

UEAighistory - Media Coverage

03-12-2016 Eastern Daily Press (Circulation: 40713)

VC Prof David Richardson (quoted) has written a letter to Sex Pistols frontman John Lydon, enclosing a Norwich City hat and UEA library card - to say sorry for a cancelled gig 40 years ago.

[Letter to the Sex Pistols 40 years after UEA cancelled gig](#)

03-12-2016 BBC Radio Norfolk

VC Prof David Richardson has written a letter to Sex Pistols frontman John Lydon, enclosing a Norwich City hat and UEA library card - to say sorry for a cancelled gig 40 years ago. Prof John Street (PPL) interviewed about the cancellation.

[Nick Conrad \(Graham Barnard sitting in\)](#)

03-12-2016 BriefReport

VC Prof David Richardson (quoted) has written a letter to Sex Pistols frontman John Lydon, enclosing a Norwich City hat and UEA library card - to say sorry for a cancelled gig 40 years ago.

[Sex Pistols: Anarchy in the UK and the tour they tried to ban](#)

03-12-2016 Rocket News

VC Prof David Richardson (quoted) has written a letter to Sex Pistols frontman John Lydon, enclosing a Norwich City hat and UEA library card - to say sorry for a cancelled gig 40 years ago.

[No Sex Pistols, please -RocketNews](#)

03-12-2016 BBC Online

VC Prof David Richardson has written a letter to Sex Pistols frontman John Lydon, enclosing a Norwich City hat and UEA library card - to say sorry for a cancelled gig 40 years ago. VC Prof David Richardson and Prof John Street (PPL) quoted.

[Sex Pistols: Anarchy in the UK and the tour they tried to ban - BBC News](#)

03-12-2016 Norwich Evening News (Circulation : 9680)

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[Letter to the Sex Pistols 40 years after UEA cancelled gig](#)

02-12-2016 BBC TV East

The first gig of the Sex Pistols' Anarchy in the UK was due to take place at UEA 40 years ago but was cancelled by then-VC Frank Thistlethwaite following the Pistols' televised interview with Bill Grundy.

[Regional News and Weather](#)

02-12-2016 Regional News and Weather - BBC1 Cambridge

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[Regional News and Weather](#)

02-12-2016 BBC Radio Cambridgeshire

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[Did you know the University of East Anglia in](#)

02-12-2016 Topix

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[University of East Anglia in Norwich offers to make amends with Sex...](#)

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02-12-2016 BBC Radio Norfolk

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[Kirsteen Thorne](#)

02-12-2016 BBC Radio Norfolk

UEA is revealing letters showing how the Sex Pistols were banned from performing here 40 years ago.


[Performance was inspired the University of East Anglia's revealing](#)

01-12-2016 BBC Radio Norfolk

UEAgighistory - Web analytics (December 2016)

	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
Landed Page = X	2,470 % of Total: 1.39% (178,203)	62.39% Avg for View: 32.83% (90.06%)	1,541 % of Total: 2.63% (58,498)	34.53% Avg for View: 56.51% (-38.89%)	2.09 Avg for View: 2.51 (-16.72%)	00:02:45 Avg for View: 00:03:13 (-14.26%)
1. m.facebook.com	1,063 (43.04%)	74.13%	788 (51.14%)	32.36%	1.80	00:02:15
2. t.co	420 (17.00%)	39.52%	166 (10.77%)	44.76%	2.08	00:02:49
3. facebook.com	405 (16.40%)	53.83%	218 (14.15%)	26.67%	1.83	00:02:51
4. (direct)	211 (8.54%)	78.20%	165 (10.71%)	37.44%	2.31	00:02:44
5. bbc.co.uk	109 (4.41%)	83.49%	91 (5.91%)	38.53%	2.51	00:02:22
6. google	99 (4.01%)	19.19%	19 (1.23%)	32.32%	4.69	00:07:56
7. linkedin.com	97 (3.93%)	72.16%	70 (4.54%)	37.11%	2.45	00:01:39
8. twitter.com	15 (0.61%)	80.00%	12 (0.78%)	26.67%	2.13	00:04:47
9. bing	14 (0.57%)	7.14%	1 (0.06%)	35.71%	2.64	00:05:07
10. Inkd.in	7 (0.28%)	85.71%	6 (0.39%)	57.14%	2.43	00:00:47

UEAgighistory – Engagement and interaction

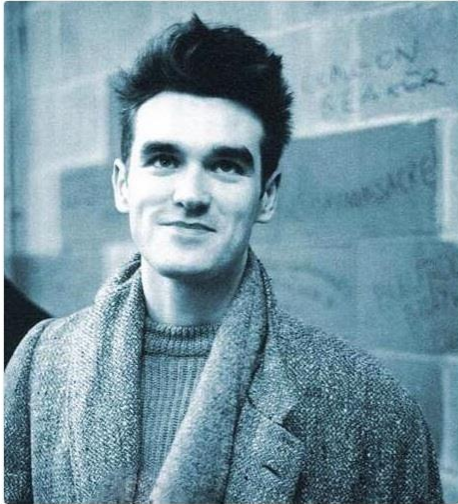


Hame
@HamishPWilliams

Following




Replying to @HamishPWilliams @UEAgighistory

Interestingly enough I do believe this photo was taken at UEA



LIKES

3

The campaign led to two separate Twitter “Moments”

Obscure claims to fame Moment: <https://twitter.com/i/moments/824980004870184961>

Gee Mr Tracy Moment: <https://twitter.com/i/moments/847160312751161348>

Ziggurat

FEBRUARY 2017

14,080

alumni opened the email

58,038

total alumni sent to



24.3%

open rate



1,598

total clicks

11.4%

click through rate

Top 5 click-throughs

	240 clicks	UEA gig history project
	206 clicks	Gig history photo booth
	181 clicks	Prof Neil Ward review of The Smiths' gig
	107 clicks	UEA gig history Twitter account
	98 clicks	Vice-Chancellor's blog—travel restrictions statement

UEAgighistory – Twitter engagement with musicians



Chris Difford – Squeeze

Tracey Thorn – Everything But The Girl

Neil Innes – Bonzo Dog Doodah Band

David Gilmour – Pink Floyd

Billy Duffy – The Cult

Graham Coxon – Blur

Dave Rowntree – Blur (writing a guest blog)

Robyn Hitchcock – Soft Boys

Martin Atkins – Public Image Limited and Killing Joke

The Monochrome Set (writing a guest blog)

Level 42

Mari Wilson

Duran Duran

Example

Hawkwind

Dire Straits

Paul Young

Wilko Johnson