

Evening Post



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TRÉNINK

V roce 2006 – změna

- Trénink psaní pro web
- Nový redakční systém
- Jak pracovat s vyhledávači
- AV skills



CHANGING NEWSROOM

- Digitální šéfové
- Redesign newsroomu
- Změna workflow
- Adaptovaný CMS



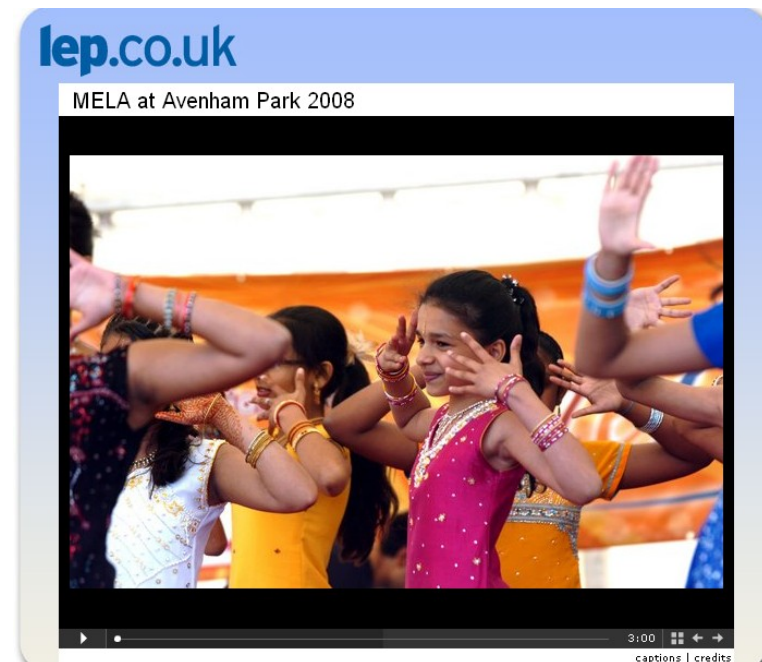
TECHNOLOGY

- Nakoupili video camery & digitální diktafony
- iMacy s Final Cut
- Televizní obrazovky



Nový obsah

- Video vysílání
- Slideshows
- User generated content
- Cross-promotion



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JP

Další

- CoverItLive
- Live video streaming
- Social networks
- Mash ups



LEP Live (video streaming)

- Telefon nebo laptop
- Camera
- Quik or Ustream websites
- Real-time blog
(coveritlive)

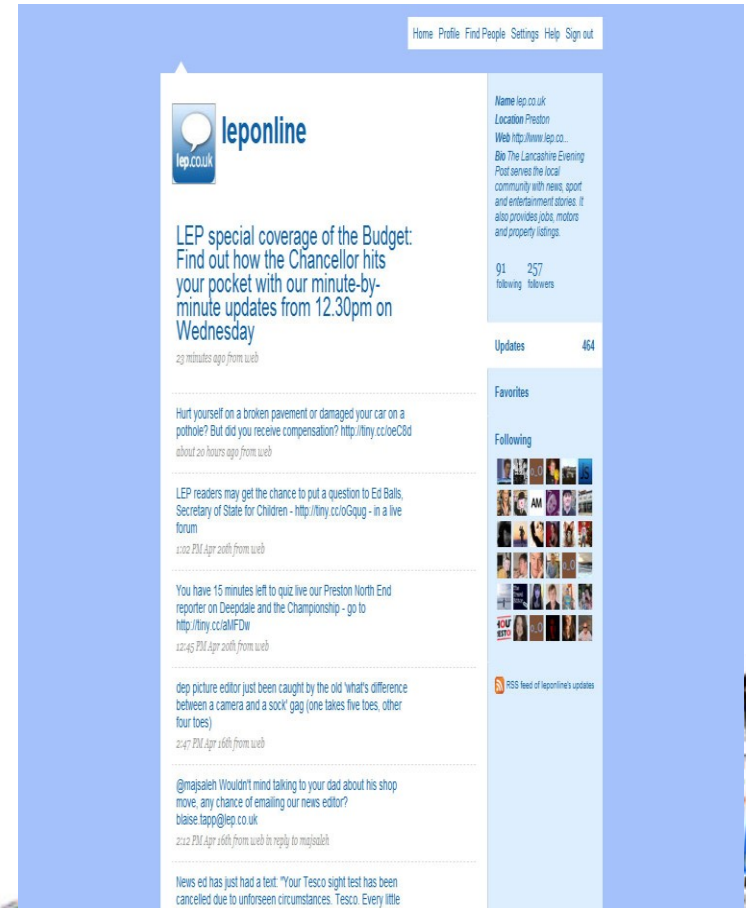


Politici a puby

- Lunchtime in a typical Preston pub
- **Business Leaders' Lunches**
- Politicians visit the LEP



