Backgrounder
The Daily Sentinel: Interviewed May 18, 2011

Newspaper	**The Daily Sentinel**
Owner	Seaton Publishing Co., Inc. (privately held)
Address	734 S. Seventh St.,Grand Junction, CO. 81501
Phone number	970-242-5050
URL	GJSentinel.com
Circulation	25,000 daily; 28,000 Sunday
Publisher	
Name	**Jay Seaton**
Starting Date	8/09
Phone number	970-256-4250
E-mail	jay.seaton@gjsentinel.com
Newspaper Staff	
Total FTEs	240
Publication cycle	7 days, a.m.
Current Circulation	
Weekdays	25,000
Sundays	28,000
E-edition	250
Price	
Weekday newsstand	$.75
Sunday newsstand	$1.50
Subscription annual	$140.40
E-edition	Free to subscribers; $140.40 for non-subscribers
Ancillary Businesses	The Nickel, commercial printing
Newsprint for The Daily Sentinel	
Tons/annual	1828 short tons
Sources of Revenue	*Percentages*
Circulation	18
Display ads	29
Inserts	23
Special Sections	0
Classified	11
Legal Notices	5
On-line Ads & Fees	4
Other	10
Trends/Changes over 3 years	24% reduction in revenue since 2008
Digital	
Pay wall?	Yes
Advertising	
Is your advertising staff able to provide competitive digital services to merchants?	Yes
Do you use "real time" ads?	Yes
Does your advertising department sell "digital services"	Yes

such as helping merchants with website production?	
Does your ad department sell electronic coupons or other modern digital products? Other?	Yes
Do you generate revenue in partnership with outside digital vendors such as Yahoo? If so, who are they?	Yes, Monster.com
Managing Editor	
Name	**Laurena Mayne Davis**
Start date	1992
Phone number	970-256-4247
E-mail	laurena.davis@gjsentinel.com
News Staff	
Total FTE	34
Reporters	15
Editors	9
Photo	3
Web Editor	1
Bureaus	Denver during the legislative session, Montrose, and Garfield County
Coverage	**More than 50% of their time**
Local government	Yes
Courts	Yes
Public safety	Yes
County government	Yes
School Board	Yes
Business	1
Sports	2 reporters/ 1 editor
Entertainment & arts	1
Environment	1 (environment/ natural resources)
Health care	Shared
Do you assess online news content?	
Number of sources?	
Writing or visual journalism impact?	
Other	
Web Content/Systems Editor	
Name	**Daniel Humphries**
Start date	7/11 in this job, 8/02 at the Sentinel
Phone	970-256-4388
E-Mail	Daniel.humphries@gjsentinel.com
Website start date	1996

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Digital News Staff	
Size?	
Sufficient?	
IT Staff (If separate)	1 person
Corporate Support or Consultative support? (Yes or No)	
Nature of support	
Size?	
Sufficient?	
Capabilities	
Web platform software?	
Content management system: software?	Open Source; Expression Engine (database program)
Do your organization staff members write code?	Yes (Chris Froese)
Number of coders?	One
Proprietary or open-source code? Why?	Open Source
Flexibility & response time	
Can you change web platform – coding, architecture, software -- at least once a month? Do you?	
Can you add new functionality promptly as it becomes available?	Can change as needed.
Digital Tools utilized	
Crowd sourcing?	Under development
Data visualization?	Online Maps (Google/API)
Investigative reporting?	Yes
Documentary video?	Documentary video is shot with Canons by photographers and flip cams and camera phones by reporters
Any other kinds of digital tools being used? If so, what?	LiveStream
Social Media	
Cite social media used:	Facebook # Friends? – Yes; 1,500 friends Twitter Etc.
To what extent is your newspaper connected to people through social media?	Web editor manages FB
What is the overall organizational commitment to collecting, creating, shaping and delivering all your news/information products through these digital channels?	
Assessment	How do you assess your digital news/information products?
Number of Page-views/month?	1.2M/month
Number of Monthly uniques?	300-400K
Revenue/month?	

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Cite other metrics you use?	Time on site? Source of visitors? Etc. -- Google Analytics as needed.
How is data shared with news staff?	Weekly emailed analysis
Editing	
How are web stories edited? Are there different procedures (layers of editing) for web vs. print products?	Same as rest of newspaper
Do you use AP Style in your digital news products?	Yes
Digital Delivery Systems	What delivery systems do you employ?
E-edition? (Software used?)	TechNavia
Generic mobile apps software? Name it please.	Yes
Smart Phone - apps	Under development
-- iPhone	mobile app
-- Android	mobile app
-- Blackberry	
-- Palm	
-- Other?	
Tablets	
-- iPad	Yes; based on e-edition
-- 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? If so, what products?	
Is there a central digital content pool from which these products are created?	
Do they make money?	
In what other ways are digital tools used in the business operations and marketing at your news organization?	
Future	
Do you foresee your news organization offering one hundred percent digitally-delivered news/information products in the foreseeable future?	
If not: Where do you think the balance will settle?	
If so: How soon do you think this will happen? 5 years? 10 years? More?	
If you expect there will always be some news/information products delivered on newsprint?	
What will those be?	

Why will that be?	
Sources of Information	
Where do you check to stay informed about digital developments?	Daily Briefing: Net News Npw
Other observations as needed	Peak website activity; 10 a.m; 1 p.m.; 4 p.m.