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 E-edition	yes
Price	
Weekday newsstand	75 cents
Sunday newsstand	\$1.75
Subscription annual	\$201
E-edition 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.

Source: 2010 ABC Publisher's Statement
 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	Yes
write code?	
Number of coders?	One; supported by Gannett Corporate (GMTI)
Flexibility & response time	
Can you change web platform – coding, architecture,	Yes.
software at least once a month? Do you? Digital Tools	
Crowd sourcing?	Infraquently
Data visualization?	Infrequently Con't with assessment as fewers
	Can't with current software
Investigative reporting? Documentary video?	Not yet; under consideration Yes
Any other kinds of digital tools are being used?	
Social Media	Live streaming on web (video cam and laptop)
What is the overall organizational commitment to	Yes: Facebook & Twitter
collecting, creating, shaping and delivering all your	Tes. Pacebook & Twitter
news/information products through these digital	
channels?	
To what extent is your newspaper connected to people	Extensively
through social media?	
Advertising	
Is your advertising staff is able to provide competitive	Yes.
digital services to merchants?	77 1
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