



In Search of New readers-
Inter American Press Association. October 4th, 2008

Perspectives Shaped by Partnering with News Leaders

The Washington Post
washingtonpost.com



REUTERS



CBC



YAHOO! NEWS

theguardian

BELO

COX
NEWSPAPERS, INC.

CHICAGO SUN-TIMES



The Hearst Corporation

sky

HEARST corporation

Social Media is Everywhere

78% of online Americans aged 15-34 actively using social networks.

90% of companies feel online customer engagement “important” or “essential”.

Social Media is Everywhere

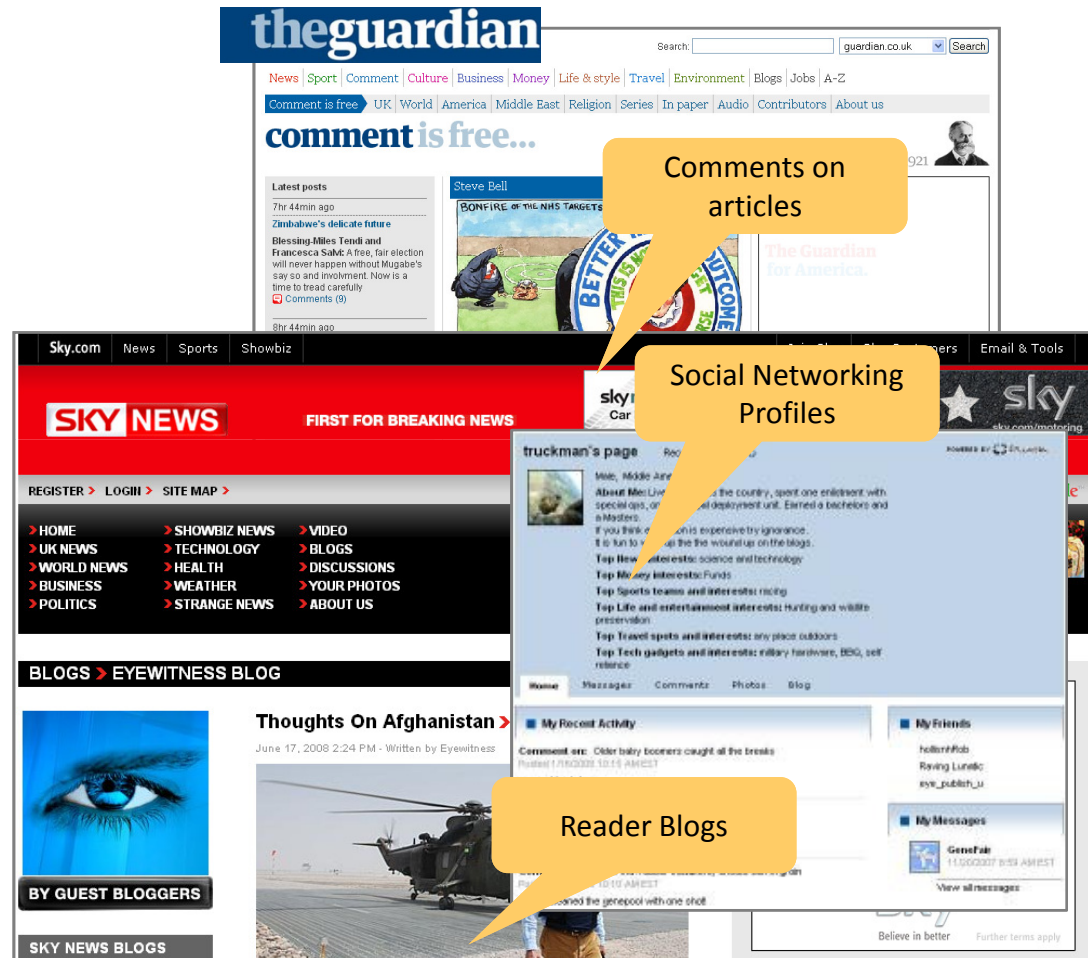
63% of consumers indicate they are more likely to purchase from a site if it has product ratings and reviews.

78% of Marketers are targeting Social Media, Social Networking and Web 2.0 companies

72% of consumers use social media to research a company's reputation for customer care before making a purchase.

News is social...

