

SJ Insider offers subscribers something extra

Statesman Journal Media is an evolving company experiencing rapid growth among those who connect with us via desktop, laptop and tablet computers and smartphones.

Our core audience of readers who depend on a delivered or purchased daily newspaper remains strong and devoted.

Smart, nimble local news organizations like ours are meeting the challenges of 21st century communications head on, adding services and products and embracing a wave of technology that has allowed us to provide news and information the way consumers want it.

More than ever, we are an audience-driven company, responding to the needs and interests of a diverse and sophisticated community.

This week, we are adding an advanced and exclusive level of service for our subscribers with the introduction of SJ Insider, a free program offering access to deals, events and content.

To get started, all you need do is visit StatesmanJournal.com/insider and log in using the same user name and password you already have for StatesmanJournal.com. Or, you can find the Insider link in the left column of the StatesmanJournal.com home page under Quick Links.

We remind ourselves often that to open and sustain a subscription is a choice. Insider is a way to reward our loyal customers with something extra for making that choice.

As executive editor, it is my responsibility to make certain that we deliver on our promise to provide news that is intensely local and attuned to the issues and developments that matter to residents of the Mid-Valley.

Nothing strengthens our longtime bond with readers and users more than a dependably accurate, aggressive and clear-headed pursuit of the news.

But value adds tensile strength to that bond, as well. The best news organizations find ways to add layers and levels of enjoyment and usability to the daily report.

We anticipate that Insider will provide value-added satisfaction to those on the receiving end of our efforts.

There was a time when local news organizations did not prioritize consumer input and response, but that day is long over. To thrive in today's environment, we need to prove to you every day that ours is a symbiotic relationship.

We need to become indispensable to an increasingly mobile audience that carries us in its pockets.

You can hardly get more inside than that.

If you have any questions about the Insider program, email insider@salem.gannett.com.