

**CASE STUDY**

# Lee Enterprises

Champions Local-Market Journalism with  
Help from Indispensable Research Platforms



In a vast media landscape—where global headlines often dominate—Lee Enterprises journalists speak to the heart and soul of local communities. Specializing in mid-size markets across 26 states, this media leader stands out with its extensive suite of newspapers, digital news products, and dozens of other specialty publications. Lee Enterprises doesn't just deliver local news; its journalists tell meaningful stories that resonate with the communities they serve. In addition, Lee Enterprises tailors digital marketing solutions, empowering advertisers and local business partners to make meaningful community connections. At the core of Lee Enterprises is a dedication to journalistic integrity and a deep-seated commitment to serving communities with best-in-class local news content.

**INDUSTRY**

Media

**SERVICES**

Provider and publisher of news, information, advertising, and digital services

**LOCATION**

United States, covering more than 70 markets and communities

**SOLUTIONS**

Nexis®

LexisNexis® Public Records

Lexis® CourtLink®

# Keeping Pace with the Demands of Modern Media

Today's rapid-fire dissemination of news represents both a boon and a challenge for media organizations now looking at the crossroads of responsibility and technology. Entrusted with the task of delivering daily newspapers and digital content to multiple markets, Lee Enterprises' commitment to journalistic integrity has never been more critical.

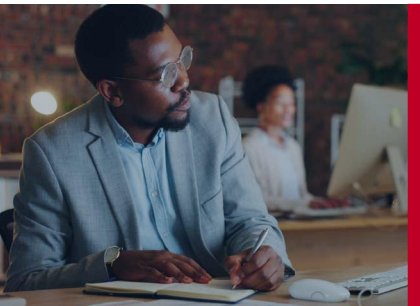
Lee Enterprises confronts myriad challenges daily. On top of competing for consumer attention in a noisy and saturated market, the battle against misinformation and disinformation continues to intensify. The resulting public skepticism has led to an unprecedented decline in trust for journalistic integrity. Faced with mounting pressure to publish news 24/7—without compromising accuracy—*how does Lee Enterprises arm their nationwide network of journalists?*



# Always-On Access to an Expansive Data Collection

In the relentless pursuit of well-researched local news stories, Lee Enterprises needs tools that help elevate the work of journalists across 70+ markets. LexisNexis provides the platform's journalists with access to pertinent sources of information to vet interview subjects, conduct background research, and add context to the news being produced. *"It means everything to us in our business, our industry and our newsrooms today to have a tool that allows us to dive even deeper into the people and the organizations that also serve our communities,"* says Jason Adrians, Lee Enterprises' Vice President of Local News. So pivotal, in fact, that Adrians – who has worked in the local news industry for more than 25 years – immediately expanded Lee's partnership with LexisNexis solutions when he moved into his current role at the beginning of 2022.

The LexisNexis solution ecosystem supports rigorous research and meticulous fact-checking. In addition to its flagship Nexis® research platform, featuring more than 45,000 sources of news, market and industry data, journalists rely on LexisNexis® Public Records and Lexis® CourtLink® to capture the insights needed to write compelling stories. Adrians notes,



“ From newsrooms in Casper, Wyoming, to Buffalo, New York, LexisNexis platforms give us not just the ability to seek information, but an added layer of security and transparency to know that we've done everything we can as a local news organization to provide factual, detailed stories for the communities we serve.”

# Support that Exceeds Expectations

For Lee Enterprises, the essence of LexisNexis goes beyond an extensive data collection and powerful search technology. Dedication to customer success is front-and-center too. From on-boarding support and user training to helping with search queries, the LexisNexis customer success team is available when Lee Enterprises calls. Adrians notes, “It’s like you guys never sleep. Support is always available to our journalists. I can tell you that there’s never been one time that we’ve ever felt let down by LexisNexis.”

In the fast-paced realm of journalism, possessing the right tools can be a game-changer. For Lee Enterprises, LexisNexis remains an invaluable ally, championing the essence of local stories with utmost accuracy and credibility. To sum up, Adrians shares, *“We’ve had it for so long and we’ve come to appreciate it so much that I don’t want to envision an environment or a world without LexisNexis.”*

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**Jason Adrians**

Lee Enterprises  
Vice President of Local News

Discover the LexisNexis difference for yourself.

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