- Read-only publishing falls short online
- News topics fuel a broad based conversation
- The news that shapes our world is intrinsically social



Defining Social Media

1

User Enhanced Content
Rating, recommending, annotating content

The collage consists of three overlapping web interface screenshots:

- Top Left (Car Review):** A car review page for a vehicle. It features a 'Rate this Vehicle' section with star ratings for Overall Rating (4.4), Styling (4.6), Comfort (4.2), Handling (3.6), Fuel Economy (3.6), and Dependability (3.6). Below this is a 'Recent Ratings' section showing similar ratings for the same vehicle. The page also includes a 'Recommend' button and a 'Report Abuse' link.
- Top Right (News Site):** A screenshot of the USA Today website. It shows the 'Top News' section with headlines such as 'Stocks dive double-digits', '2 hostages at Maine prison released unharmed', 'CDC broadens its probe of salmonella outbreak', 'DOD, EPA spar over hazardous waste cleanups', 'Griffey's 603rd career home run rallies Reds to win', and 'Iraq opens 6 oil fields for international bidding'. Each headline includes a comment count and a recommendation button.
- Bottom (Recipe Site):** A screenshot of the 'Better Recipes' website. It shows a search bar, a list of recipe categories (Appetizer, Beef, Bread, Cake, Chicken, Christmas, Cookie, Crock Pot, Dessert, Diabetic, Drink, Easter, Easy, Grilling, Halloween, Healthy, Italian), and a search results page for 'Chicken Divan'. The search results include a rating (4.5 stars) and a 'Recommend' button.


Defining Social Media

2

User Generated Content

Blogging, uploading photos, videos


One Wish a Day
posted at 11/5/2008 2:09 PM GDT


Whisky
First post: 29/4/2008
Last post: 25/6/2008
Total posts: 172

I forgot to post my earlier!! I wish that my daughters and O stuff away and then my house would be tidier!! love whisky 😊

[Report Abuse](#)

Re: One Wish a Day
posted at 11/5/2008 3:17 PM GDT


Fabrics to go
First post: 29/4/2008
Last post: 25/6/2008
Total posts: 511

My wish today is that Alistair is his old self soon as he is a bit down atm, not interested in walks or play which is so unlike him.

Jan
Always be yourself, because the people that matter, don't mind. And those that mind, don't matter


[Report Abuse](#)

McGraw_Hill CONSTRUCTION **Community** [SIGN IN](#)

[PHOTO GALLERIES](#) [BLOGS](#) [FORUMS](#)

[View all our showcased photo galleries](#)




From: [The World of Design](#)



Singapore Management University- School of Infocomm
by [geokser](#)
KNTA Architects- SMU City Campus in Singapore. The green walls are intended to complement the urban park and to contrast with the adjacent crisp but articulated

[prev](#) [next](#)



Recently Posted Photos

-  **P & S Metals**
In: Southwest Contractor Photo Showcase
By: [krista](#)
-  **1st National Bank of Howell, Green Oaks Branch**
In: Green Projects Showcase
By: [akane](#)
-  **Dixie's Dam Lounge Interior at Hooters Casino Hotel**
In: Southwest Contractor Photo Showcase
By: [krista](#)

Advertising



USG Design Studio
Spec the possibilities.

Blogs [View all forums](#)

-  **Adventures in food and wine: Taste of London**
By [Katy Greenwood](#)
25/6/2008 4:22 PM GDT
-  **Is it time to change your foundation?**
By [Bernadette_Fallon](#)
24/6/2008 3:30 PM GDT

[View all blogs](#)

Most recent members

-  **emmakmcgill2**
26/6/2008 2:44 AM GDT
-  **topcat1969**
26/6/2008 2:14 AM GDT

Defining Social Media

3

Social Networking

Forming connections with other users

The screenshot displays a social networking website with a blue and white color scheme. At the top, there is a navigation bar with links for Home, News, Travel, Money, Sports, Life, and Tech. Below this, the main content area is divided into several sections. On the left, there is a user profile for 'gary s.' with a red 'city' logo. The profile includes a 'Recent Activity' section with forum posts and messages. To the right of the profile, there is a 'Native Pride's page' with a recommendation button and a 'My Friends' list. Further right, there is a 'New Members' section with a list of users and their join dates. At the bottom right, there is a 'Latest staff blogs' section with a list of blog entries. The interface is powered by Pluck, as indicated by the 'POWERED BY Pluck' logo in the top right corner.

