

The Graphic launches new and improved website

Written by Betsy Blevins, Managing Editor

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Feb. 17, 2011 - The Leonard Graphic is excited to announce the new company website is online and ready for viewers/readers at www.theleonardgraphic.com. The site currently has most articles from the beginning of 2011 posted and will be updated weekly with the previous issue's news. Though the online version includes just about everything published in print, it is arranged a smidgen differently and will take some getting used to.

Those visiting the website will see several tabs across the top of the site where the articles are organized. The Home tab will take you back to the main page, and the rest are categories for the news items and other sections.

The Leonard News tab is home to most front-page news that runs in print - with the exception of school and church news and the occasional Celeste news article that runs front-page - and also hosts the Legal and Archive sections. The news articles are organized between a couple of categories under that tab depending on if they're stories (headlines) or briefs (newsflash).

The Celeste News, Four Corners and Eye of the Tiger tabs are pretty self-explanatory and the news in these sections coincides with what runs in the print edition on those same pages.

Around the Town - while also the name of one of the print pages - is home to several different things in the online format, including a calendar that The Graphic will keep updated with every community event possible. Events entered into the calendar are color-coordinated by category. Anyone wishing to have an event placed on the calendar may e-mail the information to betsy@theleonardgraphic.com. The Around the Town tab also includes news items from the On the Record print page, announcements of all kinds (college, wedding, anniversary, graduations, birth, etc.), church news, business news and obituaries.

The Advertise tab provides information for online and print advertising. There are currently five different options available in online advertising - large square, skyscraper, small square, top banner and bottom banner - and prices vary for each. Anyone interested in one of these spaces should contact Ava Barlow at 903-587-2850. Nothing has changed with print advertising - including the fact that the newspaper needs more in order to print a bigger paper.

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The Subscribe tab currently just has the subscription information posted, though there are hopes to have a way for customers to order a subscription straight from the site in the future.

Above the main tabs and down the right page are two satellite menus that contain additional routine options for most news websites - a forum where we hope to stir up some hot topics, a photo section where the excess photos taken at certain events that don't make print will have a home, a games section for the gamers, a classified section, contact us information, about us and finally, web links, which provides access to other important sites related to Leonard, Celeste and their local governments.

One future plan for the site is to have an e-delivery system where readers may purchase editions of The Leonard Graphic in PDF format.

Those visiting the site are encouraged to register. This is free and will allow participation in the forum chats and provide other opportunities. Of course, The Graphic has the right to use anything said in the forum discussions in any potential article that results from the forum topic. We welcome any and all feedback and suggestions for the online version, and those interested in doing so may send that to betsy@theleonardgraphic.com.