

A photograph of two women standing in front of a large window. The woman on the left is wearing a thick brown coat and holding a yellow electric guitar. She is also holding a small gift box with a red ribbon. The woman on the right is wearing a green coat and holding a light-colored bag. The window behind them shows a reflection of a city street with buildings and trees. The text "The show must go on" is overlaid in large white letters across the middle of the image.

# The show must go on

Digital concerts – Göteborgs-Posten's contribution to  
INMA Best public relations or community service campaign

# We had to give something back

How we entertained the people of Gothenburg and kept the music scene alive during the pandemic.

The Covid-19 crisis has changed the world in many ways and this past year has been challenging for all. For families, the lonely and exposed, companies and our society. People have lost loved ones, employment and their life's work. Sometimes they have even lost their hope for a bright future. Sweden have chosen a different strategy to control the virus than many other countries. The strategy has not been to lock-down the society but to trust the citizens to act responsibly and adopt social distancing as advised to reduce the spread of the virus. The swedes have not been able to enjoy big events or dinner in company of more than a few people. Everyone has been advised to stay at home and not meet friends or family.

Göteborgs-Posten, being a local newspaper, has a strong link to the society in which we live and work. We have been in close dialogue with the people of Gothenburg for well over a hundred years. The crisis has forced us to put many projects on hold, but also given rise to new and innovative ones through the creativity and commitment of our staff. We have witnessed the impact that we, as a media house, can have on our society.

We truly cherish and love our city, with its rich cultural scene, local business communities and meeting places. We have worked hard to do our part to ensure that the city remain strong and united during the crises as well as when we've put it behind us.

And when people could not come together to enjoy music we decided to take the music to the people through our strong platforms. To support and to shed some light in these difficult times we have initiated 15 digital concerts during the pandemic – from rock music to pop, opera and classical music concerts. We are particularly proud of two of the concerts.

We have done these projects in partnership with other initiatives and organisations in Gothenburg. We have reached and engaged many citizens, as demonstrated by increased subscriptions and pageviews.

# The Pustervik concert

The strict bans on public gatherings, as imposed by the Swedish government, has had a big impact on local venues and artists in Gothenburg and many of them are struggling to survive financially.

One of our local venues **Pustervik**, a venue to which many people in Gothenburg have an emotional connection, is one of them. To help them, Johan Lindqvist, a music journalist at Göteborgs-Posten, devised the idea to set up a concert with artists from Gothenburg to support it.

On the 4:th of April the concert took place at Pustervik and it was live-streamed via Göteborgs-Postens digital channels to over 17 000 people. They enjoyed 3 hours of live music and after a week, nearly 80 000 had seen the concert.

We encouraged people to donate in order to support Pustervik and after a week we could announce over 1 million Swedish krona in donations.

This event supports Pustervik operations for a long time to come.

Over  
1 million SEK  
in donations





View  
clip



# The Christmas show

In collaboration with Göteborg & Co, a city owned company with a mission to make Gothenburg a great place to live and visit, Göteborgs-Posten arranged a Christmas show in one of Gothenburg`s most spectaculare venues, Stora Teatern, with some of the most beloved artist in Sweden.

We had a few different objectives with this concert. We wanted to give the citizens of Gothenburg an enjoyable experience, to put artists and other professionals to work and to support Stadsmissionen. Stadsmissionen is a non-profit organization that helps society's most vulnerable. Their focus during the month of December was to ensure that all children in Gothenburg could cel-

eborate a safe and enjoyable Christmas with their loved ones.

One of Göteborgs-Posten's journalists led the viewers through a 1 hour long concert full of Christmas spirit and hope. We also showed a short film highlighting Stadsmissionen's important work. The artists were interviewed and each donated a Christmas gift to be given to a child living in poverty in Gothenburg. At the same time we encouraged the viewers to send contributions to Stadsmissionen. After a month we could announce 260 000 Swedish krona in donations.

40 000 people enjoyed the concert on gp.se

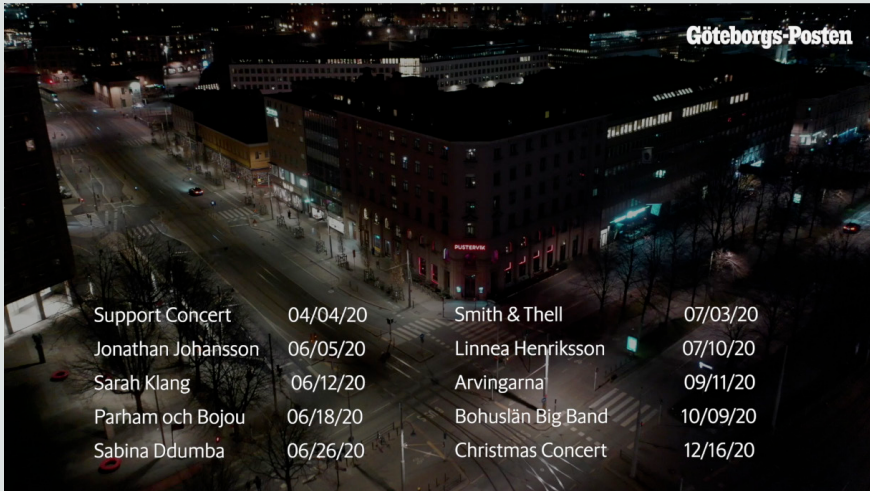
260 000 SEK  
in donations





# The shows

View summary of some of the concerts [here](#)



**Göteborgs-Posten**