

Backgrounder
Philadelphia Daily News: Interviewed September 7, 2010

Newspaper	Philadelphia Daily News	
Owner	Philadelphia Media Network, Inc. (privately owned)	
Address	400 N. Broad Street, Philadelphia, PA 19101	
Phone number	215-854-2000	
URL	Philly.com (website for Philadelphia Daily News and Philadelphia Inquirer)	
Circulation	90,000	
Mission Statement	Make a difference	
Publisher		
Name	Greg Osberg	
Term of service	Started 9/10	
Publication cycle	M-S a.m.	
Circulation		Circulation 2007 ¹
Weekdays	90,000	112,601
Price		
Weekday newsstand	\$.75	
Subscription annual	\$234	
Ancillary Businesses	Publish and distribute New York Times and USA Today	
Digital		
Pay wall?	No	
Considering a pay wall?	Possibly	
Editor		
Name	Michael Days	
Term of service	Started 1986; became editor 2005	
Phone number	215-854-5984	
E-mail	daysm@phillynews.com	
News Staff		
Total FTE	109	
Reporters	60	
Dept. heads/Sr. editors	10	
Copy editors	18	
Photo	8	
Online & Video	2	
Layout & Graphics	4	
Editorial page	4	
Clerks	3	
Bureaus	Harrisburg and South Jersey (Cherry Hill, NJ)	
Coverage	<i>Dedicated more than 50% of time.</i>	
Local government	Yes	
Courts	Yes	
Public safety	Yes	
State government	Yes	
School Board		

¹ Source: 2008 Editor & Publisher International Yearbook

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Education	Major focus
Business	No
Sports	Major focus
Entertainment & arts	Yes
VP and Editor, philly.com	
Name	Wendy Warren
Start date	10 years
Phone	215-854-2210
E-Mail	wwarren@philly.com
Digital News Staff	
Size	11
Reporting/Photo staff	
Does reporting staff feed materials for digital media	Yes
Website start date	As early as 1997
Capabilities	
Web platform software?	
Content management system: software?	Clickability
Does your organization write code?	Yes
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?	Occasionally
Data visualization?	Yes, special projects like 2008 mayoral election
Investigative reporting?	
Documentary video?	Yes
Social Media	
What is the overall organizational commitment to collecting, creating, shaping and delivering all your news/information products through these digital channels?	Facebook, Twitter and Foursquare
To what extent is your newspaper connected to people through social media?	Significant amount
Advertising	
Is your advertising staff is able to provide competitive digital services to merchants?	Yes
Do you use "real time" ads?	No

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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?	Electronic coupons, plus behaviorally-targeted and geo-targeted ads
Assessment	
How do you assess your digital news/information products?	
Page-views?	11/10: about 73M
Monthly uniques?	11/10: 7.2M
Revenue?	Yes
What other metrics do you use?	Measure depth of engagement, etc.
Editing	
Are there different procedures (layers of editing) for web vs. print products?	No, most reporting comes from newsroom copy desk
Do you use AP Style in your digital products?	Yes
Digital Delivery Systems	
What delivery systems do you employ?	
E-edition? (software?)	
Smart Phone - apps	
-- iPhone	Yes (charge)
-- Android	
-- Blackberry	
-- Palm	
-- Other?	
Tablets	
-- iPad	Under construction
-- Other	
Kindle	
Any other systems	
Sources of Information You Use	Monitors a wide range of industry magazines. Participated in TechCrunch Disrupt conference. Researching a wide range of interactive projects