

Look East for email innovation

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2008-6-27

The [BBC's](#) regional services in the Norwich are have always suffered from association with Alan Partridge. But now my old colleague Matt Precey has come up with a rather wizard way to jazz up their [email news alerts](#).



I have always liked the idea of email news alerts. It's more direct than an [RSS feed](#) on an aggregator and more informative than other alerts such as [Twitter](#).



I enjoy the musings of [Channel 4 News'](#) presenters as they prepare to go on air and Newsnight use their emails cleverly to tee up issues and engage the viewers.

But they are all text based with links.

My chum Matt has come up with what he calls “[Snowmail](#) on mushrooms”. [It](#) clicks straight through to video as well as to BBC News Online pages. It ain't rocket science but it works.

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