Owner         Lee Enterprises           Address         601 W. 45th Avenue, Munster, IN, 46321           Phone number         219-933-3200           URL         nwitimes.com           Circulation         85,342 daily; 92,856 Sunday           Publisher         Name           Name         Bill Masterson           Start Date         2006           Phone number         (219) 933-3330           E-mail         bill.masterson@nwitimes.com           Newspaper Staff         Staff           Total FTE         359           Publication cycle         Daily           Current Circulation         2007 Circulation <sup>1</sup> Weekdays         85,342         83,054           Sundays         92,856         90,768           E-edition         10,279 daily; 6,923 Sunday           Price         Weekday newsstand         \$0.75           Sunday newsstand         \$1.75         Subscription annual         \$221.00           E-edition annual         \$78         Ancillary Businesses         Call centers, pagination center, graphic design, creative services, commercial printing. Specialty magazines including Shore Magazine, Viva, Kid Healthy, In Business and Shore Bride           Newsprint (for Times)         Tons/annual         7.040	Nowspanar	The Times
Address		
Phone number   219-933-3200		
Description annual   Size		
Circulation         85,342 daily; 92,856 Sunday           Publisher         Name         Bill Masterson           Start Date         2006           Phone number         (219) 933-3330           E-mail         bill.masterson@nwitimes.com           Newspaper Staff         Total FTE           Total FTE         359           Publication eycle         Daily           Current Circulation         2007 Circulation¹           Weekdays         85,342         83,054           Sundays         92,856         90,768           E-edition         10,279 daily; 6,923 Sunday           Price         Weekday newsstand         \$1,75           Sunday newsstand         \$1,75           Subscription annual         \$221.00           E-edition annual         \$78           Ancillary Businesses         Call centers, pagination center, graphic design, creative services, commercial printing. Specialty magazines including Shore Magazine, Viva, Kid Healthy, In Business and Shore Bride           Newsprint (for Times)         7,040           Sources of Revenues         Percentages – 2010 Estimated Percentages by Revenue Category then changes from '08           Circulation         16% - up 16% from '08           Display ads         29% - down 22% from '08           In		
S5,342 daily; 92,856 Sunday		nwitimes.com
Name   Bill Masterson   2006		85,342 daily; 92,856 Sunday
Start Date   2006		
Phone number   (219) 933-3330		
Bernail		
Newspaper Staff   Staff   Staff   Total FTE   Staff   Daily   Current Circulation   Daily   Current Circulation   2007 Circulation   2007 Circulation   Staff   Staf	Phone number	
Total FTE   359   Publication cycle   Daily   2007 Circulation   2007 Circulation   2007 Circulation   2007 Circulation   2007 Circulation   2008	E-mail	bill.masterson@nwitimes.com
Publication cycle         Daily           Current Circulation         2007 Circulation¹           Weekdays         85,342         83,054           Sundays         92,856         90,768           E-edition         10,279 daily; 6,923 Sunday           Price         Price           Weekday newstand         \$0.75           Sunday newstand         \$1.75           Subscription annual         \$78           Ancillary Businesses         Call centers, pagination center, graphic design, creative services, commercial printing. Specialty magazines including Shore Magazine, Viva, Kid Healthy, In Business and Shore Bride           Newsprint (for Times)         Tons/annual           Sources of Revenues         Percentages - 2010 Estimated Percentages by Revenue Category then changes from '08           Circulation         16% - up 16% from '08           Display ads         29% - down 22% from '08           Inserts         28% - down 13% from '08           Special Sections         3% - flat to '08           Classified         12% - down 47% from '08           Legal Notices         3% - includes our Obit revenue as well. Up 2% from '08           On-line Ads & Fees         6% - up 26% from '08           Other         3% - includes our Niche products revenue as well. Down 18% from '08     <	Newspaper Staff	
