

SUN SENTINEL INTEGRATED NEWSROOM

Why integration?

Why integration?

Faster

Flattened hierarchy for quicker publishing, better communication

More versatile

Cross-trained staffers serve multiple platforms

More efficient

Fully integrated newsroom and multimedia staff shares responsibilities

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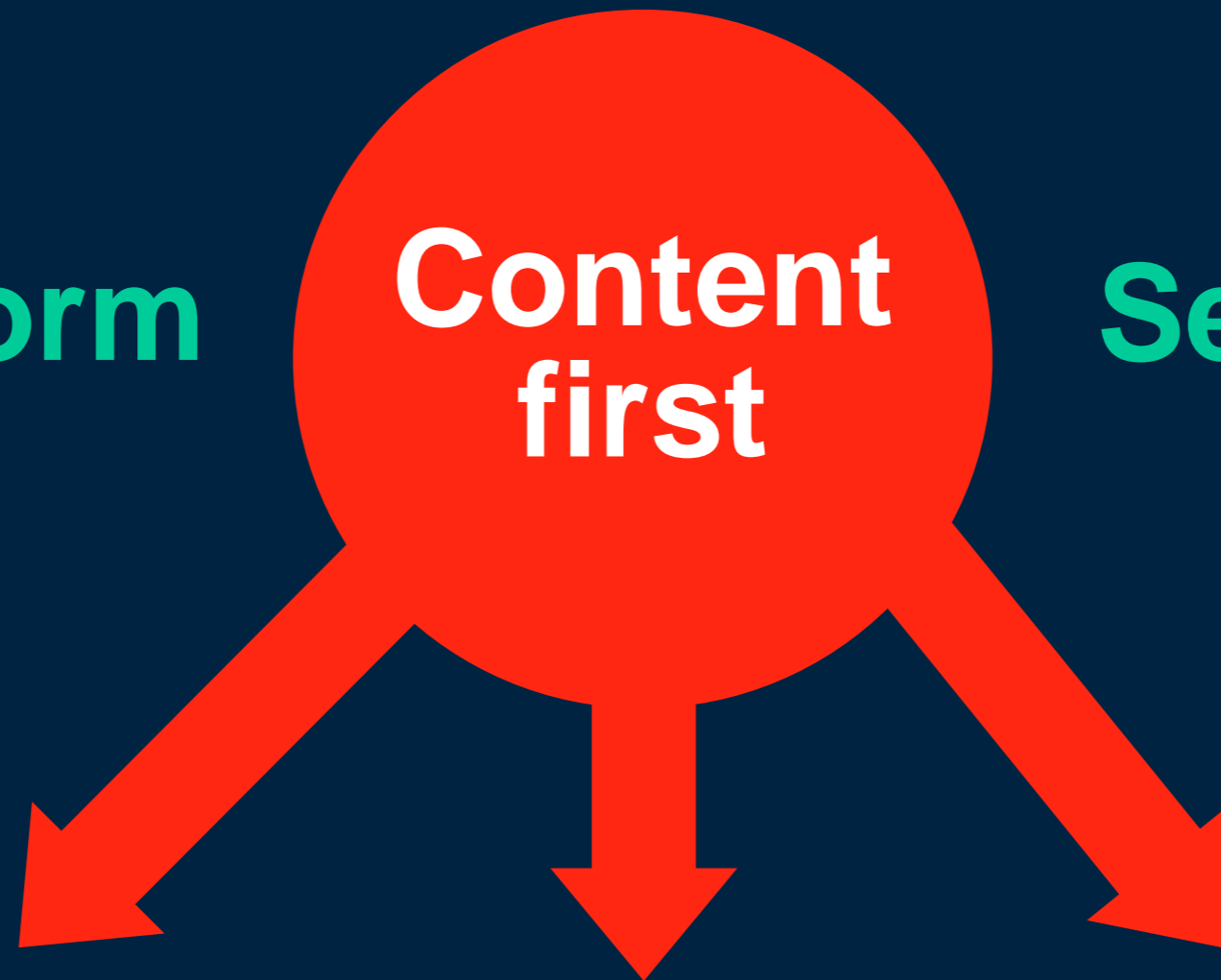
Fully integrated newsroom and multimedia staff shares responsibilities

Guiding Principles

Platform

Content
first

Second



ONLINE

PRINT

TV

Most work is done in media-neutral, then distributed.

