the foreseeable future?	
If not: Where do you think the balance will settle?	
If so: How soon do you think this will happen? 5 years? 10 years? More?	
If you expect there will always be some news/information products delivered on newsprint?	
What will those be?	
Why will that be?	
<b>Sources of Information</b>	
Where do you check to stay informed about digital developments?	