

## Backgrounder

### Sequoyah County Times: Interviewed June 22, 2010

<b>Newspaper</b>	<b>Sequoyah County Times</b>
Owner	Cookson Hills Publishers, Inc. (privately owned)
Address	111 N. Oak St., Sallisaw, Oklahoma 74955-4637
Phone number	918-775-4433
URL	www.sequoyahcountytimes.com
Circulation	5,000 (twice weekly)
Mission Statement	To be compelling and indispensable to readers

<b>Publisher</b>	
Name	Jim Mayo
Term of service	Since 1951
Phone number	918-775-4433
E-mail	jimmayo@seqcotimes.com
<b>Assoc. Publisher/ General Manager</b>	
Name	Jeff Mayo
Term of service	7 years
Phone number	918-775-4433
E-mail	jeffmayo@seqcotimes.com
<b>Newspaper Staff</b>	
Total FTE	20
<b>Publication cycle</b>	Twice weekly --- Thursday and Sunday
<b>Circulation</b>	
Thursdays	4,800
Sundays	5,100
<b>Price</b>	
Weekday newsstand	\$.75
Sunday newsstand	\$.75
Subscription annual (mailed)	\$28.50
<b>Ancillary Businesses</b>	4 weeklies, 2 shoppers, special sections magazine, broadcasting local access sports
<b>Newsprint</b>	
Tons/annual	100-120 tons outsource printing
<b>Sources of Revenues</b>	<i>Percentages</i>
Circulation	14.76%
Display ads	27.26%
Inserts	17.30%
Special Sections	11.97%
Classified	15.50%
Legal Notices	7.75%
On-line Ads & Fees	2.40%
Other	2/40% (job work, broadcasting, and DVD sales)
Changes over 3 years	Display and classified down, inserts and legal notices up
<b>Digital</b>	
Pay wall?	No
Considering a pay wall?	Not now

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<b>Managing Editor</b>	
Name	Sally Maxwell
Term of service	Since 1979
Phone number	918-775-4433
E-mail	sallym@ seqcotimes.com
<b>News Staff</b>	
Total FTE	
Reporters	6 plus Jeff Mayo
Managing editor	1
Assignment editor	
Copy editors	Jim Mayo
Photo	2 (also writers)
Online & Video	Jeff Mayo
Layout & Graphics	
Other	
<b>Bureaus</b>	no
<b>Coverage</b>	<i>Dedicated more than 50% of time.</i>
Government	Sally Maxwell
Courts, public safety & school board	1
Business	Sally Maxwell
Sports	1
Entertainment & arts	n/a
Other	