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Four years on-line

The goals: punctuality but also reliability

Besides the speed in spreading the news, the verification of information becomes more and more important.

Vignola (8 March 2007) - Punctuality and reliability: these are the reference points for “Vaccari news”, which is celebrating its fourth birthday.

“The main goal -Valeria Vaccari, the editor, explains- is quite clear to our readers: the daily task of selecting and publishing the pieces of information at the right moment, both for the Italian area and for foreign countries”.

Less visible is the second aspect. “The spreading of fresh news with the rhythms of an electronic magazine means publishing in real time. This sometimes creates, however, some limits to the possibility of checking information in the right way. In some cases, in fact, we prefer not to publish news which are not convincing or have not been checked. We believe it is essential to verify every source”.

The Chinese “Year of Pig”

A striking example took place at the beginning of 2007, when several international press agencies drew on the piece of information relevant to the postage stamp issued by the People’s Republic of China for the “Year of Pig”. According to different reports, the stamp would have two characteristics: the perfume of a popular Asian dish of sweet and sour meat, and the taste of the same dish in the gum on the back. “Our research, at that time, had given a negative result, that is it seemed to be a usual postage stamp as the others, without any peculiar surprise. Therefore, we preferred not to publish the information, while other important newspapers and magazine drew on it, both in Italy and abroad. Anyway, our investigation went on: now that we have the original copies sold by the Post and coming from different suppliers, we can say that we were right”.



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In the archives more than 2.500 news

An archive built up week by week, updated every day, and available free to all those who are interested in it. "Vaccari news", on the second of March, reached 2,500 news published, all of them on-line.

"The use of the archive -Valeria Vaccari concludes- has been made easier through the introduction of an effective search engine. By monitoring the accesses to the database, we have seen that many surfers use it regularly to look for an event, some specific information, a name. We are really glad for this, as it is a confirmation that the service is useful to and appreciated by our readers".

The 2,500 news turning point has been underlined with a special logo, designed by the graphic designer of Modena, Fabrizio Annovi.



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