



Jan. 29, 2024

Dear Contest Judges,

This past summer, The Clarion staff reviewed the way it shares its online content with readers and decided to make a significant change. Instead of just posting articles from the print edition online for readers to view, they decided to develop an electronic newsletter to directly deliver that content to readers inboxes.

Since the start of the school year, every student and subscriber receives a weekly electronic newsletter from The Clarion. The newsletter contains some content from the print edition that appears on our website, but also links to additional content that is featured only on our website. That content includes breaking news and event announcements, photo slide shows and staff produced videos.

Our electronic newsletter has been well received. We have an open rate that ranges between 12% and 15% and the newsletter has increased our website traffic significantly. Before the newsletter, The Clarion's website had averaged nearly 10,000 visits a month. Since implementing the newsletter, we have seen the number of visits increase to 17,500 a month.

We're happy with those results and feel incorporating the e-newsletter into our website at www.theonlineclarion.com has been positive change.

Sincerely,

Doug Kirchberg
Clarion advisor
Madison Area Technical College