

Giessener Zeitung
Hessen's first citizen-generated newspaper
Design & Branding

Gießener Zeitung is Hessen's first citizen-generated. Since September 2008 it has been distributed as a free print product with four local editions on Wednesday and Saturday to the 125,000 homes in the city and region of Giessen as well as the communities of Lahnau (Lahn-Dill-Kreis) and Mücke (Vogelsbergkreis). Citizen reporters and associations in the region write for the continually updated online portal giessener-zeitung.de and are integrated into the work of the newsroom to the extent that their articles and photos, comments and event tips expand the range of topics covered. The Gießener Zeitung does not cover national stories and focuses instead on regional news from the area of Giessen.. A selection of articles from the online edition is published in the print edition of the Gießener Zeitung.

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The Gießener Zeitung free newspaper is published twice weekly (Wednesday and Saturday)
24/7 online topicality in online-first principle

Circulation. 125,000 copies

Four local editions, local topics only

The citizens of Giessen write for the citizens of Giessen

Close symbiosis between citizen reporters and moderators/editors

The new citizen journalist portal for Gießen and region

A mouthpiece for the region, sub-local contents

Consumer behaviour reflects the high degree of relevance for readers. Appeals to reader emotions.

High level of reader loyalty

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Lean, fast, 100% flexible Modular page layout with 10 x 7 modules. Accessible at all times by UMTS laptop Access to entire production workflow. The possibilities: print data transmission via digital job ticket. Automatic image processing The editor controls design and production with a web browser Production of articles for online and print directly under giessener-zeitung.de Production of page dummy and print-ready PDFs directly from the laptop

Low investment of resources, high degree of automation

Gießener Zeitung (GZ) presents itself as a combination of up-to-the-minute online portal and twice-weekly newspaper (Print-Out) published in the Rheinisch format. GZ publishes online-first on www.giessener-zeitung.de, using the gogol publishing solution on which the entire newspaper production is carried out in a seamless, lean and web-based process. Editors and freelance contributors, citizen reporters and newspaper journalist can input and process articles in a web-based operation via the system. The editors coordinate the production process via the web-based product planning by Drag & Drop. All articles can be obtained as print-ready article formats via the automated publishing platform. Each article can be reworked in any desired print template and positioned exactly in the desired newspaper page.

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Germany's smallest newsdesk is located in Gießen and measures 160 x161cm.

100% cross-media! Recognition effects in different communication channels Image effect by linking media and product brand. Trust effects by having offerings under an umbrella brand

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Becoming a Gießener Zeitung citizen reporter is very simple

It is very simple to become a citizen reporter at the Gießener Zeitung. Interested citizens are encouraged to submit their first article or snapshot by means of flyers and precise instructions under www.giessener-zeitung.de.

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Service for associations and groups

With its Vereins-Service, the Gießener Zeitung offers associations, groups and initiatives a free-of-charge and powerful tool.

A special group is established for the association concerned where all publications, articles or even member information are filed.

A widget permits the association to present its latest articles on the association's home page. Example www.tsv-kleinlinden.de

The Gießener Zeitung 2500 citizen reporters September 2008, ready for everything

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The Gießener Zeitung thinks ahead: At the time of the launch in September 2008 even the titles were prepared in case of a temporary injunction from the competitors.

What would Google do? Jeff Jarviss

Probably the same! :-) Gießener Zeitung

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March 2009 Who would have thought that Gießener Zeitung is not even one year old and already has nearly 2500 members.

They are so many, not all of them fit into my children's room ... and all the great articles they have written. If I printed them all out and laid them out together I could walk and read for miles ... And then there are them any lovely snapshots, games and puzzles ...

I, the youngest citizen reporter Jonas, am glad about the Giessener Zeitung and every new member!! Let's see how many there will be after one year.

Though he cannot yet read the articles, he would like to! But he enjoys playing on his mother's laptop. Reason enough. I raise my bottle and congratulate you, Jonas, not even one year a citizen reporter for the Gießener Zeitung, as the inventor of this newspaper to a great idea to 2500 citizen reporters.

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Worldwide

Gießener Zeitung goes with the times. Its own portal www.giessener-zeitung.de provides the basis for the newspaper. Despite this, GZ is at home on numerous national and well-known platforms where it finds fans all over the world.

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On the go, always up to date:

The era of the Smartphones demands a mobile presence, not only on one's own portal but also with the market leaders for mobile content: Facebook, Twitter, XING, etc.

Giessener Zeitung uses these portals of other providers for a networked presence among the target audiences with mobile-optimised content.

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Tweeting

In the micro-blog system, the newsroom informs about prize games, hot news and up-to-the-minute discussions in 143 characters www.giessener-zeitung.de.

Anyone who is interested can become a "follower" of the Gießener Zeitung and subscribe directly to our news. Using Twitter, active citizen reporters can more easily make their articles and photos available for including on a GZ page than was possible previously.

From us, as "followers" they receive latest news and messages very fast. But also the newsroom is informed with lightening speed via the Tweets of the citizens.

By clicking on the corresponding banner on our start page you can see directly the latest Tweets of the GZ and become a "follower", provided that you have already set up an account with Twitter.

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With the campaign "Willkommen im Leben" the Gießener Zeitung has created a citizen participation-oriented project. Gießener Zeitung welcomes all newly born in Gießen, presents them to the readers both online and in print. The parents allow the citizens to share in their joy and present the newly born child online together with a photo and brief details about the parents, date of birth, time of birth and place of birth. Samples of what is required are included on the website. In addition, the parents are even given a free congratulatory ad. They can design it themselves in the online service centre.

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GZ organised a draw for tickets to the World Cup skiing event in Willingen. Regular prize competitions for our citizen reporters. House ad and online banners draw attention to the competitions. Gießener Zeitung attaches importance to links with topical subjects www.giessener-zeitung.de. Gewonnen: Gießener Zeitung took winners to the World Cup skiing event in Willingen!

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It is a logical step to make the Internet presence of a citizen-generated newspaper also interactive. The new and active citizen reporters are greeted by the moderator on the first page and guided through the entire registration process. Naturally, only if they want it that way, as the so-called ModSite does not act unless called upon to do so.. The user can start the process by a single mouse..

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With embedded video it is simple to incorporate video clips into the articles on www.giessener-zeitung.de. In doing so, the system uses proven video portals such as Youtube or MyVideo. The user uploads his video to one of the many providers in the Net and presents it to the whole world. At the Gießener Zeitung the classical article is enriched with embedded video content and its value upgraded. In addition, all features of an article are available, such as comments or statistics.

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Sounds good! In cooperation with radio.de Gießener Zeitung offers its visitors the possibility to listen to the radio in a very uncomplicated way. This audio service offers simple navigation and direct access to a large number of radio stations and audio contents in the Internet. radio.de structures and recommends audio contents and makes them accessible simply and directly. Visitors do not have to install additional software, such as Windows Media Player, Real-Player or Winamp.

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The Gießener Zeitung logo is composed of the Gießener Zeitung lettering with capital β and the deck "Hessens erste Mitmachzeitung", likewise in capitals. This variation contains the URL www.giessener-zeitung.de in lower case letters. The claim is smaller-sized in this variation.

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The brand name may also be shown with the claim.

Brand name: 100 % black Claim: 100 % C, 50% M = HKS 44 brand name: 100 % black

Claim: 100 % black

The logo is completely in white against a colour background.