Guiding Principles

Quicker publishing, fewer layers of communication



Flattened
hierarchy



Guiding Principles

Reporting



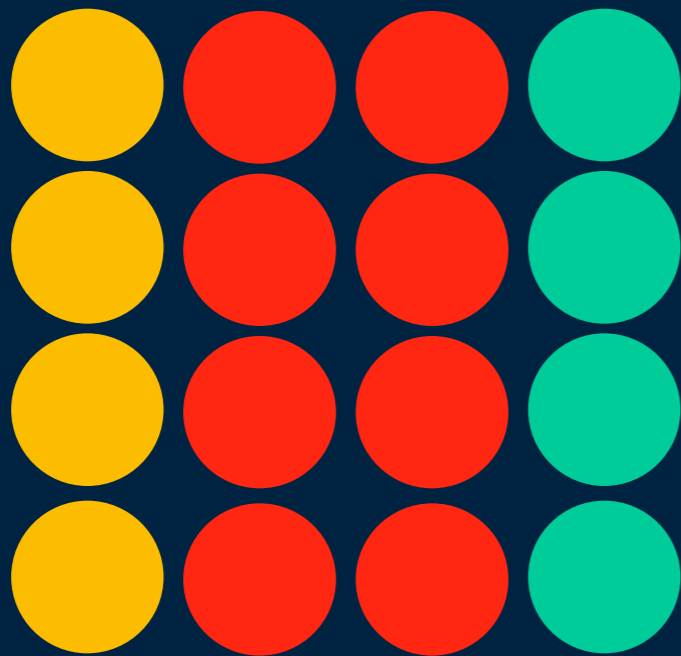
Video

Blogging /
Online functions

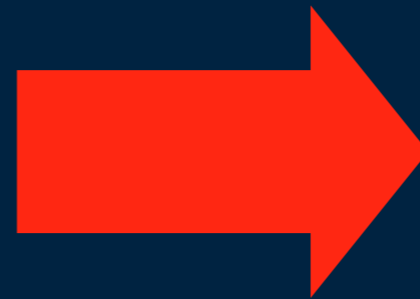
Cross-trained staffers now serve numerous roles
across several platforms.

Guiding Principles

Before



**TV, Online and Print
working in parallel**



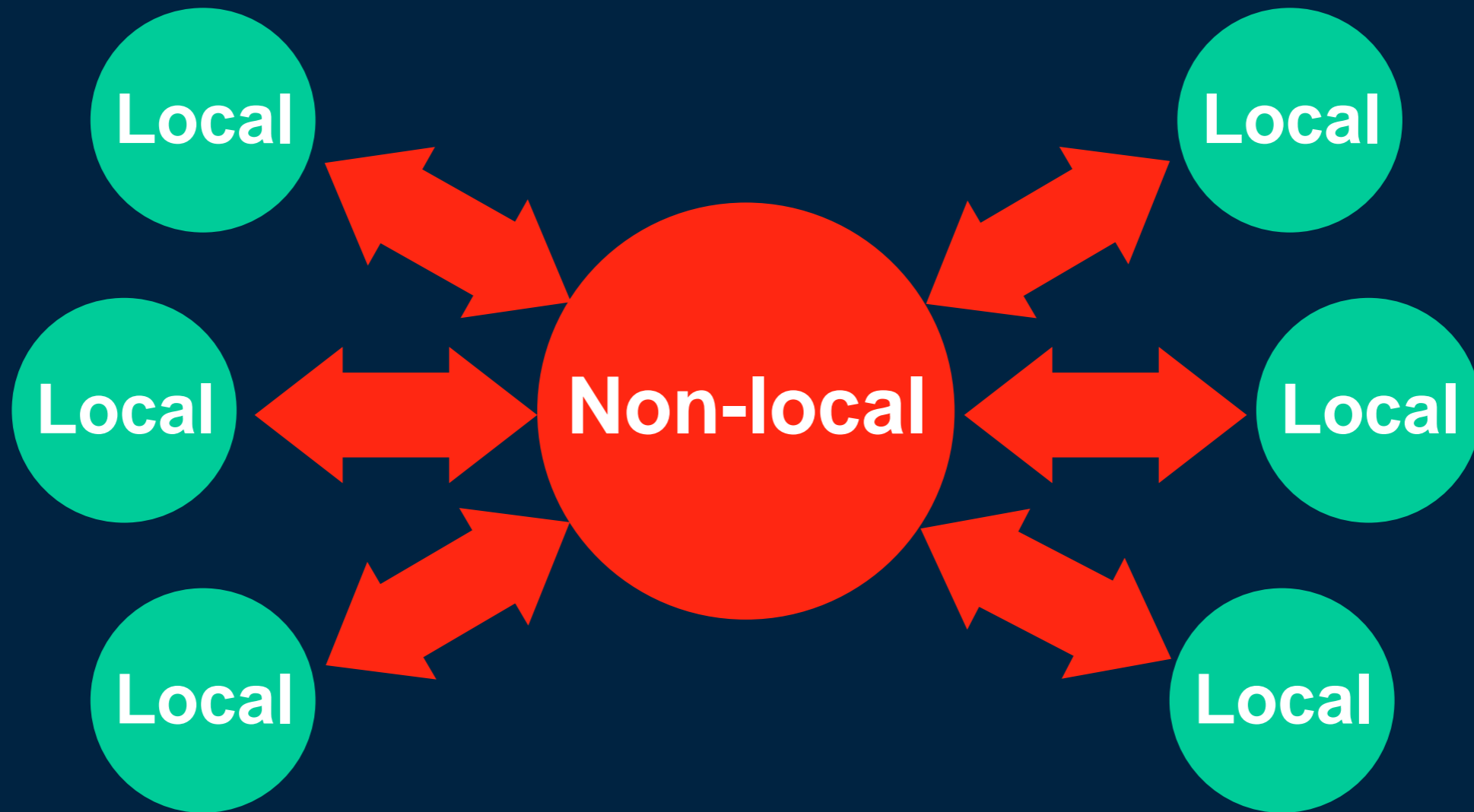
After



**All skills dispersed
throughout newsroom**

**Staff is a fully cross-trained, integrated team
with shared multimedia responsibilities.**

Guiding Principles



**Local units focus on local content:
Non-local content produced once and shared among all properties.**

SUN SENTINEL INTEGRATED NEWSROOM

Structure

Structure



Structure



Head of Online (DME/Online) Responsibility for overseeing the market's digital content, primarily website, but also mobile content, to meet a market's audience and revenue goals.

