



Making sense of a digital world

Digital's Communities Academy Introducing The Guardian's blogs

Digital Training Academy

The Guardian's Culture Vulture blog may have had its last post in October 2006 but it still holds important lessons for publishers. In this seminar we show you how its fresh approach to publishing engaged viewers around its content, increasing readership and revenues at the same time.



Introducing...

the Guardian's blogs

...for British Culture Vultures everywhere



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Introducing...
the Guardian's blogs
 ...for British Culture Vultures everywhere

DIGITAL TRAINING ACADEMY

Blogging

- Fresh approach to publishing
- Weaving links into the core of the story and democratising editorial
- Stimulating communities around content
- Simple easy to use tools for 'readers'
- Turns 'readers' into 'writers'
- Increases viewer activity and engagement
- For individuals and corporations alike

DIGITAL TRAINING ACADEMY

Digital's Communities Academy



Case study:
The Guardian's
Culture Vulture blog

DIGITAL TRAINING ACADEMY



Guardian Unlimited

SEARCH FOR FLIGHTS AND HOTELS TO CREATE YOUR PERFECT BREAK

Go to

Read today's paper
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culturevultureblog

Tuesday December 13 2005

The best films on the globe?
 By [Xan Brooks](#) / Film 02:48pm

Spare a thought for the industrious organisers of the annual Golden Globe awards who announce their nominees and winners with such fanfare only to have the results reported as clues as to who's going to win what at the Oscars. How frustrating must that be? It's rather like a schoolboy gaining a fine crop of A-levels only for his parents to

Arts
 Adrian Searle on Tomma Abbt's disturbing weird paintings
 UK tops European download chart
 Bach, the universal musician

Books
 Tales of the city
 John Sutherland: And the 2006 Pizza Hut book of the year is ...
 Girl wins divorce book deal

Film
 Cowboys on top at Globe nominations
 Wizard holds off Witch to retain top spot
 Sex, Lies and Videotape producer dies, aged 49

Culture Vulture
A Guardian arts and culture blog

- <http://blogs.guardian.co.uk/culturevulture/>
- Cultural news stories- educated audience
- People post their comments on the stories
- An online community

The best films on the globe
By **Xan Brooks** Film 02:48pm

Spare a thought for the industrious organisers of the annual Golden Globe awards who announce their nominees and winners with such fanfare only to have the results reported as clues

Culture Vulture
A Guardian arts and culture blog

Blogging in 4 easy steps

- 1. The Story**
Article published in Culture Vulture by Guardian journalist

Thursday December 8 2005
The green light | Home | Why go out? >

Nostalgia trick
By **Andrew Dickson** / Happenings / Music 03:48pm

Imagine all the tributes... Fans in New York's Stadium Fields pay their respects earlier today. Photograph: Richard Drew/AP

Amid the one-day-only reprise of Lennonmania - wall-to-wall BBC coverage, a slew of articles in today's press, tribute events in Liverpool and New York - there have been some small but audible voices of discontent.

One featured (inevitably) on this morning's Today programme, Dominic Sandbrook, historian and well-lit debater, declared that "Lennon doesn't really mean that much" (RealPlayer audio file). He was,

Culture Vulture
A Guardian arts and culture blog

Blogging in 4 easy steps

- 2. The Post**
The Reader decides to post a comment on the story.

The best films on the globe
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Post a comment

Subscribe to this feed for this entry and its comments.
Your comment: (no HTML, URLs are automatically converted to links)

Your name:

Your email address: (We won't display this.)

Your site's URL: (they will link to your site, if you have one.)

Please click the post button only once - it may take a moment for your post to go live

Culture Vulture
A Guardian arts and culture blog

Blogging in 4 easy steps

- 3. The comment**
Readers begin discussing something the writer has included. The discussion takes on a life of its own.
- 4. The link**
Readers posting comments also include links from their conversations to other websites. Good links will enhance points and share relevant information. They'll be 'on topic'.

Counterpunch have put online a transcript of Lennon's 1971 'Lost Interview' with **Tony Ai and Robin Blackburn**:
<http://www.counterpunch.org/lennon2002005.html>

Well worth checking out, if you are interested in Lennon's radical politics...

Posted by **Sawwall** on December 10, 2005 12:30 PM.
Offensive? Unsubstantiated? Report this comment.

