

TEN **WAYS EVERY** **NEWSROOM CAN** **BOOST ENGAGEMENT**

BY DAVID ARKIN | SVP CONTENT, GATEHOUSE MEDIA

ABOUT GATEHOUSE MEDIA

- Largest newspaper company in country (as far as no. of papers is concerned)
- 126 daily newspapers, 250 weekly newspapers



KEY GATEHOUSE INITIATIVES



- Providing more than 200 GateHouse newspapers editing and design services
- Nearly 275 staff members, largest single design center in the United States



- Producing 36 special sections and original content, including content for native campaigns

CORE CONTENT STRATEGIES

- **In-depth news:** Advance stories, don't repeat what we already know
- **Entertainment:** Helping guide a reader's life
- **Engagement:** Full use of social media tools and platforms and events
- **Live reporting:** Using video, live blogging to provide instant news
- **Data:** Drive coverage through analytics intelligence

1 BE CONVERSATIONAL, HIT THE RIGHT TONE ON SOCIAL

Don't post content with traditional headline approach

Herald-Tribune
 @HeraldTribune

Sarasota, where 🌲 feels like 🌴 .
 High on July 25: 83
 High on Dec. 25: 86 (predicted) #flwx

RETWEETS 21 LIKES 9

10:19 AM - 21 Dec 2015

Journal Star
 Published by Buffer [?] · September 8 at 4:40pm · 🌐

Who's ready for some pumpkin...everything?

Morton Pumpkin Festival to begin Sept. 16
 MORTON — Many people tried to tell Brian Anderson what it would be like running the Morton Pumpkin Festival. But until the new executive director of
 WWW.PJSTAR.COM | BY STEVE STEIN

Like Comment Share

250 people like this. Most Relevant ▾

77 shares

NO. 1: SOCIAL MEDIA TONE

wp Washington Post 2 hrs · 🌐

The virus, spread by mosquitoes, is now "spreading explosively."



WHO: Zika virus 'spreading explosively,' 'level of alarm extremely high'

The World Health Organization announced Thursday that it has convened an...

WASHINGTONPOST.COM | BY LENA SUN

👍 Like 💬 Comment ➦ Share

507 people like this. Top Comments ▾

435 shares

wp Washington Post 33 mins · 🌐

It's not Megyn Kelly.



The real reason Donald Trump is skipping tonight's Fox News debate

He's trying to run out the clock.

