

Backgrounder
The Navajo Times: Interviewed 2/23/11

Newspaper	The Navajo Times
Owner	Navajo Times Publishing Company. For-profit corporation organized under the laws of the Navajo Nation.
Address	PO Box 310, Window Rock, AZ 86515-0310.
Phone number	928-871-1130
URL	http://www.navajotimes.com/
Circulation	24,975
CEO & Publisher	
Name	Tom Arviso Jr.,
Start Date	1983; publisher,1992
Phone number	928-871-1135
E-mail	tarviso@navajotimes.com
Newspaper Staff	
Total FTEs	28
Publication cycle	Weekly on Thursdays
Current Circulation	
Weekdays	24,975
E-edition	Planning an e-edition
Price	
Weekday newsstand	\$1.00
Ancillary Businesses	Commercial printing of other newspapers; newsletters; layout/design
Newsprint for The Navajo Times (excluding commercial printing)	
Tons/annual	
Sources of Revenue	
	<i>Percentages</i>
Circulation	40
Display ads	20
Inserts	10
Special Sections	3
Classified	10
Legal Notices	15
On-line Ads & Fees	1
Other	1
Trends/Changes over last 3 years	Election years are most profitable for adv and circulation
Digital	
Pay wall?	No
Considering a pay wall?	
Editor	
Name	Duane Beyal
Start date	2000
Phone number	928-871-1136
E-mail	duane@navajotimes.com
News Staff	
Total FTE	10

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Reporters	6
Editors	1
Photo	2
Bureaus	
Coverage	More than 50% of their time
Local government	30%
Courts	5%
Public safety	5%
County government	1%
School Board	4%
Business	5%
Sports	20%
Entertainment & arts	10%
Environment	10%
Health care	10%
Online Manager (contracted)	
Name	Ben Winton
Start date	2003
Phone	602-740-1124 (cell)
E-Mail	ntwebmaster@navajotimes.com
Digital News Staff	
Size	3
Sufficient?	No
Reporting/Photo staff	
Does reporting staff feed materials for digital media	Yes
Should they?	Yes
Capabilities	
Web platform software?	
Content management system: software?	
Does your organization write code?	Web master does
Flexibility & response time	
Can you change web platform – coding, architecture, software --at least once a month? Do you?	Yes, we can
Can you add new functionality promptly as it becomes available?	No, it takes time
Digital Tools	
Crowd sourcing?	Yes
Data visualization?	Yes
Investigative reporting?	Yes
Documentary video?	Rarely
Any other kinds of digital tools are	

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being used?	
Social Media	
What is the overall organizational commitment to collecting, creating, shaping and delivering all your news/information products through these digital channels?	Strong commitment; lots of plans to improve and expand
To what extent is your newspaper connected to people through social media?	Large audience of regular readers, continues to grow
Advertising	
Is your advertising staff is able to provide competitive digital services to merchants?	Yes
Do you use "real time" ads?	Yes
Does your advertising department sell "digital services", such as helping merchants with website production?	Yes
Does your ad department sell electronic coupons or other modern digital products?	Yes
Assessment	
How do you assess your digital news/information products?	Readership numbers, customer comments, results
Page-views?	Yes
Monthly uniques?	Yes
Revenue?	Yes
What other metrics do you use?	General word of mouth
Do you assess news content?	
Number of sources?	Yes
Writing or visual journalism impact?	Yes
Other?	Comments from regular readers
Editing	
Are there different procedures (layers of editing) for web vs. print products?	Yes
Do you use AP Style in your digital products?	Yes
Revenue	
Do you charge for any digital news products?	No
Digital Delivery Systems	
What delivery systems do you employ?	
E-edition? (software?)	Yes
Smart Phone - apps	

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-- iPhone	Yes
-- Android	Yes
-- Blackberry	Yes
-- Palm	Yes
-- Other?	
Tablets	
-- iPad	Yes
-- Other	
Kindle	
Any other systems	
Knowledge products	
Do you offer "knowledge products," such as books, magazines, and television or radio programs in addition to the core daily paper?	No
Future	
Do you foresee your news organization offering one hundred percent digitally-delivered news/information products in the foreseeable future? (See Interview)	No
If not: Where do you think the balance will settle?	Most of our readers will continue to buy print edition 75% print, 25% online
If so: How soon do you think this will happen?	Happening right now
Do you expect there will always be some news/information products delivered on newsprint?	Yes, definitely
What will those be?	All of the above
Why will that be?	Internet not readily accessible on Navajo reservation now
Your sources of digital information	