

Backgrounder
Watertown Daily Times: Interviewed September 14, 2010

Newspaper	Watertown Daily Times	
Owner	Johnson Newspaper Corporation	
Address	260 Washington St., Watertown, NY 13601	
Phone number	315-782-1000	
URL	watertowndailytimes.com	
Circulation	Weekdays 28,000; Sundays 31,000	
Chairman & Chief Executive Officer		
Name	John B. Johnson, Jr.	
President & Chief Operating Officer		
Name	Harold B. Johnson, II	
VP Gen. Mgr. Northern NY Newspaper Corp.		
Name	John B. Johnson	
Start date	8/08	
Phone number	315-661-2304	
E-mail	jbj@wdt.net	
Newspaper Staff		
Total FTEs	196	
Publication cycle	7 days, a.m.	
Circulation		Circulation 2007 ¹
Weekdays	28,000	29,371
Sundays	31,000	31,959
Price		
Weekday newsstand	\$.75	
Sunday newsstand	\$2.25	
Subscription annual	\$195	
Ancillary Businesses	Shopper, 2 weeklies, publish Ft. Drum newspaper and business magazine	
Newsprint		
Tons/annual	1,845	
Sources of Revenue	<i>Percentages</i>	
Circulation	42.03	
Display ads	21.77	
Inserts	24.38	
Special Sections		
Classified	7.85	
Legal Notices	1.23	
On-line Ads & Fees	2.15	
Other	.59	
Changes over 3 years	Small decline in circulation; revenue growth in weeklies is up	
Digital		

¹ Source: 2008 Editor & Publisher International Yearbook

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Pay wall?	No
Considering a pay wall?	Considering a hybrid with a certain number of page views free and free to subscribers based on page views and competitive nature of content
Managing Editor	
Name	Bob Gorman
Start date	1994 asst. managing editor; 2002 managing editor
Phone number	315-661-2359
E-mail	bgorman@wdt.net
News Staff	
Total FTE	60
Reporters	17
Managing editors	1
Assignment editors	2
Copy editors	10
Photo	5
Online & Video	1
Layout & Graphics	4
Sports	6
Bureaus	
Marc Heller	Washington, DC
Coverage	<i>Dedicated more than 50% of time.</i>
Local government	Yes
Courts	Yes
Public safety	Yes
State government	Yes
School Board	Yes
Education	Yes
Business	Yes
Sports	Yes
Entertainment & arts	
Agriculture	Yes
Social agencies	Yes
Online Operation	
Information provided by John B. Johnson	
Digital News Staff	
Size	1 reporter; 2 technical staff
Reporting/Photo staff	
Does reporting staff feed materials for digital media	Yes
Website start date	
Capabilities	
Web platform software?	Saxotech
Content management system: software?	Baseview
Does your organization write code?	Yes

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Number of coders?	2
Proprietary or open-source code? Why?	Open Source
Flexibility & response time	
Can you change web platform – coding, architecture, software -- at least once a month? Do you?	Occasionally
Can you add new functionality promptly as it becomes available?	Small changes can occur quickly
Digital Tools	
Crowd sourcing?	Yes
Data visualization?	No
Investigative reporting?	No
Documentary video?	Yes, mostly politics and sports
Social Media	
What is the overall organizational commitment to collecting, creating, shaping and delivering all your news/information products through these digital channels?	Facebook and Twitter are used.
Advertising	
Is your advertising staff is able to provide competitive digital services to merchants?	Digital Advertising Specialist does.
Do you use "real time" ads?	No
Does your advertising department sell "digital services", such as helping merchants with website production?	Offering management of social media accounts.
Does your ad department sell electronic coupons or other modern digital products? Other?	Not yet. Behavioral targeting (Yahoo); and video advertorials
Assessment	
How do you assess your digital news/information products?	
Page-views?	About 2M/month
Monthly uniques?	200-225K/month
Revenue?	Yes
What other metrics do you use?	Time on Site, visits, geographic reach
Editing	
Are there different procedures (layers of editing) for web vs. print products?	All reporting passes through newsroom copy desk.

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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
Digital Delivery Systems	
What delivery systems do you employ?	
Smart Phone - apps	
-- iPhone	Under consideration.
-- Android	Under consideration.
-- Blackberry	Under consideration.
Tablets	
-- iPad	Under consideration
Kindle	Yes.
Knowledge products	
Do you offer "knowledge products," such as books, magazines, and television or radio programs in addition to the core daily paper?	Yes
Is there a central digital content pool from which these products are created?	Yes
Do they make money?	Yes
In what other ways are digital tools used in the business operations and 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)	No, but we do see continuing to evolve our flexibility about platform preferences of our reader segments.
If you expect there will always be some news/information products delivered on newsprint?	Yes.
What will those be?	Local
Why will that be?	Paper is a cheap, portable, recyclable medium that you can drop in the bathtub without dire consequences.