Current Circulation         2007 Circulation           Weekdays         85,342         83,054           Sundays         92,856         90,768           E-edition         10,279 daily; 6,923 Sunday           Price           Weekday newsstand         \$0.75           Sunday newsstand         \$1.75           Subscription annual         \$221.00           E-edition annual         \$78           Ancillary Businesses         Call centers, pagination center, graphic design, creative services, commercial printing. Specialty magazines including Shore Magazine, Viva, Kid Healthy, In Business and Shore Bride           Newsprint (for Times)         7,040           Sources of Revenues         Percentages – 2010 Estimated Percentages by Revenue Category then changes from '08           Circulation         16% - up 16% from '08           Display ads         29% - down 22% from '08           Inserts         28% - down 13% from '08           Special Sections         3% - flat to '08           Classified         12% - down 47% from '08           Legal Notices         3% - includes our Obit revenue as well. Up 2% from '08           On-line Ads & Fees         6% - up 26% from '08           Other         3% - includes our Niche products revenue as well. Down 18% from '08           Digital </td <td>Total FTE</td> <td>359</td>	Total FTE	359
Weekdays         85,342         83,054           Sundays         92,856         90,768           E-edition         10,279 daily; 6,923 Sunday           Price           Weekday newsstand         \$0.75           Sunday newsstand         \$1.75           Subscription annual         \$78           Ancillary Businesses         Call centers, pagination center, graphic design, creative services, commercial printing. Specialty magazines including Shore Magazine, Viva, Kid Healthy, In Business and Shore Bride           Newsprint (for Times)         7,040           Sources of Revenues         Percentages - 2010 Estimated Percentages by Revenue Category then changes from '08           Circulation         16% - up 16% from '08           Display ads         29% - down 22% from '08           Inserts         28% - down 13% from '08           Special Sections         3% - flat to '08           Classified         12% - down 47% from '08           Legal Notices         3% - includes our Obit revenue as well. Up 2% from '08           On-line Ads & Fees         6% - up 26% from '08           Other         3% - includes our Niche products revenue as well. Down 18% from '08           Digital         Pay wall?	Publication cycle	Daily
Sundays         92,856         90,768           E-edition         10,279 daily; 6,923 Sunday           Price         ***           Weekday newsstand         \$0.75           Sunday newsstand         \$1.75           Subscription annual         \$221.00           E-edition annual         \$78           Ancillary Businesses         Call centers, pagination center, graphic design, creative services, commercial printing. Specialty magazines including Shore Magazine, Viva, Kid Healthy, In Business and Shore Bride           Newsprint (for Times)         7,040           Sources of Revenues         **Percentages - 2010 Estimated Percentages by Revenue Category then changes from '08           Circulation         16% - up 16% from '08           Display ads         29% - down 22% from '08           Inserts         28% - down 13% from '08           Special Sections         3% - flat to '08           Classified         12% - down 47% from '08           Legal Notices         3% - includes our Obit revenue as well. Up 2% from '08           On-line Ads & Fees         6% - up 26% from '08           Other         3% - includes our Niche products revenue as well. Down 18% from '08           Digital         **Pay wall?	<b>Current Circulation</b>	2007 Circulation <sup>1</sup>
