

## Reasons we moved away from a printed Witness

- It's too expensive
- It's being read by fewer than 10% of Victorian Baptists
- Our readership declines each year with the ageing population
- Younger readers aren't interested in a magazine
- It does not prepare us for the future
- Its print schedule, number of pages and article word limits are restrictive
- Corrections and urgent updates cannot be made to printed material
- Print media across the world is in its death throes (our situation is not unique, and neither are we the first to make the decision to move online)
- It's a waste of resources (not economically or environmentally viable)
- The drain on BUV staff time is high, resulting in increased costs and less forward-planning for the wider BUV's communication possibilities
- Our much-envied mag is not staying ahead of its peers

## Benefits of the new Witness

- Significantly fewer costs
- Our readership could potentially increase exponentially
- Update alerts can be sent via social media sites (Facebook, Twitter, etc)
- An online mag can be 'retrievable' at any time, not just for a single month
- Links to articles can be emailed at any time, providing direct access
- We can abandon the subscription model and make the content available to all Baptists in Victoria (and stop charging fees)
- Advertising can continue and be more appealing to create revenue
- A comment thread beneath each article allows readers to add their thoughts on the topic at hand, and invites friendly and polite debate, encouragement, Q&A, and spiritual development
- All articles will be easily printable by the user, their church or a friend
- There'll be a few 'Best of' editions printed throughout the year that pull together some of the content from online into magazine format
- We can become more relevant to a younger readership by meeting them where they are (using electronic media such as laptops and smartphones)
- Amended articles can be updated or an urgent matter posted at any time
- We're not bound by a restrictive print schedule, a limit on the number of pages/articles we can have, or word limits for contributors to adhere to
- Submissions can be themed and include artwork, photography, poetry, even music! Reviews can have their own section, as well as one for all media releases and news items relevant to Victorian Baptists
- Notices (such as marriages, births, deaths, etc) and Around the Churches updates can continue, and can now be updated and amended at any time
- Computer screen resolutions and viewing programs include zoom functions to make the writing larger and easier to read for older eyes
- We maintain our edge of being at the (relative) forefront of making huge strides forward with our style and methods
- We remain relevant, socially conscious, and environmentally responsible
- We blaze a trail and can be a better 'witness' for God's kingdom
- This is a 12-month trial and will be assessed in late 2012.