Oversees the topic managers as it relates to the content they produce for SunSentinel.com. Has day-to-day responsibility for home page and portal programming programming of the market's websites.

The head of online oversees new online strategies, projects and rollouts that require newsroom-wide coordination and training.

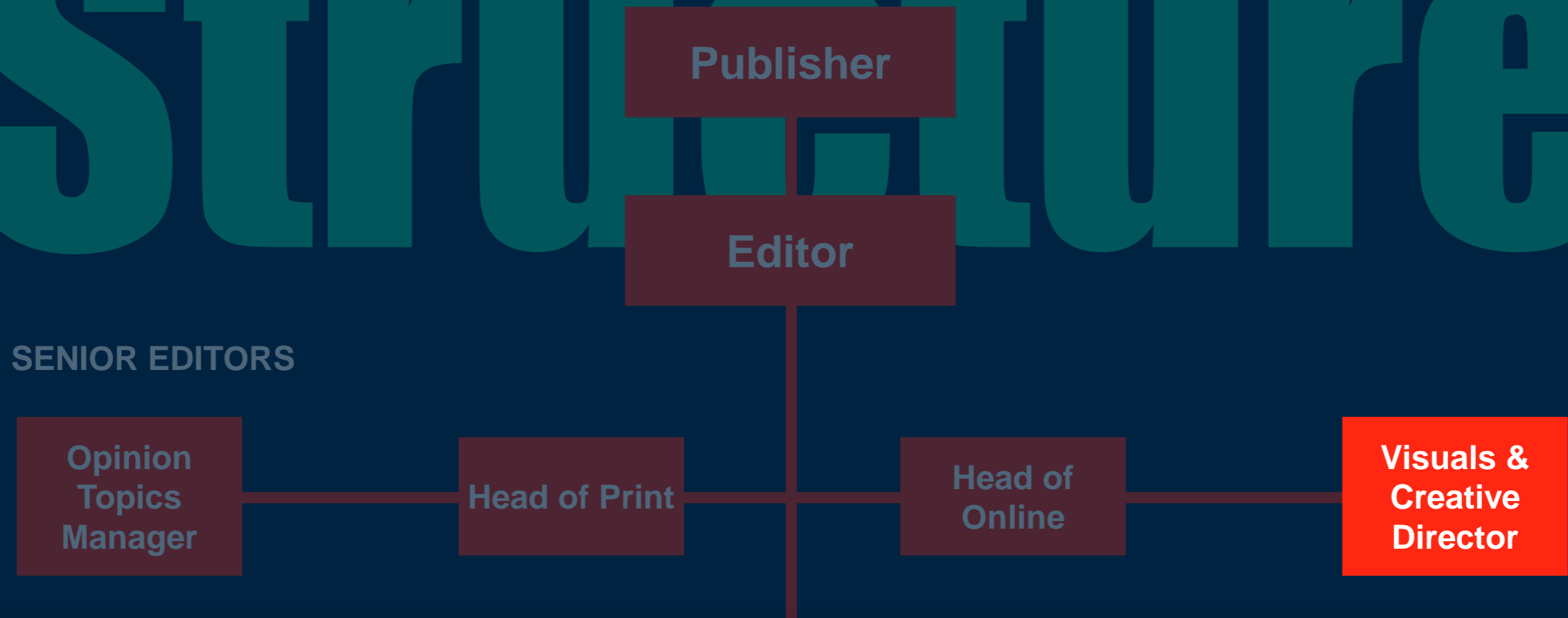
Structure



Head of Print (DME/News) Responsibility for overseeing the market's core produce content to meet the market's audience and revenue goals. Oversees the topic managers in coordination with the head of online as it relates to the produced content that will be reverse-published or published exclusively in the print core product.

Has day-to-day responsibility for carrying out the content plan for page one and all daily, advance and weekend sections. The head of print oversees new print strategies, projects and rollouts – both local and corporate initiatives – that require print-specific coordination and training.

Structure



Visual & Creative Director (DME) The creative director is responsible for the visuals for all platforms.

This person needs to be a key motivator for creativity and innovation in the company, with an emphasis on building audience and driving brand loyalty and marketability.

The visual team provides photo and video for online, print and TV, print, graphics, interactive graphics, motion graphics, design and illustration for all platforms.



Production Manager & Night Supervisor (DME) The night content and production manager oversees the publication of the print product, as well as the night production of SunSentinel.com. Also oversees all night content editors and page production staff.

