

Backgrounder
St. Cloud Times: Interviewed June 22, 2011

Newspaper	St. Cloud Times	
Owner	Gannett Co., Inc. (public)	
Address	3000 7th Street North, St. Cloud, MN 56303-3108	
Phone number	320-255-8700	
URL	Sctimes.com	
Circulation	28,000 daily; 32,000 Sunday	
President and Publisher		
Name	Scott Johnson	
Start Date	1/2/11	
Phone number	320-255-8709	
E-mail	sejohnso@stcloud.gannett.com	
Newspaper Staff		
Total FTEs	115	
Publication cycle	7 days a.m.	
Current Circulation		2007 Circulation¹
Weekdays (m-s)	28,000	29,903
Sundays	32,000	35,390
E-edition	N/A	
Price		
Weekday newsstand	\$.75	
Sunday newsstand	\$1.50	
Subscription annual	As low as \$195 with EZ Pay program	
E-edition	N/A	
Ancillary Businesses		
Newsprint for St. Cloud Times		
Tons/annual		
Sources of Revenue	Percentages	
Circulation	27%	
Display ads	14.8% of overall	
Inserts	17.6% of overall	
Special Sections	Not broken out	
Classified	16 % of overall	
Legal Notices	Not broken out	
On-line Ads & Fees	18% of ad revenue / 13% overall	
Other	10% of overall	
Digital		
Pay wall?	No	
Considering a pay wall?	Maybe	
Advertising		

¹ Source: 2008 Editor & Publisher International Yearbook

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Is your advertising staff able to provide competitive digital services to merchants?	yes
Do you use "real time" ads?	
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?	Dealchicken
Do you generate revenue in partnership with outside digital vendors such as Yahoo? If so, who are they?	Yes: Yahoo, CareerBuilder, HomeFinder, Cars.com, Apartments.com
Editor	
Name	John Bodette
Start date	1974
Phone number	320-255-8760
E-mail	jbodette@stcloud.gannett.com
News Staff	
Total FTE	36.5
Reporters	
Editors	
Photo	3 FT
Web Editor	Asst. Managing Editor, Digital & Web Master
Bureaus	Capital Bureau, St. Paul, during sessions, 3-4 days/week
Coverage	More than 50% of their time
Local government	YES
Courts	YES
Public safety	YES
County government	YES
School Board	YES
Business	YES
Sports	1 editor/1 copy editor/4 reporters
Entertainment & arts	40% of 1 FT, + Freelance
Environment	Less than 50%
Health care	1 reporter
Other	
Higher education	50%, 1 FT
Do you assess online news content?	
Number of sources?	
Writing or visual journalism impact?	
Other	Editor shares "most popular stories" at weekly reporters' meeting.
Assistant Managing Editor, Digital	
Name	Mike Knaak
Start date	July 1975

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Phone	320-255-8747
E-Mail	mknaak@stcloud.gannett.com
Website start date	1998
Digital News Staff	AME + 1 webmaster.
Size?	2
Sufficient?	
IT Staff (If separate)	
Size?	3
Sufficient?	
Corporate Support or Consultative support? (Yes or No)	
Nature of support	Website is hosted at corporate level.
Size?	
Sufficient?	
Capabilities	
Web platform software?	Saxotech online – template driven
Content management system: software?	Saxotech – print & online channel
Do your organization staff members write code?	A little bit, mostly corporate support
Flexibility & response time	
Can you change web platform – coding, architecture, software -- at least once a month? Do you?	System has modules that can be changed.
Can you add new functionality promptly as it becomes available?	
Digital Tools utilized	
Crowd sourcing?	Yes. Use FaceBook and Twitter, and email requests.
Data visualization?	Yes.
Investigative reporting?	Yes. IRE techniques.
Documentary video?	Yes. Photo staff mainly. Spot news & live packages.
Any other kinds of digital tools being used? If so, what?	“Cover it Live” – live streaming
Social Media	
Cite social media used:	Facebook # Friends? -- 1,800 Twitter – 1,000 plus Popup email alerts
To what extent is your newspaper connected to people through social media?	Growing
What is the overall organizational commitment to collecting, creating, shaping and delivering all your news/information products through these digital channels?	
Advertising	
Is your advertising staff able to provide competitive digital services to merchants?	Can develop web ads with Flash graphics or video.
Assessment	How do you assess your digital news/information

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	products?
Number of Page-views/month?	7M/month -- May 2011
Number of Monthly uniques?	375-400K/month
Revenue/month?	Some revenue from archive charges
Cite other metrics you use?	Time on site; Frequency of visits; ZAG (zipcode, age, gender.
Do you assess news content?	
Most e-mailed stories?	Track 30 "most-read" stories, weekly
Number of sources?	
Writing or visual journalism impact?	
Other?	
How is data shared with news staff?	
Editing	
How are web stories edited? Are there different procedures (layers of editing) for web vs. print products?	Web stories get at least one editorial read; print get 2+ reads.
Do you use AP Style in your digital news products?	Yes
Revenue	
Do you generate revenue in partnership with outside digital vendors such as Yahoo? If so, who are they?	Yes- Yahoo. Cars.com, Careerbuilder.com, apartments.com and homefinder.com also are in the mix.
Do you charge for any digital news products?	no
Which products and how much?	
Digital Delivery Systems	What delivery systems do you employ?
E-edition? (Software used?)	Available as a customer service
Generic mobile apps software? Name it please.	Connio
Smart Phone - apps	Yes/No? Under development? Target date?
-- iPhone	No (generic mobile app)
-- Android	No (generic mobile app)
-- Blackberry	No (generic mobile app)
-- Palm	No (generic mobile app)
-- Other?	UPX-New App; St. Cloud product
Tablets	
-- iPad	Gannett is developing
-- Other	
Kindle	No
Any other systems?	
Knowledge products	
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?	Occasional Books; 150 anniversary, St. Johns football
Is there a central digital content pool from which these products are created?	

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Do they make money?	Yes
In what other ways are digital tools used in the business operations and marketing at your news organization?	Numerous ways. Data bases for news, marketing and advertising.
Future	
Do you foresee your news organization offering one hundred percent digitally-delivered news/information products in the foreseeable future?	Not 100%
If not: Where do you think the balance will settle?	Hard to say. 50-50?
If so: How soon do you think this will happen? 5 years? 10 years? More?	Between 5 & 10 years-probably closer to 10.
If you expect there will always be some news/information products delivered on newsprint?	yes
What will those be?	Newspaper; perhaps on key days. Hard to say right now
Why will that be?	We still have many readers that prefer the printed version and many are extremely loyal to that format and it still makes money.
Sources of Digital Information	
Where do you check to stay informed about digital developments?	Other news sites; NPPA; SPJ; Poynter; IRE; Gannett weekly newsletter