

Standard offers expanded resources on website

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DALLAS—The newly relaunched *Baptist Standard* website represents more than just the same content in a more attractive format, according to Editor Marv Knox.

“Our redesigned website provides a platform for the *Baptist Standard* to fulfill our charter and mission in the 21st century,” Knox said.

The *Standard’s* charter mandates the organization “to aid and support the Baptist General Convention of Texas and interpret events and movements that affect the welfare of the people of God.” The newspaper’s mission is to “inform, inspire, equip and empower people to follow Christ and expand the kingdom of God.”

“To fulfill these lofty ideals, we must transcend the printed page and intensively expand the breadth and depth of products and services we offer on the Internet,” Knox explained.

The relaunched website at baptiststandard.com offers readers large-print “easy-on-the-eyes” viewing options, the chance to interact with writers, and expanded photo, video and audio features, as well as a blog by the editor.

The redesigned website also provides the *Baptist Standard* the capacity to offer readers additional downloadable resources beyond news and feature articles.

The *Baptist Standard* board of directors has created a strategic planning team composed of board members and newspaper staff to explore electronic delivery’s potential uses. The group will work with advisers to

develop a plan for making the best use of the technology and for expanding the products and services the Standard offers.

Readers who have suggestions are invited to contact the editor at P.O. Box 660267, Dallas 75266-0267 or marvknox@baptiststandard.com.