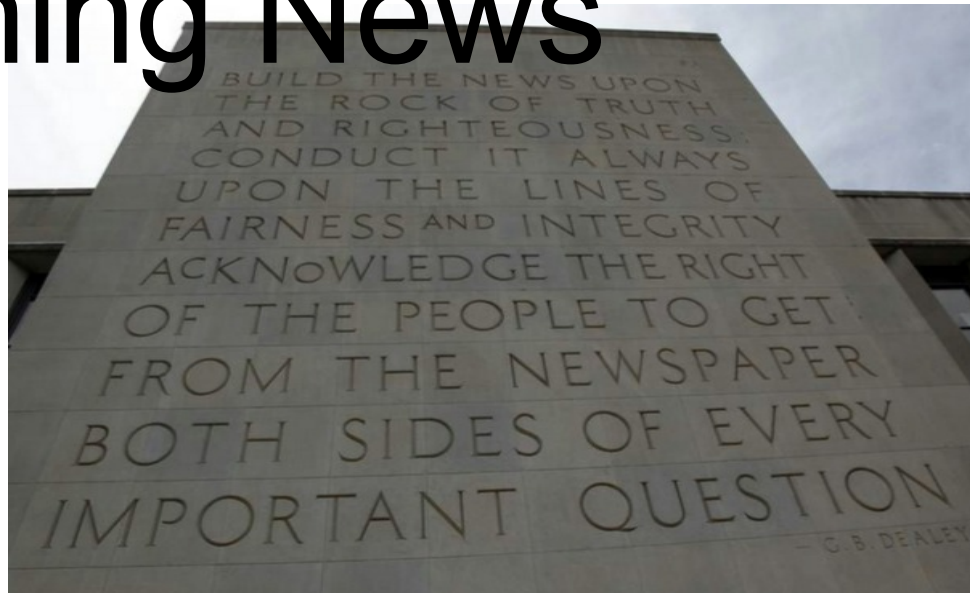


A new audience for The Morning News



The core reader



Early web sites = newspapers online

The screenshot shows the DallasNews.com website, which is a digital version of The Dallas Morning News. The browser window at the top shows the URL <https://www.dallasnews.com>. The website header includes the site name, a search bar, and a navigation menu. The main content area is divided into several sections:

- Local News:** A large article titled "Former BSA official indicted for child porn" is featured prominently. It details the indictment of Douglas Sovereign Smith Jr. for receiving and distributing child pornography.
- News Now:** A sidebar on the right lists several other news items, including a 6-year-old boy killed by a garbage truck, a trial in Deep Ellum, and a report on Pope Francis's return to the hospital.
- Business and Technology:** A section at the bottom left lists news items such as "High court takes up file-sharing" and "Blockbuster reaches 'No Late Fees' settlement".
- Stock Center:** A section at the bottom center provides stock market updates, including the Dow Jones Industrial Average at 10405.70 and the Nasdaq at 1973.88.
- Sports:** A section at the bottom right lists sports news, including "Underdog? Don't look at Spartans" and "Mavs capitalize on 'D' to defeat Detroit, 95-88".
- Right-hand Sidebar:** This area contains various advertisements and services, including "cars.com", "jobcenter", "homecenter", and "adcenter".

The website's design is clean and professional, with a clear hierarchy of information and a variety of visual elements like images and charts to enhance the reading experience.



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SEPTEMBER 11-13

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International architecture firm will move to downtown's historic Dallas High School

Business 11:02 AM CDT



Developers who are renovating downtown's historic Dallas High School have landed two office tenants for the landmark.

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Historic Dallas High building downtown bought by developer

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News 10:15 AM

City says it's working to remove Deep Ellum posters promoting Warby Parker pop-up

News 11:16 AM

Texas Racing Commission, state's horse and dog tracks reopen today

News 10:44 AM

Thieves abort Walgreen's break-in after brick wall withstands pickup's punch

News 11:16 AM

City council expected to discuss

Score a great price.





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WHEN THE AIR IN YOUR HOME

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IT AFFECTS THE WHOLE FAMILY.

Today's site is still largely a newspaper replica

-- Navigation arranged by newspaper section



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IT AFFECTS THE WHOLE FAMILY.


Today's site is still largely a newspaper replica

-- Navigation arranged by newspaper section


-- Advertising relegated to the right rail



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[News](#) 11:16 AM

City council expected to discuss


Score a great price.



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SEPTEMBER 11-13
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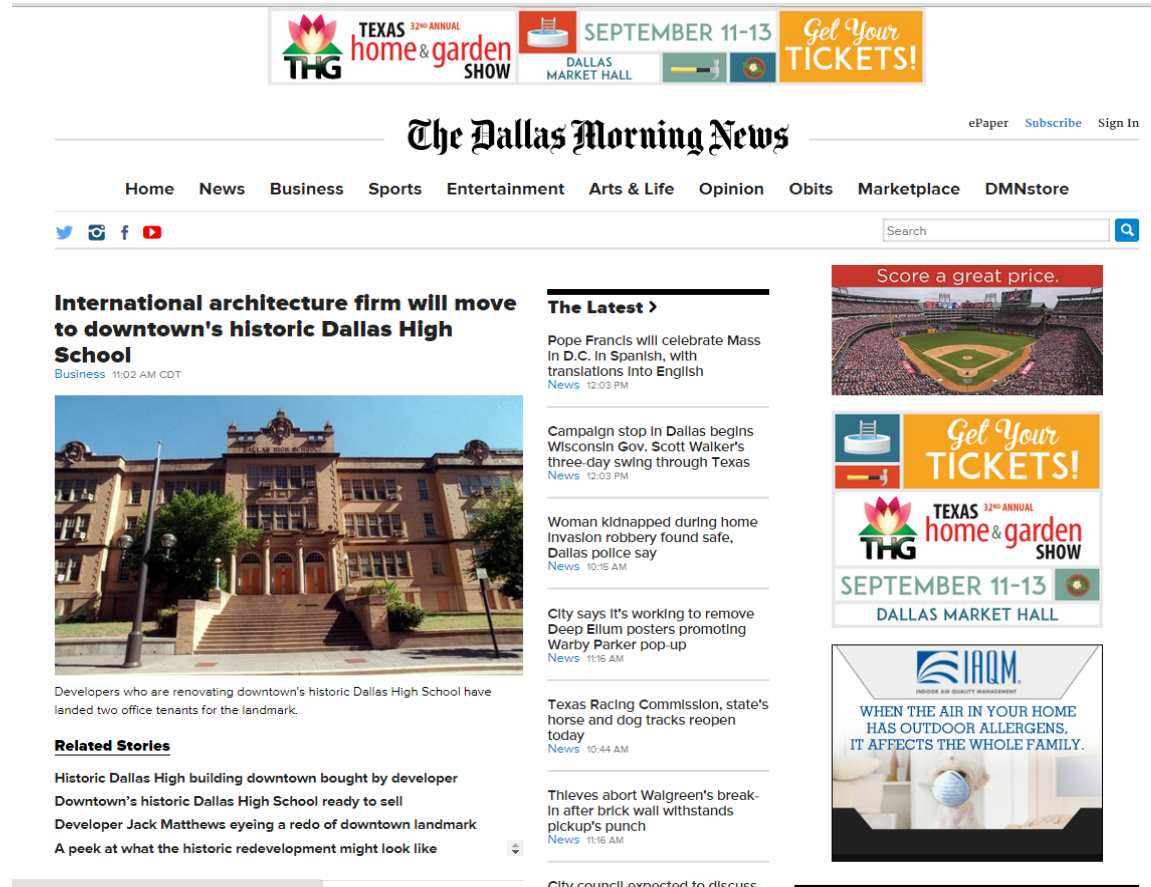
WHEN THE AIR IN YOUR HOME
HAS OUTDOOR ALLERGENS,
IT AFFECTS THE WHOLE FAMILY.

