

**Backgrounder**  
**Lawrence Journal-World: Interviewed June 2, 2011**

<b>Newspaper</b>	<b>Lawrence Journal-World</b>
<b>Owner</b>	The World Company (private)
<b>Address</b>	609 New Hampshire, Lawrence, KS 66044
<b>Phone number</b>	785-843-1000
<b>URL</b>	LJWorld.com
<b>Circulation</b>	20,508
<b>Chairman, The World Co., Editor, Lawrence Journal-World</b>	
Name	<b>Dolph C. Simons Jr.</b>
Start Date	1941 (carrier boy)
Phone number	785-832-7122
E-mail	dsimonsjr@ljworld.com
<b>Newspaper Staff</b>	
Total FTEs	230
<b>Publication cycle</b>	7 days, a.m.
<b>Current Circulation</b>	<b>2007 Circulation<sup>1</sup></b> daily, 18,917; Sunday, 19,072. We did not have an e-edition in 2007.
Weekdays	20,508 (4,324 e-editions included in this ABC number)
Sundays	20,361 (4,070 e-editions included in this ABC number)
E-edition	See above.
<b>Price</b>	
Weekday newsstand	\$.75
Sunday newsstand	\$1.25
Subscription annual	\$193.74, plus tax
E-edition	\$8.10 per month, plus tax; \$1 for print subscribers
<b>Ancillary Businesses</b>	The World Company operates weekly newspapers in Douglas, Leavenworth and Johnson counties in Kansas, and Sunflower Publishing, a magazine and directory division. The company also has a nationally recognized Web division, and a software operation, Mediaphormedia LLC.
<b>Newsprint for Lawrence Journal-World only</b>	
Tons/annual	1119 short tons, 2010
<b>Sources of Revenue</b>	<b>Percentages</b>
Circulation	16.28
Display ads	33.64
Inserts	12.56
Special Sections	Not tracked separately
Classified	11.35 ( <b>Note:</b> no classified display)
Legal Notices	2.20
On-line Ads & Fees	9.94
Other (Magazine)	14.02

<sup>1</sup> Source: 2008 Editor & Publisher International Yearbook

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Trends/Changes over 3 years	Varies. Circulation up. Display flat. Inserts up. Classified has been down, but is reversing this year. Legals vary annually. Internet up. <b>Note:</b> Figures do not include commercial printing operations, weekly newspaper operations, or software division.
<b>Digital</b>	
Pay wall?	No.
Considering a pay wall?	Continually discussed.
<b>Advertising</b>	
Is your advertising staff 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, particularly through our "Marketplace" product. Otherwise we typically are not in the website production business.
Does your ad department sell electronic coupons or other modern digital products? Other?	Yes. We have the Lawrence Giveback program, which incorporates those features and is a form of loyalty program involving locally owned businesses that yields a tangible benefit to local charitable organizations.
Do you generate revenue in partnership with outside digital vendors such as Yahoo? If so, who are they?	No
<b>Managing Editor</b>	
Name	<b>Dennis Anderson</b>
Start date	4/05
Phone number	785-832-7194
E-mail	danderson@ljworld.com
<b>News Staff</b>	
Total FTE	38
Reporters	14
Editors	8 editors/ 4 copy editors
Photo	4
Web Editor	4
Other:	4
<b>Bureaus</b>	Topeka (1) as needed for state government
<b>Coverage</b>	<b>More than 50% of their time</b>
Local government	Yes
Courts	Yes
Public safety	Yes
County government	Yes
School Board	Yes
Business	No
Sports	2 – KU; 2 part-time H.S.; 1 part-time Big 12
Entertainment & arts	Editor/ "Go" editor/1 FT writer
Environment	SunflowerHorizons.com staff

**Backgrounder**  
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Health care	1 health reporter
Education & Higher Education	2
<b>Do you assess online news content?</b>	
Number of sources?	
Writing or visual journalism impact?	
Other	
<b>Asst. Director, Digital Strategy</b>	
Name	<b>Jonathan Kealing</b>
Start date	2010
Phone	785-832-7221
E-Mail	jkealing@ljworld.com
Website start date	April 1995
Digital News Staff	
Size?	
Sufficient?	
Organizational chart & job descriptions.	
IT Staff (If separate)	½ time web producer
Size?	Entire news staff posts and edits for the web
Corporate Support or Consultative support? (Yes or No)	None
Capabilities	
Web platform software?	Django – open source
Content management system: software?	Ellington
Do your organization staff members write code?	Yes
Number of coders?	5
Proprietary or open-source code? Why?	Open Source
Flexibility & response time	Very flexible; can create templates as needed.
Can you change web platform – coding, architecture, software -- at least once a month? Do you?	Yes
Can you add new functionality promptly as it becomes available?	Yes
Digital Tools utilized	
Crowd sourcing?	Yes; ESP via Twitter
Data visualization?	Yes
Investigative reporting?	Yes
Documentary video?	Yes
Any other kinds of digital tools being used? If so, what?	UStream – live streaming video
Social Media	
Cite social media used:	Facebook # Friends? Yes – 2,000 LJW “friends” (more on sports sites) Twitter -- Yes; 6200 LJW; 10,000 KU sports Etc.
To what extent is your newspaper connected to	Actively connected mainly to promote readership for

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people through social media?	website and newspaper.
What is the overall organizational commitment to collecting, creating, shaping and delivering all your news/information products through these digital channels?	
Assessment	How do you assess your digital news/information products?
Number of Page-views/month?	LJW – 6M/monthly; KU Sports 5-10M/ monthly
Number of Monthly uniques?	LJW – 425K/monthly; KU sports 275K/monthly
Revenue/month?	
Cite other metrics you use?	Time on site 3-6 minutes; WellCommons – community comments
Do you assess news content?	Track “most-read”; track “most commented on”
How is data shared with news staff?	Shared periodically
Editing	
How are web stories edited? Are there different procedures (layers of editing) for web vs. print products?	Yes; except in severe weather stories
Do you use AP Style in your digital news products?	Yes
Revenue	
Do you generate revenue in partnership with outside digital vendors such as Yahoo? If so, who are they?	No Yahoo partnership; grant with J-Lab
Do you charge for any digital news products?	Replica e-edition, \$8.10 /month; 6,000 ee subscribers
Which products and how much?	E-plus, \$0.50
Digital Delivery Systems	What delivery systems do you employ?
E-edition? (Software used?)	Yes
Generic mobile apps software? Name it please.	Custom built for iPhone
Smart Phone - apps	Yes/No? Under development? Target date?
-- iPhone	Yes
-- Android	
-- Blackberry	
-- Palm	
-- Other?	
Tablets	
-- iPad	Under development
-- Other	
Kindle	
Any other systems?	
Knowledge products	
Do you offer "knowledge products," such as books, magazines, and television or radio programs in addition to the core daily paper? If so, what products?	Magazines: City Guide; City Magazines. Some Books as needed.
Is there a central digital content pool from which	

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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?	
<b>Future</b>	
Do you foresee your news organization offering one hundred percent digitally-delivered news/information products in the foreseeable future? (see interview)	Possibly.
If not: Where do you think the balance will settle?	The balance will likely settle on offering non-daily print products.
If so: How soon do you think this will happen? 5 years? 10 years? More?	It will likely happen in 10 years, but more likely closer to five years.
If you expect there will always be some news/information products delivered on newsprint?	The bottom line is print product will be published with less frequency and be around only as long as they are financially viable.
<b>Sources of Information</b>	
Where do you check to stay informed about digital developments?	Social Media (NY Times); Nieman; Romensesko; National News check; Poynter; TechCrunch; Mashable; Twitter feeds