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AJC Launches Politically Georgia

By [Kirsten Ballard](#) September 13, 2017

This August, the *Atlanta Journal Constitution* launched Politically Georgia, a new subscriber digital product and premium daily newsletter with content focused on Georgia political news.

Susan Potter, the AJC's senior editor for state government and politics, says Politically Georgia fills the void of not enough political reporting in the state.

"Media outlets have cut back on state government coverage," she says. "There is no money to continue it."

Politically Georgia does not just cover state government news—it is a round-up of opinion pieces and features—all clearly labeled, of course. Politically Georgia brings readers state-wide in-depth reporting on elections, health care, immigration and the economy, along with opinion pieces and columns. Features also include a Legislative Navigator to track legislation and lawmakers; Voices, with curated opinion writing from around the state; PolitiFact, with articles that fact-check statements by political leaders; and Take Action, a resource to contact lawmakers.

As part of the extensive marketing plan, Politically Georgia is offering a free 90-day trial to users. After the 90 days, it will be available for \$3.99 per month. AJC readers will have access to the content with their subscription.

Potter says AJC used to reach readers in Savannah and other parts of the state, but cut back on distribution due to cost. Now, she is hearing from readers who are thrilled to have access to government news again.

"We long thought there would be a market in the state for this kind of information because you can't get it anywhere else," she says.

Readers have contacted Potter, demonstrating a renewed interest in what the state government is doing and thanking her for making the news available.

In the inaugural weeks, Politically Georgia has tackled hot stories like the possibility of removing of Confederate Monuments, the brewing governor's race and alleged threats among state lawmakers.

"Readers need to be informed of what the government is doing so they can act and be responsible citizens," Potter says. "If you don't know what the legislature is doing, you're missing out on things that will affect your life. State government affects what roads you drive on, where your kids go to school, whether teachers have good pay and benefits and what laws you have to abide by."

She describes the venture as having "no downside." It is a value to AJC subscribers and serves a valuable purpose for the state. She's hoping in the first year that it will grow to be a widely distributed, well-known brand in the state of Georgia and have a positive effect on the state.



Kirsten Ballard



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