

**Backgrounder**  
**Delaware State News: Interviewed November 2, 2010**

<b>Newspaper</b>	<b>Delaware State News</b>	
<b>Owner</b>	Independent Newspapers, Inc. (private)	
<b>Address</b>	110 Galaxy Drive, Dover, DE, 19904	
<b>Phone number</b>	302-674-3600	
<b>URL</b>	de.newszap.com	
<b>Circulation</b>	18,000 (m-s) 26,000 Sunday	
<b>Publisher</b>		
Name	<b>Ed Dulin</b>	
Start date	6/70	
Phone number	302-674-3600	
E-mail	Ed0783@aol.com	
<b>Newspaper Staff</b>		
Total FTEs	80	
<b>Publication cycle</b>	7 days, a.m.	
<b>Current Circulation</b>		<b>2007 Circulation<sup>1</sup></b>
Weekdays (m-s)	18,000	16,037
Sundays	26,000	22,261
E-edition	334	
<b>Price</b>		
Weekday newsstand	\$.75	
Sunday newsstand	\$1.50	
Subscription annual	\$145.60	
E-edition annual	\$145.60 (half price for regular home-delivered subscribers)	
<b>Ancillary Businesses</b>	Commercial printing --- 5-day/24-hour operation. Print for other newspapers and shoppers. State of the art KBA presses installed 2006	
<b>Newsprint (Delaware State News)</b>		
Tons/annual	2,100	
<b>Sources of Revenue</b>	<i>Percentages</i>	
Circulation	18	
Display ads	15	
Inserts	11	
Special Sections	5	
Classified	5	
Legal Notices	6	
On-line Ads & Fees	1	
Other: Commercial printing	39	
Trends/ Changes over 3 years	Commercial printing has grown substantially over past 5 yrs due to new press	
<b>Digital</b>		
Pay wall?	Yes	
<b>Managing Editor</b>		

<sup>1</sup> 2008 Editor & Publisher International Yearbook

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Name	<b>Andrew West</b>
Start date	1990; 1996 became managing editor
Phone number	302-674-3600
E-mail	awest@newszap.com
<b>News Staff</b>	
Total FTE	16
Reporters	4 fulltime; 1 news editor/reporter
Editors	4 copy editors with extra duties (entertainment, etc.); 1 public comment; 1 sports
Photo	1 fulltime
<b>Bureaus</b>	Dover (State Capital; Jan-June 30)
<b>Coverage</b>	<i>More than 50% of their time</i>
Local government	Yes
Courts	Yes
Public safety	Yes
County government	1 person
School Board	1 person
Business	1 part-time
Sports	1 editor + free-lancers
Entertainment & arts	Copy editor
Other:	Partnership with Community Sports for sports coverage
Sr. V.P. for New Media	
Name	<b>Darel La Prade</b>
Start date	1996
Phone number	443-235-4704
Email	dlaprade@newszap.com
<b>Digital News Staff</b>	
Size	2 people
Sufficient?	Yes
<b>Reporting/Photo staff</b>	
Does reporting staff feed materials for digital media	No, no breaking news is posted.
Website start date	1991
<b>Capabilities</b>	
Web platform software?	
Content management system: software?	None at present, but installation is planned in near future; Our DSN editorial set up is Adobe's InDesign and InCopy. We share files on an in-house network server. Basic paragraph styles and templates are set up to make the InDesign/InCopy files efficient.
Does your organization write code?	Not in newsroom
Number of coders?	2
Out-sourced, off the shelf or with vendors?	Off the shelf
Proprietary or open-source code? Why?	Proprietary

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<b>Flexibility &amp; response time</b>	
Can you change web platform – coding, architecture, software -- at least once a month? Do you?	Can't and don't
<b>Digital Tools</b>	
Crowd sourcing?	No
Data visualization?	No
Investigative reporting?	No
Documentary video?	No
Any other kinds of digital tools are being used?	None
<b>Social Media</b>	
What is the overall organizational commitment to collecting, creating, shaping and delivering all your news/information products through these digital channels?	Facebook and Twitter being tested.
To what extent is your newspaper connected to people through social media?	398 fans/likes as of March, 2010
<b>Advertising</b>	
Is your advertising staff is able to provide competitive digital services to merchants?	Selling some display ads and enhanced listings
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?	Digital coupons
<b>Assessment</b>	
How do you assess your digital news/information products?	Level of community responses
Page-views?	36,000 per month
Monthly uniques?	10,600 per month
Revenue?	Yes
What other metrics do you use?	Google Analytics; visits; average page use, time on site, new visits, bounce rates
<b>Do you assess news content?</b>	
Number of sources?	
Writing or visual journalism impact?	
Other?	
<b>Editing</b>	

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Are there different procedures (layers of editing) for web vs. print products?	Same as newspaper
Do you use AP Style in your digital products?	Yes
<b>Revenue</b>	
Do you charge for any digital news products?	Yes
Which products and how much?	E-Edition
<b>Digital Delivery Systems</b>	
What delivery systems do you employ?	
E-edition? (software?)	TecNavia News Memory
<b>Smart Phone - apps</b>	
-- iPhone	No
-- Android	No
-- Blackberry	No
-- Palm	No
<b>Tablets</b>	
-- iPad	Can read E-Edition on iPad
-- Other	
Kindle	No
<b>Knowledge products</b>	
Do you offer "knowledge products," such as books, magazines, and television or radio programs in addition to the core daily paper?	Guide for Sussex County printed and online Sussex and Kent counties profiles
Is there a central digital content pool from which these products are created?	No
<b>Future</b>	
Do you foresee your news organization offering one hundred percent digitally-delivered news/information products in the foreseeable future? (See Interview)	No
Why will that be?	Affordable, portable product
Sources of Information	E&P, key newspaper and technology newsletters, Google searches, Nieman Lab, Poynter Institute