

***THE RETIRED MEN'S ASSOCIATION OF GREENWICH. (RMA)  
invites you to attend its meeting, on Wednesday, May 22, 2013.  
First Presbyterian Church, Lafayette Pl., Greenwich, CT.***

***SCOTT LAMB, EDITORIAL DIRECTOR OF [buzzfeed.com](http://buzzfeed.com)***

***DIGITAL PUBLISHING: AUDIENCE ENGAGEMENT AND THE  
VALUE OF SHARING***



President Obama knows BuzzFeed. As he said not two weeks ago, “I remember when BuzzFeed was something I did in college around 2.A.M.” As the news media shifts towards the online world, the importance of audience engagement has only grown.

Buzzfed.com, which has the hottest, most social content on the web, is a website that combines a technology platform for detecting viral content with an editorial selection process to provide a snapshot of the web in real time. That includes social trends as well as serious political reporting.

How does a modern publisher like BuzzFeed approach their work with the social web in mind? How are decisions made, both as to style and substance, as to what appears on the site, with literally thousands of choices to be made every day, every hour? That responsibility falls to Scott Lamb, the Editorial Director of BuzzFeed. In his words, “Readers want to engage with your content, that’s the default reason why people go to a newspaper, a website, anything.” He will discuss how a modern publisher develops a sense of community through its selection of content.

Scott joined the company in 2007, became Managing Editor in 2009 and now leads BuzzFeed’s team of viral content editors and writers. In the last year, he grew the company's presence by launching a new team in Los Angeles, and a UK-version of the website in London. In 2011, Gizmodo named him one of the Internet's most viral people. He previously worked at Der Spiegel's English-language website. From 2005 to 2007, he was an associate editor at Salon.com, where he launched their music blog and podcasting initiative. He's also written for Details, the LA Weekly, and the East Bay Express. Before that, he was in the band We Are Scientists. He is a graduate of Pomona College and has a M.A. in Journalism from NYU. He received a Journalism Fulbright in 2005.

**RMA meetings are free and open to the public; no reservations are required. Please plan to arrive around 10:30 for our social break (coffee and cake), followed by our speaker at 10:45. Meetings are held at the First Presbyterian Church in Greenwich. For additional information, call Bernard Schneider, 203-698-2558; [bgsesq@gmail.com](mailto:bgsesq@gmail.com).**