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## On Edge: crossing the digital divide

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# edgE

# ON-EDGE:

## crossing the digital divide

**WITH THIS ISSUE**, *Furman* magazine is taking a leap into the forefront of a new digital era.

Furman recently introduced a new website called EDGE (<http://edge.furman.edu>). EDGE, which covers all aspects of Furman life, boasts what's known as "responsive design," which means that the site shapes content to custom-fit whatever screen or device you're using. EDGE adapts to all applications and mobile browsers, and provides the kinds of online enhancements (video clips, slide shows, etc.) to which today's audiences are accustomed.

Through EDGE you can enjoy the Furman experience — and *Furman* magazine — on your smart phone or tablet. Just upload the easily accessible button from the site.

EDGE emerged over the last year after the university learned that among the applicants for the Class of 2016, 36 percent said they used their phones as their primary Internet access. Since those numbers will only increase as time goes by, Furman decided to revisit how it communicates with its most important audience.

So to meet students where they are, Furman developed EDGE through a collaboration between Merge, a Greenville-based Web design firm, and the university's departments of Marketing and Public Relations and Information Technology Services.

EDGE is designed to be easily accessible; in short, it travels. And since *Furman* magazine was looking for an opportunity to update its digital presence, we came along for the ride.

You can find this issue on the EDGE site. Just click on the *Furman* magazine tab.

The digital *Furman* has the same look and feel as the rest of EDGE. When you see the EDGE symbol alongside stories on these pages, you'll know there's related content online.

Among this issue's special-to-EDGE features:

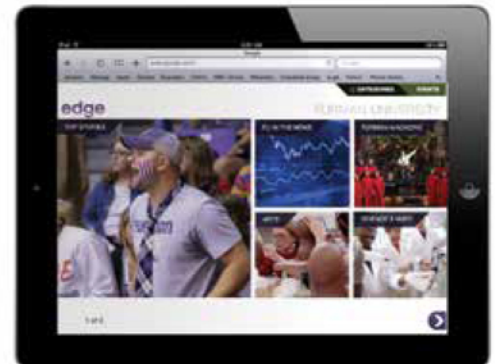
▶ **President Rod Smolla's interviews** with two experts on how the Internet has changed mass media — and what this could portend for higher education. Read his column on Page 2 (or online), then watch his conversations with Shelby Coffey, a longtime journalist and current vice chair of the Newseum in Washington, D.C., and Bruce Brown, one of Washington's top First Amendment and media lawyers.

▶ **An inside glimpse** at the revamped Trone Student Center (page 8).

▶ **A slide show** of the press box demolition at Paladin Stadium (page 35).

▶ **Chats with young alumni** working at *National Geographic* headquarters in Washington, D.C., which tie into our cover story about Peter Gwin '88. (Thanks to Becky Lane '04, the university's videographer and assistant director of Web marketing, and to David Hottel '11 and Taylor Crouch '13 for their work on the D.C. projects.)

EDGE will also include a link to *Furman* magazine in its traditional PDF form at [www.furman.edu/fumag](http://www.furman.edu/fumag), where you can see the full printed spreads. That's where Class Notes will be available, and where we plan to continue to include archives of past issues and forms for you to submit news and to complete a survey.



The EDGE site is meant to enhance and complement the print magazine. And for those who would prefer to receive the magazine in electronic form only, they now have a better option.

While the *Furman* magazine online content will remain constant between issues, EDGE offers additional variety because it will change weekly, even daily. The Marketing and Public Relations staff and our student reporters and photographers are set to provide a steady stream of features to keep the site fresh and to maintain reader interest.

Given the constant advancements in digital technology, we look forward to the possibilities EDGE offers. We also look forward to hearing your comments as we work to improve the site.

— JIM STEWART, *editor*