Newspaper	Jackson Citizen Patriot
Owner	Advance Publications (private)
Address	214 S. Jackson St., Jackson, MI 49201
Phone number	517-787-2300
URL	MLive.com
Circulation	26,000 daily; 29,000 Sunday
Mission Statement	To be the top provider of news and information in Jackson County (Mich.)
Publisher & Editor	
Name	Sandy Petykiewicz
Term of service	Citizen Patriot since 1983, publisher since 1999, editor & publisher in 2010
Phone number	517-768-4810
E-mail	publisher@citpat.com
Newspaper Staff	
Total FTE	89
Publication cycle	7 days, guarantee by mid-morning
<b>Current Circulation</b>	2007 Circulation <sup>1</sup>
Weekdays	26,000 31,692
Sundays	29,000 35,980
E-edition	
Price	
Weekday newsstand	\$.75
Sunday newsstand	\$2.00
Subscription annual	\$199
E-edition	Converted mail subscribers and NIE to e-edition.
<b>Ancillary Businesses</b>	Ann Arbor Offset (commercial printing)
Newsprint for Citizen	The state of the s
Patriot	
Tons/Annual	
Sources of Revenues	Percentages
Circulation	41%
Display/retail ads	12%
Inserts/pre-prints	22%
Classified	15%
Legal Notices	.3%
On-line Ads & Fees	5%
Other	4.7%
Digital	
Pay wall?	No
Considering a pay wall?	Not at this time
Assoc Editor News	
Name	Sara Scott
Start Date	1994
Start Date	*//!

<sup>&</sup>lt;sup>1</sup> Source: 2008 Editor and Publisher International Yearbook
Valid Sources, "Who Needs Newspapers?" project; 1916 Pike Place, Seattle, WA. 98101
www.whoneedsnewspapers.org

Phone number	517-768-4983
E-mail	sscott@citpat.com
News Staff	
Total FTE	40
Reporters	12 full-time, 1 part-time, 2 interns
Associate editors	2
Assignment editors	Scott and night editors
Copy editors	4 full-time, 5-6 part-time
Photo	3 full-time, 1 intern
Online & Video	Not separate
Layout & Graphics	1
Bureaus	No
Coverage	Dedicated more than 50% of time.
Local government	4 on watchdog team
Courts	2
Public safety	<del>-</del>
State government	
School Board	Watchdog team
Education	Watchdog team
Business	Yes
Sports	2 full-time, 3 part-time
Entertainment & arts	1 full-time; 1 part-time clerk
Other	1 columnist
Associate Editor,	
Print & Online Production	
Name	Jerry Sova
Start Date	1999
Phone	517-768-4985
E-Mail	jsova@citpat.com
Digital News Staff	
Size	Multiple managers and all reporting staff
Reporting/Photo staff	
Does reporting staff feed	Yes
materials for digital media	
Capabilities	
Web platform software?	
Content management system: software?	Baseview
Does your organization write code?	Not locally
Number of coders?	None locally
Zero? How out-sourced?	Corporate: M-Live Advanced Communications (Newhouse)
Out-sourced, off the shelf or with vendors?	
Proprietary or open-source code? Why?	Proprietary

Valid Sources, "Who Needs Newspapers?" project; 1916 Pike Place, Seattle, WA. 98101 www.whoneedsnewspapers.org

Flexibility & response time	
Can you change web platform –	Change it rarely
coding, architecture, software	Change it farely
at least once a month? Do you?	
Digital Tools?	
Crowd sourcing?	No; but elevate e-mailed comments as needed
Data visualization?	No
Investigative reporting?	No
Documentary video?	Yes; Flip video
Any other kinds of digital tools	Cops video as available
are being used?	cops video as available
Social Media	
What is the overall	Using: Facebook & Twitter
organizational commitment to	Using, I accook & I witter
collecting, creating, shaping	
and delivering all your	
news/information products	
through these digital channels?	
To what extent is your	Collect comments on Facebook; use FB to search for names
newspaper connected to people	
through social media?	
Advertising	
Is your advertising staff able to	Yes, but still developing skills
provide competitive digital	- 13, 13, 13, 13, 13, 13, 13, 13, 13, 13,
services to merchants?	
Do you use "real time" ads?	.No
Does your advertising	Yes, as needed.
department sell "digital	
services", such as helping	
merchants with website	
production?	
Does your ad department sell	Yes. Also use demographically targeted ads.
electronic coupons or other	
modern digital products?	
Assessment	
How do you assess your digital	Measure with "Site catalyst" Adobe; create daily & weekly reports
news/information products?	
Page-views?	1.4 M/Month
Monthly uniques?	About 200K
Revenue?	
What other metrics do you use?	
Do you assess news content?	
Writing or visual journalism	Yes
impact?	
Editing	
Are there different procedures	Yes
(layers of editing) for web vs.	
print products?	

Valid Sources, "Who Needs Newspapers?" project; 1916 Pike Place, Seattle, WA. 98101 www.whoneedsnewspapers.org

Do you use AP Style in your digital products?	Yes
Revenue	
Do you charge for any digital news products?	Minimal
Which products and how much?	E-edition; Customers can order "pages" and "photos."
Digital Delivery Systems	
What delivery systems do you employ?	
E-edition? (software?)	TechNavia
Smart Phone - apps	Generic mobile platform software
iPhone	In development
Android	In development
Blackberry	No
Palm	No
Other?	No
Tablets	
iPad	In development
Other	
Kindle	Not sure
Knowledge products	
Do you offer "knowledge	No
products," such as books,	
magazines, and television or	
radio programs in addition to	
the core daily paper?	
Future	
Do you foresee your news	At some point
organization offering one	
hundred percent digitally-	
delivered news/information	
products in the foreseeable future? ( <b>See Interview</b> )	
Sources of Information	Networking among "MI iyo" nouticinants
Sources of imormation	Networking among "MLive" participants