

Backgrounder
The Times: August 17, 2010

Newspaper	The Times	
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	Bill Masterson	
Start Date	2006	
Phone number	(219) 933-3330	
E-mail	bill.masterson@nwitimes.com	
Newspaper Staff		
Total FTE	359	
Publication cycle	Daily	
Current Circulation		2007 Circulation ¹
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	
Sources of Revenues	<i>Percentages – 2010 Estimated Percentages by Revenue Category then changes from '08</i>	
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	
Considering a pay wall?	Possibly, based on Corporate direction	

¹ Source:2008 Editor & Publisher International Year Book

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Executive Editor	
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	
Total FTE	
Reporters	54 “staff writers”
Managing editors	See below
Assignment editors	See below
Copy editors	Total editors = 31
Photo	6 Photographers
Online & Video	
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
	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, 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 for digital media	Yes; all have access to a Total Content Management System (TCMS), developed by Lee enterprises and Town News
Capabilities	

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

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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 products?	E-edition
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 products," such as books, magazines, and television or radio programs in addition to the core daily paper?	Commemorative Issues Niche Magazines: BusINess, Get Healthy, Shore, Viva, Shore Bride
Is there a central digital content pool from which these products are created?	There will be with TCMS system
Do they make money?	Yes
In what other ways are digital tools used in the business operations and marketing at your news organization?	
Future	
Do you foresee your news	Not in the next five years.

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organization offering one hundred percent digitally-delivered news/information products in the foreseeable future? (**See Interview**)

Sources of Information

NY Times Technology pages; Wired; Poynter online; TechCrunch; MediaBistro; networking with Lee Enterprise digital managers; Google searches.