WASHINGTONPOST.COM | BY CHRIS CILLIZZA

👍 Like 💬 Comment ➦ Share

339 people like this. Top Comments ▾

92 shares

2 HOLD COMMUNITY EVENTS, FORUMS EVERY QUARTER

Hold a town hall, focus on an issue, diversity session



3 MAKE PUSH NOTIFICATIONS WIDER THAN LATEST NEWS

Things to do this weekend, reviews, sports schedules



4

INVITE READERS TO ATTEND YOUR BUDGET MEETINGS

Explain your process, let them weigh in, feature them

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
	deadline time	Digital date	post to web	print pub	social time	length	writer	topic	time element	Photo	photo gallery	video	other MM	layer	social tool
DUNKIN DONUTS	6:00:00 PM	2/20/2015	6:00:00 PM	2/21/2015	6:00 PM	15-18	Susan	Business	Y	Y	Y	Y	Y	Y	TW/FB
CERONI EXPANSION	3 p.m.	tbd	tbd	tbd	5:30 P.M.	15	Stanley	Business	none	N	N	N	N	N	TW/FB
EMBEZZLEMENT SENTENCING	comings	3/11/2015	7 p.m.	3/12/2015	7 p.m.	15	Stanley	Court	not live	Y	n	n	tweeting	n	TW/FB
ARTS & ECON	5 p.m.	tbd	6 p.m.	tbd	7 p.m.	20	Sunny	culture & jobs	n	Yes	y	potentia	n	n	tw/FB
	10 a.m. 2/18	6 a.m. 2/20	6 a.m. 2/20	2/20/2015	10 a.m.	20	Wolf	Entertainer	N	Y	N	N	N	N	TW/FB
MIRANDA LAMBERT	8:30 p.m.	2/20/2015	9 p.m.	2/21/2015	9 p.m.	15	Sunny	Entertainer	Live	Yes	Y	N	No	N	
THIS WEEK'S HIGHLIGHTS	10 a.m. 2/20	6 a.m. 2/22	6 a.m. 2/22	2/22/2015	10 a.m.	20	Wolf	Entertainer	N	Y	N	N	N	N	TW/FB
L&S WEIGHTED BLANKETS	Filed	2/21/2015	10 a.m.	2/22/2015	10 a.m.	20	Watley	Feautres	N	Y	No	N	n	N	TW/FB
POLITICS OF WINDFARMING	5 p.m.	tbd	6 p.m.	tbd	6 p.m.	20	Stanley	Government	not live	no	no	no	no	no	TW/FB
CITY COUNCIL	9:30 p.m.	5 p.m.		Tues			Guerrero	Government	y	n	n		Tweeting from meetign		
													Y - JS interactive map on the features & Graphic	Y sidebar on impact of past Mondelez decision; BOX on what's next	
TOP 10 TAX CHALLENGE	5 p.m.	1/21/2015	noon	1/22/2015	noon	25-30	K. Haas	government, taxes,	N	building mugs	N	N			TW/FB
INFANT MORTALITY/LOWBIRTHRATE	7 P.M.	3/14/2015	6 PM.	3/14/2015	7 P.M.	20-30	S.Vela	Health	No	Yes will be filed	Y	Y	Y	N	TW/FB
HOMELESS	5 P.M.	3/2/2015	6 P.M.	3/8/2015	9 a.m.	50	Stanley	Human Interst	No	Yes	Yes	yes	N	Info Boxes w/ SP standing	TW/FB

5

HAVE EVERY REPORTER CREATE 60-SECOND VIDEO

Tie videos to an assignment, find mobile technology



60-SECOND VIDEO EXAMPLE



6 START A MONTHLY READER ADVISORY BOARD

Explain your processes, get buy in, use for future ideas



7 WRITE HEADLINES LIKE THE COOL DIGITAL COMPANIES

Do you actually click on boring newspaper headlines?

What the pope did, and didn't, mean when he said Trump was not a Christian

This Pro Baseball Player Lives In A Van Behind A Florida Walmart

TECH

Before You Crown Apple the People's Champion Against the FBI, Read This



8

ASK READERS TO FILL OUT SURVEYS FOR BIG NEWS

Embed, promote and use results for reporting

How do you think the area did in response to the Blizzard of 2016?

What did you think of the timing of the storm

A B C D F

How did PennDOT do?

A B C D F

How did the utilities do?

A B C D F

How did forecasters do?

A B C D F

How did the turnpike do?

A B C D F

How did your school district do?

A B C D F

How did your neighbors do?

A B C D F

9

STOP TELLING EVERY STORY IN A NARRATIVE FORMAT

Snack bites, alternative story formats, perfect for mobile



9 unique ways to celebrate Valentine's Day

By Christopher Baldwin | Correspondent

- 1 Santa Fe College** is hosting its annual Valentine's Day Swing Dance on Sunday. The event begins with dance lessons provided by two experienced dancers from 6:30-7:30 p.m. Doors open at Santa Fe College's Fine Arts Hall, 2000 NW 43rd St., at 6 p.m., with music until 9:30 p.m. Admission is \$12 per person. For more info or to purchase tickets, call 395-4181.
- 2 The Barboursville Chorus** a capella group is offering special Valentine's Day singing telegrams throughout the Valentine's Day weekend, from 9 a.m. to 3 p.m. Barboursville quartets will deliver love songs, a Valentine's card, a rose and a photo of the event to anyone in the GateHouse area for \$50. Call 336-4792 for more information or to order a singing Valentine's.
- 3 For a truly different Valentine's experience**, the **Lakee Bat Conservancy** is offering private couple tours and Valentine's packages from Friday through Sunday. The package (\$350) includes a tour, roses, and a variety of bat-related items. New for this year's tour: encounters with Solomon Island skinks, a species of lizard, and sugar gliders. For details, send an email to info@lakeebat.org or call 445-1256.
- 4 Share the love with some homeless pets** as part of **Halle's Angels Pet Rescue's Sweetheart Walk** on Saturday from 9 a.m. to noon. Pet lovers and their four-legged friends will take a walk around Halle Village Center and return for a party that features food trucks, raffles, music and other family-friendly fun. Registration (\$20) includes a Sweetheart Walk t-shirt. Visit halesangels.org.