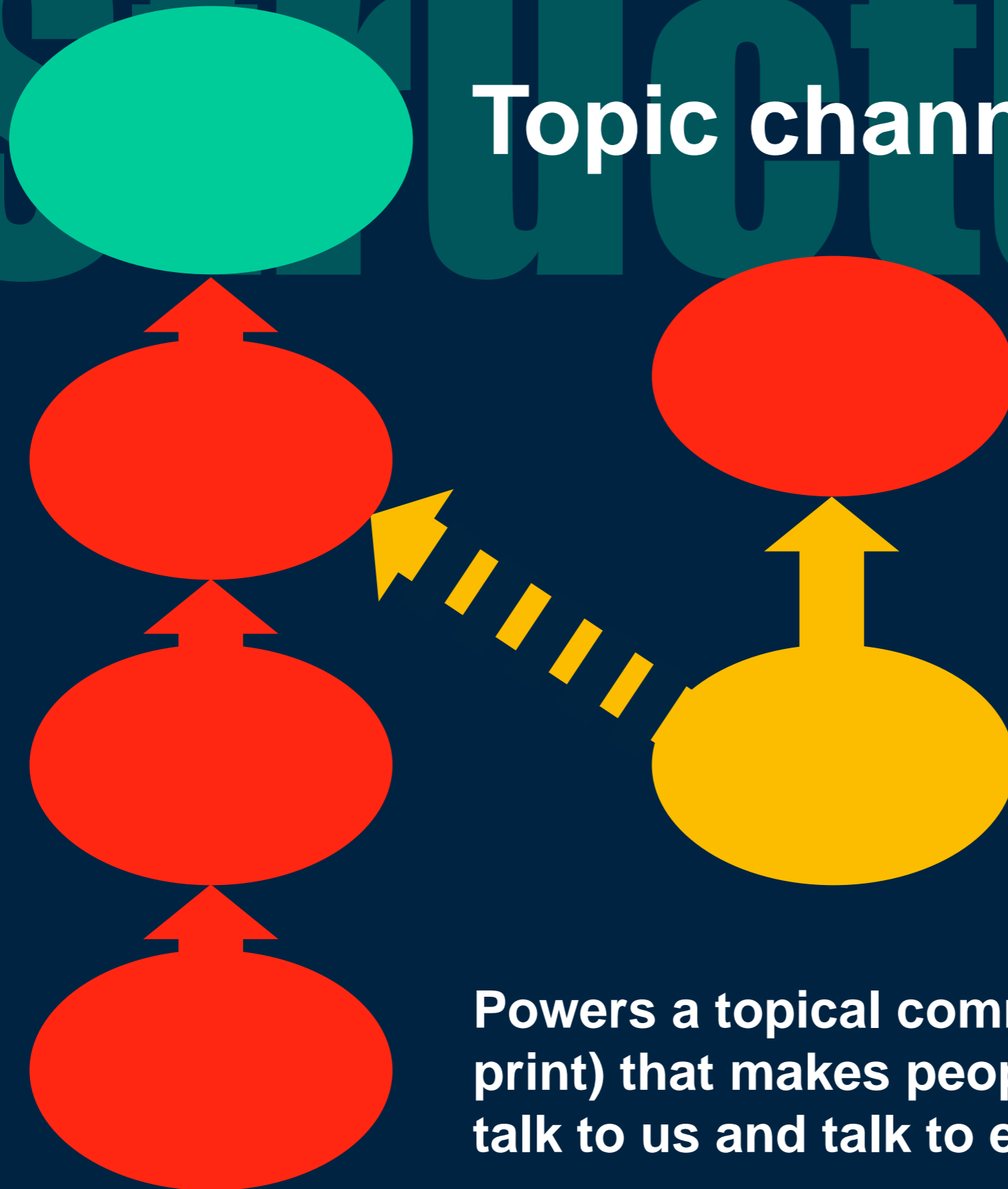
The night content editor positions platform-neutral content for the daily print product, tweaking headlines and giving edits to stories that are written during the evening production cycle.

Night content editors are also responsible for design of section fronts and evening updates for SunSentinel.com. The page production staff creates and maintains CCI templates and shape libraries.

**Production
Manager & Night
Supervisor**

Sun Sentinel

Topic channel structure



Powers a topical community (online and print) that makes people talk about us, talk to us and talk to each other.

Sun Sentinel Topic channel structure

Senior manager

Topics manager

Content editors

Reporter/
bloggers

Social media coordinator

Community manager



New titles are given to many newsroom staff to create alignment and focus on the integrated digital newsroom.

Senior
manager

Topic channel structure

Topics
manager

A host “emcee” topic expert runs a topical or local community and manages production.

Content
editors

Reporter/
bloggers

Senior
manager

Topic channel structure

Topics
manager

Content
editors

Assigns and edits stories for all media. Helps produce channel.

Reporter/
bloggers

Senior
manager

Topic channel structure

Topics
manager

Content
editors

Reporter/
bloggers

Reporters write, blog, shoot video
and inteact with social media.

Topic channel structure

Senior manager

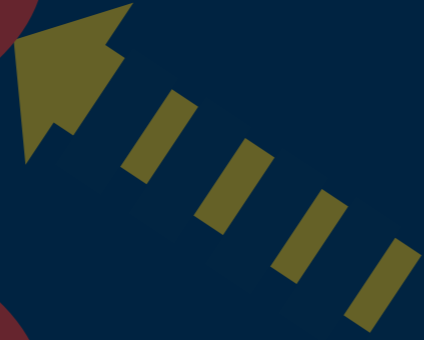
Topics manager

Content editors

Reporter/
bloggers

Social media coordinator

Community manager



The social media coordinator manages the social media efforts in the local market to achieve strategic audience objectives.

Topic channel structure

Senior manager

Topics manager

Content editors

Reporter/
bloggers

Social media coordinator

Community manager



Works with topics managers and content editors to generate community conversation and involvement.

