



NEWS 2020

LEE ENTERPRISES

Drive audience growth

in print and digital through
key audience channels

***Increase use
of shared content***

in print and digital to enhance
value and efficiency

***Measure and act quickly
on opportunities***

identified in our digital
audience analytics

***Innovate and
differentiate content***

with advanced
newsroom structures

***Accelerate
content planning***

to generate more high-value
and relevant local content

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