



EDITOR'S NOTE ►

BY STEPHEN GEORGE

LEO Weekly is Louisville's only alternative newsweekly. To some, that is everything: They understand intuitively the value of standing aside the crowd rather than with it, offering keen observations from outside the mob rather than in its midst. They know to go to LEO Weekly and leoweekly.com when they need a break from the grind, to find out how to fill their down time with fun, interesting activities — from bar hopping to the orchestra, from Picasso and Degas to My Morning Jacket.

This city's tradition of fine arts is as well-documented as its indie rock history, and LEO is largely responsible. Since 1990, the newspaper has sought to provide an intelligent, detailed analysis of the everyday, establishing a working history of Louisville culture along the way and **asserting itself as the preeminent voice of and for smart, engaged and active people**, both young and old — about 85,000 of them a week, last we checked.

Then there's politics. LEO was founded by John Yarmuth, a liberal Democrat who finally put his money where his mouth had been as the newspaper's chief editorialist, finding his way into the U.S. House of Representatives in 2006. Yarmuth set the tone for the other side of the LEO brain: **Speaking truth to power**, and employing a more traditional understanding of the media's role in observing its government and calling it out when it wasn't working for

the People. LEO has always provided **incisive, controversial commentary** from both sides of the political aisle. And in the past five years, the paper's news department has stepped up its game like never before, putting a lens to the city's power structure that hasn't been around since the heady days before the nation's largest newspaper conglomerate ran our daily paper. That, folks, was the 1980s.

Need proof?

In its 18 years, **LEO has captured more than 300 Metro journalism awards** for a broad range of reporting, news writing, commentary, arts, music and cultural criticism and analysis. LEO has also been a consistent award-winner for its unique editorial design and photography. In 2008, LEO won 19 Metro Journalism Awards from the Society of Professional Journalists, as well as a 2008 Association of Alternative Newsweeklies Award for Cover Design. It is the newspaper's second AAN award in the past three years.

Still not convinced that LEO Weekly is this city's essential read?

In 2007, the newspaper did a series of investigative stories on the city's ethics law that so affected members of the city council that most are now working to change that law, using the LEO series as a guide. In 2006, the newspaper's continuing coverage of a draconian dog ordinance that city government

was foolishly pursuing led to sweeping changes in that law over the following year. A 2007 story about the availability of unprotected Social Security numbers on an official city website led to the proposal of a new state law to protect citizens from identity theft. LEO Weekly stories have been cited as catalysts in establishing a stronger commission to monitor cable television service in Louisville, to investigate the city's sewer service provider and in helping reinvigorate a dormant conversation about highway infrastructure amid efforts to quietly build a \$4.1 billion bridges project, the largest of its kind in the United States.

Needless to say, LEO Weekly stories continue to be the most stimulating conversation starters in the city.

John Yarmuth once wrote: **"Our mission here is simple: treat readers as intelligent consumers of news and information. We are committed to maintaining a sense of adventure, humor, fairness and honor. Foremost, we subscribe to the ethical canons of the Society of Professional Journalists, which mandate that we pursue truth, remain accountable and minimize harm to our subjects."**

We are part of the culture of Louisville, part of its essential fabric. But we are also a culture unto ourselves. LEO Weekly is singular: a force of its own being, and a fun hog all the way. ▲

REACH THE LION'S SHARE OF LOUISVILLE CONSUMERS.

LEO

WEEKLY

THE SKINNY ON LEO WEEKLY

LEO is basically the skinniest kid at fat camp. As *Louisville's only alternative weekly*, LEO is the city's foremost source of intelligent news and opinions. It's also the best source for practical information on local music, arts, dining, festivals and everything else that makes Louisville the great city it is.

When people want to know what's happening in Louisville, LEO is where they turn. When companies want to be happening in Louisville, LEO is where they advertise.

LEO WEEKLY DEMOGRAPHICS

*30.9% of LEO Weekly readers
DO NOT read The Courier-Journal.*
53.6% DO NOT read Velocity.

READERSHIP

84,199 Weekly*

CIRCULATION

30,000 weekly
2.8* Pass-along rate
*93% of the distributed copies
of LEO end up in the hands of
Louisville readers every week.*

GENDER

Male – 56.9%
Female – 43.1%

AGE

18-24 – 7.2% *72% are
25-54 yrs. old.*
25-34 – 22.3%
35-44 – 33.3%
45-54 – 16.3%
55-64 – 12.8%

MARITAL STATUS

Married – 52.5%
Single – 31.1%

EDUCATION

Attended College – 54.2%
College Graduate (4-year college) – 22.9%
Post-graduate – 5.2%

OCCUPATION

Professional, Management,
Business and Financial – 33.9%
Sales and Office – 21.8%
Service – 9.8%
Construction, Production,
Maintenance, Transportation – 18.3%
Small business owner – 7.7%

INCOME

\$50,000 or more – 65.7%
\$75,000 or more – 41.8%
\$100,000 or more – 19%

HOME OWNERSHIP

Own – 68.6%
Rent – 24.4%

*Scarborough Research 2008, Release 1 (April 2007-March 2008)