

It's All in the Numbers



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The world in which news is reported to the masses is ever changing.

And, for readers of the Brownfield News, the change is one which is geared at bringing local, regional, state and even national news coverage in quicker manner.

This summer, the News unveiled a new website format for www.brownfieldonline.com through the services of JAWS Media and their NewsPro web software system.

Paired with the News' recent partnership with the Associated Press -- which occurred earlier this calendar year -- the News has transformed its website into a location for local residents to keep up to date with local, state and national headlines on a format which rivals

many area daily newspapers.

Our number one goal with this website, along with our print product, is to provide the best in local, Terry County coverage to our readership. However, with the additions of the new website format and our partnership with the Associated Press, we can expand that coverage to so much more.

Access to news stories, as well as portable document format (PDF) pages of the Brownfield News' semi-weekly print editions can be accessed online for a yearly fee of \$19.95 per year.

Current Brownfield News print subscribers can purchase an online subscription to the website for a \$5 fee.

The News' print editions remain unchanged with the recent website changes, and is produced each Wednesday and Sunday.

Additional Changes

The News also joined the mainstream social network Facebook.

Through the social media site, the News can share more photos from local events than space allows for in the print addition.

Weekly posts from the News' "Friday Night Lights" feature regularly draw more than a thousand visits to the page.

Those interested in following the Brownfield News on Facebook can search for the newspaper's page by searching "Brownfield News" and clicking "like."

Brownfieldonline.com also has unveiled a new online classified ads section, which allows for local residents to post classified ads onto the site from the comfort of their home computer or internet-ready smart devices. Classified ads on the site can be uploaded for a small, nominal fee.

In addition, classified ads on www.brownfieldonline.com can be viewed free of charge.

The News' website also features interactive reader polls and a community calendar where local residents can keep current on local happenings within the Terry County community.

Call 637-4535 to get complete access today!