



STATEMENT OF PURPOSE

The Aurora Sentinel is committed to providing community leadership through profitable publication of professional, reliable coverage of community news and information, an open forum for exchange of opinions and ideas and an effective medium for businesses and individuals to market their goods and services.

KEY ACTION PRIORITIES FOR AURORA SENTINEL SUCCESS

- Grow revenue creatively and rapidly
 - Improve readership and circulation with strong local content (edit and ads)
 - Build distribution through availability and desirability
 - *Build our brand* — Develop multi-media marketing and intensive in-house promotion
 - Exercise careful cost controls

AURORA PUBLISHING COMPANY MISSION STATEMENT

*Building a better Aurora through
communication*