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	Percentages
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

Dave weall9	
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	subscribers based on page views and competitive nature of content
Name	Bob Gorman
Start date	1994 asst. managing editor; 2002 managing editor
Phone number	315-661-2359
E-mail	bgorman@wdt.net
News Staff	bgorman@wdt.net
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	Dedicated more than 50% of time.
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	Information provided by John D. Johnson
Size	1 reporter; 2 technical staff
Reporting/Photo staff	
Does reporting staff feed	Yes
materials for digital media	
Website start date	
Capabilities	
Web platform software?	Saxotech
Content management system:	Baseview
software?	Daseview
Does your organization write	Yes
code?	105

	Dany Times. Interviewed September 14, 2010
Number of coders?	2
Proprietary or open-source code?	Open Source
Why?	
Flexibility & response time	
Can you change web platform –	Occasionally
coding, architecture, software	
at least once a month? Do you?	
Can you add new functionality	Small changes can occur quickly
promptly as it becomes available?	
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	Facebook and Twitter are used.
commitment to collecting,	
creating, shaping and delivering	
all your news/information	
products through these digital	
channels?	
Advertising	
Is your advertising staff is able to	Digital Advertising Specialist does.
provide competitive digital	
services to merchants?	
Do you use "real time" ads?	No
Does your advertising department	Offering management of social media accounts.
sell "digital services", such as	
helping merchants with website	
production?	
Does your ad department sell	Not yet.
electronic coupons or other	
modern digital products?	
Other?	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	All reporting passes through newsroom copy desk.
(layers of editing) for web vs.	
print products?	

Do you use AP Style in your	Yes
digital products?	
Revenue	
Do you charge for any digital	Yes
news products?	
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	Yes
products," such as books,	
magazines, and television or radio	
programs in addition to the core	
daily paper?	
Is there a central digital content	Yes
pool from which these products	
are created?	
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	No, but we do see continuing to evolve our flexibility about platform
organization offering one hundred	preferences of our reader segments.
percent digitally-delivered	r · · · · · · · · · · · · · · · · · · ·
news/information products in the	
foreseeable future? (See	
Interview)	
If you expect there will always be	Yes.
some news/information products	
delivered on newsprint?	
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.
	cuatuo matout une consequences.