

**Backgrounder**  
**Dayton Daily News: Interviewed August 24, 2010**

<b>Newspaper</b>	<b>Dayton Daily News</b>	
<b>Owner</b>	Cox Newspapers, Inc.	
<b>Address</b>	1611 S. Main Street, Dayton, OH 45409	
<b>Phone number</b>	937-225-2000	
<b>URL</b>	Daytondailynews.com	
<b>Circulation</b>	109,653 daily; 152,283 Sunday	
<b>SR. VP News &amp; Content</b>	<b>Harry Delaney</b>	
<b>Start date</b>	10 years with Cox	
<b>Telephone</b>	937-259-2052	
<b>E-mail</b>	Harry.delaney@whiotv.com	
<b>Newspaper staff</b>		
Total FTEs	615	
<b>Publication cycle</b>	Daily	
<b>Current Circulation</b>		<b>2007 Circulation<sup>1</sup></b>
Weekdays	109,653	109,812
Sundays	152,283	159,568
<b>Price</b>		
Weekday newsstand	\$1.00	
Sunday newsstand	\$1.85	
Subscription annual	7 days- \$221.00	
E-edition	7 days -8.99; Sunday print and Electronic edition \$12.99	
<b>Ancillary Businesses</b>	Commercial printing, direct mail and third-party distribution	
<b>Newsprint</b>		
Tons/annual	15,300 short tons	
<b>Sources of Revenues</b>	<b>Percentages</b>	
Circulation	27.1%	
Display ads	15.0% (includes national display)	
Inserts	20.5%	
Special Sections	Included in retail and classified	
Classified	11.4% (excluding legal)	
Legal Notices	2.7%	
On-line Ads & Fees	7.5%	
Other	17.6%	
<b>Digital</b>		
Pay wall?	No	
Considering a pay wall?	Yes	
<b>Editor</b>		
Name	<b>Kevin Riley</b>	
Start date	1983	
Phone number	937-225-2161	
E-mail	kriley@coxohio.com	
<b>News Staff</b>		

<sup>1</sup> Source: 2008 Editor & Publisher International Year Book

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Total FTE	100
Reporters	48
Managing editors	18
Assignment editors	
Copy editors	30
Photo	7+ Freelance
Online & Video	
Layout & Graphics	
<b>Bureaus</b>	Two in Columbus; Statehouse coverage
<b>Coverage</b>	<i>Dedicated more than 50% of time.</i>
Local government	Yes
Courts	Yes
Public safety	Yes
State government	
School Board	
Education	Education + Higher Education
Business	4 reporters
Sports	5 sports writers
Entertainment & arts	2 1/2
Other	DDN uses "Ohio News Organization" a cooperative of reporters among the 8 largest newspapers that covers the Cincinnati Reds and Ohio State University sports, etc.
<b>Director of Digital Strategy Cox Media Group Ohio</b>	
Name	<b>Ray Marcano</b>
Start date	26 years with Cox; 4 years in digital
Phone	937-225-2323
E-Mail	Ray.marcano@cmgdigital.com
<b>Website start date</b>	
<b>Reporting/Photo staff</b>	
Does reporting staff feed materials for digital media	All reporting staff prepares products for website
<b>Capabilities</b>	
Web platform software?	
Content management system: software?	Changing over to system from CMG digital
Does your organization write code?	Yes
Number of coders?	5 :4 HTML, and 1 Java
Proprietary or open-source code? Why?	Now use Cox Media Group (CMG) Digital, about 100 employees
<b>Flexibility &amp; response time</b>	
Can you change web platform –	Managed by CMG in Atlanta. About 125 websites. 86 Separate radio and

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coding, architecture, software -- at least once a month? Do you?	TV sites.
Can you add new functionality promptly as it becomes available?	Yes
<b>Digital Tools</b>	
Crowd sourcing?	Yes
Data visualization?	Rarely: Special reports. Animated graphics.
Investigative reporting?	Yes.
Documentary video?	Yes
Other functionality	VideoPlayer; Search Functionality; Pool functionality
<b>Social Media</b>	
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
<b>Advertising</b>	
Is your advertising staff is able to provide competitive digital services to merchants?	Yes
Do you use "real time" ads?	Flash enabled
Does your advertising department sell "digital services", such as helping merchants with website production?	Yes
Does your ad department sell electronic coupons or other modern digital products?	Yes
<b>Assessment</b>	
How do you assess your digital news/information products?	
MonthlyVisits	2.5 M
Monthly Page-views?	26 M
Monthly uniques?	1.4 M
<b>Do you assess news content?</b>	
Number of sources?	
Writing or visual journalism impact?	
Other?	
<b>Editing</b>	
Are there different procedures (layers of editing) for web vs. print	

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products?	
Do you use AP Style in your digital products?	Yes
<b>Revenue</b>	
Do you charge for any digital news products?	No
<b>Digital Delivery Systems</b>	
What delivery systems do you employ?	
E-edition? (software?)	Olive
Smart Phone - apps	
-- iPhone	Yes
-- Android	No
-- Blackberry	Mobile site software
-- Palm	Mobile site software
Tablets	
-- iPad	Under development
Kindle	No
<b>Knowledge products</b>	
Do you offer "knowledge products," such as books, magazines, and television or radio programs in addition to the core daily paper?	No
<b>Future</b>	
Do you foresee your news organization offering one hundred percent digitally-delivered news/information products in the foreseeable future? ( <b>See Interview</b> )	Not in next five years.
<b>Sources of Information</b>	NYtimes.com; cnn.com; politico.com; espn.com; all things digital (Wall Street Journal); mashable.com; techcrunch.com