

Writing a Mission Statement

Creating a mission statement helps you determine what content is essential to your Web site. For example, the Music Department Web site provides information about the Department's performances. The mission statement: The Music Department Web site will promote the awareness of the Sturgis Brown High School Music Department by providing performance and program information.

Write a mission statement for the Juneau Web page by answering the following questions:

- What is the site's purpose?
- What are the site's goals?
- Who is the target audience?

Write Web Text

Rewrite the following text for use on a web page. Use **headings and bulleted lists** to break the text into smaller sections.

Juneau, Alaska, is a popular vacation destination. In the summer, you can experience kayaking and canoeing, go on a whale-watching expedition, visit the salmon hatchery, or views from the Mount Roberts Tramway with nature walks and gift shop. In the fall, you can take air, helicopter, or balloon tours, visit the Mendenhall glacier, visit the Shrine of St. Therese or St. Nicholas, visit Nugget Falls, or go wildlife viewing. Many people also visit Juneau in the winter to enjoy the snow with cross country skiing, visit the state capitol building, or the many museums. If you are planning a visit to Juneau in the spring, plan to spend time visiting Tracy Arm Fjord, Glacier Garden Rainforest, bear viewing at Park Creek or enjoy fishing.