

Backgrounder
The Burlington Free Press: Interviewed September 21, 2010

Newspaper	The Burlington Free Press	
Owner	Gannett	
Address	191 College Street, Burlington, VT 05401	
Phone number	802-658-3321	
URL	www.burlingtonfreepress.com	
Circulation	32,450 (m-s); 42,679 Sunday	
Publisher		
Name	Jim Fogler	
Start date	9-01-10	
Phone number	802-660-1800	
E-mail	jfogler@burlingt.gannett.com	
Newspaper Staff		
Total FTEs	160	
Publication cycle	7 days a.m.	
Current Circulation	2010 Circulation ¹	2007 Circulation ²
Weekdays (6-day avg)	32,450	41,780
Sundays	42,679	49,927
E-edition	yes	
Price		
Weekday newsstand	75 cents	
Sunday newsstand	\$1.75	
Subscription annual	\$201	
E-edition	free	
Ancillary Businesses	Commercial Printing	
Newsprint		
Tons/annual		
Digital		
Pay wall?	No	
Considering a pay wall?		
Executive Editor		
Name	Michael Townsend	
Start date	2001	
Phone number	802-324-4547	
Email	mtownsend@burlingtonfreepress.com	
News Staff		
Total FTE	37	
Reporters	16	
Editors	8	
Copy Desk	6	
Photo	3 (1 editor; 2 photogs)	
Bureaus	State House: Montpelier, Vt.	

¹ Source: 2010 ABC Publisher's Statement

² Source: 2008 E&P International Yearbook

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Coverage	More than 50% of their time
Local government	Yes
Courts	Yes
Public safety	Yes
County government	Yes
School Board	Yes
Education	1 reporter
Business	1
Sports	2 reporters
Entertainment & arts	2 reporters
Environment	1 Reporter
Agriculture	Covered in part by business and environmental reporters
Digital Developer	
Name	David Farré
Start date	2009
Phone number	802-660-1867
Email	dfarre@burlingt.gannett.com
Digital News Staff	
Size	(2) Digital Content Director & Web editor
Reporting/Photo staff	
Does reporting staff feed materials for digital media	Yes: All reporters file & all are blogging
Website start date	Don't know.
Capabilities	
Does your organization write code?	Yes
Number of coders?	One; supported by Gannett Corporate (GMTI)
Flexibility & response time	
Can you change web platform – coding, architecture, software -- at least once a month? Do you?	Yes.
Digital Tools	
Crowd sourcing?	Infrequently
Data visualization?	Can't with current software
Investigative reporting?	Not yet; under consideration
Documentary video?	Yes
Any other kinds of digital tools are being used?	Live streaming on web (video cam and laptop)
Social Media	
What is the overall organizational commitment to collecting, creating, shaping and delivering all your news/information products through these digital channels?	Yes: Facebook & Twitter
To what extent is your newspaper connected to people through social media?	Extensively
Advertising	
Is your advertising staff is able to provide competitive digital services to merchants?	Yes.
Does your advertising department sell "digital services",	Yes created an agency unit – “191”

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such as helping merchants with website production?	
Assessment	
How do you assess your digital news/information products?	
Page-views?	5.7M/month in Dec 2010
Monthly uniques?	584K/month in Dec 2010
Editing	
Are there different procedures (layers of editing) for web vs. print products?	Yes
Revenue	
Do you charge for any digital news products?	Yes: Archives Archives; after 30 days they are behind a paywall.
Digital Delivery Systems	
What delivery systems do you employ?	
E-edition? (software?)	
Smart Phone - apps	Corporate Developing iPhone app
-- iPhone	Mobile software in place
-- Android	Mobile software in place
-- Blackberry	
-- Palm	
-- Other?	
Tablets	
-- iPad	Corporate Developing iPad app
Future	
Do you foresee your news organization offering one hundred percent digitally-delivered news/information products in the foreseeable future? (See Interview)	
Sources of Information	
	Poynter & Nieman