E-edition 10,279 daily; 6,923 Sunday  Price  Weekday newsstand \$0.75 Sunday newsstand \$1.75 Subscription annual \$221.00 E-edition annual \$78 Ancillary Businesses Call centers, pagination center, graphic design, creative services, commercial printing. Specialty magazines including Shore Magazine, Viva, Kid Healthy, In Business and Shore Bride  Newsprint (for Times)  Tons/annual 7,040 Sources of Revenues Percentages - 2010 Estimated Percentages by Revenue Category then changes from '08  Circulation 16% - up 16% from '08 Display ads 29% - down 22% from '08 Inserts 28% - down 13% from '08 Special Sections 3% - flat to '08 Classified 12% - down 47% from '08 Legal Notices 3% - includes our Obit revenue as well. Up 2% from '08 On-line Ads & Fees 6% - up 26% from '08 Other 3% - includes our Niche products revenue as well. Down 18% from '08 Digital Pay wall? No	Weekdays	85,342 83,054
Price Weekday newsstand \$0.75 Sunday newsstand \$1.75 Subscription annual \$221.00 E-edition annual \$78 Ancillary Businesses Call centers, pagination center, graphic design, creative services, commercial printing. Specialty magazines including Shore Magazine, Viva, Kid Healthy, In Business and Shore Bride  Newsprint (for Times) Tons/annual 7,040 Sources of Revenues Percentages - 2010 Estimated Percentages by Revenue Category then changes from '08 Circulation 16% - up 16% from '08 Display ads 29% - down 22% from '08 Inserts 28% - down 13% from '08 Special Sections 3% - flat to '08 Classified 12% - down 47% from '08 Legal Notices 3% - includes our Obit revenue as well. Up 2% from '08 On-line Ads & Fees 6% - up 26% from '08 Other 3% - includes our Niche products revenue as well. Down 18% from '08 Digital Pay wall? No	Sundays	92,856 90,768
Weekday newsstand\$0.75Sunday newsstand\$1.75Subscription annual\$221.00E-edition annual\$78Ancillary BusinessesCall centers, pagination center, graphic design, creative services, commercial printing. Specialty magazines including Shore Magazine, Viva, Kid Healthy, In Business and Shore BrideNewsprint (for Times)7,040Sources of RevenuesPercentages - 2010 Estimated Percentages by Revenue Category then changes from '08Circulation16% or up 16% from '08Display ads29% - down 22% from '08Inserts28% - down 13% from '08Special Sections3% - flat to '08Classified12% - down 47% from '08Legal Notices3% - includes our Obit revenue as well. Up 2% from '08On-line Ads & Fees6% - up 26% from '08Other3% - includes our Niche products revenue as well. Down 18% from '08DigitalPay wall?	E-edition	10,279 daily; 6,923 Sunday
Sunday newsstand  \$1.75  Subscription annual  \$221.00  E-edition annual  \$78  Ancillary Businesses  Call centers, pagination center, graphic design, creative services, commercial printing. Specialty magazines including Shore Magazine, Viva, Kid Healthy, In Business and Shore Bride  Newsprint (for Times)  Tons/annual  7,040  Sources of Revenues  Percentages - 2010 Estimated Percentages by Revenue Category then changes from '08  Circulation  16% - up 16% from '08  Display ads  19% - down 22% from '08  Special Sections  28% - down 13% from '08  Classified  12% - down 47% from '08  Legal Notices  3% - includes our Obit revenue as well. Up 2% from '08  On-line Ads & Fees  6% - up 26% from '08  Other  3% - includes our Niche products revenue as well. Down 18% from '08  Digital  Pay wall?	Price	
Subscription annual E-edition annual \$78  Ancillary Businesses Call centers, pagination center, graphic design, creative services, commercial printing. Specialty magazines including Shore Magazine, Viva, Kid Healthy, In Business and Shore Bride  Newsprint (for Times) Tons/annual 7,040  Sources of Revenues Percentages - 2010 Estimated Percentages by Revenue Category then changes from '08  Circulation 16% - up 16% from '08  Display ads 29% - down 22% from '08  Inserts 28% - down 13% from '08  Special Sections 3% - flat to '08  Classified 12% - down 47% from '08  Legal Notices 3% - includes our Obit revenue as well. Up 2% from '08  On-line Ads & Fees 6% - up 26% from '08  Other 3% - includes our Niche products revenue as well. Down 18% from '08  Digital Pay wall? No	Weekday newsstand	\$0.75
E-edition annual  Ancillary Businesses Call centers, pagination center, graphic design, creative services, commercial printing. Specialty magazines including Shore Magazine, Viva, Kid Healthy, In Business and Shore Bride  Newsprint (for Times) Tons/annual 7,040 Sources of Revenues Percentages – 2010 Estimated Percentages by Revenue Category then changes from '08  Circulation 16% - up 16% from '08  Display ads 29% - down 22% from '08  Inserts 28% - down 13% from '08  Special Sections 3% - flat to '08  Classified 12% - down 47% from '08  Legal Notices 3% - includes our Obit revenue as well. Up 2% from '08  On-line Ads & Fees 6% - up 26% from '08  Other 3% - includes our Niche products revenue as well. Down 18% from '08  Digital  Pay wall? No	Sunday newsstand	\$1.75
