

CHARISMA NAMES NEW EDITOR, EXPANDS PRINT AND ONLINE OFFERINGS

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With new leadership, the magazine for
Spirit-filled believers redesigns print version and increases online
presence

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MARY, FL (March 18, 2010) – *Charisma*, the leading periodical for Spirit-filled believers worldwide, has named a new editor as part of a multifaceted initiative to better serve readers with a redesigned print magazine, expanded digital editions and a new smartphone application.

Marcus Yoars, who has served as editor of *Ministry Today* for the last three years, is only the third editor of *Charisma* in the magazine's 35-year history of reaching the charismatic/Pentecostal/Spirit-filled community. Yoars, 34, has been in the publishing industry for more than 15 years, including serving as an editor for Thomas Nelson, LifeWay and Focus on the Family. Born and raised on the missionary field in Hong Kong, he is a graduate of Auburn University.

Yoars fills the post vacated by award-winning journalist J. Lee Grady, who resigned in January to focus on international ministry after 11 years as editor of *Charisma*. Grady will continue as a contributing editor to the magazine.

"We see this transition as very strategic," says Steve Strang, founding editor of *Charisma* and president of Strang Communications. "Marcus is a great leader and editor and represents a new generation. He's proven he understands the shift magazines must make from print to include digital."

Starting with the May issue, *Charisma* will have a new design, a new slogan ("Life in the Spirit") and enhanced content that still includes what the magazine is known for: compelling stories, practical teaching, commentary and news about "what the Holy Spirit is doing around the world."

"It's a new day for *Charisma*," Yoars says. "We've been preaching that around the Strang offices for months, but it's exciting to finally see things taking shape as we transition into a new *Charisma* starting in May. Lee Grady did a phenomenal job of further establishing the magazine as a hub in the Spirit-filled community, and I plan to continue that ongoing conversation with longtime readers and critics alike. It just might look a little different and take place in some new vehicles."

Strang says the magazine has a renewed commitment to reach the masses with new technology, and this is already being proven with several online ventures launching in May. *Charisma's* expanded digital magazine will offer readers exclusive content such as videos, podcasts, music, photo galleries and other resources tailored for the Spirit-filled believer. In addition to its print subscribers, this redesigned version of the May issue will go to 300,000 digital readers.

Charisma will also launch in May a new smartphone application that allows mobile-phone users to read breaking news, entertainment reviews, feature stories and more. The app, which is among the first provided by a Christian magazine, will be free and will allow users to better connect with the magazine's newly organized Web site,

Charisma was founded in 1975 amid the growing charismatic movement, but the dynamics of the movement have changed, Strang says. The new shift will help the magazine better serve its readers, reach a younger market and more effectively serve the global church with a strong online presence.

Says Strang: "Although the look of *Charisma* will change, its mission remains the same: to serve God by serving the Spirit-filled community."

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