

Mr. Simons recruited Mr. Curley to the World Company three years ago, when The Journal-World's Web site snared about 500,000 page views a month. Mr. Curley says the number is now about seven million. The company said its online operation was losing about \$15,000 a month when Mr. Curley arrived; it expects the online business to become profitable this year.

Ralph Gage, World's chief operating officer, is a no-nonsense taskmaster whom Mr. Simons deputized to make sure the company's trains ran on time. Online revenue comprises only about 1.5 percent of World's total revenue, he said, while the bulk comes from broadband, at 53 percent, and the newspaper operation, at 37 percent.

But Mr. Gage says the company expects newspaper revenue to slacken over time, with online ventures eventually being a much more significant source of sales. For that reason, World has been willing to use its broadband funds to underwrite its online ventures until the online profits become more meaningful, probably by the end of the decade.

According to a recent survey by Nielsen/NetRatings, newspaper Web sites nationwide had a 12 percent increase in unique visitors from May 2004 to May 2005, with a significant portion of readers aged 35 to 44 switching from a newspaper to the same paper's Web edition for their daily read.

"Newspaper circulation has been tanking since the '60's and now we're finally growing our audience online, so when I hear people complain about having to give their content away for free on the Internet I think they just don't get it," Mr. Curley said. "I'm a capitalist, and I respect people who want to make a ton of money, but, dude, I'm a journalist and I want to build cool things."

Of course, building cool things simply for the sake of building cool things suffered a notable national flameout during the dot-com bust. But through the newspaper Web site and lawrence.com, Lawrence comes alive in a fashion rare for a town of its size. (Lawrence.com is also published as a print weekly.)

The town, once home to the poet Langston Hughes and the novelist William S. Burroughs, has a rich literary tradition. Journalists at World are assembling a lushly embroidered Web site devoted to Mr. Burroughs that includes rare letters, photographs and other archival material.

During a local election, a list of questions reporters had asked of all candidates as part of a voter's guide were posted online. That allowed voters to answer the same questions themselves. Then they could use an online tool to find the candidates whose answers most closely matched their own—an example of civic journalism on steroids.

The paper also routinely files local freedom-of-information requests and uploads piles of public records to its Web site. In 2003, World installed about 30 wireless hot spots around Lawrence. That same year, it began sending daily content to cellphones. For example, subscribers can have real-time scores and statistics from the University of Kansas's football and basketball games delivered on demand.

The company has begun offering daily "podcasts" of news and other information to Apple iPod owners or anyone else carrying an MP3 player. It plans to offer a service that automatically loads information onto a docked MP3 player in the early-morning hours before students head to school.

About a third of the 18 employees in the online operation are interns, and their presence allows Mr. Curley to have data, video, photos and other material collected and uploaded at little cost, a process he grinningly refers to as "internology."

"People come here from thousands of miles away expecting to see something very high tech and expensive, but a lot of what we do we do on the cheap," Mr. Curley said. "So it just amazes me when people say they can't do what we do because they don't have the resources."

Still, it is financial resources, not content, that is behind the handwringing in newspaper circles everywhere.

While print advertising stagnates or slips, it is not yet being replaced in a meaningful way by online advertising revenue—especially at companies that lack a source of bridge financing like World's broadband operation. Although journalists may cringe to hear it, the near-term battle for corporate survival is likely to be waged and won primarily by inventive business and advertising teams at media companies.

The World Company's advertising staff said that its sales force had embraced convergence enthusiastically and that offering customers multiple advertising platforms—on TV, on the Internet and in print—has become a strong pitch.

But the company is still finding it difficult to persuade readers to interact with online display ads. And, while willing to adapt to news advertising demands, the company refuses to turn its Web site into an advertising billboard, believing that the clutter would undermine the quality and integrity of its journalism.

"I think as we've converged the content we're going to converge the advertising," said Dan Simons, president of the company's broadband operations and a son of the chairman. "I think you'll have to adapt to how buyers want to convey their messages so we're not just sellers of space and time. We have to be both advertisers and public relations advisers so we can help companies create their messages."

