

Backgrounder

Jackson Citizen Patriot: Interviewed August 9, 2010

Newspaper	Jackson Citizen Patriot	
Owner	Advance Publications (private)	
Address	214 S. Jackson St., Jackson, MI 49201	
Phone number	517-787-2300	
URL	MLive.com	
Circulation	26,000 daily; 29,000 Sunday	
Mission Statement	To be the top provider of news and information in Jackson County (Mich.)	
Publisher & Editor		
Name	Sandy Petykiewicz	
Term of service	Citizen Patriot since 1983, publisher since 1999, editor & publisher in 2010	
Phone number	517-768-4810	
E-mail	publisher@citpat.com	
Newspaper Staff		
Total FTE	89	
Publication cycle	7 days, guarantee by mid-morning	
Current Circulation		2007 Circulation¹
Weekdays	26,000	31,692
Sundays	29,000	35,980
E-edition		
Price		
Weekday newsstand	\$.75	
Sunday newsstand	\$2.00	
Subscription annual	\$199	
E-edition	Converted mail subscribers and NIE to e-edition.	
Ancillary Businesses	Ann Arbor Offset (commercial printing)	
Newsprint for Citizen Patriot		
Tons/Annual		
Sources of Revenues	<i>Percentages</i>	
Circulation	41%	
Display/retail ads	12%	
Inserts/pre-prints	22%	
Classified	15%	
Legal Notices	.3%	
On-line Ads & Fees	5%	
Other	4.7%	
Digital		
Pay wall?	No	
Considering a pay wall?	Not at this time	
Assoc Editor News		
Name	Sara Scott	
Start Date	1994	

¹ Source: 2008 Editor and Publisher International Yearbook
Valid Sources, "Who Needs Newspapers?" project; 1916 Pike Place, Seattle, WA. 98101
www.whoneedsnewspapers.org

Backgrounder

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Phone number	517-768-4983
E-mail	sscott@citpat.com
News Staff	
Total FTE	40
Reporters	12 full-time, 1 part-time, 2 interns
Associate editors	2
Assignment editors	Scott and night editors
Copy editors	4 full-time, 5-6 part-time
Photo	3 full-time, 1 intern
Online & Video	Not separate
Layout & Graphics	1
Bureaus	No
Coverage	<i>Dedicated more than 50% of time.</i>
Local government	4 on watchdog team
Courts	2
Public safety	
State government	
School Board	Watchdog team
Education	Watchdog team
Business	Yes
Sports	2 full-time, 3 part-time
Entertainment & arts	1 full-time; 1 part-time clerk
Other	1 columnist
Associate Editor, Print & Online Production	
Name	Jerry Sova
Start Date	1999
Phone	517-768-4985
E-Mail	jsova@citpat.com
Digital News Staff	
Size	Multiple managers and all reporting staff
Reporting/Photo staff	
Does reporting staff feed materials for digital media	Yes
Capabilities	
Web platform software?	
Content management system: software?	Baseview
Does your organization write code?	Not locally
Number of coders?	None locally
Zero? How out-sourced?	Corporate: M-Live Advanced Communications (Newhouse)
Out-sourced, off the shelf or with vendors?	
Proprietary or open-source code? Why?	Proprietary

Backgrounder

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Flexibility & response time	
Can you change web platform – coding, architecture, software -- at least once a month? Do you?	Change it rarely
Digital Tools?	
Crowd sourcing?	No; but elevate e-mailed comments as needed
Data visualization?	No
Investigative reporting?	No
Documentary video?	Yes; Flip video
Any other kinds of digital tools are being used?	Cops video as available
Social Media	
What is the overall organizational commitment to collecting, creating, shaping and delivering all your news/information products through these digital channels?	Using: Facebook & Twitter
To what extent is your newspaper connected to people through social media?	Collect comments on Facebook; use FB to search for names
Advertising	
Is your advertising staff able to provide competitive digital services to merchants?	Yes, but still developing skills
Do you use "real time" ads?	.No
Does your advertising department sell "digital services", such as helping merchants with website production?	Yes, as needed.
Does your ad department sell electronic coupons or other modern digital products?	Yes. Also use demographically targeted ads.
Assessment	
How do you assess your digital news/information products?	Measure with “Site catalyst” Adobe; create daily & weekly reports
Page-views?	1.4 M/Month
Monthly uniques?	About 200K
Revenue?	
What other metrics do you use?	
Do you assess news content?	
Writing or visual journalism impact?	Yes
Editing	
Are there different procedures (layers of editing) for web vs. print products?	Yes

Backgrounder
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Do you use AP Style in your digital products?	Yes
Revenue	
Do you charge for any digital news products?	Minimal
Which products and how much?	E-edition; Customers can order "pages" and "photos."
Digital Delivery Systems	
What delivery systems do you employ?	
E-edition? (software?)	TechNavia
Smart Phone - apps	Generic mobile platform software
-- iPhone	In development
-- Android	In development
-- Blackberry	No
-- Palm	No
-- Other?	No
Tablets	
-- iPad	In development
-- Other	
Kindle	Not sure
Knowledge products	
Do you offer "knowledge products," such as books, magazines, and television or radio programs in addition to the core daily paper?	No
Future	
Do you foresee your news organization offering one hundred percent digitally-delivered news/information products in the foreseeable future? (See Interview)	At some point
Sources of Information	Networking among "MLive" participants