

New LDS.org Now Live

By Breanna Olaveson

Church Magazines

The Internet has changed since the 2006 overhaul of LDS.org, and now LDS.org has been changed to take advantage of the new possibilities.

Launched officially on November 30, 2010, the new LDS.org, also referred to as LDS.org 3.0, emphasizes the teachings of living prophets, facilitates online gospel study, provides ways to share the gospel, makes materials easier to find, and provides content in several languages.

The creation of the new site was also a good time for Church leaders to refocus the site's strategy.

"LDS.org's . . . content has been driven more by what Church departments need than by the audience's needs," said Elder Craig C. Christensen of the Seventy. "In redesigning this site, we asked, 'What do Church members need, and how can the Church help them?'"

Teachings of Living Prophets

With so many voices on the Internet competing for attention, the new LDS.org focuses on bringing one voice to the forefront—the prophetic voice.

Lee Gibbons, director of LDS.org, said the site's intent is to give the teachings of modern prophets and apostles prominence by focusing on their ministry and what they are teaching today.

The Prophets and Apostles Speak Today section of the site features recent messages and provides personal insights into the lives and ministries of the members of the First Presidency and Quorum of the Twelve Apostles.

Tools for Online Gospel Study

The previous version of LDS.org provided access to the scriptures and other Church materials, but

the new site provides tools for online study. Users can highlight and underline passages, take notes, keep a study journal, and organize materials into files for later use. These features are available in the Study area of the site, which includes the scriptures, general conference, lesson manuals, Church magazines, and more.

CHURCH CREATES OFFICIAL NEWS SITE

Church News and Events at news.lds.org makes it easy to find official news of the Church online.

Church News and Events works closely with Newsroom, Public Affairs's official Web site for news media, opinion leaders, and the public in order to cover news and events of interest

to Church members. The site taps into the Church magazines' worldwide network of correspondents to provide global perspective. Church News and Events also collaborates with Mormon Channel, the Church's official radio station, to cover stories from multiple angles. ■

Sharing the Gospel

Content on the new site is media rich, using video, audio, photography, gospel art, and other graphics to communicate the gospel message. But the content isn't there to benefit only members of the Church. It, like the gospel, is to be shared. Most of the site's content is integrated with popular social networking sites and e-mail so users can easily share content and direct their friends to learn more about the gospel.

New Search Capability

Another important function that has been improved is the site's search capabilities. The search bar, available at the top of nearly every

page on the site, provides a list of suggested search terms to help form more precise searches. The search leads to a results page that includes recommended results, hand-selected for many frequently searched topics.

Languages

The new LDS.org is a Web site for the worldwide

Church, and thus will be rolled out in stages in 11 different languages as the translations are finalized and approved. Approximately 90 percent of Church members speak one of these 11 languages: Cantonese, English, French, German, Italian, Japanese, Korean, Mandarin, Portuguese, Russian, and Spanish. ■

Hidden Talents Keep Tabernacle Organ in Tune

By Natasia Garrett, Church Magazines

Much praise is given to the organists who perform on the world-class Tabernacle organ on Temple Square, as well as to the organ itself. The organists have earned the attention. Credit for the organ's performance, however, goes not to the organist alone or even to the instrument itself but to two men whose behind-the-scenes efforts have allowed the organ to fulfill its musical potential: the organ technicians.

A History of Caring

Robert Poll and Lamont Anderson have been working with the Tabernacle organ for more than 25 years. Their job responsibilities cover many other

instruments on and around Temple Square, including 8 pipe organs, 2 harpsichords, 4 electronic organs, and more than 70 pianos. They listen constantly to the instruments, says Brother Poll, especially before events.

Brother Poll divides the work he and Brother Anderson share into three categories: tuning, mechanical maintenance, and renovation. The tuning usually involves individual pipes rather than the organ as a whole; tuning the entire Tabernacle organ takes roughly a month to complete. Mechanical maintenance primarily entails the refurbishment of malfunctioning pieces. Renovation is also focused mainly on smaller projects,

including replacing the felts on pipe shutters so that the shutters seal better and create a greater contrast in volume.

The technicians' methods of caring for the instruments are constantly evolving. This applies most to care involving the large organs. Organs of the size and caliber of the Tabernacle organ are, in some ways, "too customized for standard fixes," says Brother Poll, and require a detailed knowledge of many areas as well as the ability to innovate.

In one case, a high-pressure air regulator in the Conference Center organ kept going into oscillation—setting up resonant frequencies that sounded like the playing of one of the low pipes. Brother Poll used a piece of wire tied between two points to apply side-

ways pressure on the valve. The makeshift solution continues to prevent the problem.

Brother Poll credits inspiration for his ability to solve many of the issues that arise in his work.

A World-Renowned Friend

The technicians know the Tabernacle organ inside and out. As Brother Poll moves through the belly of the organ, he points out pipes and tells when they