As effervescent as the new media are in Lawrence, analysts balk at making grand extrapolations from World's efforts.

"It's a market dominated by one company so you have to be very careful when holding them up as a paragon," said Howard Finberg, director of interactive learning at the Poynter Institute, which operates a Web site devoted to journalism. "Are they creative? Without a doubt, but I'm cautious about it being seen as a single solution or a model."

Others are more laudatory but equally cautious about Lawrence's online innovations. "Nobody else is close to doing what they've done," said David Card, a new-media analyst at Jupiter Research. "But you also wouldn't necessarily be able to duplicate what they're doing in towns like San Francisco or New York."

Dolph Simons, who writes a cantankerous Saturday column that draws barbs from Lawrence's liberals, is a gentle, self-effacing man who still serves Thanksgiving turkey to his newsroom employees. He says he considers himself a "little fish in a big pond" and is reluctant to be seen as a know-it-all by colleagues and competitors in the news business.

Even so, his opinion about the future of the news business is clear.

"I'm terribly concerned about readership in the country and I think we all have to learn new things as fast as we can. Otherwise other people are going to beat us to it," he said. "We need to be driving with our brights, because if we're driving with our dims somebody's going to come in from the side of the road and knock us off."

SIDNEY BARTHWELL, BLACK ENTREPRENEUR, BELOVED FATHER, AND ROLE MODEL

## HON. JOHN CONYERS, JR.

OF MICHIGAN

IN THE HOUSE OF REPRESENTATIVES

Wednesday, June 29, 2005

Mr. CONYERS. Mr. Speaker, I rise tonight to honor a great man and fellow Detroit, Mr. Sidney Barthwell. As a child and young adult in Detroit, I grew up aware of the legacy of Mr. Barthwell. Later, I was blessed to both meet and come to know him personally. He was one of the first African American entrepreneurial beacons of Detroit to exemplify the "American Dream." Many watched him succeed in business and sought to replicate his success. I was and remain extremely impressed with both his humanity and his brilliance. He never bought in to the notion that to have economic success made him better than those who may have been struggling financially. He treated everyone, regardless of title or income, in the same manner, with kindness and warmth. Not only was he an astute businessman, but he was also a role model, a mentor, a benefactor and I am proud to say a friend. I would like to insert into the RECORD the article below which appeared on June 25, 2005 in the Detroit Free Press:

SIDNEY BARTHWELL: HIS LIFE'S SUCCESS  
INSPIRED OTHERS

(By Alexander B. Cruden)

In many ways, Sidney Barthwell's life was the story of 20th-Century Detroit.

Born elsewhere, with few resources, he arrived as a teen in the city, studied hard, overcame tough situations, made much from nothing and provided opportunities for his family and hundreds of others.

In many ways, his life was also the story of the creation of black success in Detroit.

Mr. Barthwell, who founded and ran, under his own name, what was once the largest black-owned drugstore chain in the country, died of heart failure on Thursday at Harper Hospital in Detroit. A steady, friendly, slyly humorous and discerning man, he was 99.

When he came to Detroit with his family from Cordele, Ga., in 1922, he was 16. He graduated from Cass Technical High School and earned a bachelor's degree in pharmacy in 1929 from what is now Wayne State University.

But with the prevalence of discrimination, the only pharmacy that would hire him was unlicensed, and it failed early on in the Depression.

Mr. Barthwell took over the store and built his business from there. He was a good observer of what people wanted and worked tirelessly to fulfill opportunities.

At the peak, he had 13 stores around the city, providing substantial employment, especially for younger people.

"I think my operation became the bridge for many blacks to achieve their goals," Mr. Barthwell said at a 1996 dinner attended by hundreds to launch a WSU pharmacy scholarship in his name. The scholarship built on a loan fund established in his honor in 1975.

His own children were high achievers as well. Daughter Akosua Barthwell Evans is a Yale Law School graduate and a lawyer and banker for J.P. Morgan in New York. Son Sidney Barthwell Jr. graduated from Harvard Law School and is a 36th District Court magistrate in Detroit.

