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The Pulse Announces Its Switch from Newspaper to Magazine

Mechanicsburg, Pa. – The Pulse announces a format switch for *The Swinging Bridge* from a bi-weekly newspaper to a monthly magazine. The change follows approval by the Student Government Association on Thursday, Feb. 26. The first edition of *The Swinging Bridge* in a new 32 page magazine format is scheduled for April 30, 2015. The transition stems from the organization's need to stay innovative and current in the multimedia world, while maintaining a longstanding tradition of a print publication.

The magazine features three sections: Sports & Rec, Culture, and Student Life. Sports & Rec includes topics such as Messiah athletics, recreational sports, health, and fitness. Culture consists of media reviews, concerts, student showcases, and technology. Finally, Student Life covers an array of topics from academics, news, student features, and campus to local events. Immediate news will continue to appear online at swingingbridge.messiah.edu.

The current newspaper circulates between 1,100 and 1,200 copies. While the number of print copies will be reduced to 500, digital editions will continue to appear online. Fewer copies and editions will also lead to a significant reduction in paper waste and allows for more diverse and quality content leading to a longer shelf life.

The Pulse staff is excited to produce this new product and eager to begin its transition. The talented team seeks to produce a relevant magazine for the Messiah College community.

"The switch to a combined magazine and online hard news format for *The Swinging Bridge* reinforces that The Pulse is committed to presenting news that is both appealing and relevant for our readers within our particular campus setting," said Joel Hoover, Editor-in-Chief of *The Swinging Bridge*.

The Pulse is a media conglomerate consisting of *The Swinging Bridge*, WVMM 90.7 Pulse FM, The Clarion Yearbook, and online media. Office hours are between 1-5 p.m. Monday-Friday. Contact The Pulse at (717) 691-6081 or by email at thepulse@messiah.edu.

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