USA TODAY

Home News Travel Money Sports Life Tech

Native Pride's page Recommend (3)

Male, Age: 27, Oregon

About Me: Never believe Politicians or the media. The truth is somewhere between the two.

gary s.'s page Recommend (5)

Gender: Male
Age: 46
Location: Richmond, VA
[View Profile](#)

Home Messages Comments Photos Profile

Recent Activity

Forum Post: [This is very curious](#)
Posted 3/24/2008 10:01 AM CDT
Ellie, Check your settings in FF. Go to Tools->Options->Content and check to see that you have the javascript checkbox checked.

Forum Post: [Re: March Photo Contest-Problems uploading-on a MAC](#)
Posted 3/22/2008 6:50 PM CDT
I just uploaded an image using a MAC and FF and I had no trouble at all. I'm looking at the date of your post and I know the site did have a scheduled outage around the time of your pos... [more >](#)

Forum Post: [Re: March Photo Contest-Problems uploading-on a MAC](#)
Posted 3/21/2008 2:03 PM CDT
I'll look into that issue for you. I had not noticed a problem.

Message to: [charlieh1234](#)
Sent 3/13/2008 10:47 AM CDT
hello

Forum Post: [Re: filter for lcd screen?](#)
Posted 2/26/2008 3:33 PM CST
Yes actually Hoodman Corp.

Report Abuse
Community Guidelines

My Friends
RUCRAZY

My Messages
RUCRAZY 6/29/2008 10:01 AM EDT
Made in the USA 6/28/2008 10:40 PM EDT
Persistence 6/28/2008 6:40 PM EDT
Texas Reader 6/26/2008 10:03 PM EDT

Friends
[worldgodzilla](#)
[kristin](#)
[riverace](#)
[andrew w.](#)
[charlieh1234](#)
[Show all](#)

Messages
[Doug Hess](#) 3/7/2008 11:24 AM CST
[Doug Hess](#) 3/7/2008 11:23 AM CST
[Doug Hess](#) 3/6/2008 12:41 PM CST
[View all messages](#)

Recent Photos
[Previous](#)

allaboutyou

New Members

[imgtdow](#) 30/6/2008 12:54 AM GDT
[EleanorH](#) 30/6/2008 12:28 AM GDT
[Skyzel](#) 29/6/2008 11:57 PM GDT
[LoobyLoo4](#) 29/6/2008 11:42 PM GDT

Latest staff blogs

[Best dinner party album in the world?](#)
By [Bernadette Fallon](#): 27/6/2008 2:25 PM
[Cool to be kind](#)
By [Maire, Editor Prima](#): 26/6/2008 5:06 PM
[Adventures in food and wine: Taste of London](#)
By [Katy Greenwood](#): 25/6/2008 4:22 PM

The Changing Web

Five emerging elements of the changing Web:

1

The ENTIRE WEB IS MOVING from a read-only model to a read-write model

2

Think VERTICAL, bring the right content to the right audience with the right advertiser

3

We live in a SEARCH-driven world, EVERY DOOR IS A FRONT DOOR...

4

CONTENT is marketing

5

An audience is a COMMUNITY waiting to happen

Stories Break Differently

And the blogosphere contributes a valuable third-party perspective...

Eliot Spitzer

Legal woes? ...

RELATED BLOG POSTS

- ▶ [Spitzers Resignation Opens Door for Cuomo](#)
WSJ.com: Washington Wire
- ▶ [Spitzer Must Resign If Charges Are True](#)
Hutch Report
- ▶ [Eliot Spitzer: Irresistible Stupidity, Immoveable Standards](#)
Bloggercritics Section: Politics
- ▶ [Spitzer Likes Those Working Girls](#)
The Agonist
- ▶ [New Yorkers Give Spitzer Bronx Cheer](#)
WSJ.com: Washington Wire

Views in these blog posts are those of the author and not of Reuters.

powered by **BlogBurst**

2004 2003 2003 2003

USA TODAY Home News Travel Money Sports Life Tech W

OTHER VOICES FROM THE WEB

Comments: (5,4)

Spitzers Resignation Opens Door for Cuomo
Posted on: *WSJ.com: Washington Wire* - Thursday, March 13, 2008
"Amir Efrati reports on politics in Albany. New York Gov. Eliot Spitzer's resignation presents a..."

