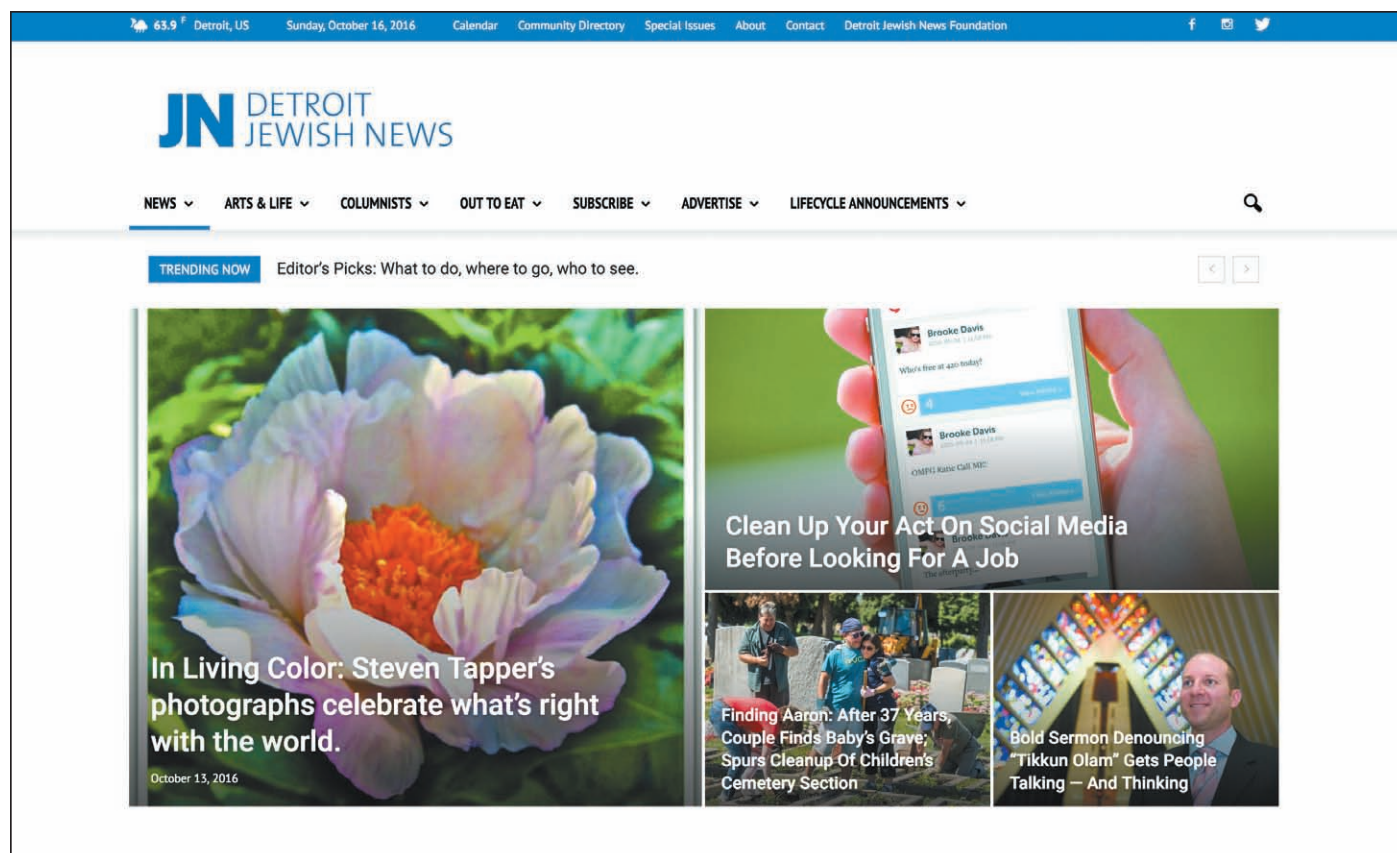


The home page of the new *JN* website as seen on a computer (right) and on a smartphone (below)



A story scrolled on the new *JN* website



Getting Better All The Time

JN's new Board of Advisers, revamped website only the beginning.

Jackie Headapohl | Managing Editor

The way we read newspapers has changed a lot since the *Detroit Jewish News* was launched nearly 75 years ago. Today, more and more of us prefer to get our news online or on our smartphones rather than in print.

At the *JN*, we're committed to providing the news in the ways in which our readers want to receive it.

What does that mean?

