



**csbnews.org**

**24x7 Bridge On-line Journalism in English and Spanish**

## **Online Journalism:**

**Real time:** News are published in real time, providing updating breaking news and events as they happen.

**Shifted time:** Contents published online can be archived so that viewers can read them at a later time.

**Multimedia:** images, music, sound, video etc.

**Interactivity:** adding hyperlinks to our writings. These links relate their writings to other contents . Readers can respond instantly to materials published in the form of email, comment, and threaded discussion.



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## **Goals:**

☀ **Daily visits:** as in a newspaper. Habits take: More people read articles online than in a newspaper due to the online version being global, free and around forever.

☀ **A new Bridge Culture:** Help Bridge players to learn everything that happens in their favorite mind sport as they do with football, tennis, basketball or Golf.

☀ **Social Bridge:** Add persons connected with bridge players to the bridge community, they can see photos/videos of their friends/relatives/boss and read about their successes in a journal frame



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## **Goals:**

🏆 **Create a culture about Bridge news.** Just as people from all over the world knows Messi or is a fan of a different country team or knows the names of certain events ... make bridge players know about the best bridge players, know the most important events , become a fan of a team, etc ...

🏆 **Companies:** Develop an attractive environment for companies to publish ads as well as they do in any newspaper



### QUE ES LA CSBNEWS? / WHATS CSBNEWS?

CSBnews es un canal de noticias del bridge mundial en español y en inglés. Un solo lugar para enterarte de todo lo que pasó, lo que esta pasando y lo que pasara en el bridge en el mundo. Ya sabes todo lo que pasa en el futbol mundial...en el tenis mundial...en la NBA...en el Golf mundial... aqui te vas a enterar de todo lo que pasa en tu deporte mental preferido EL BRIDGE.

Csbnews is a WW bridge news channel, in Spanish and English. One and only place to find out what happened, what is happening and what will happen in bridge in the world. You know everything that happens world wide in soccer ... in tennis... in basketball/NBA ... in Golf... Here you'll find out everything that happens in your favorite mind sport BRIDGE

### AGRADECEMOS A NUESTROS SPONSORS



### FESTIVAL SUDAMERICANO DE BRIDGE 2012

## 6to Dia de los 14° Campeonatos Mundiales Juveniles de Equipos de Bridge

BY ANA ROTH • 31 JULIO, 2012

6to Dia de Juego. En Juniors: Holanda, Israel, Australia, Francia, China, USA1, Italy, Singapur...En Youngsters: Poonia, Francia, USA1, Suecia, Israel, Australia, Inglaterra, Irlanda y en Girls: Holanda, Polonia; Francia,



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## **Csbnews.org offers:**

🏠 Complete Bridge coverage

🏠 Breaking news

🏠 Events Results

🏠 Photographs

🏠 Video (subtitled in Spanish or English)

🏠 Audio and analysis on major events: WBF Championships, WBF Youth Championships, European Championships, NABC, University Championships...etc...

🏠 Adds

🏠 Bridge Articles for: beginners, advanced, experts

🏠 Humor ...and... and



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## **Print Newspapers actual situation:**

📰 24 of the 25 largest newspapers are experiencing record declines in circulation.

📰 This is partly a consequence of increased Internet usage, a development the papers themselves have helped push.



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## **Csbnews main goal:**

A journalism website's main goal is to be read. But if a website is not easy to read and follow, readers will find a different site.

**Csbnews is easy to use:** People all over the world are used to read every day the news in a similar format in their local newspaper.

## **That's why...**



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## **Csbnews has a News and Magazine-Style Web Design:**

### **White Backgrounds**

**Grid-Based:** Layouts of news sites are grid-based. Grids are especially effective because there are generally several columns and lots of articles excerpts and sub-sections throughout the front page. The grid helps to keep the content well-spaced and scannable.





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## **Csbnews has a News and Magazine-Style Web Design:**

**■ Typography as a Design Element:** News sites have to fit a lot of content onto the page. There is of course text and headlines, images, navigation, advertisements, and it all results in pages that frequently don't have a lot of excess design elements. The grid layout and typography wind up being a significant design element on many news and magazine sites.

**■ Image Thumbnails:** Most news or magazine-style sites include links to a lot of articles or posts from the front page. It's very common for these articles to have a thumbnail image associated with them, especially for lead stories.



