Backgrounder Sequoyah County Times: Interviewed June 22, 2010

Newspaper	Sequoyah County Times
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
Publisher	
Name	Jim Mayo
Term of service	Since 1951
Phone number	918-775-4433
E-mail	jimmayo@seqcotimes.com
Assoc. Publisher/	
General Manager	
Name	Jeff Mayo
Term of service	7 years
Phone number	918-775-4433
E-mail	jeffmayo@seqcotimes.com
Newspaper Staff	
Total FTE	20
Publication cycle	Twice weekly Thursday and Sunday
Circulation	
Thursdays	4,800
Sundays	5,100
Price	
Weekday newsstand	\$.75
Sunday newsstand	\$.75
Subscription annual (mailed)	\$28.50
Ancillary Businesses	4 weeklies, 2 shoppers, special sections magazine, broadcasting local access sports
Newsprint	
Tons/annual	100-120 tons outsource printing
Sources of Revenues	Percentages
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
Digital	
Pay wall?	No
Considering a pay wall?	Not now

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

Backgrounder Sequoyah County Times: Interviewed June 22, 2010

Managing EditorManeNameSally MaxwellTerm of serviceSince 1979Phone number918-775-4433E-mailsallym@ seqcotimes.comNews StaffImaging seqcotimes.comTotal FTESally MayoReporters6 plus Jeff MayoManaging editor1Assignment editorImaging editorCopy editorsJim MayoPhoto2 (also writers)Online & VideoJeff MayoLayout & GraphicsImagingOtherSally MaxwellCoverageDedicated more than 50% of time.GovernmentSally MaxwellCourts, public safety & school board1BusinessSally MaxwellSports1Entertainment & artsn/aOther1Sports1Furtariant PhotoSally MaxwellSports1Sports1SubsinessSally MaxwellSports1SubsinessSally MaxwellSports1SubsinessSally MaxwellSports1SubsinessSally MaxwellSports1SubsinessSally MaxwellSports1SubsinessSally MaxwellSports1SubsinessSally MaxwellSports1SubsinessSally MaxwellSports1Sports1Sports1Sports1Sports <th colspan="3"></th>			
Term of serviceSince 1979Phone number918-775-4433E-mailsallym@ seqcotimes.comNews StaffImage: Seqcotimes.comTotal FTEImage: Seqcotimes.comReporters6 plus Jeff MayoManaging editor1Assignment editorImage: Seqcotimes.comCopy editorsJim MayoPhoto2 (also writers)Online & VideoJeff MayoLayout & GraphicsImage: Sequence of the sequence of	Managing Editor		
Phone number918-775-4433E-mailsallym@ seqcotimes.comNews StaffTotal FTEReporters6 plus Jeff MayoManaging editor1Assignment editorCopy editorsJim MayoPhoto2 (also writers)Online & VideoJeff MayoLayout & GraphicsOtherBureausnoCoverageDedicated more than 50% of time.GovernmentSally MaxwellCourts, public safety & school board1BusinessSally MaxwellSports1Entertainment & artsn/a		Sally Maxwell	
E-mailsallym@ seqcotimes.comNews StaffTotal FTEReporters6 plus Jeff MayoManaging editor1Assignment editorCopy editorsJim MayoPhoto2 (also writers)Online & VideoJeff MayoLayout & GraphicsOtherBureausnoCoverageDedicated more than 50% of time.GovernmentSally MaxwellCourts, public safety & school board1BusinessSally MaxwellSports1Entertainment & artsn/a	Term of service	Since 1979	
News StaffImage: constraint of the state of t	Phone number	918-775-4433	
Total FTEImageReporters6 plus Jeff MayoManaging editor1Assignment editorImageCopy editorsJim MayoPhoto2 (also writers)Online & VideoJeff MayoLayout & GraphicsImageOtherImageBureausnoCoverageDedicated more than 50% of time.GovernmentSally MaxwellCourts, public safety & school board1BusinessSally MaxwellSports1Entertainment & artsn/a	E-mail	sallym@ seqcotimes.com	
Reporters6 plus Jeff MayoManaging editor1Assignment editor1Copy editorsJim MayoPhoto2 (also writers)Online & VideoJeff MayoLayout & Graphics1Other1BureausnoCoverageDedicated more than 50% of time.GovernmentSally MaxwellCourts, public safety & school board1BusinessSally MaxwellSports1Entertainment & artsn/a	News Staff		
Managing editor1Assignment editor	Total FTE		
Assignment editorIm MayoCopy editorsJim MayoPhoto2 (also writers)Online & VideoJeff MayoLayout & GraphicsImmediate and the second secon	Reporters	6 plus Jeff Mayo	
Copy editorsJim MayoPhoto2 (also writers)Online & VideoJeff MayoLayout & GraphicsOtherBureausnoCoverageDedicated more than 50% of time.GovernmentSally MaxwellCourts, public safety & school board1BusinessSally MaxwellSports1Intertainment & artsn/a	Managing editor	1	
Photo2 (also writers)Online & VideoJeff MayoLayout & Graphics-Other-BureausnoCoverageDedicated more than 50% of time.GovernmentSally MaxwellCourts, public safety & school board1BusinessSally MaxwellSports1Entertainment & artsn/a	Assignment editor		
Online & VideoJeff MayoLayout & Graphics-Other-BureausnoCoverageDedicated more than 50% of time.GovernmentSally MaxwellCourts, public safety & school board1BusinessSally MaxwellSports1Entertainment & artsn/a	Copy editors	Jim Mayo	
Layout & GraphicsOtherBureausnoCoverageGovernmentSally MaxwellCourts, public safety & school board1BusinessSally MaxwellSports1Entertainment & artsn/a	Photo	2 (also writers)	
OtherImage: Image:	Online & Video	Jeff Mayo	
BureausnoCoverageDedicated more than 50% of time.GovernmentSally MaxwellCourts, public safety & school board1BusinessSally MaxwellSports1Entertainment & artsn/a	Layout & Graphics		
CoverageDedicated more than 50% of time.GovernmentSally MaxwellCourts, public safety & school board1BusinessSally MaxwellSports1Entertainment & artsn/a	Other		
GovernmentSally MaxwellCourts, public safety & school board1BusinessSally MaxwellSports1Entertainment & artsn/a	Bureaus	no	
Courts, public safety & school board1BusinessSally MaxwellSports1Entertainment & artsn/a	Coverage	Dedicated more than 50% of time.	
school board1BusinessSally MaxwellSports1Entertainment & artsn/a	Government	Sally Maxwell	
BusinessSally MaxwellSports1Entertainment & artsn/a			
Sports 1 Entertainment & arts n/a	school board	1	
Entertainment & arts n/a	Business	Sally Maxwell	
		1	
Other		n/a	
Succ	Other		