



Lee Enterprises Announces Winners of President's Awards

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DAVENPORT, Iowa--(BUSINESS WIRE)--Oct. 17, 2003--Mary Junck, chairman, president and chief executive officer of Lee Enterprises (NYSE:LEE), announced today the winners of 2003 Lee President's Awards for News, Innovation and Lee Spirit, as well as finalists for Enterprise of the Year.

Individuals and teams who won the seven awards will be honored, along with the finalists for Enterprise of the Year, at a recognition dinner Nov. 11 in Chicago. The awards carry cash prizes totaling \$40,000.

"We had many, many truly outstanding entries for news, innovation and spirit, and we also had a long list of deserving nominees for Enterprise of the Year," Junck said. "Simply viewing all the stellar work serves as an inspirational reminder of why we're in such a wonderful business."

EXCELLENCE IN NEWS

The news award recognizes outstanding achievement in any aspect of journalism, from reporting and writing to photography, graphics and design.

The judges selected three winners:

- The staff of the Billings Gazette in Montana, for comprehensive coverage of a 20-day teachers strike and the surrounding turmoil. Describing the coverage as "remarkable," the judges said: "The paper's staff worked around the clock to report all sides of the story, not only the facts and developments but also the emotion and how the strike affected all parties. Coverage was comprehensive, compassionate and telling, with excellent writing and photojournalism." This is the third year in a row that the Billings Gazette has won a Lee President's Award for news. In 2002, Ed Kemmick received the award for an in-depth series about a slaying involving homeless teen-agers. In 2001, the Billings Gazette staff received the award for a series marking the 125th anniversary of the Battle of the Little Bighorn.
- Mark Mahoney of The Post-Star in Glens Falls, N.Y., for powerful editorials that have engaged the community, spurred improvements in governmental services and led to a series of local tax reforms. The citation says, in part: "In the past year, local county leaders have reduced taxes after being taken to task by a dozen editorials. The local amusement park will collect the correct amount of sales tax after editorials pushed reluctant supervisors into action to close a loophole in the tax law. There will also be a bed tax in tourist-rich Lake George after Mark's editorials chided politicians for their inaction. And finally, the town of Queensbury scheduled a special leaf pickup after Mark's editorial pointed out that most of the leaves were still on the trees last fall. Mark's editorials have made a difference in readers' lives."
- Sandy Miller of The Times News in Twin Falls, Idaho, who, along with city editor Chad Baldwin and managing editor Clark Walworth, won an 18-month freedom of information battle that ultimately was decided by the state supreme court. Then she used the information to report that the county-owned hospital was paying some of the highest wages in the country - and the reasons why. The judges praised her reporting for "fair-mindedness and community concern," and added: "By avoiding arrogance and taking care with fairness in both news stories and editorials, The Times-News offers a model for bringing the public along on public records battles."

Winners will receive \$5,000, a plaque and individual crystal engravings.

The judges awarded honorable mentions to:

- The Wisconsin State Journal in Madison for a major series on early childhood development, care and education, "an excellent public service, pointing out not only problems but also possible solutions."
- The Times of Northwest Indiana, based in Munster, for "strong community leadership" demonstrated by a year-long series exploring challenges facing the region - from transportation to health to governance - while providing ideas and hope.
- The Lincoln Journal Star for exemplary spot news coverage of the deadliest bank robbery in Nebraska history, in which five people were killed.

Judges for the news awards were Scott Bosley, executive director of the American Society of Newspaper Editors; Richard Cole, dean of the school of journalism and mass communications at the University of North Carolina at Chapel Hill; and Melanie Sill, editor of The News & Observer in Raleigh, N.C.

In July, reporter Darrin Mortenson and photographer Hayne Palmour of the North County Times in Oceanside/Escondido, Calif., received Lee President's Awards for outstanding localized coverage of the war in Iraq.

INNOVATION

The innovation award recognizes an individual or team for creating or significantly advancing a new idea, product or process that drives revenue, builds readership or serves customers better.