Today's site is still largely a newspaper replica

-- Navigation arranged by newspaper section

-- Advertising relegated to the right rail

-- Traditional, visually uninviting design



That thinking carried over to article

Inbox (25) - mikewilson x 22 - Calendar - Week of Aug x How to Use Microsoft Off x Board presentation Sept x \$1.6 billion Dallas school x Take a screen shot x Mike

www.dallasnews.com/news/education/headlines/20150821-1.6-billion-dallas-school-bond-package-to-go-on-nov.-3-ballot.ece

Staff Writer

Published: 21 August 2015 10:38 PM
Updated: 21 August 2015 10:38 PM

Dallas ISD trustees on Friday approved placing a \$1.6 billion bond package on the Nov. 3 election ballot.

Now it's time to sell it to voters.

"The plan is financially conservative. It's been extremely well-planned for well over a year. It's a major win for the kids of Dallas," trustee Mike Morath said.

The package includes money for nine new and replacement schools, 290 additional classrooms, technology upgrades, improvements to cafeterias and science labs, and other enhancements. The district also expects to add prekindergarten classes and to expand specialized programs, such as Montessori and career training.

Trustees voted 7-0 to have the election in November. Trustees Bernadette Nutall and Joyce Foreman had scheduling conflicts and were not at the meeting.

Foreman said in a written statement that she preferred to wait until May for a bond vote. She said the plan was rushed, lacked dollar amounts for individual projects and would shortchange her District 6 in southwest Dallas.

Morath countered that it is equitable and that the money is going where the kids and

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Trending

True story: Strolling through NorthPark with David Byrne during the mall's 50th birthday

Dallas struggles with a sea of stray dogs

Surgeon who wrote of becoming killer is denied bail reduction

“Imagine a newsroom where we think of the DMN first as a digital news organization. ... A newsroom where we are driven much more by what the audience needs and much less by what we’re used to doing. ”

Mike Wilson, May 18, 2015

The Dallas Morning News

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Business 11:02 AM CDT



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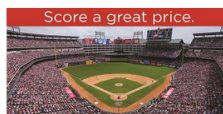
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News 11:10 AM

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City council expected to discuss



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Elvis steals show (and home) in win over Padres SPORTSDAY

The Dallas Morning News

Dallas Morning News

110

Dallas, Texas, Wednesday, September 2, 2008

dallasnews.com

EMPLOYMENT

Dallas weighs whether to create day labor center



At the Dallas Day Labor Center, workers vie for the attention of contractors. The center has staffers who register workers on a numbered list, but employers are free to choose any workers they want to hire.

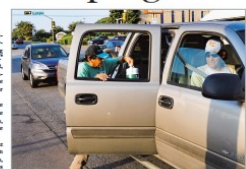
A work in progress

By ELIZABETH FINDELL
and ANDREW KATZ

The workers begin waiting in the early hours. They sit on the curb of a T-bone in north Oak City, under signs saying "No Parking (Open Driveway Off Workers)". There is a small table with a sign that says "No Parking (Open Driveway Off Workers)".

The lines change, but laborers have gathered in the same spot, and others like it, for decades, making for contractors, landscapers, movers and others to hire them.

See SYSTEMS Page 2A



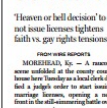
Larry Hernandez, 52, gets a ride from an employer at Harwood Avenue and Davis Street in Oak City. Dallas is weighing whether to start its own day labor center.

Obama sees effects of warming



KENTUCKY

Clerk won't budge on same-sex marriage



Heaven or hell decision to issue licenses tightens faith vs. gay rights tensions

Heaven or hell decision to issue licenses tightens faith vs. gay rights tensions

See BUDGET Page 17A

"We'll think of ourselves as a website that produces a great American newspaper."

