

Backgrounder
The Dominion Post, Morgantown, WV: Interviewed August 31, 2010

Newspaper	The Dominion Post	
Owner	Privately owned/ West Virginia Newspaper Publishing Company	
Address	1251 Earl L. Core Rd., Morgantown, WV 26505	
Phone number	304-292-6301	
URL	Dominionpost.com	
Circulation	24,972 Sunday; 22,288 Weekdays	
Publisher		
Name	David Raese	
Term of service	25 years as publisher	
Phone number	304-292-6301	
E-mail	darraese@dominionpost.com	
Newspaper Staff		
Total FTE	126.1	
Publication cycle	Daily a.m.	
Current Circulation		2007 Circulation ¹
Weekdays	22,288	21,274
Sundays	24,972	25,007
E-edition	1,705	
Price		
Weekday newsstand	\$.50	
Sunday newsstand	\$1.50	
Subscription annual	\$212.94 Daily/Sun; \$78 Sun; \$104 Sat/Sun	
E-edition	Free to print subscribers; or \$88.27 for 52 weeks, \$67.22 for 26 weeks or \$15.00 for 1 month.	
Ancillary Businesses	Job printing; print weekly shopper and weekly newspaper	
Newsprint		
Tons/FY	1,688 short tons	
Sources of Revenue	<i>Percentages</i>	
Circulation	17.8	
Display ads	33.9	
Inserts	18.4	
Special Sections	4.7	
Classified	13.9	
Legal Notices	3.7	
On-line Ads & Fees	2.3	
Job printing	5.1	
Other	0.2	
Changes over 3 years	Total Advertising is down 7.1% from 2006 to 2009 Circulation Revenues are down 5.2% from 2006 to 2009 Online Revenues are up 10.9% from 2006 to 2009 Inserts have declined to 18.4% of revenue in 2009 from 20.1% in 2006 – meaning inserts have decreased by a larger percent than overall	

¹ Source: 2008 Editor & Publisher International Yearbook

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	<p>advertising. Display ads have increased to 33.9% of revenue in 2009 from 30.8% in 2006 – meaning display ads have decreased by a smaller percent than overall advertising. Inserts represent more of our large retail establishments where across the board decisions are made at a national headquarters. We have minimal impact on their decision making. Therefore a larger decrease. Display ads represent more of our smaller local businesses where our local economy and our sales reps have more of an impact on advertising decisions. Therefore a smaller decrease. Our local advertising market has held up reasonably well. It is large national businesses that have had the most negative impact on our advertising – display ad and inserts. We have remained profitable throughout this entire period, but at a much smaller profit percentage. 2010 is showing improvement.</p>
Digital	
Pay wall?	Yes, since 2005
Editor	
Name	Geri Ferrara
Start date	2003
Phone number	304-291-9447
E-mail	editor@dominionpost.com
News Staff	
Total FTE	31 full time; 5 part time
Reporters	17 reporters
Managing editors	
Assignment editors	
Copy editors	
Photo	
Online & Video	
Layout & Graphics	
Other	9 regular columnists
Bureaus	
	Kingwood, W.V.
Coverage	Dedicated more than 50% of time.
Local government	Yes
Courts	Yes
Public safety	Yes
State government	Yes; one reporter covers state and federal
School Board	Yes
Education	One fulltime WV University reporter, augmented as needed.
Business	
Sports	Five fulltime
Entertainment & arts	Lifestyle (3) and Food (1)
Other	“WVU-Post” (at least 1x week) reports all WVU releases; “Campus Life”

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	page, Sundays; Community Advisory Board (10) also write commentaries, compensated \$25 (one-year terms; participation is competitive); and a Food Panel (12)
Online Coordinator	
Name	Dave Whisler
Term of service	1999
Phone	304-284-0319
E-Mail	oncoor@dominionpost.com
Digital News Staff	
Size	One; plus 2 part-time
Sufficient?	
Reporting/Photo staff	
Does reporting staff feed materials for digital media	Not directly; all print content goes into e-edition
Should they?	
Website start date	
Capabilities	
Web platform software?	Olive
Content management system: software?	Olive
Does your organization write code?	Yes
Number of coders?	One
Zero? How out-sourced?	
Out-sourced, off the shelf or with vendors?	
Proprietary or open-source code? Why?	Proprietary
Flexibility & response time	
Can you change web platform – coding, architecture, software -- at least once a month? Do you?	No
Can you add new functionality promptly as it becomes available?	
Digital Tools	
Crowd sourcing?	No
Data visualization?	Yes
Investigative reporting?	No
Documentary video?	No
Any other kinds of digital tools are being used?	No
Social Media	
What is the overall organizational commitment to collecting, creating,	Not currently using Facebook or Twitter.

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shaping and delivering all your news/information products through these digital channels?	
To what extent is your newspaper connected to people through social media?	Not
Advertising	
Is your advertising staff is able to provide competitive digital services to merchants?	Yes
Do you use "real time" ads?	Yes
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?	
Assessment	
How do you assess your digital news/information products?	
Page-views?	About 160/month
Monthly uniques?	About 35K/month
Revenue?	
What other metrics do you use?	
Do you assess news content?	
Number of sources?	
Writing or visual journalism impact?	
Other?	
Editing	
Are there different procedures (layers of editing) for web vs. print products?	No
Do you use AP Style in your digital products?	Yes
Revenue	
Do you charge for any digital news products?	Yes
Which products and how much?	E-edition & archives (fate vary; on website)
Digital Delivery Systems	
What delivery systems do you employ?	
E-edition? (software?)	Yes
Smart Phone - apps	No

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-- iPhone	
-- Android	
-- Blackberry	
-- Palm	
-- Other?	
Tablets	No
-- iPad	
-- Other	
Kindle	
Knowledge products	
Do you offer "knowledge products," such as books, magazines, and television or radio programs in addition to the core daily paper?	No
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?	
Future	
Do you foresee your news organization offering one hundred percent digitally-delivered news/information products in the foreseeable future? (See Interview)	
If not: Where do you think the balance will settle?	
If so: How soon do you think this will happen?	
If you expect there will always be some news/information products delivered on newsprint?	
What will those be?	
Why will that be?	
Sources of Information	