

FOR IMMEDIATE RELEASE

Lotus Media Group Announces Transition to Digital Platform and End of Print Edition of The News-Review

Douglas County, OR.

Lotus Media Group, parent company of The News-Review, has announced it will discontinue the print edition of the newspaper and transition fully to a digital platform. This change reflects a nationwide shift in how communities consume information and the need to adapt to a more sustainable model moving forward.

Beginning May 1, The News-Review will move fully to the NRToday website and mobile app. The platform will continue to provide news and information on what is happening in the community while expanding into more dynamic content, including video, entertainment productions, and features highlighting local businesses, events, and restaurants.

This transition also coincides with the launch of in8 Studios, an in-house production company built in the former newspaper printing facilities. The studio is already active in the community, producing live-streamed events, podcasts, and will be providing expanded video news coverage to address the limited availability of local video reporting.

While Lotus Media Group recognizes the importance and history of print journalism, the rising costs of production and declining demand have made it difficult to sustain. This reflects a trend seen across the country, and the market of Douglas County is no exception. The organization believes this transition allows it to better align with how the community accesses information today as well as removes additional costs, allowing the paywall to be removed, making local news free to the community.

As part of this shift, staffing changes are required. A total of 11 positions will be affected as operations move away from print production and toward digital and video content. Lotus Media Group is working to support those impacted by providing transition resources, assistance with placement, and opportunities to apply for new roles within the company. These new positions reflect a different set of responsibilities and skill requirements, which led to the decision to restructure roles rather than directly convert existing positions.

Lotus Media Group acknowledges that changes of this nature often raise questions. The primary driver behind this decision is the evolving needs of the market and the sustainability of the business model. The organization remains committed to providing local coverage while expanding into new forms of media that better serve the community.

For inquiries related to these updates please send inquiries to info@lotusmedia.group