

# **NEWS RELEASE**

Media Contact: Keith Nichols, News Services, 919/515-3470 or  
keith\_nichols@ncsu.edu

Aug. 22, 2006

## **NC State Launches New News Site as Part of Web Redesign Plan**

### FOR IMMEDIATE RELEASE

North Carolina State University today launched a new Web site for news and features about the university, news.ncsu.edu. The new site is part of the overall redesign of the university's Web presence.

"NC State generates a tremendous amount of news through its vast research efforts, growing number of economic development partnerships and the countless achievements of our students, alumni and employees," said Debbie Griffith, associate vice chancellor for Public Affairs. "We needed a news outlet that was more than just a repository, but something that would attract, inform and entertain readers."

The Web site is designed to look and function much like the sites produced by dedicated news media, with sections for both "hard news" and magazine-type features.

"We are no longer limited to listing just a few top headlines," said Keith Nichols, director of news and communication. "Now we're able to showcase some of the university's compelling stories that otherwise might not be told."

Added Griffith, "The site is the result of a collaborative effort by our News Services and Creative Services departments. The combined staff worked hard to plan and bring this new site to life, and we're hopeful that it's something the campus community can be proud of and embrace as their place for all types of news about NC State."

Other news.ncsu.edu highlights include a campus events calendar, a reader poll and "brights" – short bits of information in a variety of rotating categories.

Griffith said the next phase of the Web redesign, a new home page, could be launched in late fall or early winter.

- 30 -