

OUR GOALS

- Be cleaner, bolder, more active, compelling and distinctive
- Allow scanners to quickly find the information they are most interested in and put it into immediate context
- Reassure our in-depth readers that they are getting as much substance and value as before
- Amplify the authoritative voice of our commentary, and reaffirm its role in the Catholic community
- Index, cross-reference, and preview our best inside, online, late-breaking news and upcoming content
- Organize information in the most appropriate ways into text (narrative, segmented, or brief), photographs, and/or infographics
- Provide readers with an online experience that is equally engaging and informative
- Use the website to inform our readers with news that occurs between two-week print production cycles
- Where appropriate, be innovative and have fun!

NEW CONTENT

A redesign isn't just about making a newspaper *look* better. It's also about exploring new ways to better serve readers. So we spent a significant amount of time brainstorming and developing new features, including:

- A planned four-page pullout section called "In-Depth" or "Life Story" that will focus on helping you better understand the Catholic faith and in a deeper way.
- A new features section called "Culture in the Church" that includes stories and information on understanding how to be a Catholic in today's world with commentaries and book and movie reviews. There will also be extended coverage of high school students and high school sports, and more.
- Easy-to-use **online forms** that allow you to submit news events, bulletin notes, classified ads and business directory listings.

It's a whole new fresh and updated website

nternet news has evolved in recent years, and we're ready to evolve with it. Rather than be an either/or proposition, we want both the print and online products to be valuable sources of news and information for our increasingly diverse audience. For that reason, we felt that a redesign of

georgiabulletin.org was just as important as the print redesign. And our hope was to create an easy-to-navigate, frequently updated website that takes full advantage of the rich multimedia potential of the web. Our home page is now more engaging, with greater emphasis on local news and top stories featured prominently. The sections of the site are equally engaging and easy-to-use. Among our most exciting new features:

- A multimedia section that includes photo galleries, slideshows and video presentations.
- An **events page** that helps you stay up-to-date on social and educational opportunities around the Archdiocese.



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