E-edition annual  Ancillary Businesses Call centers, pagination center, graphic design, creative services, commercial printing. Specialty magazines including Shore Magazine, Viva, Kid Healthy, In Business and Shore Bride  Newsprint (for Times) Tons/annual 7,040 Sources of Revenues Percentages – 2010 Estimated Percentages by Revenue Category then changes from '08  Circulation 16% - up 16% from '08  Display ads 29% - down 22% from '08  Inserts 28% - down 13% from '08  Special Sections 3% - flat to '08  Classified 12% - down 47% from '08  Legal Notices 3% - includes our Obit revenue as well. Up 2% from '08  On-line Ads & Fees 6% - up 26% from '08  Other 3% - includes our Niche products revenue as well. Down 18% from '08  Digital  Pay wall? No	Subscription annual	\$221.00
commercial printing. Specialty magazines including Shore Magazine, Viva, Kid Healthy, In Business and Shore Bride  Newsprint (for Times)  Tons/annual 7,040  Sources of Revenues  Percentages - 2010 Estimated Percentages by Revenue Category then changes from '08  Circulation 16% - up 16% from '08  Display ads 129% - down 22% from '08  Inserts 28% - down 13% from '08  Special Sections 3% - flat to '08  Classified 12% - down 47% from '08  Legal Notices 3% - includes our Obit revenue as well. Up 2% from '08  On-line Ads & Fees 6% - up 26% from '08  Other 3% - includes our Niche products revenue as well. Down 18% from '08  Digital  Pay wall? No		\$78
commercial printing. Specialty magazines including Shore Magazine, Viva, Kid Healthy, In Business and Shore Bride  Newsprint (for Times)  Tons/annual 7,040  Sources of Revenues  Percentages - 2010 Estimated Percentages by Revenue Category then changes from '08  Circulation 16% - up 16% from '08  Display ads 129% - down 22% from '08  Inserts 28% - down 13% from '08  Special Sections 3% - flat to '08  Classified 12% - down 47% from '08  Legal Notices 3% - includes our Obit revenue as well. Up 2% from '08  On-line Ads & Fees 6% - up 26% from '08  Other 3% - includes our Niche products revenue as well. Down 18% from '08  Digital  Pay wall? No	Ancillary Businesses	Call centers, pagination center, graphic design, creative services,
Viva, Kid Healthy, In Business and Shore Bride  Newsprint (for Times)  Tons/annual  7,040  Sources of Revenues  Percentages – 2010 Estimated Percentages by Revenue Category then changes from '08  Circulation  16% - up 16% from '08  Display ads  29% - down 22% from '08  Inserts  28% - down 13% from '08  Special Sections  3% - flat to '08  Classified  12% - down 47% from '08  Legal Notices  3% - includes our Obit revenue as well. Up 2% from '08  On-line Ads & Fees  6% - up 26% from '08  Other  3% - includes our Niche products revenue as well. Down 18% from '08  Digital  Pay wall?  No	·	
Tons/annual         7,040           Sources of Revenues         Percentages - 2010 Estimated Percentages by Revenue Category then changes from '08           Circulation         16% - up 16% from '08           Display ads         29% - down 22% from '08           Inserts         28% - down 13% from '08           Special Sections         3% - flat to '08           Classified         12% - down 47% from '08           Legal Notices         3% - includes our Obit revenue as well. Up 2% from '08           On-line Ads & Fees         6% - up 26% from '08           Other         3% - includes our Niche products revenue as well. Down 18% from '08           Digital         No		Viva, Kid Healthy, In Business and Shore Bride
Sources of Revenues         Percentages – 2010 Estimated Percentages by Revenue Category then changes from '08           Circulation         16% - up 16% from '08           Display ads         29% - down 22% from '08           Inserts         28% - down 13% from '08           Special Sections         3% - flat to '08           Classified         12% - down 47% from '08           Legal Notices         3% - includes our Obit revenue as well. Up 2% from '08           On-line Ads & Fees         6% - up 26% from '08           Other         3% - includes our Niche products revenue as well. Down 18% from '08           Digital         No	Newsprint (for Times)	