Mr. Barthwell made it a point to see that other black pharmacists found job opportunities. He recalled that at least 30 pharmacists got their start by working with him.

"He was very wise, very understanding, very optimistic . . . just an amazing person," his daughter said Friday. He had a quick grasp of difficult concepts "but was always down to earth . . . He always respected people . . . regardless of their station in life."

In his business achievements, Mr. Barthwell was both a trendsetter and typical member in Detroit's growth from the 1930s on. As well, he was a model for what is now a broadly established black middle class, serving for a time as president of the Booker T. Washington Business Association in Detroit.

He was a delegate to the Michigan Constitutional Convention in 1962, elected without party affiliation and serving on the judiciary and education committees. He was a life member of Detroit Branch, NAACP, and a charter member of the Alpha Beta chapter of Kappa Alpha Psi at WSU.

In 1998, Mr. Barthwell was named by the Detroit Urban League as a Distinguished Warrior.

A meaningful moment was being invited to give a black history lecture at his grandson's exclusive prep school, the Lovett School in Atlanta. There, he spoke to an audience of wealthy white people. In the back of his mind were the racial humiliations of his Georgia childhood. He said later the Atlanta experience was a very rewarding interaction.

He loved his family deeply, his daughter and son said, though always mindful of the value of work.

His wedding day was a prime example. He and his wife, Gladys, were married about 11 p.m. Christmas Day in 1936, after a full day at the store.

As his son recalled, laughingly, if you woke up ill, Mr. Barthwell would say: "Get up and go to work. You'll feel better as the day goes on."

The younger Barthwell said his father was a man of "high integrity, high character. To say he was unpretentious is an understatement. . . . He was very egalitarian; a great father."

His grandson, Walter Evans, said "he was always very loving, very interested in what I was doing," and as well kept up with what was going on in the world, right to the end.

Perpetually a committed Detroit, Mr. Barthwell nonetheless saw national chain stores and shopping malls edge out smaller city businesses. The construction of 1-75 knocked out the core of a busy commercial area of Detroit. He began closing his stores, selling the last one in 1987.

He lived in Detroit's Boston-Edison neighborhood. An avid bridge player, he was an active member of the Plymouth United Church of Christ in Detroit.

The funeral will be at his church, 600 E. Warren, at 11 a.m. Thursday. A family hour is scheduled at 6 p.m. Wednesday at the Thompson Funeral Home, 15443 Greenfield, Detroit.

Memorials are requested to the Sidney Barthwell Scholarship Fund at the WSU College of Pharmacy and Health Services, 259 Mack Ave., Detroit 48201.

RECOGNIZING THE ACHIEVEMENT OF DANICA PATRICK AT THIS YEAR'S INDIANAPOLIS 500

**HON. TAMMY BALDWIN**

OF WISCONSIN

IN THE HOUSE OF REPRESENTATIVES

*Wednesday, June 29, 2005*

Ms. BALDWIN. Mr. Speaker, I rise today to recognize Beloit, Wisconsin native Danica Pat-

rick for her outstanding achievement at this year's Indianapolis 500. Anyone who watched the race knows that her performance this past May was simply remarkable.

Even before the green flag dropped, Danica amazed the racing world by qualifying in the fourth position, marking the highest beginning position for a woman in the Indianapolis 500's history. When the race started, fans across the country watched as Danica advanced as high as third place. At lap 80, Danica's engine stalled, causing her to drop back to 16th place. It looked like the race was over for her, but she fought back. As the race sped to its end, Danica charged through the field, advanced place after place, and eventually led the race for a total of 19 laps. Rather than play it safe, Danica gunned it out for the win by using all the fuel she had instead of taking a pit stop. As the checkered flag waived, Danica's efforts came up just short as she finished fourth—the highest finish ever for a woman. While Danica did not win this year's Indy 500, her performance won her this year's Rookie of the Year award and helped her capture the attention of racing fans around the world.