CONTENT

- Understand what content the DMN newsroom should provide, and in what forms, to serve its mission and to engage readers
- How will DMN find the right balance between various content types and form factors

CAPABILITIES

- What skills must the newsroom have to produce desired content across platforms
- What roles and resources are needed and in what numbers

ORGANIZATION AND WORK PROCESS

- How should the newsroom be organized
- What are the workflows to produce content and engage readers
- What tech tools are needed and how should they be used

The content committee



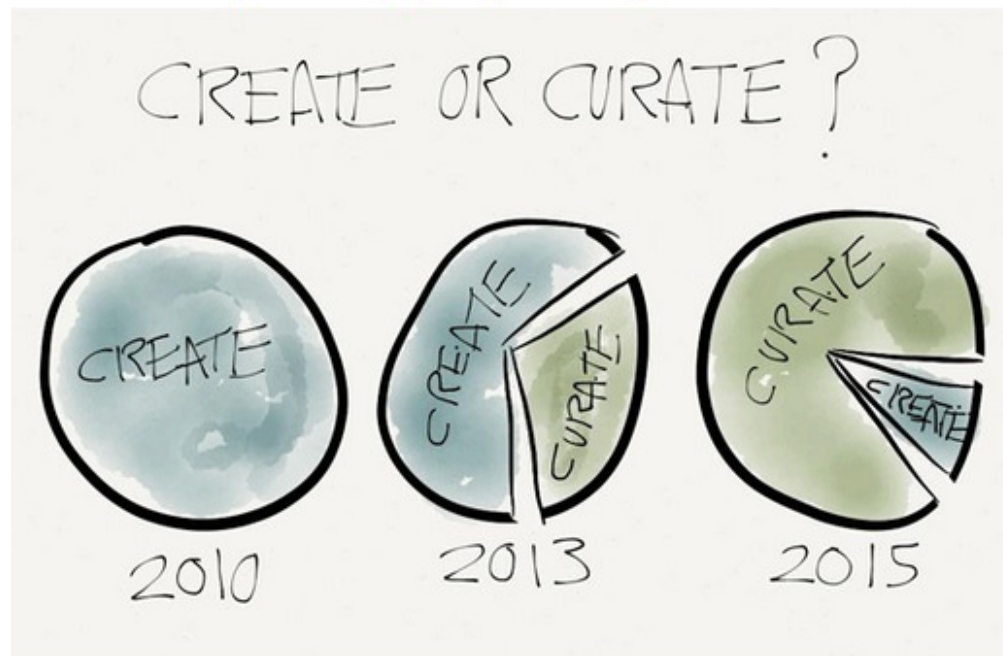
TAKEAWAYS: DALLASNEWS.COM

- 75 percent of beats don't meet metric standards for success
- Community news, Opinion and Business have the biggest opportunities for improvement
- Curation does very well

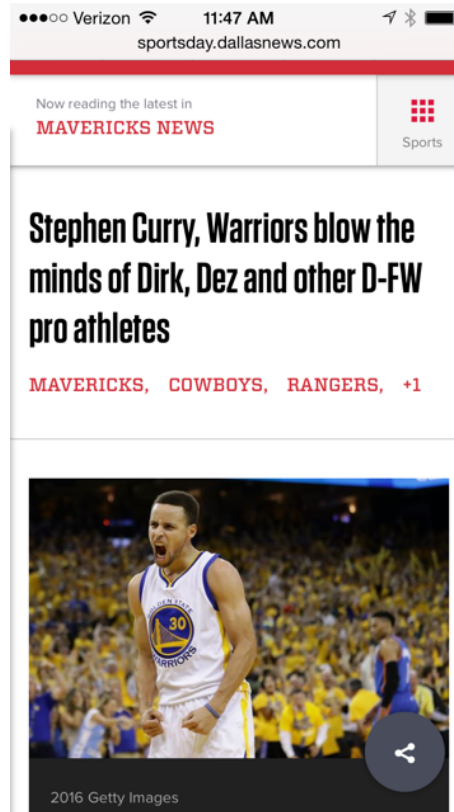


IMPORTANCE OF CURATION

Sports aggregation plan:

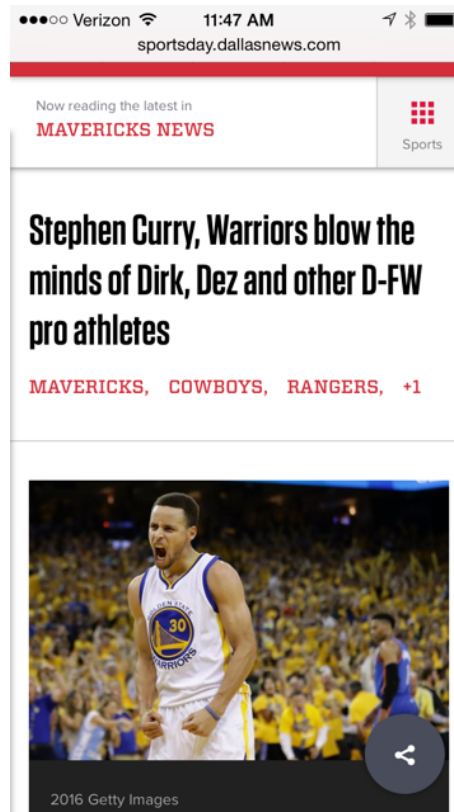


A RECENT EXAMPLE



A RECENT EXAMPLE

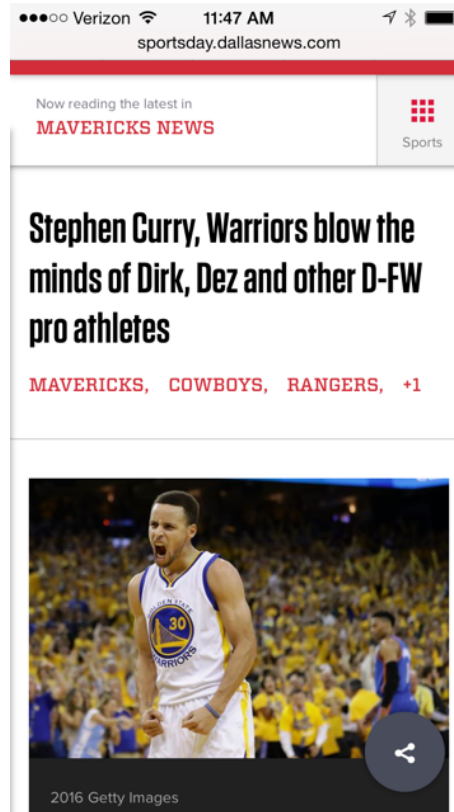
-- Curated by
Adam Grosbard,
sports producer



