

## WORLD ONLINE NETWORK

Where people go for news, sports, the arts and community.

# About World Online

December 19, 2001

Greetings,

The best way to begin any relationship is to slowly get to know one another. To kick off that process, I have compiled this overview of our **people, capabilities, applications** and **systems**.

I hope that this review will not only give you some basic information about World Online but will also serve as a springboard to the possibilities that exist.

Sincerely,

Bernie Re

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# People

**World Online** is an independent business unit of The World Company. It is made up of two groups: **Creative Group** and **Content Group**. Although these are located in different buildings and one handles mostly commercial accounts while the other mostly news content, they both cross over in many integrated ways to service client goals and news operations.

## Creative Group

- Kevin Dixon **manages this group** of designers and developers. He also serves as creative director, web designer and production manager.
- David Ryan is a **web developer/designer**. He manages our weekly news sites and has redesigned and configured, among other sites, the KU Apartment Department site, that we have partnered on with KU.
- John Van Sickle is our **senior web site designer**, working on commercial sites. He has designed web sites and e-commerce stores for dozens of local businesses.
- Sam Huss is our billboard banner, profile page and interactive Flash **designer**. He also works with the Content group daily in the video conversion of 6 News cable spots for online viewing.

## Content Group

- Dave Toplikar **manages this group** of online reporters and web production people. He is also our online editor, a working print/cable/online journalist and is the driving force behind breaking news and convergence within the online news operation.

- Ryan Ritter is our **online sports manager**. He covers KU sports from the audience perspective as a writer, photojournalist and videographer. He, like Dave Toplikar and Michael Newman, report, shoot and produce 90% of their own work for online publication. They all reflect what the converged newsperson of the future will look like.

- Michael Newman is our **online arts and entertainment manager**. He creates original works for online in words, pictures and video. Michael is also very knowledgeable in the banner-serving software we use online and supports Dave in the breaking news arena and Kevin in the web site design arena.

With his experience and talents we can use him as a resource in support of a variety of initiatives.

- We have **three part-time web producers who work nights** to get the content from the paper online: Carrie Brammer, Helen Brennan and Isaac Bell. They also work to bring other special advertising sections, additional photos, video and text online in support of daily print and cable stories.

- We also have an **online sales and marketing person**, Dave Mead. Dave works with our commercial web site accounts and online advertisers.

- As **online general manager**, I direct the groups, organize and keep the focus on producing successful news, sports, arts and community web sites and goal oriented commercial and advertising work.

# Capabilities

Our **Creative and Content Groups** operate in a **multi-disciplined** manner as a **web development/design** firm, as a **marketing** firm, as **content originators** and as a **content publisher\***.

\* Re-purposing and reorganizing of print and video content for online access.

Given that The World Company owns Sunflower Broadband, Inc., we have access to two very experienced, locally based **application-building programmers and web server administrators**, Frank Wiles and Nick Studt. Frank also manages the web servers, e-mail servers and applications that we use to publish our news, information and commercial sites.

# We can create, publish and promote.

## **Services that we offer include:**

- Creation of original content for online use  
(text, photographic, video)
- Creation of interactive and participatory content  
(forums, polls, surveys, contests)
- Commercial and news/informational web site development

### Including:

- Planning
  - Charting
  - Budgeting
  - Scheduling
  - Design
  - Programming (HTML, Flash)
  - Production
  - Hosting
  - E-mail
  - Site maintenance
  - Site traffic reporting
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- Development of e-commerce stores and online ordering  
functionality

- Name recognition building campaigns
- Promotional advertising programs
- Concepts that integrate online, print and cable television advertising
- Advertising results measurement (Open Ad Stream application functionality)
- Convergence concepts and workflows

**Our cutting edge efforts extend to:**

- Exploring online subscription based and pay-per-view models with the objective of:
  - Strengthening the existing subscriber/member relationship
  - Building new online subscriber/member relationships
- Cross-sponsorship convergence opportunities of print, cable and online content

# Applications

**Online publishing applications that we have developed,**

**license, host and use include:**

- EditStation online publishing application
  - <http://www.ljworld.com/>
- Community self-publishing application
  - <http://www.lawrence.com/community/>
- Community forum application
  - <http://www.kusports.com/forum/basketball>
- Poll application
  - <http://www.ljworld.com/poll/results/638>
- Calendar application
  - <http://schools.lawrence.com>
- Search application
  - <http://www.ljworld.com/site/search>
- Directory application
  - <http://destination.lawrence.com/>

# Systems

## **Web site hosting environment includes:**

- Web serving:
  - Linux OS servers
    - 1 web server with dual Pentium 3, 850Mhz, 2 gigs RAM and 120GB Raid 5 disk disks to protect against drive failure
    - 1 Ad server running Open ad Stream software
    - 1 database server with dual Pentium 3, 850Mhz, 1GB RAM and 120GB Raid 5 disk to protect against drive failure
- Two DS3s (UUNet and Sprint), total capacity 90 Mb per second
- Power backup: Full UPS, with gasoline generator backup
- 100 Mbit card ethernet connectivity between web and database and Internet

Note: This server facility is housed at Sunflower Broadband, Inc., in Lawrence, KS and is under the ownership of The World Company our parent company.