SUN SENTINEL INTEGRATED NEWSROOM

Structure

Shared players work across all channels

Structure

Visuals

Photographers are cross-trained to shoot still and video for print, online and TV.

Graphics reporters are cross-trained for print, interactive and TV.

Designers help translate print presentation for online.

Shared players work across all channels

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Structure

Database Team

Research and build content databases.

Generate or support print and TV stories.

Searchable interfaces for user interaction online.

Shared players work across all channels

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Social media

Drive traffic to site using facebook, Twitter and other social media sites.

Coach the rest of the staff on doing the same.

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Structure

SEO

Optimize content for search engines.

Coach staff for SEO.

Shared players work across all channels

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SEO

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Coach staff for SEO.

Shared players work across all channels

Audience Goals

Grow local audience:

Increase local visits per month by 25% in particular.



Audience Goals

Grow local audience:

STRATEGY: Focus on unique local content

Take advantage of shared non-local content so that the highest concentration of resources can be focused on strategic local content for all platforms.

Audience Goals

Grow local audience:

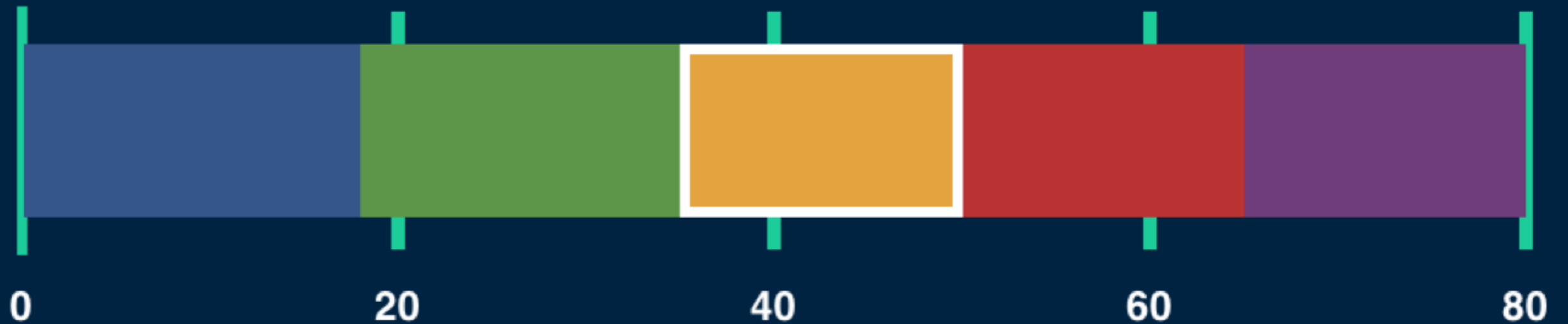
STRATEGY: Local aggregation

Become the most consistent aggregator of local content by linking to other major and minor websites whenever they have information of interest to our audience in order to enhance our depth and width on these subjects and to further our stature as a local portal.

Audience Goals

Grow with younger adults:

Increase penetration
of 35-50 year-old audience.



Audience Goals

Grow with younger adults:

STRATEGY: Smarter content programming

Use tools such as P2P to enhance our user experience, make content easier to find and better integrate the variety of content components that we offer. “Think Like the User” when placing content so that we position it in the places and ways they are most likely to look for it.



Audience Goals

Grow with hurried audience:

Engage working adults and those with children.

A SCHOOL TRAGEDY

Suspect: Boy, 15, said to have been enraged over text message
Victim: Girl, 15, in very critical condition, barely knew suspect
Arrested: Girl, 13, charged as accessory to attack LOCAL • PAGE 1

Out-of-state recruiting leaves many fuming

ATTRACTING NEW TEACHERS

Outlook

Editorials, letters to the editor and columnists »4 and 5

SUNSENTINEL.COM • SUNDAY, SEPTEMBER 21, 2008 • 5B

TRAIN PICKS UP SPEED
L.A.-VEGAS ROUTE ON TRACK » 6

Decision 2008 THE DEBATES

YOU KEEP THE SCORE

Grade each candidate's performance, then decide for yourself who wins the debate ... and your vote

Assign points for each candidate's performance in each category. Total each candidate's points; the candidate with more points wins.

The first debate of the presidential campaign is Friday. This scorecard for evaluating the presidential and vice presidential candidates in the coming debates is offered by Robert P. Watson, Ph.D. Watson runs the American studies program at Lynn University in Boca Raton.

5 Clearly helped himself/herself
 4 Somewhat helped himself/herself
 3 Neither helped nor harmed himself/herself
 2 Somewhat harmed himself/herself
 1 Clearly harmed himself/herself

What happens next?

After 90 days, you cannot just start making payments again. The lender may actually send your payment back, if you send it this late and have not been in contact.

FORECLOSURE NOTICE

KEEP OUT

After four months of not paying your mortgage, you will likely be served with a foreclosure notices.

You lose!

Tip: This schedule is a general one. South Florida courts are facing a backlog of foreclosure cases and could take longer to go through these steps. And, if you hire a lawyer and fight the foreclosure, you may be able to delay the sale for many months or avoid it altogether.

Next, 120 days after the sale, the sheriff will be at the door. You'll be thrown out of your home in 10 days.

