

McClatchy announces digital restructuring

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The McClatchy Co. announced a reorganization of its corporate hierarchy Thursday as the owner of The Sacramento Bee speeds up its transition to a digital company in the face of declining prospects for its print newspapers.

Sacramento-based McClatchy said the reorganization has two main components: integrating its McClatchy Interactive division into the heart of the company, and expanding its sales and marketing efforts.

“Today’s announcement is another step forward in our digital transformation,” said Pat Talamantes, president and chief executive, in a prepared statement.

The announcement came one day after McClatchy reported another round of lower quarterly profits and pledged to investment analysts that 2015 would bring a significant acceleration of the company’s digital strategy. Talamantes told the analysts that McClatchy would also seek to take more cost out of the production and distribution of the company’s 29 printed papers.

The moves coincide with the previously announced retirement of Bob Weil, one of McClatchy’s two vice presidents for operations, who is leaving the company June 30.

The other vice president for operations, Mark Zieman, will take on additional roles in overseeing the 29 papers, the corporate digital revenue development team and corporate production.

Zieman will also oversee an expanded corporate advertising department.

Chris Hendricks, the company’s vice president of interactive media, will become vice president of products, marketing and innovation. He will be in charge of audience development, business development, product management, mobile initiatives, marketing, corporate communications and external partnerships.

Talamantes said a key development will be merging McClatchy’s tech efforts, which until now have been divided between a corporate information technology unit and McClatchy Interactive, the latter of which is based in Raleigh, N.C., and serves as the infrastructure backbone of the company’s newspaper websites and other digital offerings. It will remain in Raleigh but will be integrated more fully into the company.

“We’ll have one technology organization, not two,” he said in an interview. He said the move makes sense as “we truly are a digital company.”

As an example, McClatchy websites and mobile apps drew 45.2 million unique visitors last month, according to Talamantes. Meanwhile, print advertising now generates just 38 percent of McClatchy’s total revenue.

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