It means we'll keep on producing our award-winning print edition, named the best weekly in the state in our circulation size by the Michigan Press Association this year. You can count on a paper filled with the unique stories you can't find anywhere else to land in your mailbox each Thursday.

It also means we've heard those who prefer to read online — and listened. That's why we've made some investments to our website. We've revamped www.thejewishnews.com to be a more welcoming place to come and read. It's easier than ever to find the content you're looking for, share and comment, and otherwise engage with the paper. (You can still do all the other stuff you're used to doing on the site, like subscribing, submitting lifecycle announcements, etc.)

Each day, we'll post two or three stories

from that week's issue for anyone — with or without a subscription — to read for free. You can get the headlines on your phone and easily navigate to the stories that interest you.

Not everything in the print issue will be posted online for free. Just as not everything online will make its way into the print edition. But there will be a good number of stories each day that all of our audiences will find engaging.

The change is the first in a number of new offerings we'll be making as we head into 2017, our 75th anniversary year.

Another change is our new Board of Advisers. We asked 23 young and influential Jewish professionals in Metro Detroit to help us find better ways to reach both our traditional print readers and the younger people in the community online. These advisers are entrepreneurs, lawyers, restaurateurs and activists in philanthropy, the Federation or other Jewish communal organizations. And they all believe in the value of the *Jewish News*.

Entrepreneur Stacy Goldberg told us that it was an ad for Bizdom that she saw in the *Jewish News* that launched her business career. Rachel Loebel Serman, president of the Jewish Bar Association of

Michigan, credits the *JN* with helping to get the organization off the ground.

The Board met last month in Detroit for its inaugural meeting and generated lots of ideas for fresh content — specifically targeted to young professionals — with more of a focus on Detroit and all the exciting things happening there. We also got ideas to improve our distribution, for partnerships and events, and other community programming. Stay tuned. We have lots of plans, including more and even bigger investments in our website.

So please, check us out. Go online and dig around our site and see what's there. If you have ideas for content you want to see that's not there, let us know! Send an email to jheadapohl@renmedia.us with your ideas.

And if you're not already a subscriber and like what you see, please consider supporting the paper with a print or online subscription.

The *JN* plans to be around for the next 75 years, continuing to serve and connect the community — in print, online and in whatever medium comes next. ✱

Send an email to jheadapohl@renmedia.us with "Headlines" in the subject line to receive daily headlines from *JN* online.

Jewish News Board of Advisers



Ben Falik
Detroit Director of
Repair the World
and *JN* columnist



David Farbman
Founder and CEO of
HealthRise Solutions



Adam Finkel
Partner at Orfin Ventures
and *JN* contributing
writer



Ryan Fishman
Attorney at Fishman
Group P.C.
and *JN* columnist



Randall Fogelman
Managing Member,
Detroit Independent
Holdings LLC



Stephanie Freedman
Director, Freedman
Communications



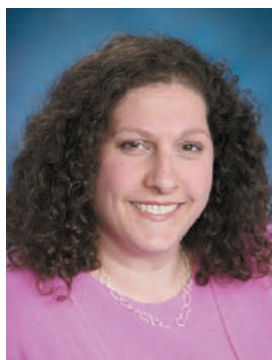
Ilana Glazier
Attorney, General Motors



Stacy Goldberg
CEO & Founder, Savorfull



Rabbi Dan Horwitz
Founding Director and
Rabbi, The Well



**Lauren Marcus
Johnson**
Director, Temple Israel
Libraries & Media Center



Katie Katz
Partner at Honigman
Miller Schwartz
and Cohn LLP



Lauren Kepes
NEXTGen Detroit and
JVS Detroit Employment
Specialist



Ryan Landau
VP at Ambassador



Ilana Liss
Managing Director,
Schechter Wealth



Michelle Malamis
Kadima Development
Director



**Aliza Bracha
McMillan**
Social worker



Ariana Mentzel
Religious school teacher,
Congregation
Shaarey Zedek



Steve Migliore
Partner at Honigman
Miller Schwartz and
Cohn LLP



Eli Natinsky
Marketing
Communications
Specialist



Hy Safran
Associate Director of
Philanthropy,
Jewish Federation of
Metropolitan Detroit and
United Jewish Foundation
of Metropolitan Detroit



Jeremy Sasson
Owner at Heirloom
Hospitality Group and
Townhouse Restaurants



Jonathan Schwartz
Senior Attorney,
Foster Swift and
a Vice President of the
Jewish Bar Association of
Michigan (JBAM)



**Rachel Loebel
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Owner and attorney
at Loebel Law and
President of the Jewish
Bar Association of
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