

***Lewis County Press  
Quick Background***

**July 2019**

# Who We Are

- **Phil**
  - From Dubuque Iowa
  - 5 years on Wall Street
  - 12 years working for Sam Zell
  - 19 years serial entrepreneur
  - Co-owner Lewis County Press
  - Lives in Evanston Illinois
- **Bob**
  - From New Haven Connecticut
  - 18 years on Wall Street
  - 19 years entrepreneur and investor
  - Co-owner Lewis County Press
  - Lives in Lake Forest Illinois
- **Patrick**
  - From St. Louis
  - 12 years senior software developer
  - 7 years engineering leadership
  - Diverse experience with a series of successful startups
  - Co-owner Lewis County Press
  - Lives in St. Louis

# **Our Newspapers**

## **Date Acquired (Circulation)**

- July 2010; *Press-News Journal* (1,464)
  - Lewis County Missouri
- May 2011; *The Macon County Home Press* (10,821)
  - Macon County Missouri
- June 2012; *Monroe County Appeal* (2,300)
  - Monroe County Missouri
- December 2012, *DeWitt Era-Enterprise* (1,634)
  - Arkansas County Arkansas
- May 2013, *The Lamar Democrat* (1,475)
  - Barton County Missouri
- July 2013, *Ralls County Herald-Enterprise* (1,565)
  - Ralls County Missouri
- July 2014, *The Vedette* (1,295)
  - Dade County Missouri
- June 2015, *The Marlow Review* (2,044)
  - Stephens County Oklahoma
- February 2016, *The Cherokeean Herald* (3,043)
  - Cherokee County Texas
- May 2018, *The Current* (2,000)
  - Fulton County Kentucky
- September 2018, *Blackwell Journal-Tribune* (1,170)
  - Kay County Oklahoma

# ***Monroe County Appeal***



***The Country Editor*** — Norman Rockwell, 1946

# **Our Philosophy**

- **Mission:**
  - **Strengthen communities by delivering (print; web; social; and mobile) proprietary local news and editorial supported by advertising and subscriptions**
- **Local Staff for Local Paper**
  - **Immersed and committed to their community**
  - **Local voice**
  - **Zero corporate involvement in editorial;**
  - **we read the paper after it has been printed**
- **Centralize or Outsource**
  - **IT, web and mobile**
  - **Printing, labeling and delivery**
  - **Accounting and treasury**
  - **Circulation and renewal management**

# **Our Thoughts on Content**

**(always subordinate to views of local editor and publisher)**

- **Weekly column or editorial on local subject with own voice**
- **Cover community events, government meetings, local sports, etc.**
- **Develop relationship with local schools so that they suggest student of the week and supply photos (sports and events), scores, student art of the week, coaches, administrators and faculty commentary and columns, etc.**
- **Develop community correspondents to provide the chicken dinner reporting (Including photos)**
- **Develop relationship with local charities and community organizations (churches, Elks, softball league, chamber of commerce) to get minutes reports and photos**
- **Feature story on business, community leader or local “personality” of the week**
- **Develop relationship with churches to get a pastor’s column plus reports and photos of events**
- **Lots and lots of photos. Many stories may be simply a photo with 1-3 line cutline.**
- **For example, rather than a 2x6” story “Heat Can Be a Killer,” a photo of a local bank’s thermometer with a 3-line cutline.**
- **Post stories on web as written (virtual daily)**
- **Provide web training to enable correspondents and other content generators placement of photos and stories on website**
- **Nothing unrelated to the local community. For example, if it’s about Afghanistan, then should be local kid’s experience on patrol**
- **No filler. A photo of a local tree is better than filler**

**Just Our Thoughts; Local Editor  
and Publisher Determine Content**

# **Our Requirements of Local Staff**

- **Be Ethical, Honest and Obey the Law**
- **Get Out the Paper Each Week**
- **Immerse Yourself in the Local Community**
- **The Paper Must Make Money**
  - **Which Means People Must Want to Read It**
  - **So Advertisers See Results**