

*Regarding the 105+25:*

We have not determined how the desks will be assigned at this point. I'd like to give you more clarity but we are still working on a plan and I don't want to opine on this topic when it is not clearly defined.

*(The question was how many of the desks would go to newsroom employees.)*

*Deadlines:*

Yes, deadlines will change but not dramatically. The current print editorial "close" is 10 PM. It is moving to 8 PM. As we operate today, the paper is typically "put to bed" long before the 10 PM close. The most obvious challenge is how we will deal with Spurs games. We are working on a plan now and while we will not have live scores our readers are somewhat used to this when the Spurs play on the west coast. Meanwhile we are working on enhanced digital plan for how we provide our readers the very best Spurs product. We are also working on an enhanced Sunday sport section (in print). All other print deadlines are a non-issue. Furthermore – 80% of our print subscribers engage with one or more of our newsletters and/or expressnews.com.

*(As a former night city editor, at the Seattle Times, the notion of an 8 p.m. close is daunting. To be properly edited and laid out on the page, stories will have to be filed considerably earlier.)*

*Audience Numbers:*

7-day readership (print and digital) and Sunday readership (print and digital) are both growing and are projected to grow. Our paid digital subscriber number is outpacing our print subscriber decline. Our digital subscription retention is 97.5% a month and our print retention is 96.5% a month. Specifically, our print retention has never been higher. We credit this to three things: Over the last 3 years, our print delivery service has significantly improved, the local news cycle is in our sweet spot and has exploded (Health, Education, Community Engagement and Editorial reporting) and we have made increased investments in brand marketing.

Digital reach is increasing. ExpressNews.com has exploded (63%; record growth) and MYSA.com just went through a great redesign. When we combine our two digital properties (expressnews.com + MYSA.com) we provide advertisers with the largest local media footprint in San Antonio. 1.3m people read our brand each week.

*(Much of the increase may be driven by recent offers of 12 weeks of digital access for 99 cents for expressnews.com. Not clear is what percentage of these total numbers are visitors to the free MySA.com site. Together with the fact that advertising revenue for online news sites is a small fraction of print advertising revenue, this is not encouraging.)*