

Backgrounder
The Daily Republic: Interviewed June 28, 2011

Newspaper	The Daily Republic	
Owner	Forum Communications Co. (Private)	
Address	120 South Lawler, Mitchell, SD 57301	
Phone number	605-996-5514	
URL	http://www.mitchellrepublic.com	
Circulation	12,000	
Publisher		
Name	Korrie Wenzel	
Start Date	8/91 became publisher 3/10	
Phone number	605-996-5514	
E-mail	kwenzel@mitchellrepublic.com	
Newspaper Staff		
Total FTEs	60	
Publication cycle	6 days/ m-s a.m.	
Current Circulation		2007 Circulation¹
Weekdays (m-s)	12,000	12,742
E-edition	40	
Price		
Weekday newsstand	\$.50	
Sunday newsstand	\$1.00	
Subscription annual	\$154	
E-edition	\$84	
Ancillary Businesses	Commercial printing, shopper, print 6 weeklies and 2 monthlies for others	
Newsprint for The Daily Republic only		
Tons/annual		
Sources of Revenue	Percentages	
Circulation	28%	
Display ads	31%	
Inserts	10%	
Special Sections	3%	
Classified	13%	
Legal Notices	2%	
On-line Ads & Fees	5%	
Commercial printing	7%	
Trends/Changes over 3 years	An increase in commercial printing along with a move toward more digital revenue	
Digital		
Pay wall?	No	
Considering a pay wall?	No	
Advertising		
Is your advertising staff able to provide competitive	Yes	

¹ Source: 2008 Editor & Publisher International Yearbook

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digital services to merchants?	
Do you use "real time" ads?	
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?	Yes
Do you generate revenue in partnership with outside digital vendors such as Yahoo? If so, who are they?	No
Editor	
Name	Seth Tupper
Start date	2003
Phone number	605-996-5516
E-mail	stupper@mitchellrepublic.com
News Staff	
Total FTE	13 plus 2 interns
Reporters	7 reporters (+asst. editor/reporter)
Editors	4
Photo	1
Web Editor	1
Bureaus	Part of a cooperative covering Pierre during session.
Coverage	More than 50% of their time
Local government	Yes
Courts	Yes
Public safety	Yes
County government	Yes
School Board	Yes
Business	No
Sports	3; sports editor + 2 reporters
Entertainment & arts	1
Environment	As needed
Health care	As needed
Agriculture	All report as needed
Do you assess online news content?	Occasionally
Number of sources?	
Writing or visual journalism impact?	
Other	
Digital News Manager (job title)?	
Name	Denise Ross
Start date	5/2010
Phone	605-430-0681
E-Mail	rossd@rushmore.com

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Website start date	
Digital News Staff	
Size?	
Sufficient?	
IT Staff (If separate)	
Size?	1 person; Jesse Stroud
Sufficient?	
Corporate Support or Consultative support? (Yes or No)	Yes
Nature of support	Forum Communications
Size?	
Sufficient?	
Capabilities	
Web platform software?	
Content management system: software?	Custom built software – Forum Communications
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?	
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?	
Digital Tools utilized	
Crowd sourcing?	Occasionally
Data visualization?	Occasionally
Investigative reporting?	No
Documentary video?	Yes
Any other kinds of digital tools being used? What?	
Social Media	
Cite social media used:	Facebook # Friends? – Yes; 600-700 “friends” Twitter, Etc. – Just started
To what extent is your newspaper connected to people through social media?	Web editor posts to FaceBook
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?	417,559
Number of Monthly uniques?	49,048

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Revenue/month?	
Cite other metrics you use?	Time on site? Source of visitors? Etc.
Do you assess news content?	
Most e-mailed 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?	One editor sees each posting from newspaper; e web editor posts state/national/international directly
Do you use AP Style in your digital news products?	Yes
Revenue	
Do you generate revenue in partnership with outside digital vendors such as Yahoo? If so, who are they?	
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?)	
Generic mobile apps software? Name it please.	Forum developed mobile software
Smart Phone - apps	Yes/No? Under development? Target date?
-- iPhone	No
-- Android	No
-- Blackberry	No
-- Palm	No
-- Other?	No
Tablets	
-- iPad	No
-- Other	No
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?	

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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 Digital Information	
Where do you check to stay informed about digital developments?	Hubspot webinars; Mashable; TechCrunch; Tech news on Google.