CUSTOMER: FUNKE DIGITAL
PROJECT: alarm38.de

CITIZENS’ FORUM

The Russmedia Solutions team has implemented the Citizens’ Forum for Alarm38 commissioned by Funke Digital. The Platform is located in the postal Region 38 in Germany for the regional newspaper publisher Braunschweiger Zeitung.

Alarm38.de is a citizen participation platform where people can post issues about potholes, standing puddles, annoying road works etc. by uploading a picture, including the GPS coordinates and some more info. The issues then can be discussed and rated by other users and the editorial team reacts to the issues by confronting the municipality and creating hyperlocal stories for the Braunschweiger Zeitung.

As Content Management System for the platform we used a modified WordPress installation. In the backend the local editors can respond directly to comments and posts of the users. Also an activation process is implemented to disallow inappropriate content.

The portal is live since the end of October and is very well accepted by the readers of the Braunschweiger Zeitung. There daily number of new topics is constantly rising to generate a huge amount of hyperlocal stories for the Braunschweiger Zeitung.