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## **Csbnews has a News and Magazine-Style Web Design:**

**📄Prominent Site Search:** With so much content on the site, a site-wide search is critical to helping visitors find what they are looking for. Most news or magazine sites will include a site search in a prominent location that can be found quickly and easily. Having a site search that is easy to find and effective at providing accurate results will help to keep visitors on the site and to improve usability.

**📄Category-Based Navigation:** With lots of content on a site it becomes necessary to have navigation that is logical and simple. Most news sites categorize the articles and allow visitors to find what they are looking for by providing category-based navigation.



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## **Csbnews has a News and Magazine-Style Web Design:**

**📱 Social Media Integration:** Including social media and social networking integration. Like voting buttons, links to Twitter and Facebook profiles.

**📱 Comments:** via Facebook, twitter etc

**📱 Polls:** Visitors no longer want to be talked at but want sites to listen and engage.

**📱 Multi language:** English and Spanish. (csbnews is open to more languages)



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## **Csbnews has an open source blogging software :**

**Csbnews.org** has completed its full transition to an open source blogging software: WordPress. (Content Management System).

Rather than having to pay a licensing fee to a company that runs our content management system, what csbnews has set up is essentially free to run. Of course, there were upfront costs involved with paying freelancers to help write the plugins, and each month the website has to pay hosting fees, but the rest of the tools we use are free for everyone. WordPress is an open source software that anyone can download and use and it evolves with the environment.



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## **Wordpress news users examples**

🏠 **The New York Times' blogs** cover everything imaginable, ranging from arts to economics.

🏠 **CNN hosts blogs** for their many on-air personalities including Anderson Cooper and Dr. Sanjay Gupta.

🏠 **Forbes** is a leading source for reliable business news and financial information.

🏠 **Reuters' blogs** deliver critical news to decision makers, powered by the world's most trusted news organization.



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## **csbnews inbuilt characteristics**

**SEO Search Engine Optimization:** in the new csbnews SEO is an essential constituent or characteristic (Wordpress inbuilt).

**📍 Web Positioning:** People no longer search for the news, the news finds them.

**📊 Google Analytics:** to track performance and daily visits.



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## **csbnews inbuilt characteristics**

**Mobilization of Consumers:** There are 160 million iPhones, iPod Touches, and iPad users, 152 million Android users. Before long there will be 5 billion Internet devices out there. Most people in the world will experience the Internet in their hand, not their desktop or their lap.

“Day by day, the number of devices, platforms, and browsers that need to work with your site grows. Responsive web design represents a fundamental shift in how we’ll build websites for the decade to come.”-

*Jeffrey Veen The Art & Science of Web Design*



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## **csbnews inbuilt characteristics**

**Csbnews is a Responsive website...csbnews *respond* to its environment:**

**1 Adaptive**(Multiple Fixed Width Layouts)

**2 Responsive**(Multiple Fluid Grid Layouts)

*This characteristic helps to reach more People and satisfy them.*







**Social Media Revolution:** With more social network accounts than email accounts as of 2009, there are now 860 million social network users.

In other words, it's the next great media platform.





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## **Csbnews is Social Media inbuilt because:**

Over 50% of the world's population is under 30-years-old, 96% of them have joined a social network (bridge player prospects)

Facebook tops Google for weekly traffic in the U.S.

Social Media has overtaken porn as the #1 activity on the Web.

Years to Reach 50 millions Users: Radio (38 Years), TV (13 Years), Internet (4 Years), iPod (3 Years).





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## **Csbnews is Social Media inbuilt because:**

- 🇺🇸 2009 US Department of Education study revealed that on average, online students out performed those receiving face-to-face instruction (bridge players prospects)
- 🇺🇸 The fastest growing segment on Facebook is 55-65 year-old females (bridge players prospects)
- 🇺🇸 Generation Y and Z consider e-mail passé – some universities have stopped distributing e-mail accounts. Instead they are distributing: eReaders + iPads + Tablets (adaptability)
- 🇺🇸 The #2 largest search engine in the world is YouTube (Video importance)



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## **Csbnews is Social Media inbuilt because:**



Because of the speed in which social media enables communication, word now becomes world of mouth

Kindle eBooks Outsold Paper Books on Christmas

60 millions status updates happen on Facebook daily

We will non longer search for products and services, they will find us via social media

Social Media isn't a fad, it's a fundamental shift in the way we communicate.