

# New design for The Zimbabwean Online

On Tuesday, 14 June 2011, The Zimbabwean Online plans to launch its redesigned platform with a new user interface that focuses on content delivery. The new website also aims to represent the portals refreshed editorial structure with more content associations and cross-referencing providing more in-depth and diverse news.



"Our goal is to present news in a manner that better reflects the high standard of journalism for which we constantly strive. Through a new and distinct typographic design and a considered, clearly sign-posted structure we will uphold the values of *The Zimbabwean* and build on the publication's established reputation for professionalism and accuracy," says Wilf Mbanga, editor of *The Zimbabwean*, in a press statement.

## Voice for the voiceless

"Since its inception in 2005 *The Zimbabwean* has been a voice for the voiceless, dedicated to truth, justice, hope and our country, Zimbabwe. It has diligently reported on the situation in our homeland, its culture and its people as well as on international affairs as they relate to Zimbabwe.

"As time and technology change it is important that those who strive to report the facts keep pace. Over the last six months we have carried out an in-depth review of *The Zimbabwean's* editorial structure and its content, to pave the way for this major upgrade.

"We want to build on *The Zimbabwean's* reputation as a courageous, authoritative and content-rich news service. And to do so in ways that keep it relevant, accessible and effective," says Mbanga.

Mbanga believes that the respect gained for the platform is from the commitment of the team. This respect has found *The Zimbabwean* a large body of support that has sustained the newspaper financially and encouraged it practically. Since its launch, *The Zimbabwean* has received the support of many international figures and organisations.

## Keeping promises

In 2009, with the global advertising agency TBWA, *The Zimbabwean* launched The Trillion Dollar Campaign to bring attention to both the publication and the Zimbabwean situation. The campaign won a record number of prestigious awards and brought the newspaper to the attention of many new readers. In 2010, a follow-up campaign - The Voiceless - was launched to tell the stories of Zimbabweans to the world.

"The promise we made when *The Zimbabwean* was first launched remains as strong now as it did when it was first made: *The Zimbabwean* will be an authoritative and accurate newspaper of record and a reliable source of information to all those individuals, agencies and governments with an interest in Zimbabwe. A news blackout is dangerous for any society; we will ensure that our coverage is accurate, fair and balanced. We will be accountable to our readers. We will endeavour to give all viewpoints and everyone will have the right of reply. In short, we will do everything the government newspapers in Zimbabwe are not allowed to do," says Mbanga.

[View a preview of the new Zimbabwean Online.](#)

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