

Jon Snow Online: an old man does new media rather well...

 blogs.lse.ac.uk/polis/2009/02/11/jon-snow-online/

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Sorry to be [positive](#) two days in a row, but [Jon Snow's blog](#) is very, very good. Why? because it is absolutely his voice, character and journalistic talent on display without ties, cameras and autocues to get in the way.



I was alerted to it by his [Twitter feed](#) and it's clear that Jon is enjoying it. And in that dreadfully snooty and insiderish geek phrase: he 'gets it':

"...certainly stirred a hornets' nest by raising the possibility that Britain's many offshore tax havens offer the opportunity for fraud and misperformance. Many of you who complained about [my blog](#) did what so many do: suggest I said things that hadn't. That's the beauty of blogging: the blog is there for all to see, and I did not say you need £100k to get started in the Isle of Man."

Speaking as a former C4News employee I confess that I still love the telly programme itself, but it was always a struggle to see how it could transfer online in an imaginative way without vast investment, akin to say, Guardian Unlimited. C4News is the classic serious, live studio and film-based news show. It is appointment telly – you tune in at 7pm because you will get the best comprehensive news coverage of the days events and issues in one hour.

[The C4News website](#) is elegantly done with some interesting extra features. It also has useful clips from the show but it can't compete with the real thing. At least with [Snowblog](#) we get a thread of C4News that lives online on its own terms.

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