Agreed, Snowball. The interview is often amazing, and as the Counterpunch editors brag, much more interesting than the one with Jan Wrenner.

Posted by **GisgigNYC** on December 11, 2005 05:57 PM.
Offensive? Unsubstantiated? Report this comment.

There has to come a time when we lay Lennon and the Beatles to rest. Of course they were great. But what they and the sixties

counterpunch
America's Best Political Newsletter
edited by alexander cocksburn and jeffrey stclair

Guardian Culture Culture A Guardian arts and culture blog

Blog content can have a tech savvy audience

Bach: Your downloading recommendations
By Imogen Tilden / Music 09:20am

Among the Guardian's Bach celebrations today is a list of places where you can download some of the composer's best-known works. We limited our research to sites that work for both Macs and PCs, and to sites that are legal for UK users (as a rough guideline, if a site too good to be true, it probably is). However, any such list is of course only a starting point. Send us your suggestions, tell us what sites we've overlooked, or perhaps which Bach recording you'd most like to see available as a download.

Site of the week: The Penguin Podcast
By Michelle Paul / Site of the week 06:09pm

Penguin is the first of the UK's major publishers to jump on the podcasting bandwagon, with the Penguin Podcast, and they are making a pretty good fist of it. The fortnightly radio show has so far consisted of extracts from audio books, including Zadie Smith's On Beauty and Nick Hornby's A Long Way Down, plus author interviews and bits of James Oliver. Which is odd, as he's not the most articulate of chaps. But Penguin are upping their game from next week with a podcast of the unabridged audiobook of Charles Dickens's A Christmas Carol, in five instalments. The classic public domain tale is read by the actor Geoffrey Palmer and the first instalment will be on December 15. Penguin has always made an effort with online marketing – their website is one of the best in the industry, with an interactive reading group section, quizzes, giveaways and so on – and podcasting seems like a natural development for a publisher with a varied list of audiobooks from which to cul material. Wisely, the podcast is backed up with a blog which features background information on the stories featured in the show and a clear explanation of the different ways in which would be listeners can access the programme.

Permalink | Comments 2

Guardian Culture Culture A Guardian arts and culture blog

Tone is more informal but still in keeping with Guardian brand

Nostalgia trick
By Andrew Dickson / Happenings! Music 03:45pm

Reprise all the hits! - Fans in New York's Strawberry Fields pay their respects earlier today. Photograph: Richard D'Amico

Amid the one-day-only reprints of Lennonmania - wall-to-wall BBC coverage, a slew of articles in today's press, tribute events in Liverpool and New York - there have been some small but audible voices of discontent.

One featured (inevitably) on this morning's Today programme: Dominic Sandbrook, historian and self-billed debunker, declared that "Lennon doesn't really mean that much" (RealPlayer audio file). He was, Sandbrook continued "shot ten, possibly more, years after he ceased to be culturally important". Cue sound of those intating Today eggpops being smashed by baby boomers across the land.

Linguistic politics
By Sean Clarke / Blogoffle 02:37pm

In the wake of David Cameron's victory, our resident logophile Sean Clarke explores the origins of the words 'posh' and 'Tory'.

Saluting the black new dawn for British politics on Tuesday afternoon, I was moved to reflect that "posh Tory" is now a tautology, whereas once it would have been an oxymoron. As is so often the case, I was only half right.

David Cameron: Top or outlaw? Photograph: PA

Permalink | Comments 1

Guardian Culture Culture A Guardian arts and culture blog

Greater immediacy for news posting

12:19 pm **02:48 pm**

The moral maze **The best films on the globe?**
By Guardian Unlimited / Film 12:19pm By Xan Brooks / Film 02:48pm

04:13 pm **04:50 pm**

Hidden: a gender **Present tense?**
By Andrew Dickson / Books: Happenings 04:13pm By Guardian Unlimited / Books 04:50pm

annual Golden Globe awards who announce their nominees and winners with such fanfare only to have the results reported as clues

Permalink | Comments 2

Guardian Culture Culture A Guardian arts and culture blog

What's difference with Culture Culture news and "Feature" news?

