

Backgrounder
Bozeman Daily Chronicle: Interviewed May 3, 2011

Newspaper	Bozeman Daily Chronicle
Owner	Pioneer Newspapers, Inc. (private)
Address	2820 West College, Bozeman, MT 59718
Phone number	406-587-4491
URL	bozemandailychronicle.com
Circulation	16,000 daily; 17,500 Sundays
Publisher & President	
Name	Stephanie Pressly
Start Date	7/07
Phone number	406-582-2626
E-mail	spressly@dailychronicle.com
Newspaper Staff	
Total FTEs	94
Publication cycle	7 days a.m.
Current Circulation	2007 Circulation
Weekdays	16,000
Sundays	17,500
E-edition	600
Price	
Weekday newsstand	\$.75
Sunday newsstand	\$1.50
Subscription annual	\$183.00
E-edition	Free to EZ pay and advance pay subscribers; \$5.20 a month to others
Ancillary Businesses	Big Sky Publishing, LLC publishes the Bozeman Daily Chronicle; three weeklies: Belgrade News, West Yellowstone News, and Lone Peak Lookout; the Montana Quarterly Magazine; and operates Chronicle Printing (commercial printing business)
Newsprint for Bozeman Daily Chronicle only	
Tons/annual	1,500
Sources of Revenue	Percentages
Circulation	20
Display ads	38
Inserts	10

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Special Sections	3
Classified	9
Legal Notices	5
On-line Ads & Fees	5
Other	10 (printing and events)
Trends/Changes over 3 years	Insert, legal, online growth; classified, other decline
Digital	
Pay wall?	No
Considering a pay wall?	Considering a "metered" model
Advertising	
Is your advertising staff 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?	Search engine optimization but not website development
Does your ad department sell electronic coupons or other modern digital products? Other?	Yes, Daily Deal and E-Blast
Do you generate revenue in partnership with outside digital vendors such as Yahoo? If so, who are they?	Town News Job Network
Managing Editor	
Name	Nick Ehli
Start date	1/2000
Phone number	406-582-2647
E-mail	nehli@dailychronicle.com
News Staff	
Total FTE	21
Reporters	4 reporters and 1 reporter/copy editor
Editors	7
Photo	3
Web Editor	1
Bureaus	No
Coverage	More than 50% of their time
Local government	Yes
Courts	Yes

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Public safety	Yes
County government	Yes
School Board & Montana State University	Yes
Business	No, sub-beat
Sports	5
Entertainment & arts	2
Environment	Sub-beat
Health care	Sub-beat
Agriculture	
Do you assess online news content?	A little bit – most viewed and most commented
Number of sources?	
Writing or visual journalism impact?	
Other	
Advertising (Web Sales) Manager	
Name	Andrew (Drew) Seibenick
Start date	12/08
Phone	406-582-2653
E-Mail	drew@dailychronicle.com
Web Editor	
Name	Michael Becker
Start date	Reporter 2005; Web Editor 2009
Phone	406-582-2657
E-Mail	becker@dailychronicle.com
Website start date	
Digital News Staff	
Size?	1 (though all play a part in digital efforts)
Organizational chart & job descriptions.	Web Editor Michael Becker is the main digital news staffer, though others fill in on various efforts, such as posting to social networks.
IT Staff (If separate)	
Size?	1-- IT Director Rob Potter
Corporate Support or Consultative support? (Yes or No)	

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Nature of support	We work with our parent corporation Pioneer Newspapers on a number of projects related to our company's Digital Now initiative.
Capabilities	
Web platform software?	
Content management system: software?	TownNews Blox
Do your organization staff members write code?	Yes
Number of coders?	2
Zero? How out-sourced?	Pioneer Newspapers also shares code between its papers.
Out-sourced, off the shelf or with vendors?	
Proprietary or open-source code? Why?	Open Source whenever possible.
Flexibility & response time	
Can you change web platform – coding, architecture, software -- at least once a month? Do you?	The Blox system allows us tremendous flexibility in the way our website is presented to readers. Major changes to the site come perhaps quarterly, not monthly. We do not change CMSs regularly, though, if that's what you're asking.
Can you add new functionality promptly as it becomes available?	Yes.
Digital Tools utilized	
Crowd sourcing?	Yes.
Data visualization?	Yes.
Investigative reporting?	As much as possible.
Documentary video?	Yes.
Any other kinds of digital tools being used? If so, what?	Data scraping, interactive maps, DocumentCloud, Google Fusion Tables, GeoCommons, Dlvr.it, Hootsuite, Twitterfeed, Google Refine and others
Social Media	

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Cite social media used:	Facebook - a number of pages for news, classifieds, police reports and a few niche products in development. At this writing, about 2,100 fans on the main FB page. Twitter: 4 accounts - main account, fully automated account, sports and police reports. All newsroom staffers are now using Twitter too.
To what extent is your newspaper connected to people through social media?	We attempt to crowdsource using social media and to use social media as just another channel by which readers can contact the newsroom.
What is the overall organizational commitment to collecting, creating, shaping and delivering all your news/information products through these digital channels?	Pioneer Newspapers is pushing forward with Digital Now, a corporate initiative to promote the digital side of the business at all the papers and find new ways to make money online. Our communication with corporate has indicated to me that this is a serious priority, and it certainly seems like it from a ground-level view.
Assessment	How do you assess your digital news/information products?
Number of Page-views/month?	1 million to 1.2 million
Number of Monthly uniques?	roughly 180,000
Revenue/month?	
Cite other metrics you use?	Time on site? Source of visitors? Etc.
Do you assess news content?	
Most e-mailed stories?	
Number of sources?	
Writing or visual journalism impact?	
Other?	
How is data shared with news staff?	A weekly Web stats report is mailed to all staff members containing information about the website's performance during the week.
Editing	
How are web stories edited? Are there different procedures (layers of editing) for web vs. print products?	Stories are edited by at least two editors before publication anywhere. The workflows for Web and print are the same.

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Do you use AP Style in your digital news products?	Yes.
Revenue	
Do you generate revenue in partnership with outside digital vendors such as Yahoo? If so, who are they?	
Do you charge for any digital news products?	Our electronic edition, the e-Chronicle
Digital Delivery Systems	What delivery systems do you employ?
E-edition? (Software used?)	Olive software
Generic mobile apps software? Name it please.	DoApp for mobile
Smart Phone - apps	Yes/No? Under development? Target date?
-- iPhone	yes
-- Android	yes
-- Blackberry	yes
-- Palm	no
Tablets	
-- iPad	Under development, hopefully to be released this year
Kindle	
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? If so, what products?	Not at this time. Considering for future.
In what other ways are digital tools used in the business operations and marketing at your news organization?	E-invoices for accounts receivables. E-tears for tearsheet proofs.
Future	
Do you foresee your news organization offering one hundred percent digitally-delivered news/information products in the foreseeable future?	Not in the foreseeable future.
If not: Where do you think the balance will settle?	It's not what percentage will be delivered by each, it's what type of content will be delivered by each.
If so: How soon do you think this will happen? 5 years? 10 years? More?	

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If you expect there will always be some news/information products delivered on newsprint?	For the foreseeable future.
What will those be?	Micro-local community content in print (announcements, features, human interest); timely news, information and data digitally.
Why will that be?	People, especially in smaller towns, like to pore over, cut out, keep information about people they know.
Sources of Information	
Where do you check to stay informed about digital developments?	