
Shawano Leader committed to future and community

By Greg Mellis
gmellis@newmedia-wi.com

NEW Media Inc., which includes the Shawano Leader, is more than a business; it's a force for community change and involvement.

We continue our tradition of providing quality journalism and appealing advertising in our communities by being part of those communities. As a thriving, locally owned newspaper, we provide facts, destroy rumors and hold local officials accountable.

What's also a fact is that a community with a local news

sources has more people running for office, more engaged elected officials, higher voter turnouts and, for the budget watchdogs, lower public employee counts and lower long-term borrowing costs.

A hometown newspaper is a business that provides jobs and supports local events and organizations. It is also the eyes and ears of the community, a place where hard questions are asked and answered. It is the place where information is shared, sometimes happily, and sometimes because our constitution demands that the public has a right to know

what its government is doing.

The newspaper's role is to shine a light that will help individuals be more involved, more informed members of their community.

To maintain that role, we also have to change with the times and economic forces. The week of Aug. 7, we're changing the Shawano Leader, the Wittenberg Enterprise and Birnamwood News and the Oconto County Times Herald to a new, modern "booklet" format.

The Leader will be printed and delivered twice a week — Wednesday and Saturday — while providing more coverage

as well as the features you've always wanted such as a crossword puzzle, comics and the TV listings. The Wittenberg-Birnamwood newspaper will be printed as part of the Leader on Wednesdays, providing more news and sports than subscribers have seen previously.

We're also consolidating our three websites into one: newmedia-wi.com.

The new site will be your single, robust source of news and sports in northeastern Wisconsin. In other words, more local news, more often. The site will be updated at least eight times a day from Monday through Fri-

day, and news as it happens will be posted on the weekends.

The new site will be free of charge until Sept. 6. After that date, a subscription will be charged, similar to nearly all other legitimate news sources. You can get an introductory offer of complete access to the site for for three months for \$12. You can also subscribe at 99 cents for a day, \$10 per month on a month-to-month basis or \$99 for unlimited access for a year.

We make these changes to position ourselves to be the best source of news, sports and advertising for everyone in our community.