- Culture Culture updated much more often
- Audience comments included after the stories

Tear-jerker
By Charlotte Higgins / Back-row blogger October 2 11:02

What's the secret something that transforms a piece of art into something that makes you weep like a newborn, to the extent of actually causing embarrassment to your friends and to yourself by heaving with sobs in a live venue? It happens to me very rarely, but it happened to me on Friday.

Read more...

Permalink | Comments 26

announce their nominees and winners with such fanfare only to have the results reported as clues.

Guardian
Culture Culture
 A Guardian arts and culture blog

Two advertising spaces taken with Guardian Crossword advert and "Advertiser Links" (as in Google)

The best films of the year
 By Ian Brooks Film 02:48pm

Spare a thought for the industrious organisers of the annual Golden Globe awards who announce their nominees and winners with such fanfare only to have the results reported as clues

Advertiser Links

CD Duplication
 Duplicate your own CDs and DVDs with a high-quality and cost-effective duplication from Verity Systems. Choose from high speed manual or automated systems, and printer options.
www.veritysystems.co.uk

CD and DVD Duplication with SPRESCO
 Low cost, fast production, professional duplication of music CDs, CD-Rs and DVDs. CD-Rs from 11p each and DVD-Rs from 20p.
www.spresco.co.uk

Hardy Hardware CD Duplication
 CD Duplication and DVD duplication, fast turnaround with public quality discs to enhance digital printing. Contact us here

getKevinWinter_globe3.jpg

Business case

Insight into the effect on audiences

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Top sources on Google News: October 2005

1. ABC News
2. Guardian Unlimited, UK
3. Reuters, UK
4. The Sunday Times, UK
5. SFGate.com, CA
6. Reuters

Source: NewsKnife.com

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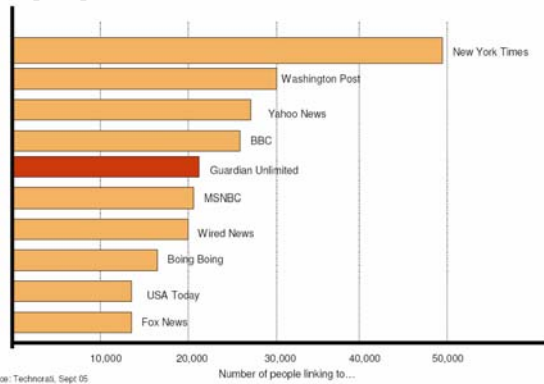
Vital statistics

- 120m page impressions from 12m unique users (3m users in the UK)
- Average 600,000 unique users a day (750,000 a day Mon-Fri)
- 15 different sites...
- Total revenues up 41% year on year
- Profitable in 05/06
- Webby award for Best Newspaper Site 2005
- Consumer Publisher of the Year and Best Editorial Team, UK Association of Online Publishers, 2005
- Best Daily Newspaper on the Web, 2001, 2002, 2003, 2004, 2005
- A separate business unit - increasingly integrated

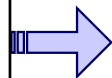
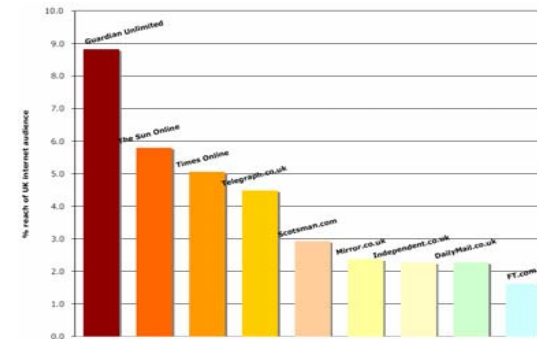
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The most blogged non-US Newspaper



The most popular UK Newspaper site



Reflections

What can The Guardian's model teach publishers?

Blogging

- Fresh approach to publishing
- Weaving links into the core of the story and democratising editorial
- Stimulating communities around content
- Simple easy to use tools for 'readers'
- Turns 'readers' into 'writers'
- Increases viewer activity and engagement
- For individuals and corporations alike

The two rules

“It takes commitment, and it takes time

You need to be *part* of the web, not on the web”

**Simon Waldman; Head of digital publishing
– The Guardian**



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Reflection

What is the implication for your brand?

How can you apply this?

What issues does it raise?

What are the next steps?



Digital Action Plans
What matters most for you?

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