In the next 30 days, you can expect your other

SUNSENTINEL.COM • SUNDAY, OCTOBER 25, 2008 • 5B

GAME OVER

How quickly do banks foreclose after payments are skipped?

We all talk about what if's.

One big what if that many South Florida homeowners have today has to do with mortgages. About one-third of South Florida mortgages are underwater, meaning the homeowners owe more than the home is worth at today's depressed prices, according to First American CoreLogic. Some homeowners are certainly wondering why they're sending in the payment on, say, a \$300,000 mortgage, when the house today would only sell for \$210,000.

Your options: Keep paying or try to change your loan's terms.

But some people wonder, what if I just stop paying the mortgage?

It may be a tempting idea, but it quickly leads to trouble. Here's what could happen if you don't pay the mortgage

Report to the credit bureau

If your payment does not arrive, your lender or servicer will report this late payment to the credit bureau by the first day of the next month. This can happen in as little as two weeks from due date to negative mark on your credit report.

Your credit score drops

The late payment report whacks your credit rating. Your credit score starts to drop, by 100 to as much as 200 points, if this is your only late or missed payment.

Cards are closed, rates rise

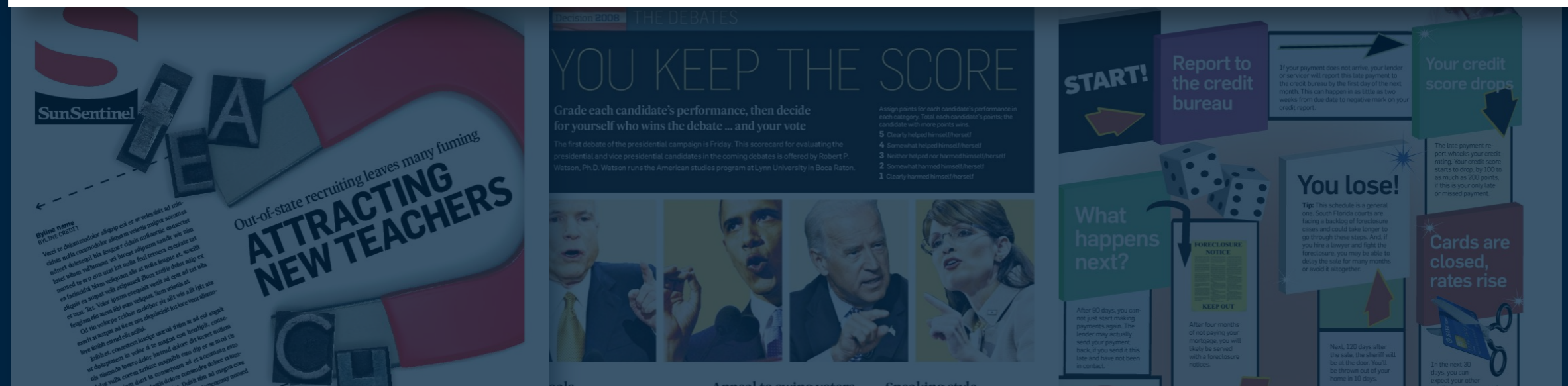
In the next 30 days, you can expect your other

Audience Goals

Grow with hurried audience:

STRATEGY: Keep content relevant and easily accessible.

Make the paper easily skimmable, using multiple headline layers, breakouts and visuals. Employ alternative story forms to make information easily accessible and more engaging.



Audience Goals

Increase frequency of use:

Create a sense of urgency and give readers a reason to come back.

SUNSENTINEL.COM • SUNDAY, SEPTEMBER 7, 2008

Eye in the Sky ON PATROL IN THE STRAITS » 6
Editorials, letters to the editor and columnists » 4 and

Outlook

Help Team » Consumer report

PROTECTING YOUR ID

10 million
Americans become victims of identity theft each year.

\$56.6 billion
Lost by businesses last year because of ID theft.

VICTIM OF ID THEFT? FILE A COMPLAINT
Federal Trade Commission's Identity Theft Hotline: 877-438-4288
Florida Attorney General's fraud hotline: 866-966-7226

INFORMATION ON ID THEFT
myfloridalegal.com/identitythft
www.identitythftassistance.org
www.identityfinder.com

Coming Monday
A closer look at how what you do on the Internet can expose you to identity theft.

In Your Money
Someone had applied for a credit card using my name. I felt violated and vulnerable. Then, it hit me: I've become a statistic, a victim of identity theft. A thief had taken my name, my credit and my identity and managed to spend more than \$8,000 (money that, I'm grateful I didn't have to pay). I still don't know who the culprit was or how it happened. All I know is that if this happened to me — a Sun Sentinel consumer affairs and watchdog reporter — it can happen to anybody.

Safeguards
Learn ways to keep your personal information private and what to do when it's not.

Former surgeon general sets high goals for hospitals

SUNDAY, SEPTEMBER 28, 2008 COUPONS • MORE THAN \$275 IN SAVINGS INSIDE PALM BEACH COUNTY EDITION • \$1.25

A STAR, A LEGEND

Paul Newman, actor and activist, dies at 83 PAGE 3

Tebow says sorry after Ole Miss stuns Gators SPORTS PAGE 1

STAYING AFLOAT

CAN THE BAILOUT PLAN STEER US CLEAR OF DISASTER?

\$700 billion
The price tag of the proposed bailout.

