

M E M O R A N D U M

March 8, 1993

To: Howard Finberg
From: Joanne Dawson, Library *jd*
RE: Republic "Reach Out" Figures

As you requested, here are some figures for how many people responded to the Republic's "reaching out" through contests, call-ins, PressLine, etc. Many of the figures are estimates or averages as most areas do not keep statistics.

PRESSLINE (December 29, 1991-January 2, 1993)

Republic Scores	126,173
Republic Movie Reviews	46,632
Republic Sidebars	39,816
Restaurant Reviews	17,883
Recipe Hotline	12,854
Short Takes	14,548
Barkley	146
Total PressLine	258,052

SHORT TAKES

Short Takes figures are taken from estimates from Julie Newberg along with what figures I could find in past articles.

Short Takes contests (winners & entries)	29,862
Gripline (est. 40 calls/wk.)	2,080
Total Short Takes (est.)	31,942

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KIDS PAGE

The regular art/topical entries average 250 per week during the school year.

Published comments, letters, etc.	820
Number of entries (known)	2,975
Entries (est. 250/wk, 40 wks.)	10,000
Total Kids Page (est.)	13,795

SPORTS

The phone-in average about 150 calls per week depending upon the topic. The numbers for "It's Your Call" and "Firing Line" are the comments/votes totals that are published in the paper.

It's Your Call	950
Firing Line	9,028
Calls (est. 150/wk)	7,800
Total Sports	17,778

OTHER CONTESTS

Montini	1,023
Comics	6,000+
AZ Best	3,200
Total (est.)	13,223

GRAND TOTAL (est.) 334,790