

Backgrounder
The (New London, Conn.) Day: Interviewed October 19, 2010

Newspaper	The Day
Owner	The Day Publishing Company---independent/locally owned. The Day Publishing Company, owned by a split-interest trust, devotes its attention to operating the newspaper and supporting a charitable foundation, the Bodenwein Public Benevolent Foundation. ¹
Address	47 Eugene O'Neill Drive, New London, CT 06320-1231
Phone number	(800) 542-3354
URL	TheDay.com
Circulation	27,341 (m-s); 31,381 Sunday
Publisher	
Name	Gary Farrugia
Start date	10/01
Phone number	860-701-4202
E-mail	gfarrugia@theday.com
Newspaper Staff	
Total FTEs	262 print/ 15 web
Publication cycle	7 days, a.m.
Current Circulation	2010 Circulation 2007 Circulation²
Weekdays (m-s)	27,341 35,691
Sundays	31,381 41,775
E-edition	330
Price	
Weekday newsstand	\$.75
Sunday newsstand	\$2.00
Subscription annual	\$250
E-edition	\$.75; free to daily and weekender subscribers
Ancillary Businesses	Times Community News Group (8 weeklies)
	Shore Publishing (7 weeklies)
	Day Commercial Printing, Day Custom Publishing
Sources of Revenue	Percentages
Circulation	21
Display ads	15
Inserts	8
Special Sections	3
Classified	13
Legal Notices	4
On-line Ads & Fees	8
Other	28
Trends/Changes over last 3 years	In 2005, Advertising in The Day represented 78% of all company revenues. Today, 62%

¹ <http://www.theday.com/apps/pbcs.dll/misc?url=/static/aboutus.pbs>

² Source: 2008 E&P International Yearbook

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Digital	
Paywall?	No
Considering a paywall?	Maybe
Executive Editor	
Name	Timothy Dwyer
Start date	7/07
Phone number	860-701-4379
E-mail	t.dwyer@theday.com
#s News Staff	
Total FTE	67 (61 full-time and 6 part-time)
Reporters	26 FT, 3 PT
Editors	23 FT 2 PT
Photo	6
Web	4 FT 1 PT
Other:	2
Bureaus	None
Coverage	More than 50% of a staffer's time
Local government	Yes
Courts	Yes
Public safety	Yes
County government	No
School Board	Yes
Business	Yes
Sports	Yes
Entertainment & arts	Yes
Special:	Defense, casinos, pharmaceuticals
Director of Audience Development	
Name	Daniel Williams
Start date	July 2010
Phone number	860-701-4207
Email	d.williams@theday.com
Reporting/Photo staff	
Does reporting staff feed materials for digital media	Yes
Website start date	
Capabilities	
Web platform software?	
Content management system: software?	Media Spectrum -- Saxotech
Does your organization write code?	Yes
Number of coders?	1
Proprietary or open-source	Proprietary

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code?	
Flexibility & response time	
Can you change web platform – coding, architecture, software -- at least once a month? Do you?	
Can you add new functionality promptly as it becomes available?	
Digital Tools	
Crowd sourcing?	Occasionally
Data visualization?	Yes
Investigative reporting?	Yes
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 .
To what extent is your newspaper connected to people through social media?	Extensively
Advertising	
Is your advertising staff is able to provide competitive digital services to merchants?	Yes.
Do you use "real time" ads?	Yes
Does your advertising department sell "digital services", such as helping merchants with website production?	No
Does your ad department sell electronic coupons or other modern digital products? Other?	Yes.
Assessment	
How do you assess your digital news/information products?	
Page-views?	5.5M/month

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Monthly uniques?	600K/month
Revenue?	Yes
What other metrics do you use?	Page usage; Entry point; Google analytics
Do you assess news content?	
Number of sources?	
Writing or visual journalism impact?	
Other?	Most-viewed stories
Editing	
Are there different procedures (layers of editing) for web vs. print products?	
Do you use AP Style in your digital products?	Yes
Revenue	
Do you charge for any digital news products?	Yes
Which products and how much?	Archives; e-edition
Digital Delivery Systems	
What delivery systems do you employ?	Verve – Verve Wireless mobile platform software
E-edition? (software?)	
Smart Phone - apps	
-- iPhone	No iPhone app; Verve Wireless mobile platform software
-- Android	No Android app; Verve Wireless mobile platform software
-- Blackberry	No Blackberry app; Verve Wireless mobile plat. software
-- Palm	No Palm app; Verve Wireless mobile platform software
Tablets	
-- iPad	Under development
Kindle	No
Knowledge products	
Do you offer "knowledge products," such as books, magazines, and television or radio programs in addition to the core daily paper?	Yes Still Photos
Is there a central digital content pool from which these products are created?	
Do they make money?	
In what other ways are digital tools used in the business operations and	

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marketing at your news organization?	
Future	
Do you foresee your news organization offering one hundred percent digitally-delivered news/information products in the foreseeable future? (See Interview)	
Sources of Information	E&P: Poynter; Romenesko; Media Bistro; International Newsmedia Marketing Association (INMA)