\$3,074
Cost to every one of the 227.7 million Americans older than 18.

10,600
Jobs lost in South Florida's financial services industry — banks, insurance, mortgage companies, financial advisors — since 2006.

Details
For information about the proposed bailout, go to SunSentinel.com/bailout

Crisis bites into retirement savings, mortgages and credit

Bailout deal inches closer

LOCAL
A lesson in waste
FPAZ officials got rid of trays in the dining hall after seeing how much food was being thrown out — and waste dropped sharply. Local, page 1

OUTLOOK
Times of struggle
Barack Obama's half-sister and a POW with John McCain describe how tough experiences shaped both men. Outlook, page 1

TRAVEL
Putting up a fight
Halloween at Universal Studios will be bigger and scarier than ever. Watch out for Bloody Mary at the eight haunted houses. Travel, page 1

Switch to the network with the best coverage.
More bars in more places — all.

SUNSENTINEL.COM • SUNDAY, NOVEMBER 15, 2008

RELAX & RECYCLE

Those recycling bins aren't just for paper and plastic anymore — and the process is more convenient. » Page 8

YOUR GUIDE TO MEDICARE

Narrow your choices.

Seniors and people with disabilities should study carefully before choosing a Medicare health care plan or drug-only plan for 2010. The Sun Sentinel charts on the following pages — and at SunSentinel.com/medicare — provide a snapshot that lets you make an initial comparison of drug-only plans and health plans.

Choosing a plan

Do you need Part D drug coverage?
If you have good drug coverage from an employer, retiree plan or federal program, it's probably best to stick with it and skip Part D altogether.

Health plan or drug plan?
Health plans such as HMOs often offer lower prices than the combination of Medicare plus a drug plan, but they usually restrict your choice of doctors, hospitals and medicine.

Don't just renew.
Even if you like your present coverage, double-check if it will still be best for you next year. Medicare plans are changing prices and coverage. Look for plans that fit your finances, but find out if they will cover the drugs you take, restrict the scope and let you use your doctors and pharmacy.

Sign up.
Once you choose a plan, sign up before Dec. 31. If you don't sign up, and don't have outside coverage, Medicare will charge you a penalty if you sign up later.

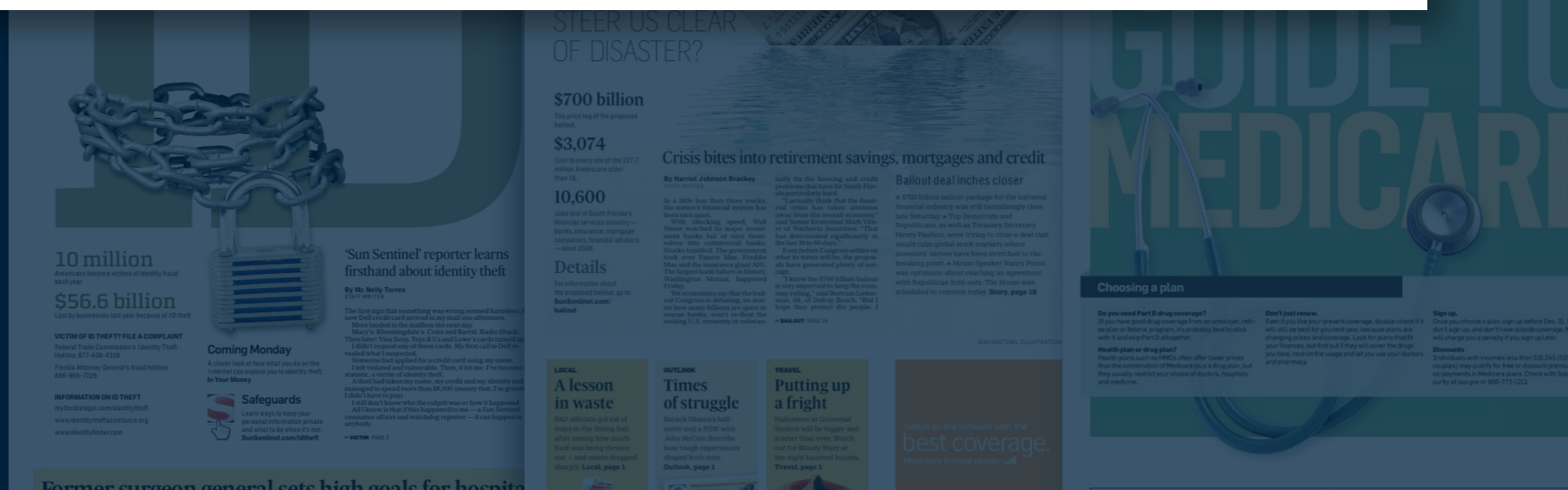
Discounts
Individuals with incomes less than \$36,245 (individuals) may qualify for free or discount premiums co-payments in Medicare plans. Check with Social Security at ssa.gov or 800-772-1233.

Audience Goals

Increase frequency of use:

STRATEGY: Focus on key traffic drivers

We've seen that crime/accident, sports, quirky/provocative, and personally useful/actionable content are the key drivers of our online traffic. We've made significant gains in crime and quirky content.

