

Backgrounder
Grand Forks Herald: Interviewed July 5, 2011

Newspaper	Grand Forks Herald	
Owner	Forum Communications Company (private)	
Address	375 2nd Ave. N., Grand Forks, North Dakota 58203	
Phone number	701-780-1100	
URL	www.grandforksherald.com	
Circulation	30,000	
Publisher & Editor		
Name	Mike Jacobs	
Start Date	12/1/78; 1984 editor; 2004 publisher	
Phone number	701-780-1103	
E-mail	mjacobs@gfherald.com	
Newspaper Staff		
Total FTEs	121	
Publication cycle	7 days, a.m.	
Current Circulation		2007 Circulation¹
Weekdays (m-s)	24,888	29,778
Sundays	27,834	29,391
Price		
Weekday newsstand	\$.75	
Sunday newsstand	\$2.00	
Subscription annual	\$222.60	
E-edition	Not yet	
Ancillary Businesses of Grand Forks Herald?	Prairie Business, Agweek, Shopper	
Newsprint consumption for Grand Forks Herald		
Tons/annual	1,100 metric tons/year	
Sources of Revenue	Percentages	
Circulation	30.9	
Display ads	20.6	
Inserts	17	
Special Sections		
Classified	18.5	
Legal Notices	1.4	
On-line Ads & Fees	11	
Other	.6	
Trends/Changes over 3 years		
Digital		
Pay wall?	No	
Considering a pay wall?	Planning an e-edition	
Advertising Director		
Name	Zach Ahrens	

¹ Source: 2008 Editor & Publisher International Yearbook

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Start date	6/10
Phone number	701-780-1162
E-mail	zahrens@gfherald.com
Is your advertising staff able to provide competitive digital services to merchants?	Yes
Do you use "real time" ads?	Yes, a Real Time Bidding scenario through our ad network partners.
Does your advertising department sell "digital services" such as helping merchants with website production?	On a limited basis
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?	We are not part of a consortium such as Yahoo but do use ad networks as well as Google Ad Sense widgets on our pages to generate incremental revenue.
Assigning Editor	
Name	Kirsten Stromsodt
Start date	1998
Phone number	701-780-1249
E-mail	kstromsodt@gfherald.com
News Staff	
Total FTE	31
Reporters	13
Editors	7
Photo	2
Web Editor	1
Other:	8
Bureaus	
	Forum staffs St. Paul and Bismarck
Coverage	
	More than 50% of their time
Local government	Yes
Courts	Yes
Public safety	Yes
County government	Yes
School Board	Yes
Business	Yes
Sports	4
Entertainment & arts	Yes
Environment	As needed
Health care	No
Outdoors	Yes
Agriculture	Yes

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Do you assess online news content?	
Number of sources?	4 (MCT, AP, Forum Communications)
Writing or visual journalism impact?	Both
Other	
Digital Operation	Yes
Website start date	1996
Digital News Staff	Yes
Size?	2 full-time, 1 part-time
Sufficient?	Close; growing faster than staffing
IT Staff (If separate)	Yes
Size?	4
Sufficient?	
Corporate or Consultative support? (Yes or No)	Yes, support from parent company, Forum Communications
Nature of support	Technical/Advisory/Planning
Size?	19
Sufficient?	Yes
Capabilities	Software Development
Web platform software?	Mach-II
Content management system: software?	Same
Do your organization staff members write code?	Yes
Number of coders?	2
Zero? How out-sourced?	None
Out-sourced, off the shelf or with vendors?	Off-shelf
Proprietary or open-source code? Why?	Proprietary, except Areavoices.com
Flexibility & response time	Depends
Can you change web platform – coding, architecture, software -- at least once a month? Do you?	Yes and Yes
Can you add new functionality promptly as it becomes available?	Most of the time
Digital Tools utilized	HTML, CSS, Javascript, Adobe Cold Fusion, Adobe Photo shop, Adobe Fusion
Crowd sourcing?	Twitter, Facebook on limited basis; poll on website
Data visualization?	Google Analytics and Quantcast
Investigative reporting?	Seldom
Documentary video?	No
Any other kinds of digital tools being used? If so, what?	Bitly, Wordpress
Social Media	
Cite social media used:	Facebook # Friends? Yes Twitter Yes Etc. Areavoices.com
To what extent is your newspaper connected to people through social media?	Somewhat, but growing

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What is the overall organizational commitment to collecting, creating, shaping and delivering all your news/information products through these digital channels?	High but not complete
Assessment	How do you assess your digital news/information products?
Number of Page-views/month?	4,000,000
Number of Monthly uniques?	280,000
Revenue/month?	
Cite other metrics you use?	Time on site? Source of visitors? Etc. Yes
Do you assess news content?	Yes
Most e-mailed stories?	Mostly local, topics very widely
Number of sources?	Primarily 4
Writing or visual journalism impact?	Writing dominates, vido, photo upswing
Other?	
How is data shared with news staff?	Email, meetings, one on one
Editing	
How are web stories edited? Are there different procedures (layers of editing) for web vs. print products?	Web content goes online via news web staff, assigning editors and copy desk; some content 2-3 layers
Do you use AP Style in your digital news products?	Mostly, but combined with Herald print/read style
Revenue	
Do you generate revenue in partnership with outside digital vendors such as Yahoo? If so, who are they?	Yes – NDN
Do you charge for any digital news products?	Yes
Which products and how much?	Archive articles – Single \$2.95; Month \$4.95
Digital Delivery Systems	What delivery systems do you employ?
E-edition? (Software used?)	
Generic mobile apps software? Name it please.	March-2
Smart Phone - apps	Yes/No? Under development? Target date? No Under development. FCC Photo gallery – Nov. 15, 2011; Offers HQ – Nov. 1, 2011; FCC News Readers – Jan. 1, 2011
-- iPhone	
-- Android	
-- Blackberry	
-- Palm	
-- Other?	
Tablets	
-- iPad	
-- Other	
Kindle	
Any other systems?	

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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?	Agweek, Prairie Business
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?	Reader feedback surveys online; Use internet to book ads and to manage sale staff goals, progress
Future	
Do you foresee your news organization offering one hundred percent digitally-delivered news/information products in the foreseeable future?	Yes
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?	Less than 5 years
If you expect there will always be some news/information products delivered on newsprint?	Yes
What will those be?	Everything we do now on paper
Why will that be?	A demand for print will exist for the foreseeable future, while digital will grow
Sources of Information	
Where do you check to stay informed about digital developments?	Numerous multimedia sources