Danica's philosophy is that "life is what you make of it," and she says she prepares for races by visualizing herself making laps around the track. She gives her work her full attention, and it is clear that her dedication is strong and her perseverance fierce. I join Wisconsin in applauding Danica for her performance at this year's Indianapolis 500 and for her hard work and dedication in becoming one of Formula 1 Racing's most exciting drivers. I cannot wait to see Danica's future electrifying races and I wish her the best of luck.

Congratulations to you, Danica.

HONORING EARL ALFORD

**HON. CHARLES W. "CHIP" PICKERING**

OF MISSISSIPPI

IN THE HOUSE OF REPRESENTATIVES

*Wednesday, June 29, 2005*

Mr. PICKERING. Mr. Speaker, today in Amite County, Earl Alford is retiring after 39 years with the Mississippi Forestry Commission—all of them in Amite County. He is the longest serving county forester in the history of the commission. He has a great knowledge of Mississippi and Mississippi trees and has been honored and praised by friends, neighbors and colleagues in Southwest Mississippi.

He is one of our great tree farmers who possesses not only an understanding of the operations of the timber business, but also a love for the land. He is a conservationist who wants to balance timber and the environment so we can produce the wood our industries need while protecting the land that gives birth to these forests. His service to the community includes managing the school system's 16th Section timber land of which he has managed the harvest of, replanting of, growth of, and harvest of once again.

I would like to share with the House some of the comments on Earl Alford recorded recently in McComb's Enterprise-Journal newspaper.

"He birthed the association . . . If it wasn't for him I don't think it would still be operating."—Bryant Barron, president of the Southwest Mississippi Forestry Association.

"He's forgotten more than most of us will ever know about forestry. Humble, common as peas, but a very learned man."—James Copeland, U.S. Natural Resource Conservation Service and the Amite County School Board.

"The Mississippi Forestry Commission and the people of Amite County are going to lose tremendously because we're not going to have him on the job every day."—Richard Hay, Extension Service.

"He's never asked us to do anything he wouldn't do—except boot up a computer."—Charlotte Reynolds, Earl's secretary.

"Having known him on a professional level, I've learned what a highly qualified forester he is, what a great people person he is, what a great asset he is to Amite County."—Lee Wilson, U.S. Natural Resource Conservation Service.

Earl was born in Waltham County into a logging and farming family, the grandson of a tree farmer and sawmill operator. His father worked for the forestry commission and after school he would follow in the family legacy. He graduated from Salem High School, Southwest Mississippi Community College and finally Mississippi State University. In 1966 he went to work as the Mississippi Forestry Commission's Amite County forester; he retires today.

Mr. Speaker, Earl and his wife Pauline, a retired Extension Service home economist, have reared two children. Holly Alford is a sonographer at Southwest Mississippi Regional Medical Center. Mac Alford recently received a Ph.D in plant biology at Cornell University and has taken a position at the University of Southern Mississippi. He has served his family and community for many years and I am proud to take this time to honor him on this day of retirement. Though I know, his service to God and family and man will continue for years to come.

PERSONAL EXPLANATION

**HON. ROBIN HAYES**

OF NORTH CAROLINA

IN THE HOUSE OF REPRESENTATIVES

*Wednesday, June 29, 2005*

Mr. HAYES. Mr. Speaker, I was with President Bush at Ft. Bragg on Tuesday, June 28th. Had I been present, I would have voted in the following manner: "nay" on roll No. 326, "nay" on roll No. 327, this vote was a procedural motion to provide the Congressional pay raise which I am against, "yea" on roll No. 328, "nay" on roll No. 329, "yea" on roll No. 330, "nay" on roll No. 331, "yea" on roll No. 332, "yea" on roll No. 333, "yea" on roll No. 334, and "nay" on roll No. 335.

PERSONAL EXPLANATION

**HON. EARL POMEROY**

OF NORTH DAKOTA

IN THE HOUSE OF REPRESENTATIVES

*Wednesday, June 29, 2005*

Mr. POMEROY. Mr. Speaker, on June 22 and June 23, 2005, the Base Realignment and Closure Commission held a site visit and hearing in Grand Forks, North Dakota, at which I testified. Due to the schedule, I missed rollcall