



Atlanta Local Unplugged Expands Editorial Categories as Growing Local Media Site

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Atlanta Local Unplugged has expanded its editorial framework with a set of dedicated coverage categories designed to help readers explore metro Atlanta through focused local journalism, podcast content, and community-centered storytelling. The development follows the publication's launch and marks a structured approach to organizing coverage around distinct aspects of daily life across the region.

The expanded structure organizes reporting into clearly defined editorial lanes, each reflecting a different facet of metro Atlanta. Categories now include Atlanta Must-Do, Atlanta Cafes, Atlanta Culture, Atlanta Eats, Atlanta Hustle, Atlanta Nightlife, Atlanta Pulse, Atlanta Vibe, Atlanta Voices, and Atlanta Business Spotlight. Together, these categories span local culture, food, cafes, nightlife, business, community perspectives, events, local energy, and signature experiences that shape the metro area.

The category framework is intended to make it easier for readers to locate coverage aligned with their interests, whether they are longtime residents or visitors. Rather than presenting content as a single stream, the structure gives each subject area a defined space for ongoing reporting. This approach reflects a broader editorial vision positioning Atlanta Local Unplugged as a local media platform covering multiple dimensions of

community life rather than a single-topic website.

Each category provides a focused editorial lane for continued coverage over time. Atlanta Voices centers on community perspectives, while Atlanta Business Spotlight highlights local businesses across the region. Categories such as Atlanta Eats and Atlanta Cafes address the region's food landscape, and Atlanta Culture, Atlanta Nightlife, Atlanta Vibe, and Atlanta Pulse capture the character and rhythm of daily life. Atlanta Must-Do and Atlanta Hustle round out the framework with experiences and local activity of interest to readers.

Ray L. Perry, Founder and Publisher, said the category structure supports the publication's mission of connecting readers with the community. "Organizing local journalism around clear editorial categories helps readers explore the people, places, businesses, and experiences that shape metro Atlanta," Perry said. "The goal is to build a lasting platform that celebrates the communities, culture, and businesses that define the region every day, and a strong editorial framework makes that coverage easier to discover and follow over time."

The expansion reflects the publication's approach to growth as it establishes recurring coverage areas. By defining these lanes early, Atlanta Local Unplugged aims to develop consistent reporting and storytelling that readers can return to across topics. The framework is designed to grow alongside the publication as new content is produced within each category.

Atlanta Local Unplugged, operated by Blazer Digital Media, is a digital platform that provides a guide to the city of Atlanta through high-quality journalism, podcasting, and multimedia storytelling. The publication showcases the people, places, businesses, culture, food, entertainment, and experiences that make metro Atlanta unique. Its coverage spans a range of editorial categories, and the platform also features a business spotlight and search function to help readers find content across topics. The publication serves both residents and visitors seeking to discover more about the region.

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Atlanta Local Unplugged

Atlanta Local Unplugged is an independent digital publication and podcast covering Atlanta communities, culture, food, entertainment, businesses, and local news. Part of the Blazer Digital Media network, a MarketBlazer, Inc. publishing brand.

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