

Mark your calendar

World Publishing
Expo 2013,
7-9 October, Berlin



www.wan-ifra.org/expo2013

Media Port

IFRA Expo & Conference
29-31 Oct, Messe Frankfurt, Germany

World
Publishing
Expo 2012

Session:

Best Social Media Cases

Title:

**In Últimas Noticias, the
audience is the star**

Speaker:

**Danisbel Gómez. Chief of
Citizen Participation Unit on
Cadena Capriles**

Últimas Noticias: *the audience is the star*

*How the media connects with
their audiences*



¡Made with people!



With the use of new information platforms,
Últimas Noticias becomes multimedia to
promote citizen participation and community
journalism



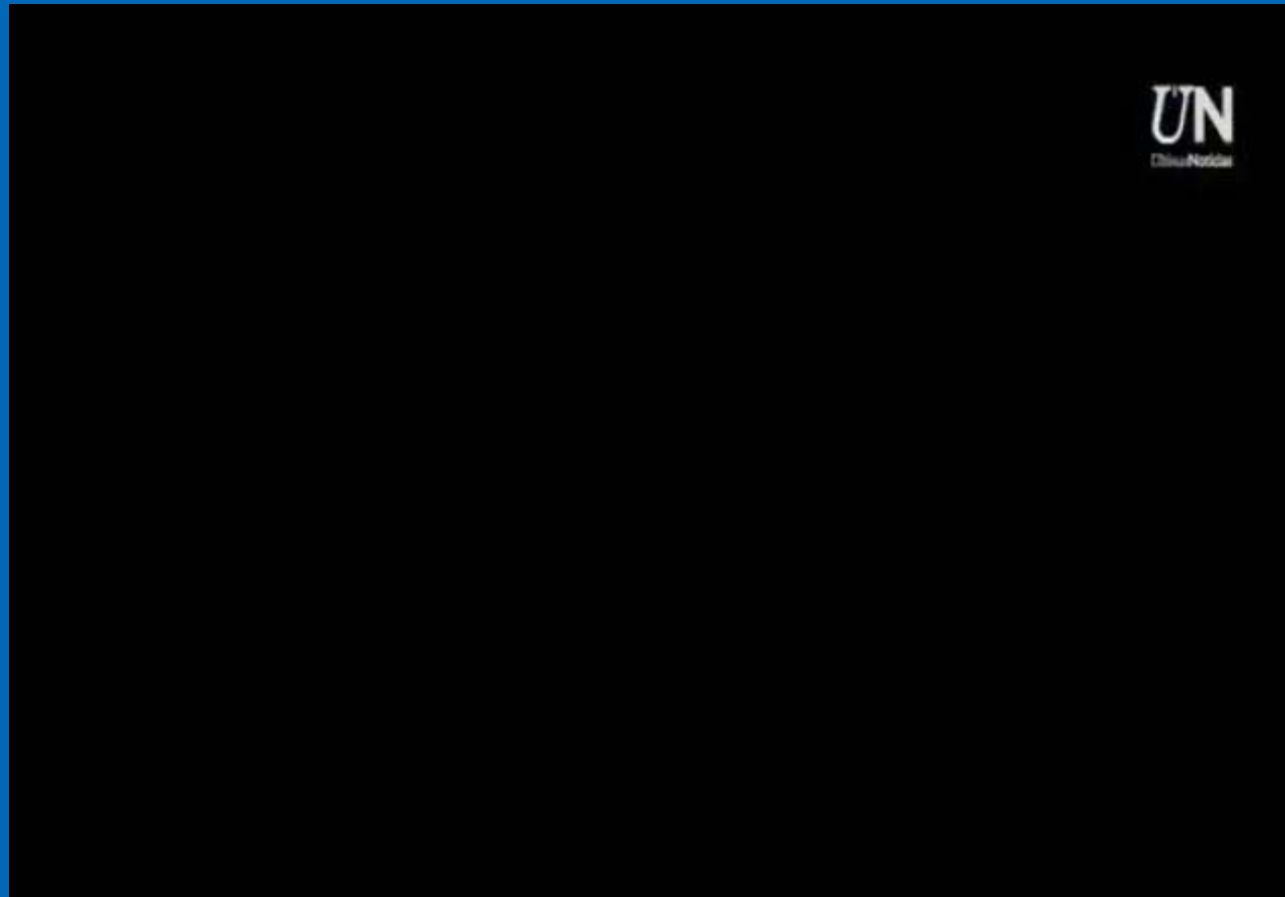
The Editor talks...



Eleazar Díaz Rangel, editor of **Últimas Noticias**, tells how the newspaper connects with audiences since its founding in 1941



The people talks...



Our users tell how **Últimas Noticias** is part of their lives and tell their stories

10 keys

to reach the audience



1

"Get off the pedestal": To make citizen journalism we must listen, accept, modify and reorient editorial strategies



2

It's not enough to interact in the Web. **To look at his face** is even more important



3

**Citizens don't want to be
reporters, they want to be citizens
who report**



4

Send value on paper and on the web to **hyperlocal news**



5

Understand the "world of the street"
and make users understand our "world
of journalism"



6

No 5WH impose. Allow the user to expose their information needs



7

Don't promise the audience what you cannot comply. **Not lead to frustration**



8

Be an intermediary between the community and those who can help solve their problems. ¡Help them!



9

Believe and evangelize the whole company
about **the power of the audience**



Invest in participation: One person who speaks well of his newspaper is better than TV advertising



Active Audiences

- **29.800 users registered** in TuVoz.com.ve
- **@TuVoz with 5.092 followers** in 5 months
- **20 mil news** write for users in Tuvoz.com.ve
- **12.940 followers @AlMercadoconUN**
- **@TuZonaCaracas 43.152 followers**
- **495 mil followers @Unoticias**
- **350 mil ejemplares diarios**
- **150 mil visit**



Our Community Communicators Network

- **130 ex counselors**

Members of previous Council of Readers

- **36 counselors**

Members of the three Council of Readers 2012

- **250 community communicators**

Users training en digital workshops, community councils, neighborhood association, activists, ONG's

- **150 counselors in reserve**

Users who apply and are not selected but remain actives



Readers Councils: participation in editorial planning

- *The RC was created in June 2009.*
- *Currently there 3 RC: City-Events, Sports and regional information. The top two meet in the newsroom and the third is virtual.*
- *Each RC has 14 members, ranging in age from 14 years to 100 or more.*
- *Managers of a RC meet with once a month (4 hour session) to evaluate proposals month edition.*



Readers Councils: participation in editorial planning

- The journal will publish at least one item a week (in each section of the paper). Also welcomes proposals for web, social networks and events (forums, meetings).
- Counselors are trained in digital and audiovisual tools. Visit the press and editorial support areas.
- Counselors are community communicators: written report from our media and their communities
- Recently became the 1st meeting of directors of a. 120 people with ideas to do better journalism.



Thank you

