

gold diggings.¹⁰ A salaried reporting and editorial staff had to be found; no longer were the efforts of an editor/proprietor sufficient. Vogel was himself both editor of the *Witness* and the *Otago Daily Times* and also functioned as the entrepreneur of the new commercial enterprise.

Vogel, in his opening editorial of 15 November 1861, pointed to a new journalistic path for his paper:

From this day we aspire to be the historical mirror of all that occurs in Otago—of all that in anyway affects its history. . .

The Times is designed to supply the want now generally felt of a daily journal, containing an account of all passing news of interest, and full commercial intelligence. We do not desire to reflect on or come into collision with the two weekly papers already existing. Our sphere and theirs will be widely different.

The existing weeklies, however, were greatly affected by the advent of the daily press, the *Witness*, also jointly owned by Vogel and Cutten, rapidly became the minor and less influential of the allied publications. It remained as the partnership's weekly publication and gradually became a digest containing both original material as well as reprints from issues of the *Otago Daily Times* of the previous week. It became oriented not towards Dunedin city readers but towards country subscribers who were unable to receive newspapers daily. This combination of daily and weekly was to be the normal organisational structure for the major newspapers until twentieth century transport increased the reach of the dailies, making the weeklies obsolete.

Vogel held that the *Otago Daily Times* was to be 'the historical mirror of all that occurs in Otago'. This notion was not specified any more clearly but can be read as a desire not only to report the events of the province but to do so in a neutral manner. Such an interpretation is reinforced by the stated desire not to 'come into collision with the two weekly papers already existing', both of which were recognised as partisan advocates within the community. Even if such was Vogel's intention it does not describe his subsequent actions. Vogel's intention to report 'all that in any way affects (Otago's) history' did not exclude his making that history. He brought to Otago journalism a sense that the province's growth and destiny both could and should be monitored daily; the more leisurely pace of the weeklies was no longer sufficient. However, he did not implement any change to the established press policy of partisan advocacy: the political policy of both the *Otago Daily Times* and the *Witness* was naturally identical and, importantly, partisan advocacy was present in both publications. Vogel used his papers to found and support a personal political career. While this practice was standard in New Zealand among the older papers, Vogel was