A RECENT EXAMPLE

-- Curated by
Adam Grosbard,
sports producer

-- 25,000 unique
visitors

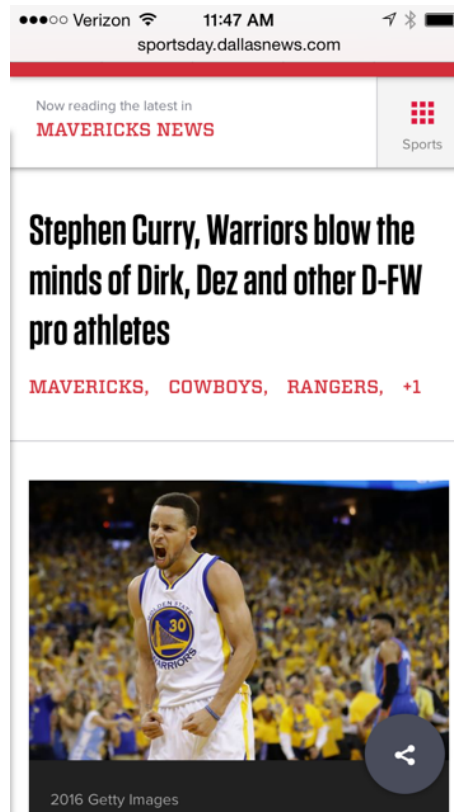


A RECENT EXAMPLE

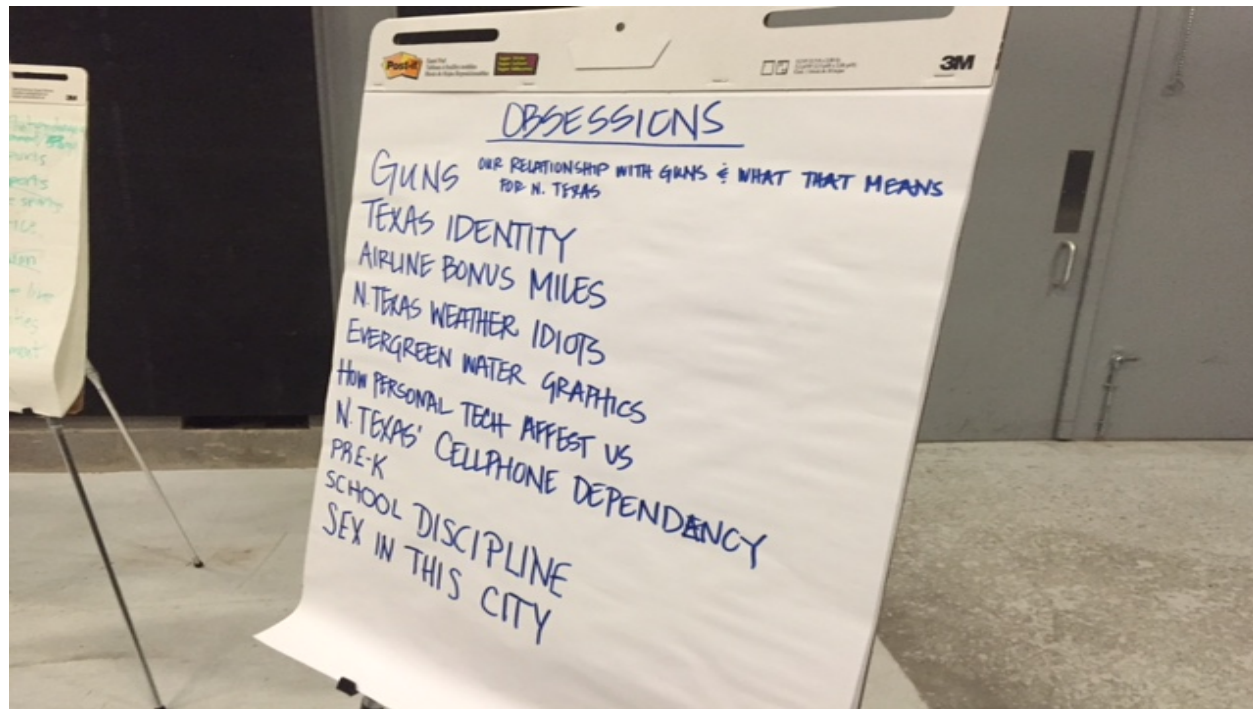
-- Curated by
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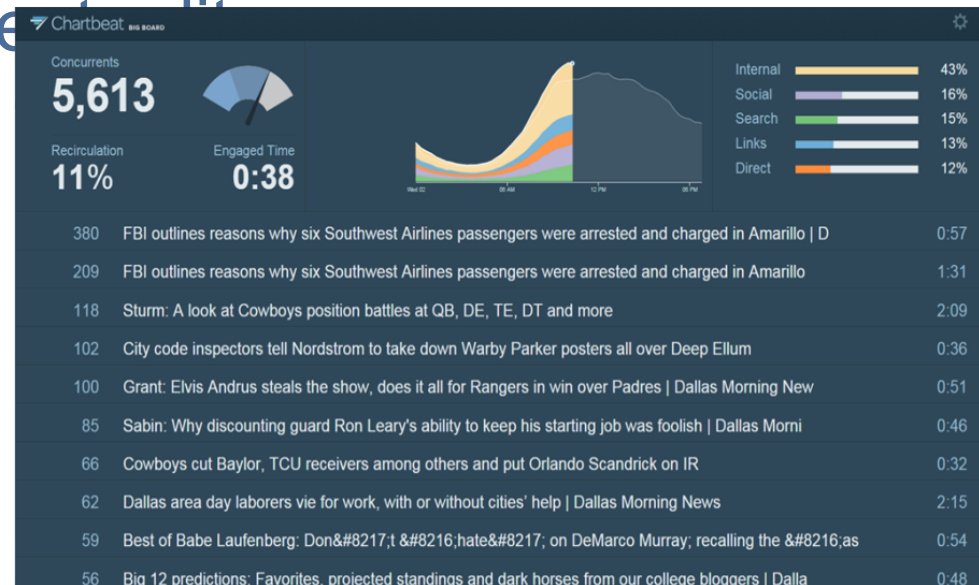
-- 29,968 page
views



