

INTERNET

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At the same time, we aren't immune from the ills of an economic recession that makes ads harder to come by, inflation that makes everything more expensive, and a fast changing media landscape.

So we are embracing the Internet. We have never charged for an issue and probably never will, so we lose nothing when readers visit our website. In fact, we gain – the more that people read us on the web, the less we have to pay on printing and distribution – saving on newsprint, postage and gasoline. And we can run everything that we want online – so those who want to read the paper on their computer will have more articles than the print edition alone. Our first web-only article – Ginny Gregory's gardening column – appeared in July.

We are adding resources to make our website more user friendly. In the near future, in addition to original news copy, www.chathamcountyline.org will offer a blog on which readers can comment on the articles, a calendar of events that will be updated regularly, and up-to-the-minute weather and forecasts for Pittsboro and Siler City. Anyone who reads our monthly issue online will see all the ads that they would if it were a printed issue. No one can see the articles elsewhere.



As our web traffic has already started to grow, we will cut back slightly on our print run, — from 8,500 to 6,500 and on direct mailing to the areas where we have already won our audience. We will always have a print issue and always make it available to those who want it.

We hope to woo readers 30 and younger to our website. And we hope our regular readers will start the habit of reading us on the web.

The address, once again, is www.chathamcountyline.org. Please share your thoughts by emailing chathamcoline@mind-spring.com or calling 919.933.6492.

Julian Sereno is editor and publisher of Chatham County Line.

Calling all friends of the Rocky River!

JOINT ANNUAL MEETING

Friends of the Rocky River and Rocky River Heritage Foundation

Sat., Sept. 20, 3:30 – Pot-luck Dinner

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