

Statesman Journal MEDIA

Delivering Customers

Statesman Journal Media has deep roots in the community and, in fact, is older than the state of Oregon. Founded by Asahel Bush I, a name familiar in modern times with historic Bush House and Bush's Pasture Park, The Oregon Statesman published its first issue March 28, 1851 in Oregon City, and then moved to Salem two years later. The Capital Journal launched in 1888 and its first edition was published on a hand-cranked press in the Reed Opera House. Several more papers started up in Salem, but did not survive. Both the Statesman and the Journal were sold several times. The Gannett Co. bought both papers in 1974 and in 1980 the papers combined to create the Statesman Journal.

The Statesman Journal has evolved over the years and grown into a multimedia information company. The company has come a long way since the days of lead type that was set by hand, one letter at a time. Today, the Mid-Valley's most relied upon information source is involved in everything from blogs to Twitter, and local news updates are posted 24/7 on www.StatesmanJournal.com.

Statesman Journal Media is a complex operation. There are few businesses that create, manufacture, distribute and sell a completely new product each and every day, as the Statesman Journal does.

SEDCOR Member Since: 1983

Address: 280 Church Street NE, Salem, OR 97301

Website: www.statesmanjournal.com

Business Description: We are a multi-dimensional media company that provides news and information and connects businesses with consumers. We publish the Statesman Journal, a daily newspaper that serves the capital and Mid-Willamette Valley; www.StatesmanJournal.com, a website that's continuously updated; and seven community weeklies and three magazines.

Business Specialties: Providing comprehensive and in-depth local news and helping businesses grow their business with a variety of marketing and advertising solutions.

Business History: We are older than the State of Oregon. We have been publishing since 1851 and celebrate our 160th anniversary next year. Two newspapers, the Oregon Statesman and the Capital Journal, joined forces to become the contemporary Statesman Journal.

Essential Business Philosophy: Always try to do the right thing. Remember who we do this for – our customers and our community. Preserve, protect and enhance our credibility because that's the foundation of what we do. Care about the community.

Best Way to Stay Competitive: Be progressive and to meet the changing needs of our customers. Continually get better and improve what we do. Search out the best practices. Strive to exceed the expectations of your customers. Provide customers with meaningful, audience-based solutions. Be innovative for the right reasons.

Yardstick of Success: The satisfaction of our customers is paramount. Doing great journalism and providing great community coverage for readers and delivering results for advertisers is critical to our success.

How does your Company differ from your Competition: No one else provides as much local news and information as we can and no one else can reach as many people as we do. We reach about 75% of the adults who live here -- and touch them five times a week. Our website, www.StatesmanJournal.com, has more than 350,000 unique visitors each month. We can provide a mass audience for advertisers and we are also able to target and reach niche audiences.

What is most Challenging in Work: The economy has obviously been a challenge for all businesses. Technology is also changing so rapidly, and the ways consumers want to receive information continually changes. We have leveraged technology both for readers and advertisers. We provide news and information when, where and how people want to get it. We have also created new marketing and advertising solutions for businesses.



Early Statesman Journal Building - circa 1850.



Early newsroom at the newspaper - circa 1913.

Photos courtesy of
Statesman Journal

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Best Business Decision: The best decision has been to evolve from a newspaper company into a media company. We have broadened out and now have a robust website and many related websites (such as Cars.com and CareerBuilder.com), three magazines and seven community weeklies. This has enabled us to grow our audience and provide more ways for advertisers to reach customers. Another important decision was for the Statesman Journal to become more involved in the community and to contribute to our wonderful community.

Toughest Business Decision: The economic slowdown presented challenging decisions for most every business.

What is most Challenging in Work: We create a brand new product every day, which is something few companies do, and must distribute it quickly. With 24/7 journalism online, we must create new products even more often.

Company Affiliances: We supported about 50 non-profit organizations and events in 2009.

Major Clients: All of our customers are major clients.

SEDCOR Involvement: We have been a proud member and supporter of SEDCOR since 1983. We have an excellent relationship.

For information call 503-399-6829 or visit www.statesmanjournal.com.



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