The obsessions model

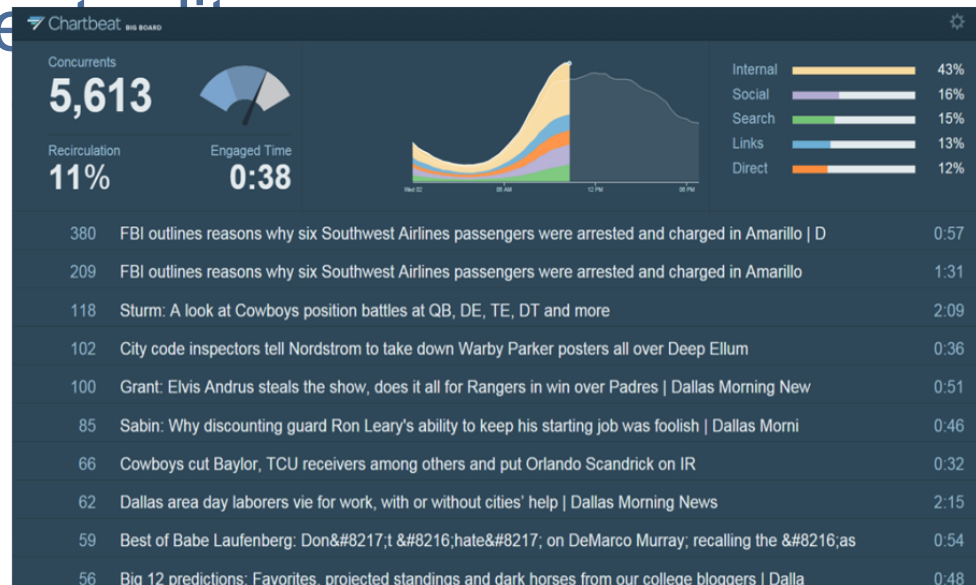


ORGANIZATION, CAPABILITIES COMMITTEES MAKE THEIR Audience engagement REPORTS



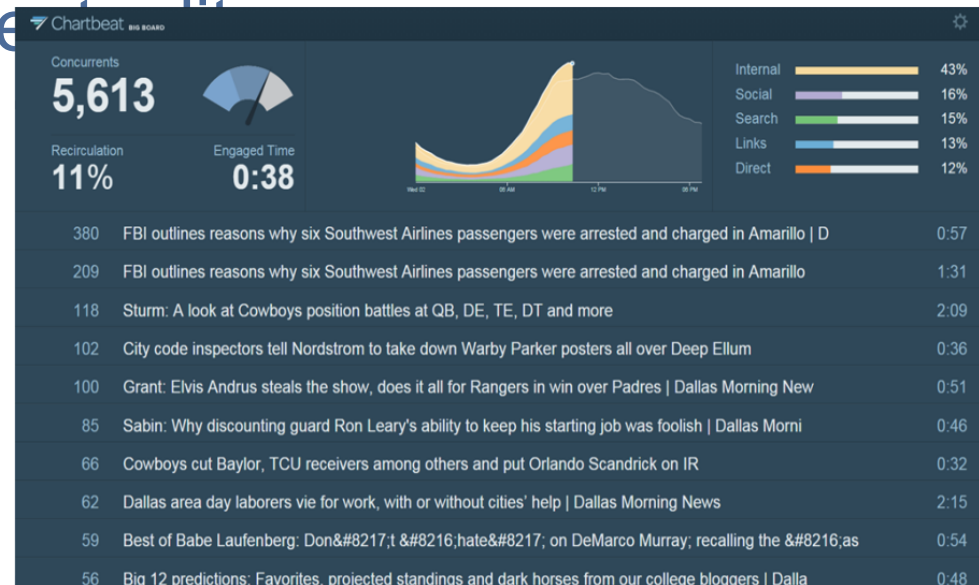
NEW ROLES

- Audience engagement
- Analytics editor



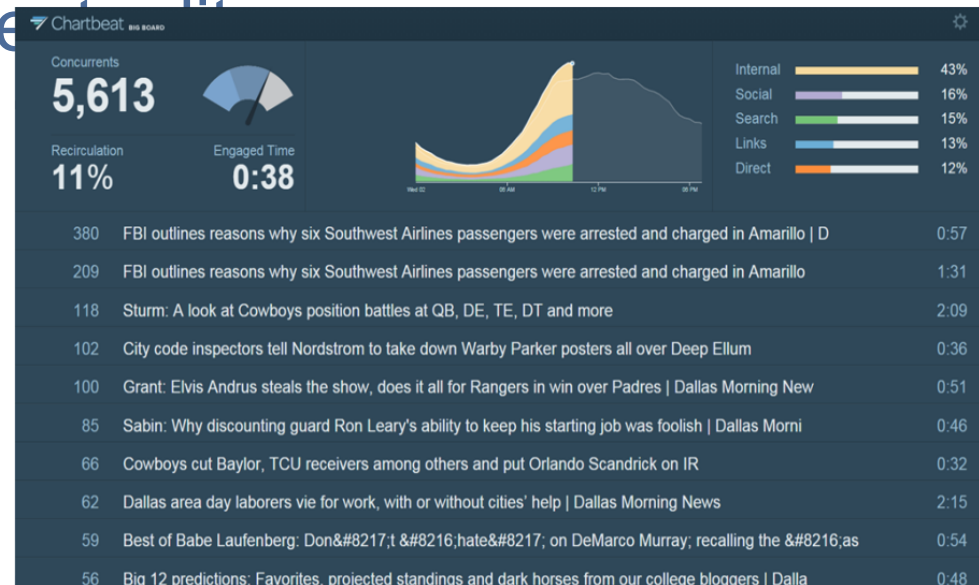
NEW ROLES

- Audience engagement
- Analytics editor
- Social media editor



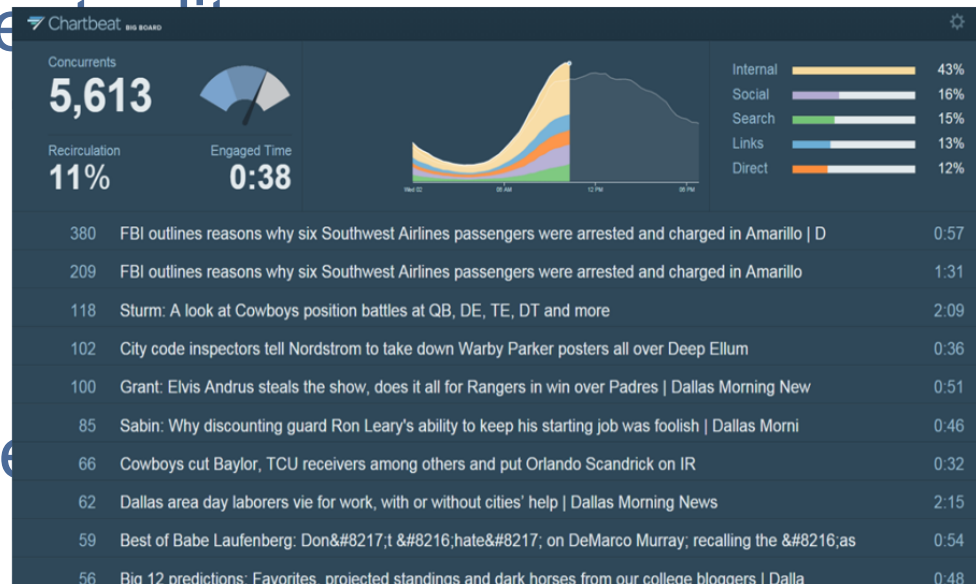
NEW ROLES

- Audience engagement
- Analytics editor
- Social media editor
- Digital copy editors



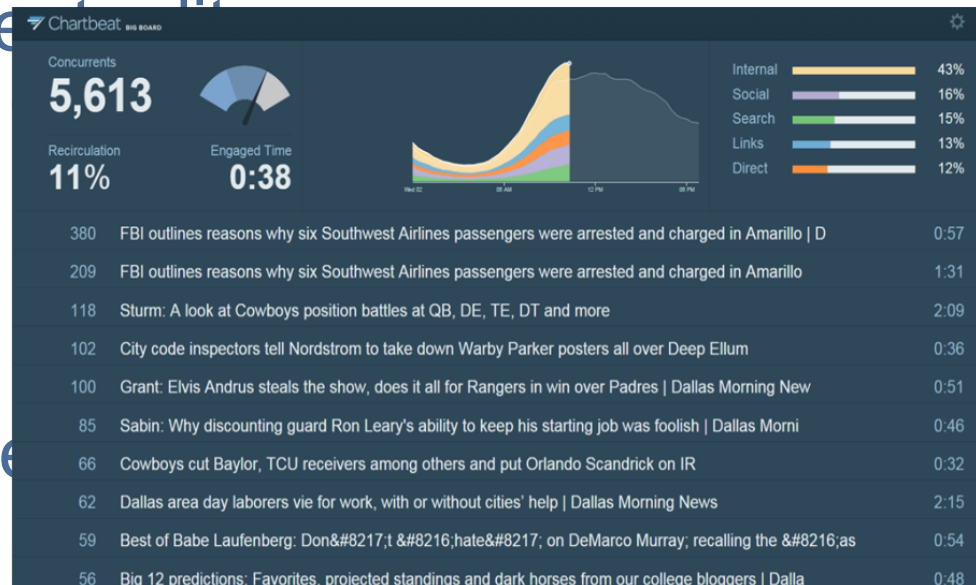
NEW ROLES

- Audience engagement
- Analytics editor
- Social media editor
- Digital copy editors
- News apps development



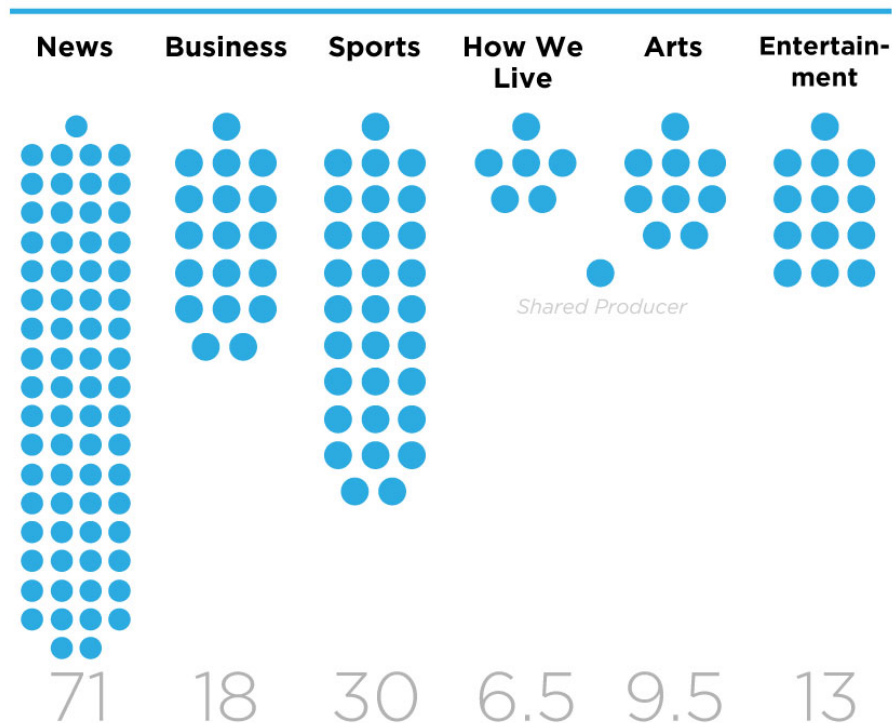
NEW ROLES

- Audience engagement
- Analytics editor
- Social media editor
- Digital copy editors
- News apps developer
- Interactives editors



NEW ORGANIZATION

VERTICALS



The report is released to the state



KEY PERSONNEL

- ROBYN TOMLIN



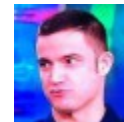
- PAUL



O'DONNELL



- WILL PRY



- MARK

A BETTER NEWS ORGANIZATION IN 2016

- An earlier start to the day



A BETTER NEWS ORGANIZATION IN 2016

- An earlier start to the day
- A digital focus for editors



A BETTER NEWS ORGANIZATION IN 2016

- An earlier start to the day
- A digital focus for editors
- A system of hubs and obsessions



A BETTER NEWS ORGANIZATION IN 2016

- An earlier start to the day
- A digital focus for editors
- A system of hubs and obsessions
- Breaking news team with multimedia capability