changes from '08           Circulation         16% - up 16% from '08           Display ads         29% - down 22% from '08           Inserts         28% - down 13% from '08           Special Sections         3% - flat to '08           Classified         12% - down 47% from '08           Legal Notices         3% - includes our Obit revenue as well. Up 2% from '08           On-line Ads & Fees         6% - up 26% from '08           Other         3% - includes our Niche products revenue as well. Down 18% from '08           Digital         No	Tons/annual	7,040
Circulation       16% - up 16% from '08         Display ads       29% - down 22% from '08         Inserts       28% - down 13% from '08         Special Sections       3% - flat to '08         Classified       12% - down 47% from '08         Legal Notices       3% - includes our Obit revenue as well. Up 2% from '08         On-line Ads & Fees       6% - up 26% from '08         Other       3% - includes our Niche products revenue as well. Down 18% from '08         Digital       No	Sources of Revenues	Percentages – 2010 Estimated Percentages by Revenue Category then
Display ads  Inserts  28% - down 13% from '08  Special Sections  3% - flat to '08  Classified  12% - down 47% from '08  Legal Notices  3% - includes our Obit revenue as well. Up 2% from '08  On-line Ads & Fees  6% - up 26% from '08  Other  3% - includes our Niche products revenue as well. Down 18% from '08  Digital  Pay wall?  No		changes from '08
Inserts  28% - down 13% from '08  Special Sections  3% - flat to '08  Classified  12% - down 47% from '08  Legal Notices  3% - includes our Obit revenue as well. Up 2% from '08  On-line Ads & Fees  6% - up 26% from '08  Other  3% - includes our Niche products revenue as well. Down 18% from '08  Digital  Pay wall?  No	Circulation	16% - up 16% from '08
Inserts 28% - down 13% from '08 Special Sections 3% - flat to '08 Classified 12% - down 47% from '08 Legal Notices 3% - includes our Obit revenue as well. Up 2% from '08 On-line Ads & Fees 6% - up 26% from '08 Other 3% - includes our Niche products revenue as well. Down 18% from '08  Digital No	Display ads	29% - down 22% from '08
Classified 12% - down 47% from '08  Legal Notices 3% - includes our Obit revenue as well. Up 2% from '08  On-line Ads & Fees 6% - up 26% from '08  Other 3% - includes our Niche products revenue as well. Down 18% from '08  Digital No		28% - down 13% from '08
Classified 12% - down 47% from '08  Legal Notices 3% - includes our Obit revenue as well. Up 2% from '08  On-line Ads & Fees 6% - up 26% from '08  Other 3% - includes our Niche products revenue as well. Down 18% from '08  Digital No  No	Special Sections	3% - flat to '08
On-line Ads & Fees 6% - up 26% from '08 Other 3% - includes our Niche products revenue as well. Down 18% from '08  Digital Pay wall? No	Classified	12% - down 47% from '08
Other 3% - includes our Niche products revenue as well. Down 18% from '08  Digital No  No	Legal Notices	3% - includes our Obit revenue as well. Up 2% from '08
Other 3% - includes our Niche products revenue as well. Down 18% from '08  Digital No  No	On-line Ads & Fees	6% - up 26% from '08
DigitalPay wall?No	Other	
Pay wall? No	Digital	
		No
	Considering a pay wall?	Possibly, based on Corporate direction

.

 $<sup>^{1}\,</sup>$  Source:2008 Editor & Publisher International Year Book

<b>Executive Editor</b>	
Name	Bill Nangle
Term of service	40 years at Times; 25 years as executive editor
Phone number	219-933-3327
E-mail	William.nangle@nwi.com
News Staff	, manual green wheels
Total FTE	
Reporters	54 "staff writers"
Managing editors	See below
Assignment editors	See below
Copy editors	Total editors = 31
Photo	6 Photographers
Online & Video	o i notographore
Layout & Graphics	
Other	4.5 clerical; about 80 freelance contributors
Bureaus	4 Bureaus : Indianapolis (legislature); Valporaiso; Portage; Crown Point
Coverage	Dedicated more than 50% of time.
Local government	Yes
Courts	Yes
Public safety	Yes
State government	Yes
School Board	Yes
Education	Yes
Business	Two reporters, plus one editor
Sports	10 reporters, plus one editor
Entertainment & arts	Four staff writers
Other	Assigned health, education & environment reporters
Other	Practice the ABCs of journalism: A – Awfully good stories; investigative
	& enterprise; B – Basic; everyday news; C – Community; chicken and
	spaghetti dinners.
