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## **Times of Northwest Indiana chosen for innovative industry project**

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The Times Media Co. is representing Indiana in an innovative project to gauge the business health of the nation's newspapers and lay out the next steps for the digital age.

The Times is among 10 newspapers in 10 states already profiled for the Who Needs Newspapers project, which plans to profile prominent, innovative newspapers in the nation's 50 states.

"Newspapers have been the watchdog for common people for hundreds of years," Times Publisher Bill Masterson Jr. said "Without newspapers, we wouldn't have a credible organization to monitor government or illegal activities that may go on with businesses or individuals."

Video interviews with Masterson, William Nangle, executive editor, and Chris Loretto, director of product development, are archived at the Who Needs Newspapers website at [www.whoneedsnewspapers.org](http://www.whoneedsnewspapers.org). They explain innovative products and programs that are taking The Times into the digital age.

Those products include the newspaper's website, [nwi.com](http://nwi.com), and its new community websites, such as [www.crownpointcommunity.com](http://www.crownpointcommunity.com). Also explained in the video interviews are The Times' conversion to a new editorial software program that disseminates Times news reports to a variety of online and niche publications.

Who Needs Newspapers is the first project of Valid Sources, a nonprofit organization formed this year to identify and promote excellent, ethically balanced journalism. The Who Needs Newspapers project in part is intended to overcome the misconception that news is a free commodity.

"We decided to look at what's happening to local newspapers since that's where most of the basic information used by the wire services, Google, Yahoo and the Internet comes from," said Paul Steinle, president of Valid Sources.

The Times was chosen as the Indiana site for Who Needs Newspapers because of its national reputation, with the Audit Bureau of Circulations finding it to be the fastest-growing, English-language daily newspaper in the nation in 2008.

"We are honored officials of this prestigious national program selected The Times to represent the many fine newspapers in Indiana," Nangle said. "It is our goal to serve as the connective tissue in Northwest Indiana by providing relevant information in multiple formats."

Masterson said people turn to The Times' print and online editions for the same reason they have turned to newspapers since the Boston News-Letter first hit the streets of the

Massachusetts Bay Colony in 1704.

"When there is a tragedy or any important event, people look to the newspaper to get the authoritative story," Masterson said.

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