The Spitzer Affair: A Thriller Without a Crime
Posted on: *The Moderate Voice* - Wednesday, March 12, 2008
"The case of Eliot Spitzer - as is often the case when an American politician is charged with a lack of..."

SPITZER: WHITE COLLAR CRIME -- WHITE COLLAR PENALTIES?
Posted on: *One Citizen Speaking...* - Wednesday, March 12, 2008
"UPDATE(01): 03-12-08 SPITZER RESIGNS! EFFECTIVE MONDAY MARCH 17TH! Deal or no deal?"

most importantly to my family. I apologize to the public, who I promised better."

POWERED BY **BlogBurst**

Recommend | Report Abuse

And, occasionally, the audience leads the charge

...while Forums and Photos add a critical element of value to editorial coverage

GOOGLE

News-OCRegister

Pictures from News Events in Orange County

Have a photo for this gallery? Click here

Forums » Hot Topics » Wildfire -- Share what you know, offer tips, give a shoutout to our firefighters!

Subscribe

1 2 3 >> Last

Forums » News - OCR » Hot Topics » Wildfire -- Share what you know, of...

Wildfire -- Share what you know, offer tips, give a shoutout to our firefighters!

posted at: 10/21/2007 9:48 PM PDT



News Director, ocregister.com

The winds were ripping all day in the Santa Ana Mountains. I ran from Modjeska Canyon to Saddleback summit and back. The rangers were doing a great job monitoring the area and firefighters were ready to roll in Modjeska Canyon.

Report Abuse

Re: Wildfire -- Share what you know, offer tips, give a shoutout to our firefighters!

posted at: 10/23/2007 3:55 PM PDT



mommali

First post: 10/23/2007

Last post: 1/11/2008

Total posts: 9

I live about 40 miles north, but as I came down for work in Irvine this morning, the amount of smoke amazed me. It's really kind of treaky with the sky all orange and brown. I hope I can get out of here without traffic all snarled tonight!

Report Abuse

Pendleton fire drops more ash on San Clemente & Capo Beach

posted at: 10/24/2007 10:24 AM PDT



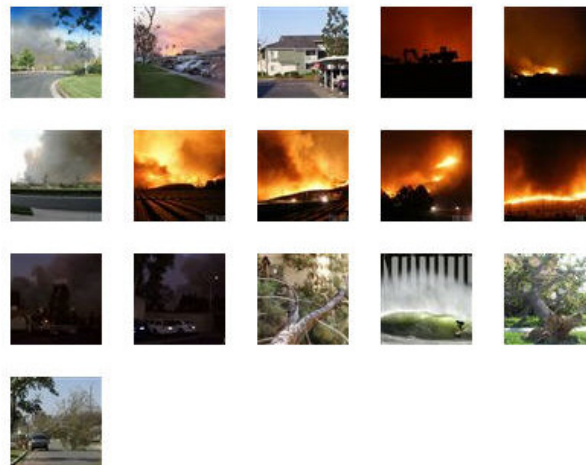
glennhall

First post: 10/24/2007

Last post: 10/25/2007

Total posts: 3

More ash dropped on San Clemente and Capistrano Beach overnight from the Camp Pendleton fires. But there seemed to be less wind in South County and the campfire smell wasn't too bad.



First << 1 2 3 4 5 6 7 8 9 10 >> Last

Orange County's news source
ocregister

Sunday, October 21, 2007

Orange County fire consumes about 8,800 acres

Wind shifts; evacuations lifted in Peters Canyon, Cowan Heights.

By GWENNOLYN DRISCOLL and Z PIRANI
POWERED BY **Pluck**



FIRE LINE: A firefighter uses a hose as a wildfire burns along a hillside in Irvine.

EUGENE GARCIA, THE REGISTER

[MORE PHOTOS](#)

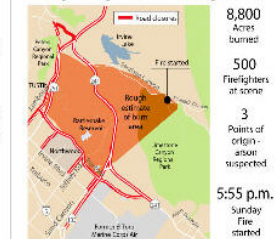
160
800 acres
rtheast
late

WANT MORE?

