

Backgrounder
Jackson Hole News and Daily: Interviewed May 11, 2011

Newspaper	Jackson Hole News&Guide and Jackson Hole Daily
Owner	Jackson Hole News (private)
Address	P.O Box 7445, 1225 Maple Way, Jackson, Wyoming, 83002
Phone number	307-733-2047
URL	www.jhnewsandguide.com
Circulation	JH News&Guide, 8,600; JH Daily, average 10,500
Associate Publisher	
Name	Kevin Olson
Start Date	9/01
Phone number	307-732-7060
E-mail	kevin@jhnewsandguide.com
Newspaper Staff	
Total FTEs	43
Publication cycle	JH Daily (m-s); JH News & Guide (Wednesday)
Current Circulation	
Weekdays (m thru sat) JH Daily	10,500 average
Wednesday JH News & Guide	8,600 average
E-edition	235
Price	
Weekday newsstand (m thru sat)	Free (Jackson Hole Daily)
Wednesday newsstand	\$1.00 (Jackson Hole News&Guide)
Subscription annual (USPS delivered)	\$38 local; \$49 out of county
E-edition	Free to subscribers; \$45 annual to non-subscribers
Ancillary Businesses	Jackson Hole Magazine, Images West magazine, jhnewsandguide.com, jhpropertyguide.com lifeinhetetons.com Commercial printing (web, newsprint)
Newsprint for newspapers only	
Tons/annual	965.3 tons / 2010
Sources of Revenue	Percentages
Circulation	3.1
Display ads	61.9
Inserts	3.2
Special Sections	2.6
Classified	8.4
Legal Notices	3.9
On-line Ads & Fees	2
Commercial Printing	14.2
Other	Events - .8
Trends/Changes over 3 years	Down in '08, stabilized in '09, growth in '10
Digital	
Pay wall?	No
Considering a pay wall?	Yes

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Advertising	
Is your advertising staff able to provide competitive digital services to merchants?	Yes
Do you use "real time" ads?	No
Does your advertising department sell "digital services" such as helping merchants with website production?	No
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
Co-Editor	
Name	Thomas Dewell
Start date	1992
Phone number	307-732-7078
E-mail	tdewell@jhnewsandguide.com
News Staff	
Total FTE	13 fulltime (News & Guide); 2 part-time, 1 intern
Reporters	5-6 people
Editors	2 co-editors
Photo	2 photographers; 1 summer-job
Web Editor	
Bureaus	Cheyenne as needed.
Coverage	More than 50% of their time
Local government	Yes
Courts	Yes
Public safety	Yes
County government	Yes
School Board	Yes
Business	Assigned as needed Business page – "A" section news
Sports	1 sports editor
Entertainment & arts	Adding one in June 2011
Environment	1 (environment & public lands)
Health care	Assigned beat
Do you assess online news content?	No
Digital News Manager (job title)	None; Co-editors multi task as needed.
Capabilities	
Web platform software?	
Content management system: software?	
Do your organization staff members write code?	
Number of coders?	
Zero? How out-sourced?	
Out-sourced, off the shelf or with vendors?	
Proprietary or open-source code? Why?	Proprietary; Local web developer
Flexibility & response time	Some flexibility
Digital Tools utilized	

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Crowd sourcing?	No
Data visualization?	No
Investigative reporting?	No
Documentary video?	No
Any other kinds of digital tools being used? If so, what?	Multi-media slide shows
Social Media	
Cite social media used:	Facebook # Friends? – 1,400 Twitter Etc.
To what extent is your newspaper connected to people through social media?	FB used as promotions for newspaper content
What is the overall organizational commitment to collecting, creating, shaping and delivering all your news/information products through these digital channels?	
Advertising	
Is your advertising staff able to provide competitive digital services to merchants?	Create display ad graphics.
Do you sell "real time" ads?	.
Does your advertising department sell "digital services" such as helping merchants with website production?	
Does your ad department sell electronic coupons or other modern digital products? Which ones?	
Assessment	How do you assess your digital news/information products?
Number of Page-views/month?	183,600
Number of Monthly uniques?	49,300
Revenue/month?	
Cite other metrics you use?	Time on site; # page views; Click throughs.
Do you assess news content?	
Most e-mailed stories?	Log most viewed stories
Number of sources?	
Writing or visual journalism impact?	
Other?	
How is data shared with news staff?	
Editing	
How are web stories edited? Are there different procedures (layers of editing) for web vs. print products?	
Do you use AP Style in your digital news products?	
Revenue	
Do you generate revenue in partnership with outside digital vendors such as Yahoo? If so, who are they?	No

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Do you charge for any digital news products?	
Which products and how much?	
Digital Delivery Systems	What delivery systems do you employ?
E-edition? (Software used?)	Pressmart (India)
Generic mobile apps software? Name it please.	
Smart Phone - apps	
-- iPhone	
-- Android	
-- Blackberry	
-- Palm	
-- Other?	
Tablets	
-- iPad	Under development at Pressmart
-- 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?	Jackson Hole Magazine (Semi-annual)
Is there a central digital content pool from which these products are created?	No
Do they make money?	Yes
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?	No
Sources of Information	
Where do you check to stay informed about digital developments?	Newspaper professional organizations: NNA, NAA, SNA, Inland