Three winners were chosen:

- The Lee Sales Development Team for leading sales blitzes that, over the last year, have generated new contracted revenue totaling more than \$12 million. Team members are Jody Andruss, Kali Belding, Sue Halverson-Natvig, Eric MacDougall, Peg Miller, Lori Ravellette, Monica Tews and Bob Williams. In the last 12 months, the team joined with 32 local sales staffs to target accounts in key categories, using sophisticated market research tailored for each advertiser. The citation says, in part: "They accelerate the process of driving successful projects across the company by helping sales managers with best practices, templated materials and training," adding: "Their enthusiasm, energy and professionalism is inspiring."
- Varinda Missett and Bill Williamson of the North County Times in Oceanside/Escondido, Calif., for developing "Auto Gold Rush," an innovative rebate program that protects the integrity of established rates while rewarding advertisers for spending beyond contract levels. In its first six months, the program has resulted in increased revenue of more than \$400,000 and is expected to become a model for other newspapers in Lee. Varinda is classified manager, and Bill is sales development manager.
- Christine Masters and Mike Buchler of The Times of Northwest Indiana, for applying Lee best practices to double website traffic at www.nwitimes.com and increase online revenue by more than 800 percent in one year. The judges said, in part: "This award recognizes both wonderful achievement at The Times and the power of Lee's online news, systems, marketing and sales models, which have produced continued impressive growth at all of Lee's newspapers - especially at the new ones."

The winning teams will receive \$5,000, a plaque and individual crystal engravings.

The judges awarded two honorable mentions:

- The Bismarck Tribune, for developing "Changing Places," a

newspaper version of the television show "Trading Spaces." The promotion also won Lee's Big Idea contest and has been shared across the company.

- The Southern Illinoisan, for "Mega Millionaire 2003," "demonstrating that an old idea can generate new energy, new excitement and new revenue," even after three years. The Globe Gazette in Mason City, Iowa, received a Lee President's Award in 2000 for creating the first version of "Millionaire," which uses coupons and prizes to drive both advertising and circulation revenue. Other Lee newspapers also have since built on the program.

Judges for the innovation category were Barbara Cohen, president and founder of Kannon Consulting; Herbert W. Moloney III, chief operating officer of Vertis North America; and Mary Alice Shaver, director of the Nicholson School of Communication at the University of Central Florida.

LEE SPIRIT

The Lee Spirit Award recognizes outstanding citizenship and personal commitment to the community and Lee.

The 2003 winner is Arleen Hubble, an advertising sales representative at The Daily News in Longview, Wash.

The nomination begins this way: "The date was July 4, 1998, two weeks after Arleen had surgery for breast cancer, and she was at her usual post in downtown Longview organizing the 'Go 4th' Parade," the city's largest. It was her 12th year organizing the event, and to outsiders she looked normal, except that all the time she had her hand on her right breast so her stitches wouldn't come out. It is with that spirit of determination that Arleen does everything." She also has organized the Christmas parade for 18 years, runs downtown street fairs to help local businesses, serves on the boards of the Drug Abuse Prevention Center and Crimestoppers, and volunteers with Relay for Life and Altrusa, a women's service organization. She also serves as the United Way communications chair, leads a breast cancer support group and helps decorate the city's Christmas tree, something she has done for two decades.

But there's even more: "Earlier this year, I was driving through downtown Longview on a Saturday, and she was planting flower boxes at the island in one of the main intersections," says Peter York, publisher of The Daily News. "There's no glory in this work, and I wouldn't have known she did this if I hadn't just come upon her working. To me, this underscores the selflessness of her volunteerism." He adds: "To top it off, she is one of our best sales representatives. This year she is more than 15 percent above last year."

ENTERPRISE OF THE YEAR FINALISTS

Finalists for Enterprise of the Year were selected for achievements in leadership and for excelling at Lee's five top priorities - revenue, readership and circulation, local news, online growth and cost control.

The finalists are: The Southern Illinoisan in Carbondale; the Herald & Review in Decatur, Ill.; the Globe-Gazette in Mason City, Iowa, and its surrounding weekly publications; and the North County Times in Oceanside/Escondido, Calif.

The Enterprise of the Year will be announced at the awards ceremony Nov. 11.

Photos and more information about the Lee President's Awards are available at www.lee.net.

Lee Enterprises is based in Davenport, Iowa, and is the premier publisher of daily newspapers in midsize markets. Lee owns 38 daily newspapers and a joint interest in six others, along with associated online services. Lee also publishes more than 175 weekly newspapers, shoppers and classified and specialty publications. Lee stock is traded on the New York Stock Exchange under the symbol LEE.

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