- **SUBMIT PHOTOS:** Publish your photos of O.C. fire
- **JOIN THE DISCUSSION:** Share your information about the fire with others
- **SCIENCEDEUDE BLOG:** More on O.C. fire and wind conditions
- **LATEST ON SO. CAL FIRES:** From the Associated Press

Graphic

Santiago fire
Fire originated at Silverado Canyon and Santiago Canyon roads. Fire crossed the 241 toll road to the southwest, burning to the edge of the Northwood village in Irvine.



[Road closures and fire update](#)



Confidential

Page 10

Fostering New Possibilities In Editorial Coverage

Tapping into online audiences to power new, relevant **content channels...**

The screenshot displays the Houston Chronicle's gardening section. The main content area features an article titled "What To Do About The Weeds In Your Lawn Now!" by an Extension Agent, dated 3/26/2008. The article discusses the challenges of weed control in the spring and offers advice on using pre-emergent herbicides. To the left of the main article is a sidebar titled "Reader blogs" which lists several gardening-related topics and links to reader-submitted content. Below the main article, there are sections for "Recent Entries" and "Archives". The top of the page shows the "Houston Gardening" logo and navigation links for "Houston gardening", "Real estate", and "Weather".

Houston Chronicle

- Segmentation of metro area into **hyper-local communities**
- Cross-segmentation with **3 prime affinity areas**: religion, gardening, motherhood

Fostering New Engagement Model and Sponsorships

Tapping into online audiences to power new, relevant **content channels...**

Economist.com SEARCH [] Economist.com [] Go
advanced search »

Monday November 5th 2007

requires subscription LOG IN: E-mail address Password Remember me Go Register »

RESEARCH TOOLS Choose a research tool: [] Go

Get 6 FREE trial issues >>

Subscribe Activate RSS Help

Debate Series: Education

Debates in this series focus on education and connected issues of public responsibility, immigration, and the digital divide. Sponsored by Intel.

Debate one
Voting closed
New Media - The continuing introduction of new technologies and new media adds little to the quality of most education.
House Vote: OPPOSED
44% PRO vs. 56% CON
[Enter this debate](#)

Debate two
Voting closed
Governments and universities everywhere should compete for qualified students regardless of nationality and residence.
House Vote: ACCEPTED
74% PRO vs. 26% CON
[Enter this debate](#)

Proposition: The continuing introduction of new technologies and new media adds little to the quality of most education.

Realtime results
402 510
44% 56%

Vote Pro **Vote Con**

This debate is now closed. Thank you all for your contributions. Please join us on Dec. 10th for the next debate.

Comments:
Ronaldinho101: I'm not going to repeat all that was ... [more](#)
boatanley: Basically speaking education, I think ... [more](#)
lonas.athex: Improved results on standardized tests in ... [more](#)

[View all comments](#) [Submit comment](#)

Moderator
Robert Cottrell, Deputy Editor of Economist.com. [more](#)

Con
Dr. Robert Kozma is an Emeritus Director and Principal Scientist at SRI ... [more](#)

The Economist Debate Series
Welcome: Guest
Your vote is: **not yet voted**
You must be logged in and have a Pen Name to vote or comment. If you have a Pen Name, please log in to your economist.com account or select 'Get Pen Name' to create one.
[Get pen name](#) [Get alerts](#) [How it works](#)

Debate Interview
Craig R. Barrett, Chairman of the Board of Intel Corporation. Mr Barrett became Intel's fourth President in May of 1997 and Chief Executive Officer in 1998.
[Mr Barrett's interview](#) [more](#)

Sponsor
Official sponsor of The Economist Debate Series
 Intel, the world leader in silicon innovation, invests \$100 million annually to help teachers teach, students learn and universities around the world innovate—particularly in the areas of math, science and technology. Additional information about Intel is available at [intel.com/educate](#)
[About sponsorship](#)

1/22/2008 2:49 PM EST
[Recommend](#) [Report Abuse](#)

