

LexisNexis Customer Testimonial
LexisNexis™ at www.nexis.com
Dick Cooper, Research Services Manager, Philadelphia Newspapers

'The Best Reporting Tool Since the Telephone'

LexisNexis™ is a Trusted Productivity Tool for the Nation's Newsrooms

Philadelphia Newspapers relies on LexisNexis to support critical decision-making and drive productivity by delivering on-point, authoritative information.

Over 450 reporters, researchers, editors, graphic artists, and photographers at *Philadelphia Newspapers* use LexisNexis at www.nexis.com to accomplish everyday tasks ranging from verifying the spelling of someone's name to locating a suspected terrorist supporter in Frankfurt, Germany.

Unparalleled Information

In fact, research services manager Dick Cooper reports that 75 percent of the searches by research staff begin with LexisNexis. "That shows that, clearly, it is a useful tool," he said. As a provider of research services to two daily newspapers, the *Philadelphia Inquirer* and the *Philadelphia Daily News*, Cooper knows the value of information and believes LexisNexis does as well. "The ability to search for documents back to 1980 and to retrieve the full text is unique and critical to the stories we develop on a daily basis. Other services provide full text for only the last 60 days. Beyond that it is abstracts." That's not good enough for daily newspapers.

Cost Savings

In addition to providing access to the right information, Cooper says LexisNexis provides significant cost savings to the papers. "Now that each of our reporters has access to *nexis.com*sm, our news researchers have time to conduct deeper, more intense searches for special stories. Having the service accessible to all reporters is extremely efficient and ensures that the research team is used in the most important situations," explains Cooper.

Improves Efficiency and Effectiveness

According to Cooper, in the newspaper business, speed, and accuracy are everything. "*nexis.com* helps us perform under the most extreme pressure and produce accurate results." For example:

- Shortly after September 11, 2001, the government released the names of 250 suspects of terror. Six of the largest Knight Ridder newspapers split up the names and each research team only had to perform a small amount of searches on *nexis.com*. They shared the results and were able to research most of the names in record time—about three hours.
- By using LexisNexis, a reporter was able to find a previous address of a woman who was murdered near a train station, which turned out to be the home of her parents. The paper was the first to have an interview with her parents.

Finally, *nexis.com* doesn't stop at ensuring efficiency and accuracy. Cooper enthuses, "LexisNexis' 24-7 service and support are excellent. The company's one-on-one training can't be beat. As one reporter put it, 'LexisNexis is the best reporting tool since the telephone.'"

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