



# JONATHAN LAW HIGH SCHOOL

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Hi everyone,

On behalf of the staff of *The Advocate*, I wanted to let you know about some exciting changes for our paper.

Our biggest change is that, after 53 years in print, *The Advocate* is going exclusively online this year.

There are several reasons that we decided to make this change, but the most important reason is trying to improve the overall timeliness and relevance of our product. It is always difficult for a monthly newspaper to stay fresh in terms of content, and in today's Twitter-driven world, it's become even more difficult. While many of you read *The Advocate* in paper form each month, students are not. They are reading it more and more on our website and on our Twitter account. Over the last two years, we have amassed over 1,400 Twitter followers and logged over 33,000 hits on *The Advocate* Online. Eagle Eye News Online has racked up over 15,000 views over the past year.

In short, it's 2014. Kids are getting their news online. So that's where we are going.

The exciting part is that when news happens now, we can have a story up within 48 hours. We can preview events, recap them, make slideshows of pictures, and take video - and have all of that content on our website in a matter of hours. *The Advocate* Online will operate like a "real" newspaper - content will be added daily, not every month. Not having to spend the 50+ hours each month laying out the paper will give our reporters and editors much more class time to cover events and write articles. We will be able to cover twice the amount of events that we did before.

To accompany this change, we have redesigned *The Advocate* website at [jlawadvocate.wordpress.com](http://jlawadvocate.wordpress.com). (It's pretty. Check it out.) When new content appears on the website, we will tweet out a link to the article and I will e-mail the faculty a link as well.

As the year goes on, if you know of any students who deserve to be featured in *The Advocate*, or if your club or activity has an upcoming event that you would like covered, or if you are having a guest speaker or other event in your classroom that you would like featured, please e-mail me the information and we will have a reporter and photographer cover the story.

In the meantime, check out our redesigned site ([jlawadvocate.wordpress.com](http://jlawadvocate.wordpress.com)) and follow us on Twitter (@jlawadvocate).

See you online,

Chris Kulenych and *The Advocate* staff

Jonathan Law High School is a community that exists to maximize the intellectual, the social, and the emotional growth of each student in a safe, stable, supportive environment.

A CENTER OF EXCELLENCE