A BETTER NEWS ORGANIZATION IN 2016

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- Breaking news team with multimedia capability
- Digital producers reporting and adding rich media



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- A midday handoff to The Daily team



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- Digital copy editors posting stories early in the day
- A midday handoff to The Daily team



EMPHASIS ON CURATION DRIVES BIG AUDIENCES

- ✓ **What we've accomplished so far:**
 - **Breaking News Team launched in March focused on smart, value-add aggregation**
 - **Team uniques grew +84% from March-April (3.9 million-7.1million)**
 - **Three producers focused on curation accounted for nearly 4 million (23%) of April's unique visitors and increased uniques +267% in one month.**

- **Low Cost – High Benefit**

- Central Texas woman who killed cat with bow fighting to keep veterinary license
 - 390,000 uniques

A BIG BOOM IN OVERALL AUDIENCE GROWTH

- ✓ April 2015 traffic to dallasnews.com:
 - 8.4 million unique visitors



A BIG BOOM IN OVERALL AUDIENCE GROWTH

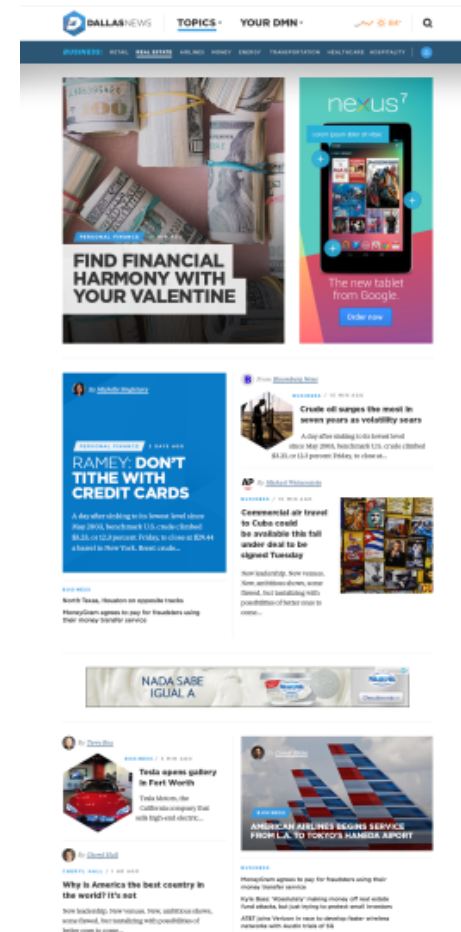
- ✓ April 2015 traffic to dallasnews.com:
 - 8.4 million unique visitors

- ✓ April 2016 traffic to dallasnews.com:
 - **17 million unique visitors**



THE FUTURE OF DALLASNEWS.CO

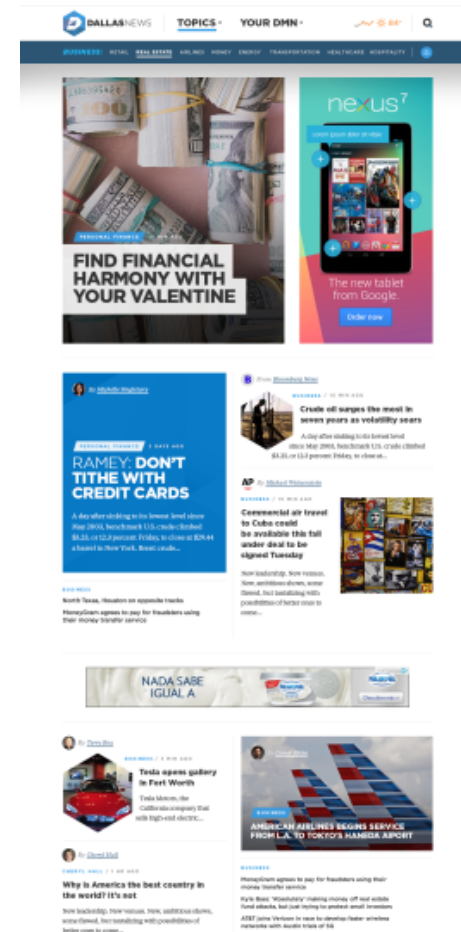
Thinking of stories in terms of
readers' time



THE FUTURE OF DALLASNEWS.CO

Thinking of stories in terms of
readers' time

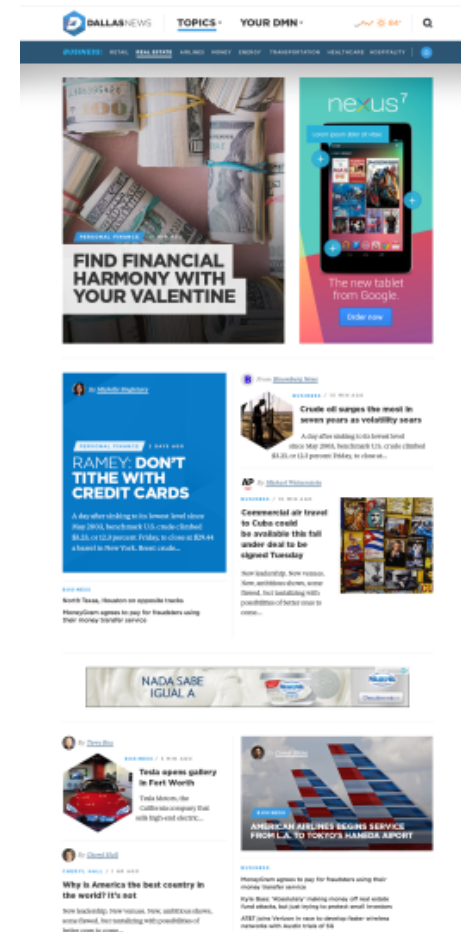
- Bites: Titles, photos, quotes, notes (tweets)



