

Backgrounder
The Post and Courier: Interviewed December 9, 2010

Newspaper	The Post and Courier	
Owner	Evening Post Publishing Co. (privately held)	
Address	134 Columbus St, Charleston, SC, 29403	
Phone number	843-577-7111	
URL	Postandcourier.com	
Circulation	95,234 Sunday; 80,408 m-s	
Publisher and Editor		
Name	William (Bill) Hawkins	
Starting Date	Executive Editor 3/05; Editor/Publisher 4/1/09	
Phone number	843-937-5534	
E-mail	bhawkins@postandcourier.com	
Newspaper Staff		
Total FTEs	425	
Publication cycle	7 day, a.m.	
Current Circulation		2007 Circulation¹
Weekdays (m-s)	80,408	94,367
Sundays	95,234	107,610
E-edition (m-s)	4,600 (9,600 a day for NIE during the school year)	
Price		
Weekday newsstand	\$.75	
Sunday newsstand	\$2.00	
Subscription annual	\$210	
E-edition	Free to subscribers; \$9.95	
Ancillary Businesses	Commercial printing, prints Myrtle Beach Sun + other publications	
Newsprint for Post & Courier		
Tons/annual	8,800	
Sources of Revenue	<i>Percentages</i>	
Circulation	25-30	
Display ads		
Inserts		
Special Sections		
Classified		
Legal Notices		
On-line Ads & Fees		
Other		
Trends/Changes over 3 years	Majors, real estate and employment weak; however, employment grew this year. Circulation revenue is strong.	
Digital		
Pay wall?	No	
Considering a pay wall?	Not on postandcourier.com	
News Staff		
Total FTE	91	

¹ Source: 2008 Editor & Publisher International Yearbook

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Reporters	35
Editors	23
Photo	6
Other; designers, clerks, library, web	27
Bureaus	State house in Columbia; sports in Columbia and Clemson
Coverage	More than 50% of their time
Local government	Yes
Courts	Yes
Public safety	Yes
County government	Yes
School Board	Yes
Business	4
Sports	14
Entertainment & arts	8
Higher education	Yes
Ports	Yes
Architecture	Yes
Health/Business	Yes
Boeing	Yes
Director of Digital Media	
Name	Tom Clifford
Start date	June 2010; named Executive News Director February 2011
Phone	843-937-5515
E-Mail	tclifford@postandcourier.com
Website start date	1995
Digital News Staff	
Size	(6) – 4 web producers; 1 video editor; 1 videographer
Sufficient?	Variety of content and production desk editors also engaged; can use more.
Reporting/Photo staff	
Does reporting staff feed materials for digital media	About 80 percent. – posting stories, tweeting, creating photo galleries and uploading video.
Capabilities	
Web platform software?	
Content management system: software?	Ellington (weeklies use Mediaspan.)
Does your organization write code?	Yes
Number of coders?	(3) programmers; (4) at corporate headquarters in Texas
Zero? How out-sourced?	
Out-sourced, off the shelf or with vendors?	Yes
Flexibility & response time	
Can you change web platform – coding, architecture, software -- at least once a month? Do you?	Ellington is theoretically great to adapt; in practice it's more difficult.
Can you add new functionality promptly	At times

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as it becomes available?	
Digital Tools	
Crowd sourcing?	Yes
Data visualization?	Occasionally
Investigative reporting?	Yes
Documentary video?	Yes: breaking news and some long form
Any other kinds of digital tools are being used?	Live blogging (CoverItLive), livestreaming, podcasting, audio slideshows. Also produce weekly news show for cable channel.
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 (newspaper, niche sites, individual reporters have accounts) YouTube Vimeo Four Square – geo-targeting content
To what extent is your newspaper connected to people through social media?	Widely: Text Alerts, Twitter, Facebook
Advertising	
Is your advertising staff is able to provide competitive digital services to merchants?	Under development
Do you use "real time" ads?	Not yet
Does your advertising department sell "digital services" such as helping merchants with website production?	No. Might in 2011
Does your ad department sell electronic coupons or other modern digital products?	Yes
Assessment	
How do you assess your digital news/information products?	Omniture – full suite of analytics
Page-views?	9 million/month
Monthly uniques?	900+ K/month
Revenue?	Yes
What other metrics do you use?	Google analytics. Social media interaction analytics.
Do you assess news content?	
Number of sources?	
Writing or visual journalism impact?	
Other?	“Most e-mailed stories” “Most commented stories”
Editing	
Are there different procedures (layers of editing) for web vs. print products?	Web producers edit; content and production editors assist when needed Tweets and Facebook postings posted with and without filter editing by web producers (social media policy sets guidelines for posting).
Do you use AP Style in your digital products?	Yes
Revenue	
Do you charge for any digital news	Yes

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products?	
Which products and how much?	E-Editions; no charge for archives (Newsbank)
Digital Delivery Systems	
What delivery systems do you employ?	
E-edition? (software?)	TechNavia
Smart Phone - apps	
-- iPhone	Yes (Verve)
-- Android	In Beta
-- Blackberry	Yes
-- Palm	
-- Other?	
Tablets	
-- iPad	In development
-- 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?	Corporate Book division "e-Books" – editions of columns
Is there a central digital content pool from which these products are created?	
Do they make money?	Some
In what other ways are digital tools used in the business operations and marketing at your news organization?	Weekly TV newsfeature program on local cable channel.
Future	
Do you foresee your news organization offering one hundred percent digitally-delivered news/information products in the foreseeable future? (See Interview)	While the balance will change dramatically in coming years, favoring multi-channel digital delivery, I believe people are essentially tactile beasts and there will be a lasting desire for a printed news product. Style and content mix will likely be radically different from the traditional model, however.
Sources of Information	The Next Web; Techcrunch (technology); Mashable (social media guide); Search Engine Land; Will Sullivan (journalism/tech aggregator); Poynter; Reel SEO (online video marketing); Engadget; ReadWriteWeb; Social News Desk.