

**WNN Canadian National Newspaper Report**  
*Backgrounder of Publisher interviewed 5/27/14*

Newspaper	<b>Clark's Crossing Gazette</b>
Address	109 Klassen St. West, Warman, Saskatchewan, S0K4S0
Phone number	306-668-0575
URL	ccgazette.ca
Circulation	17,000
Mission Statement	
Owners	Jenson Publishing (Terry Jenson and Angela Heidel)
<b>Publisher &amp; President</b>	
Name	<b>Terry Jenson</b>
Starting Date	5/15/08
Phone number	306-668-0575
E-mail	tjenson@ccgazette.ca
<b>Newspaper Staff</b>	
Total FTEs	9
<b>Publication cycle (daily, weekly, etc.)</b>	Weekly on Thursday
<b>Current print circulation</b>	<b>2012 Print Circulation</b>
Weekdays	17,000
E-edition	800
<b>Price</b>	
Weekday delivered, mailed, newsstand	Free
E-edition	Free
<b>Ancillary Businesses</b>	3/14 purchased the Saskatchewan Valley News in Rosthern, SK
	Commercial printing
<b>Newsprint usage for ccgazette</b>	
Tons/annual	17.5
<b>Sources of Revenue for ccgazette</b>	
	<i>Percentage of total revenue</i>
Circulation	.1
Display ads	60
Inserts	25
Special Sections	8
Classified	5
Legal Notices	1.9
On-line/digital - Ad & Fees revenue	0
Other	0
Trends/Changes over last 3 years	Avg. growth 5-10% per year across all departments
<b>Digital</b>	
Pay wall – Do you have a pay wall?	No
Are you considering a pay wall?	Not at this time
<b>Advertising</b>	
Does your advertising department sell "digital services" such as helping merchants with website production and/or video advertising production/?	No
Do you offer "real time" ads?	No

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Does your ad department sell electronic coupons or other modern digital products? Other?	No
Do you generate revenue in partnership with outside digital vendors such as Yahoo? If so, who are they?	No
<b>Newspaper</b>	Clark's Crossing Gazette
<b>Assignment Editor</b>	
Name	Terry Pugh
Start date	2010
Phone number	306-668-0575
E-mail	tpugh@ccgazette.ca
<b>News Staff</b>	
Total FTE	3
Reporters	2 (Terry Jenson also reports), James Tarrant
Editors	1 (Terry Pugh also reports), Terry Jenson
Photo	1
Web Editor	1
Others	6 stringers, 1 part-time reporter-photographer
<b>Coverage</b>	Dedicated reporters - more than 50 percent of time?
Local government	2
Courts	
Public safety	2
County government	(included in local government)
School board	2
Business	2
Sports	2
Entertainment & arts	2
Environment	
Health care	
Other	
Do you assess online news content?	
Do you tabulate number of sources?	
Do you assess writing or visual journalism impact?	yes
Other assessments	