More ways to celebrate, Page A4

ILLUSTRATION BY ALEX BLAVY / GATEHOUSE MEDIA

BUZZ → chatter

CYCLING: A PICTURESQUE PASTIME

NoVA has some of the most beautiful scenery in the world for cycling, and every road along the way is dotted with the perfect stops to explore. —VICTORIA GAFFNEY, SOPHIA RITTI and MATTHEW TRACY

RAPPAHANNOCK COUNTY

START AT THE WINERY AT LITTLE WASHINGTON → SPERRYVILLE → SKYLINE DRIVE

Difficulty: Moderate to difficult, steep incline at Skyline Drive

1 Winery at Little Washington
If wine isn't what you're looking for when you start your day, don't worry. The Winery at Little Washington also boasts one of the top picnic spots in Virginia and allows people to bring their own lunches and refreshments. The winery is available for walks all day on the weekend.

2 Thornton River Grille
Placed in the heart of idyllic Sperryville, this is the perfect restaurant to stop in and fuel up. The restaurant is open Tuesday through Sunday 11 a.m. to 3 p.m. for lunch and 5 to 9 p.m. for dinner. When you've finished your lunch, head out and explore the small town.

3 Skyline Drive
This unforgettable ride filled with gorgeous foliage and wildlife has overlooks every few miles so you can stop and take it all in. This is the most difficult part of the ride and is not recommended for an inexperienced cyclist, but if you're up for the challenge, you can experience the beauty of this national park.

MIDDLEBURG

START AT QUATRO GOOMBA'S WINERY → CANA WINERY AND VINEYARDS → GREENHILL WINERY AND VINEYARD

Difficulty: Moderate

4 Quattro Goomba's Winery
This laidback winery offers tastings from noon to 6 p.m. Thursday through Sunday. For a 36-tasting by the wine in the basic setting of Goomba's big cabin. For lunch, head over to Quattro for delicious pizza, or picnic on the property while listening to country music.

5 Cana Winery and Vineyards
Featuring hillside tasting rooms with breathtaking mountain views, this winery is open from 11 a.m. to 6 p.m. on Saturday and noon to 6 p.m. on Thursday, Friday and Sunday. Live music is every Saturday from 1 to 5 p.m. and tastings are \$10 per person.

6 Greenhill Winery and Vineyard
Nestled on a pastoral road, this winery is open from noon until sunset. Picnic on the green grounds while enjoying some wines on the 376 acres of land, which includes a pond, Little River and a stone house built in 1762.

ASHBURN

See the real Ashburn along the Washington & Old Dominion Trail. Enjoy the historic route and stop by some of the malintasts of the area.

START AT CAROLINA BROTHERS PBT BARBECUE → OLD OX BREWERY → GREEN LIZARD CYCLING & COFFEE

Difficulty: Moderate

7 Carolina Brothers PBT Barbecue
Enjoy Old Town Ashburn while munching on North Carolina-style barbecue and cornbread. For \$8, choose from pork, beef or chicken barbecue, as well as traditional southern sides. Cool off inside the home-style eating area or enjoy the scenic view at an outdoor picnic table.

8 Old Ox Brewery
Adults can make a brewery cap stop right on the trail. Old Ox Brewery is the one of new, self-family-owned breweries in Ashburn. The establishment is two-wheeler friendly with beer, bike racks, air pumps and food. Try one of their core brews, such as Golden Ox, or their seasonal Hard Way Lager.

9 Green Lizard Cycling & Coffee
Find your ride with a rewarding cup of coffee and the company of fellow bikers. There is a variety of drink options to choose from ranging from espresso to fruit smoothies, and the shop is open Monday through Thursday from 7 a.m. to 9 p.m. and Friday through Sunday from 7 a.m. to 6 p.m.

10

DON'T BE AFRAID TO PUT AN EDITORIAL ON 1A

Don't do it often, but make it dominate 1A



BONUS

USE BLOG TOOL NOT JUST FOR BREAKING NEWS

Seek ways where readers want to follow your reporting: Sports, events, meetings and more

More from The Scotsman

Scotsman Sport

Hibs 3 - 0 Alloa. Read Alan Pattullo's match report from Easter Road bit.ly/24k6gDY (pic: @snsgroup) <http://pbs.twimg.com/media/CbxS-F6XIAM1qOj.jpg>



18 minutes ago

S TheScotsman

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More Live Updates

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