Twitter/Facebook

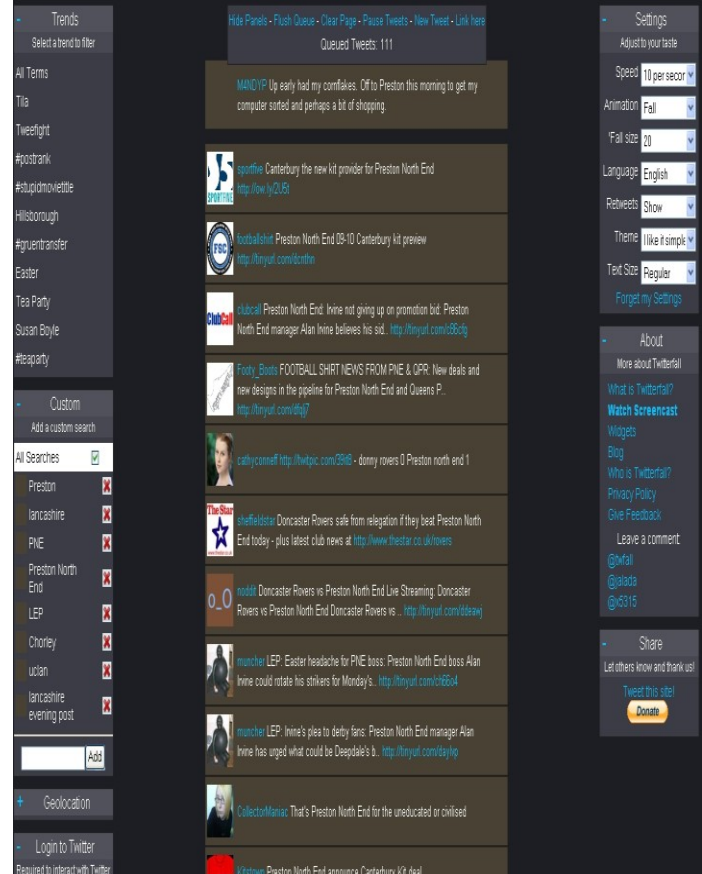


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Twitterfall

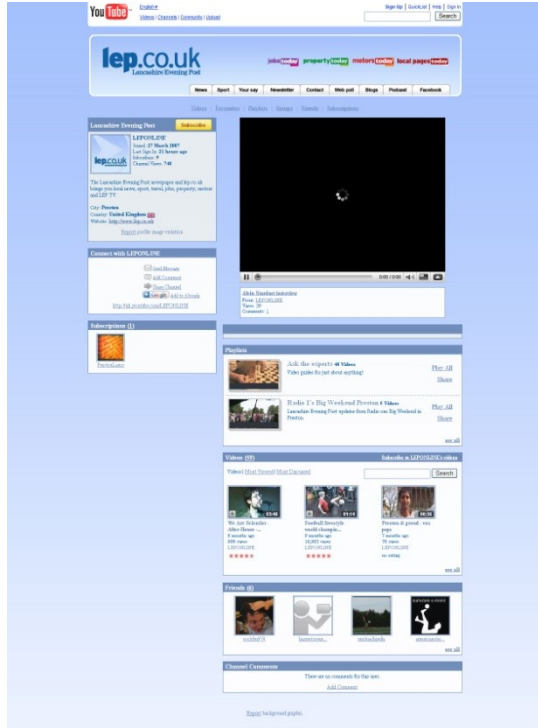
- Monitorují tweety 'Preston' a 'Lancashire'



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Youtube



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Audio and video strategy

- Training pro všechny reportéry
- Think print and web in every story
- Breaking news for the website
- AV suite and studio
- UGC



User Generated Content in 2008

- **PICTURES:** 4,000 (including from PR, Retro and sport)
- **WEB POLL VOTES:** 60,000
- **GENERAL:** 2,500 articles (sport, reviews, schools)
- **LETTERS/EMAILS/TEXTS:** 3,500 (news) and 100 (sport)
- **SHORT STORIES:** 148 stories submitted to group-wide competition from lep.co.uk, 2,000 registered voters
- **AUDIO AND VIDEO:** 25 videos & 60 audio files (plus school podcasts)
- **EDITORIAL SNAP SURVEYS:** Thousands of responses (campaigns)
- **BLOGS:** 100
- **FORUMS:** 900 postings
- **STORY COMMENTS:** Up to 4,000 a month
- **COMMUNITY CALENDAR:** 500 entries
(most uploaded by users)



The future

- More interaction (more live forums)
- Encourage more UGC (poems, ultra local)
- Develop podcasting (sport, business, schools)
- Maintain innovation



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SUCCESS STORY

	January 2005	December 2008
Monthly Page Views	422,055	4,406,060
Unique users per month	50,406	328,158
Weekly story count online	152	448
Weekly photographs	10	546
Weekly video	0	21
User comments	0	6,379

