

VAYS EVERY 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



TEN WAYS EVERY NEWSROOM CAN BOOST ENGAGEMENT



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





BE CONVERSATIONAL, HIT THE RIGHT TONE ON SOCIAL

Don't post content with traditional headline approach

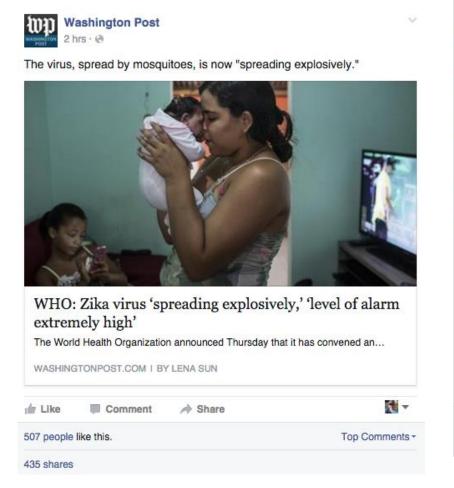


Journal Star Published by Buffer [?] - September 8 at 4	:40pm · ᢙ
Who's ready for some pumpkineverything	?
Morton Pumpkin Festival to beg	in Sept. 16
MORTON — Many people tried to tell Brian Ande the Morton Pumpkin Festival. But until the new ex	erson what it would be like running
WWW.PJSTAR.COM I BY STEVE STEIN	
	×
Like Comment A Share	
250 people like this.	Most Relevant ▼
77 shares	

TEN WAYS EVERY NEWSROOM CAN BOOST ENGAGEMENT



NO. 1: SOCIAL MEDIA TONE







HOLD COMMUNITY EVENTS, FORUMS EVERY QUARTER

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







MAKE PUSH NOTIFICATIONS WIDER THAN LATEST NEWS

Things to do this weekend, reviews, sports schedules







INVITE READERS TO ATTEND YOUR BUDGET MEETINGS

Explain your process, let them weigh in, feature them

Α	В	С	D	E	F	G	Н	I	J	K	L	М	N	0	Р
	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	Υ	Υ	Υ	Υ	Υ	Υ	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	Υ	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	у	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	Entertainmen	N	Υ	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	Entertainmen	Live	Yes	Υ	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	Entertainmen	N	Υ	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	Υ	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	у	n	n		Tweeting from meetign		
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	Y - JS interactive map on the features & Graphic	decision; BOX on	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	Υ	Y	Υ	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	TW/FB
														w/ SP standing	





HAVE EVERY REPORTER CREATE 60-SECOND VIDEO

Tie videos to an assignment, find mobile technology





60-SECOND VIDEO EXAMPLE







START A MONTHLY READER ADVISORY BOARD

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







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





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	OA OB OC OD OF				
How did PennDOT do?	OA OB OC OD OF				
How did the utilities do?	OA OB OC OD OF				
How did forecasters do?	OA OB OC OD OF				
How did the turnpike do?	OA OB OC OD OF				
How did your school district do?	OA OB OC OD OF				
How did your neighbors do?	○A ○B ○C ○D ○F				





STOP TELLING EVERY STORY IN A NARRATIVE FORMAT

Snack bites, alternative story formats, perfect for mobile





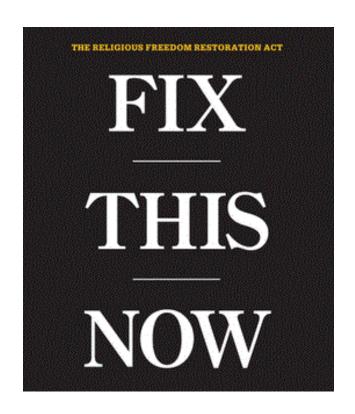


style eating area or enjoy the scenic view at



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





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