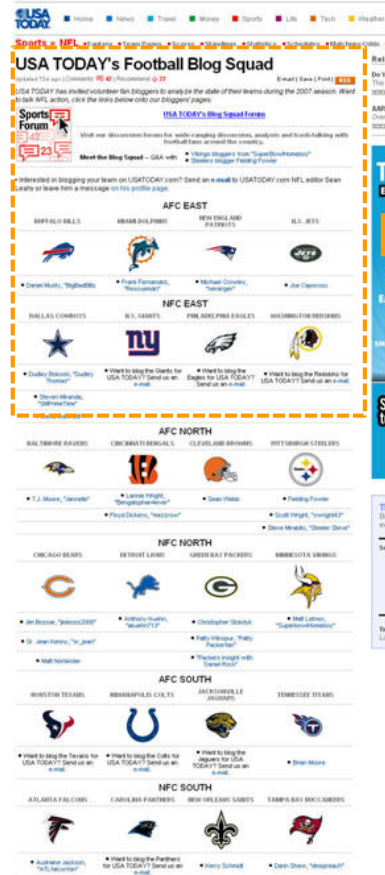
1 2 >> Last

POWERED BY Pluck

The Economist

- Strengthened bonds with **loyal Economist readers** through high-energy debates on education and policy
- **2008 National Magazine Award Finalist** and **AdAge Hotlist #1** on heels of debate initiative
- Monetizes Pluck-powered online debate section with **Intel sponsorship**

Organizing Your Audience



Democrat AND Chronicle.com

SEARCH ALL go

HOME NEWS COMMUNITIES BUSINESS SPORTS ENTERTAINMENT FORUMS OBITUARIES OPINION MULTIMEDIA CLASSIFIEDS C

RocDocs RocMen RocLoop RocPets RocMoms insider Finger Lakes Wine Kids at Play Health Her Rochester

Comment, blog & share photos
Log in | Become a member

POWERED BY YOU AND Dem

Groups » - Wine Talk

POWERED BY Pluck

Search forums for: in All Categories

Recently Active Members

Dangermonkey aureliuswines ragangel HollyH winedrinker PastorJack slivadas

imaginemoore

1 2 3 >> Last

Forums » - Conversations on Wine » - Wine Talk

Discussions	Started by	Posts	Latest Post
Conversations on Cocktails and Mixology	Dangermonkey	25	6 hours ago by Dangermonkey
Books on Wine,Spirits,and Cocktails,Reviews,History,Information etc.,	Dangermonkey	7	1 day ago by aureliuswines

Promoting Users and their Contributions...

MOST VIEWED COMMENTED RECOMMENDED

- Ex-workers criticize church's child care
- One dead after Scottsdale crash
- Hospital owners plan to build in Florence
- Mall suspect has history of mental illness
- Filing for unemployment insurance benefits...
- Girl charged in Higley school bus fight
- Chandler police search for suspect in slaying
- Coach disappointed with L...
- Scottsdale forgoes appeal
- Bordow: Leinart's private l...

Success Profile: USA Today



Objective: Drive User Participation Around News Product

- End-to-end social networking with Pluck SiteLife
- 27 topics/channels augmented with Pluck BlogBurst
- Flagship implementation for Gannett enterprise commitment



Results

- **24%** month-over-month growth rate in traffic as of July 2007
- Logged more than **100,000** new user registrations first 6 months after launch
- Currently generating nearly **10,000** new comments per day
- Sole recipient of ONA's **General Excellence Award** (2007) based on pioneering efforts in network journalism

Success Profile: NatMag - Hearst Digital Network



Objective: Facilitate socially infused magazine experiences for female audience

- Developed AllAboutYou community and editorial portal for women
- Incorporated Blogs, Forums, Photos and Profiles for staff and readers

The screenshot displays the NatMag community portal interface, featuring several sections and callouts:

- Latest forum posts:** A list of forum topics including "One Wish a Day", "who else?", "Is anyone using this", "What's everyone read", "Three word story xx", and "LB & Blaze".
- New Members:** A list of new members including "emmakmcgill2" and "topcat1969".
- Latest reader blog:** A list of reader blogs including "Drawings from", "Introduction", and "Crazy Busy!".
- Community:** A section with "Forums" (e.g., "What's everyone reading at the moment?", "Would you like to join me?"), "Blogs" (e.g., "Adventures in food and wine: Taste of London", "Is it time to change your foundation?"), and "Most recent members".
- Callouts:** Three orange callout boxes highlight specific features: "Latest people and content" (pointing to the New Members section), "Community highlights and content cross-promo" (pointing to the Community section), and "Moderated member forums" (pointing to the Forums section).

Success Profile: BSkyB / SkyNews



Objective: Connect readers and staff with social tools

- Hosted staff blogs featuring on-air personalities
- Future extensions with commenting and reader Personas