THE FUTURE OF DALLASNEWS.CO

M Thinking of stories in terms of readers' time

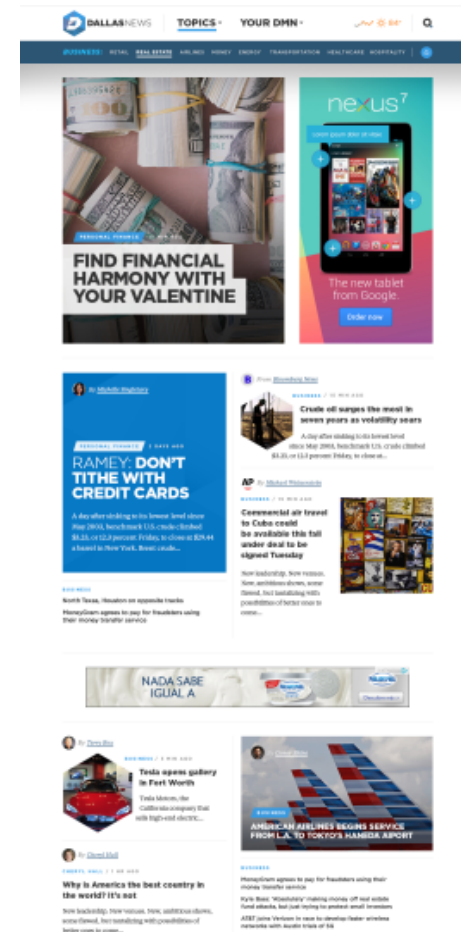
- Bites: Titles, photos, quotes, notes (tweets)
- Snacks: Image with short description, videos, summaries, lead-ins



THE FUTURE OF DALLASNEWS.CO

M Thinking of stories in terms of readers' time

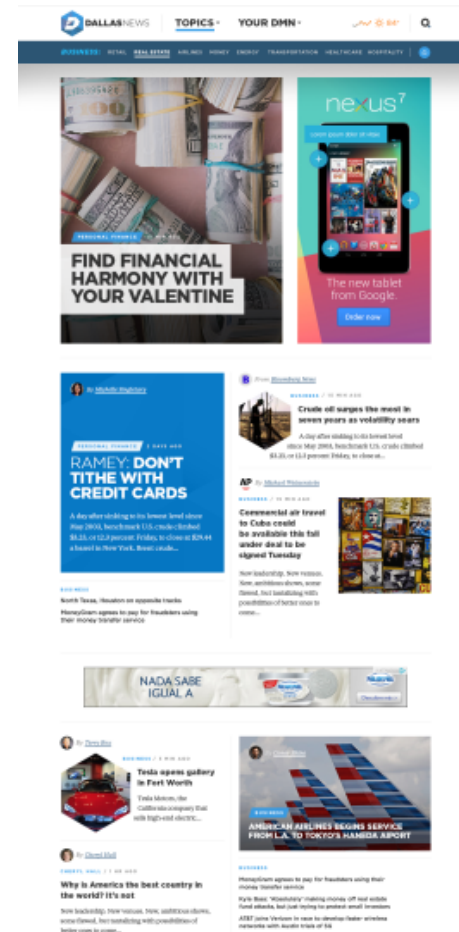
- Bites: Titles, photos, quotes, notes (tweets)
- Snacks: Image with short description, videos, summaries, lead-ins
- Meals: Complete stories, Full-length videos, image galleries



THE FUTURE OF DALLASNEWS.CO

M Thinking of stories in terms of readers' time

- **Bites:** Titles, photos, quotes, notes (tweets)
- **Snacks:** Image with short description, videos, summaries, lead-ins
- **Meals:** Complete stories, Full-length videos, image galleries
- **Feasts:** Investigative stories, narrative pieces, interactives



THANK YOU FOR LISTENING

DallasNews.com
The Dallas Morning News

Dallas, Texas
Saturday August 22, 2015 11:18 a.m. Central Daylight Time

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ACCA Road to the Final Four
• Lady Bears reach first Final Four with 72-63 win
• Louisville friendship forged in tragedy
• Tournament coverage: Men | Women

Former BSA official indicted for child porn
One of the top national officials for Boy Scouts of America in Irving has been indicted for receiving and distributing child pornography. Investigators allege that Douglas Sovereign Smith Jr. traded several computer images "of minors engaging in sexually explicit conduct," according to the indictment from the U.S. District Attorney's Office in Fort Worth.
▶ Story

Headlines Ship built with WTC steel christened

Healthy Living
• Hotel room exercise
• Coed cycling a challenge
• Time is on our side

Time to toss the tax code
Burr: Sales tax would be more fair
• Sign up for Biz Insight

Renewal of interest
Experts: Internet, other factors responsible for bookworm population boom

Business and Technology
▶ High court takes up file-sharing
▶ Blockbuster reaches 'No Late Fees' settlement
▶ Conditions improve in China
▶ MCI accepts sweetened Verizon offer
▶ Consumer confidence falls in March
▶ More Business and Technology

Stock Center
Dow: 10405.70 ▲79.95
Nasdaq: 1973.88 ▲18.64
S&P: 1165.36 ▲9.92
Last updated: 3:19 P.M.

Sports
▶ Underdog? Don't look at Spartans
▶ Mavs capitalize on 'D' to defeat Detroit, 95-88
▶ Ruling: Title IX allows whistleblower lawsuits
▶ Armstrong 24th at Tour de France tuneup
▶ Baylor beats UNC for first Final Four, 72-63
▶ More Sports

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Find a Dealer
Sell Your Car
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Employers
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RAMEY: DON'T TATTLE WITH CREDIT CARDS
A day after thinking he'd been found guilty, Ramey, head of the U.S. credit card industry, is back in court. He's charged with a crime that's as old as time: lying to the courts.
A day after thinking he'd been found guilty, Ramey, head of the U.S. credit card industry, is back in court. He's charged with a crime that's as old as time: lying to the courts.

Commercial air travel to Cuba could be available this fall under deal to be signed Tuesday
Non-backlog, new routes, new airlines, new planes, new deals, but not including the possibility of better service to come.

NADA SARE IGUAL A

Tesla opens gallery in Fort Worth
Tesla Motors, the California company that built high-end electric cars...

AMERICAN AIRLINES BRINGS SERVICE FROM L.A. TO TOKYO'S HANEDA AIRPORT

Why is America the best country in the world? It's not
Some backstories, new values, new attitudes, new ideas, but not including the possibility of better service to come.

AT&T joins Verizon to form the wireless leader
AT&T joins Verizon to form the wireless leader, but not including the possibility of better service to come.

- 30 -