Director of Interactive Media,	Spagnetti tililierisi
Product Development &	
Marketing	
Name	Chris Loretto
Start date	2006
Phone	219-933-3243
E-Mail	Chris.loretto@nwitimes.com
Website start date	
Digital News Staff	
Size	8
Sufficient?	Yes
Reporting/Photo staff	
Does reporting staff feed materials	Yes; all have access to a Total Content Management System (TCMS),
1 0	, , , , , , , , , , , , , , , , , , , ,
for digital media	developed by Lee enterprises and Town News

Valid Sources, "Who Needs Newspapers?" project; 1916 Pike Pl., Ste 12 #60, Seattle, WA.98101 www.whoneedsnewspapers.org

	,
Web platform software?	
Content management system:	New, Total Content Management System (TCMS)
software?	
Does your organization	Yes
write code?	
Number of coders?	3
Zero? How out-sourced?	
Out-sourced, off the shelf or with	With third party – Town News
vendors?	
Proprietary or open-source code?	Proprietary or with third party
Why?	
Flexibility & response time	
Can you change web platform –	Yes; if needed
coding, architecture, software at	
least once a month? Do you?	
Can you add new functionality	Yes
promptly as it becomes available?	
Digital Tools	
Crowd sourcing?	No
Data visualization?	No
Investigative reporting?	Yes using NICAR techniques
Documentary video?	Yes
Social Media	103
	Yes; Totally committed; using:
What is the overall organizational commitment to collecting, creating,	Facebook
	Twitter
shaping and delivering all your	U-Tube
news/information products through	U-Tube
these digital channels?	
To what extent is your newspaper	Extensively
connected to people through social	
media?	
Advertising	
Is your advertising staff is able to	Yes.
provide competitive digital services	
to merchants?	
Do you use "real time" ads?	Yes
Does your advertising department	Yes
sell "digital services", such as	
helping merchants with website	
production?	
Does your ad department sell	Yes
electronic coupons or other modern	Sells "Yahoo Behavioral" ads
digital products?	
Assessment	
How do you assess your digital	Yes with "Omniture Totrack"
news/information products?	Also track "source of traffic"
•	

Valid Sources, "Who Needs Newspapers?" project; 1916 Pike Pl., Ste 12 #60, Seattle, WA.98101 www.whoneedsnewspapers.org

Daga viewa?	Ayaraga 5 0 to 6 2M/maga yiqyis/manth
Page-views?	Average 5.9 to 6.3M/page-views/month
Monthly uniques?	About 600K/unique/month
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?	
Do you use AP Style in your digital	
products?	
Revenue	
Do you charge for any digital news	E-edition
products?	
Which products and how much?	E-edition \$0.39/week; Prep Sports app (\$0.99/iTunes)
Digital Delivery Systems	
What delivery systems do you	
employ?	
E-edition? (software?)	Yes
Smart Phone - apps	
iPhone	Yes; also have prep sports app
Android	Yes; also have prep sports app
Blackberry	No
Palm	No
Tablets	
iPad	Working on iPad app
Kindle	No
Knowledge products	
Do you offer "knowledge	Commemorative Issues
products," such as books,	Niche Magazines: BusINess, Get Healthy, Shore, Viva, Shore Bride
magazines, and television or radio	Thene magazines. Bush tess, Get Healthy, bhole, viva, bhole Blide
programs in addition to the core	
daily paper?	
Is there a central digital content	There will be with TCMS system
pool from which these products are	There will be with Telvio system
created?	
Do they make money?	Yes
In what other ways are digital tools	105
used in the business operations and	
marketing at your news	
organization?	
Future	
Do you foresee your news	Not in the next five years.
Do you loresee your news	THOU III WE HEAT HAS A SEALS.

Valid Sources, "Who Needs Newspapers?" project; 1916 Pike Pl., Ste 12 #60, Seattle, WA.98101 www.whoneedsnewspapers.org

Backgrounder The Times: August 17, 2010		
organization offering one hundr	ed	
percent digitally-delivered		
news/information products in th	e	
foreseeable future? (See Intervi	iew)	
<b>Sources of Information</b>	NY Times Technology pages; Wired; Poynter online; TechCrunch;	
	MediaBistro; networking with Lee Enterprise digital managers; Google	
	searches.	