

Fire up your Online offense

> **Locally relevant content** can be used to spice up Web pages to give them a unique look.

The Citizen-Tribune in Morristown, Tenn., built a Web page devoted to news from the Southeastern Conference and University of Tennessee football. Morristown is less than an hour east of Knoxville, home to the Volunteers, and readers demand intensive coverage. Managing editor John Gullion and copy desk editor Morgan Akens received training on AP Exchange and immediately put it to great use. The paper's staff is thrilled with the page and the new media committee already is brainstorming on other niche Web content that will appeal to readers and advertisers. Other pages in the planning stages include a prep football page using local content complemented with prep scores and the weekly preps poll from AP, and a food page using AP features and photos.

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The paper's online editor does separate searches for SEC and Tennessee football to retrieve relevant stories and photos to feed into the above page that also includes local video and photos. Check it out at: www.citizentribune.com

"The depth of this thing is really cool. We are excited about it."

John Gullion
Managing Editor
The Citizen-Tribune in Morristown, Tenn.

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