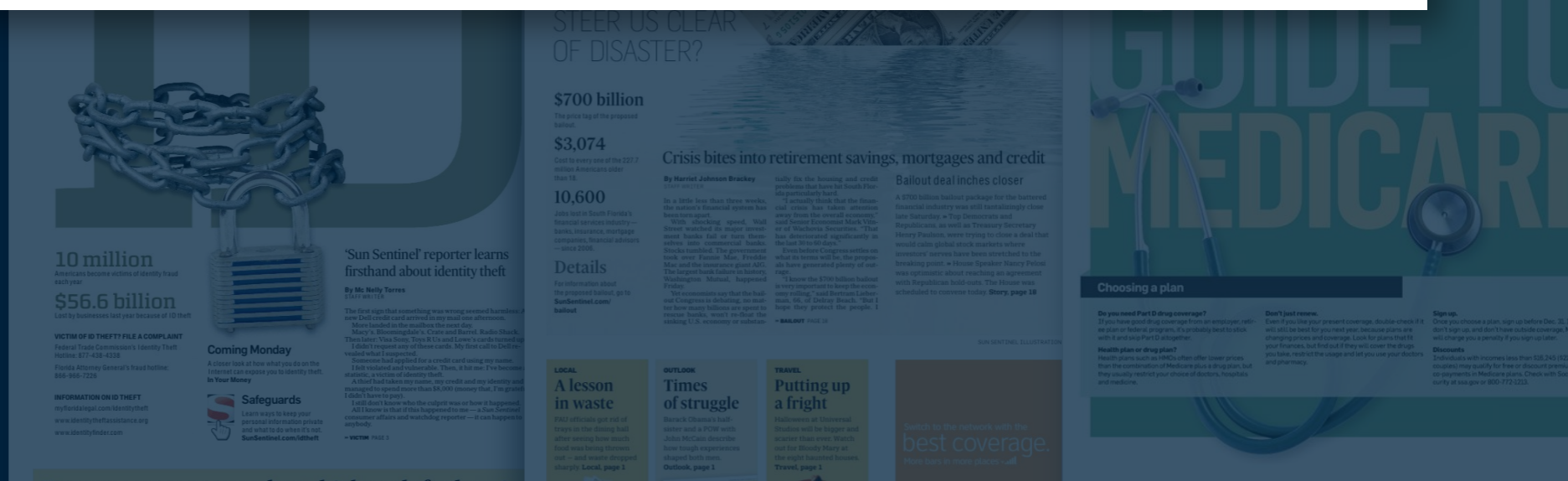


Audience Goals

Increase frequency of use:

STRATEGY: Become more useful life tool

Through improved content, enhanced display and SEO, expanded aggregation and increases in actionable, utility information, we will further develop our role in helping people make decisions about their life.

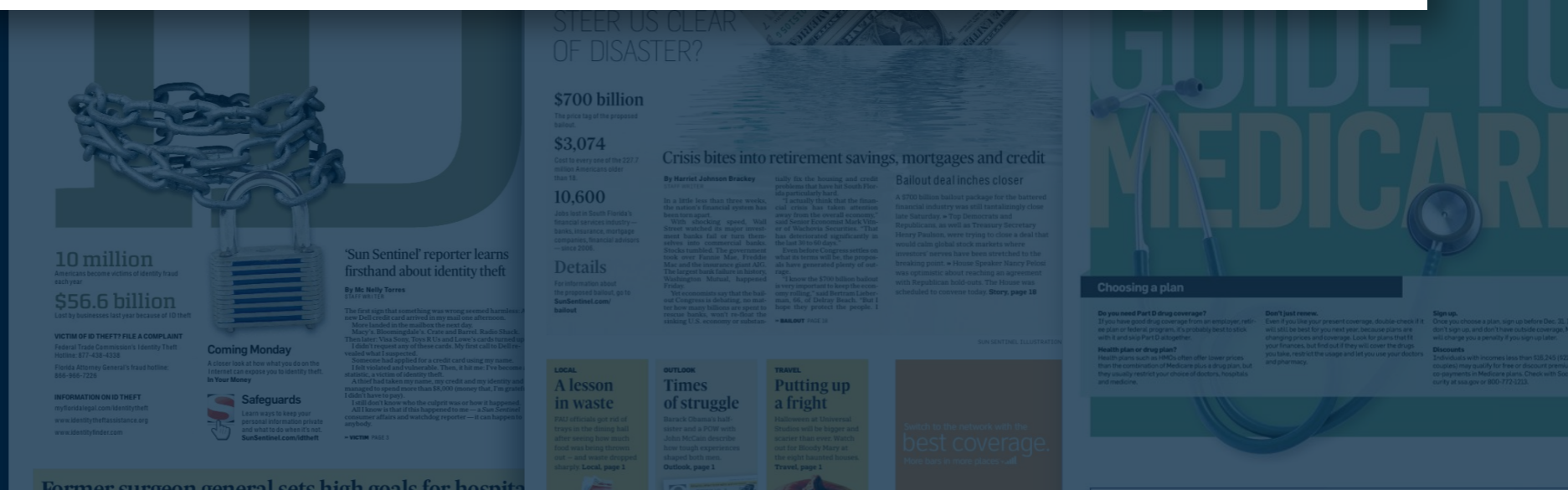


Audience Goals

Increase frequency of use:

STRATEGY: Audience participation

Make our site more engaging and interactive through use of polls, games and various forms of audience participation and social networking. Add more “personality” to the website.



Questions?

