



# Next Generation Outreach: Digital Newsrooms

Communication strategy and services for  
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since 1974.

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*"Clients who make everyday life possible – helping the public travel, bringing food to the table or those making sure the lights come on and the water flows, make Hahn Public their home for communication and marketing services. Our passion is serving those who serve the public."*

*- Jeff Hahn, Principal*

# Change minds and influence outcomes.

Communication strategies for business, infrastructure and public initiatives.



**IMPROVE**

**PUBLIC PERCEPTIONS**



**CHANGE**

**PUBLIC BEHAVIORS**



**WIN**

**PUBLIC APPROVALS**



## **Media Trends**

Digital Newsroom Strategy

Examples

Tips



# Leveraged, Pressured Media Biz Models

5

## TRIBUNE PUBLISHING ANNOUNCES CORPORATE REBRANDING, CHANGES NAME TO TRONC

🕒 Jun 02, 2016

**Rebranding with Content Curation and Visualization Focus to Benefit 60 Million Digital Users**

**tronc to Begin Trading on Nasdaq on June 20**

CHICAGO--(BUSINESS WIRE)-- Tribune Publishing Co. (NYSE:TPUB) today announced that the Company will change its name to tronc, Inc., a content curation and monetization company focused on creating and distributing premium, verified content across all channels. tronc, or tribune online content, captures the essence of the Company's mission. tronc pools the Company's leading media brands and leverages innovative technology to deliver personalized and interactive experiences to its 60 million monthly users. The name change will become effective on June 20, 2016.

The Company also announced that it will be transferring its stock exchange listing from the New York Stock Exchange ("NYSE") to The Nasdaq Global Select Market ("Nasdaq"). tronc expects its common stock to begin trading as a Nasdaq-listed security under the new ticker symbol "TRNC" on June 20.

Chairman Michael Ferro said, "Our industry requires an innovative approach and a fundamentally different way of operating. Our transformation strategy – which has attracted over \$114 million in growth capital – is focused on leveraging artificial intelligence and machine learning to improve the user experience and better monetize our world-class content in order to deliver personalized content to our 60 million monthly users and drive value for all of our stakeholders. Our rebranding to tronc represents the manner in which we will pool our technology and content resources to execute on our strategy."



# WordSmith & Local Labs &...

6

"...generates human sounding narratives from data..."



**"90% of news will be computer generated by 2025."**

Kristian Hammond, Chief  
Technology Officer, Automated  
Insights

# Syndication

7

CNN's Newsource provides content to ~800 stations with intro script. ABC, CBS, Fox and NBC have ~200 affiliates.



# De-skilled, Disgruntled Journalists

## 193. Taxi Driver

Operates a taxi cab over the streets and roads of a municipality, picking up and dropping off passengers by request.

Overall Score: 638.00

Income: \$23,118.00

Work Environment:

82.400

Stress:

46.180

Hiring Outlook:

13.18

## 194. Corrections Officer

Supervises inmates' activities and enforces regulations in jails, prisons, and other correctional facilities.

Overall Score: 642.00

Income: \$39,163.00

Work Environment:

75.300

Stress:

31.630

Hiring Outlook:

4.63

## 195. Photojournalist

Photographs and/or videotapes newsworthy events for publication in newspapers and magazines.

Overall Score: 656.00

Income: \$29,267.00

Work Environment:

58.400

Stress:

48.670

Hiring Outlook:

1.67

## 196. Broadcaster

Prepares and delivers news and related presentations over the air on radio and television.

Overall Score: 658.00

Income: \$29,347.00

Work Environment:

64.400

Stress:

48.470

Hiring Outlook:

-1.53

## 197. Cook

Oversees the daily food preparation at restaurants and other places where food is served. They direct kitchen staff and handle any food-related concerns.

Overall Score: 659.00

Income: \$42,208.00

Work Environment:

106.100

Stress:

37.080

Hiring Outlook:

3.08

## 198. Enlisted Military Personnel

From serving food in the mess hall to fighting a battle on the front line to avoiding land mines along the path to a village, the duties a soldier carries out have very different levels of responsibility.

Overall Score: 687.00

Income: \$44,283.00

Work Environment:

109.000

Stress:

74.830

Hiring Outlook:

1.83

## 199. Lumberjack

Fells, cuts, and transports timber to be processed into lumber, paper, and other wood products.

Overall Score: 716.00

Income: \$34,100.00

Work Environment:

84.700

Stress:

32.000

Hiring Outlook:

-13.00

## 200. Newspaper Reporter

Covers newsworthy events for print publications.

Overall Score: 737.00

Income: \$36,267.00

Work Environment:

86.500

Stress:

69.670

Hiring Outlook:


-13.33

Source: CareerCast.com 2015 Jobs Rated Report


# Investigative Journalism

Comforting the afflicted and afflicting the comfortable...

9



**DONALD TRUMP**  
Canadian-born Ted Cruz "has had a double passport."  
— *PolitiFact Texas*



No such thing thing

WATCHDOG COVERAGE

**EYEWITNESS NEWS** abc 7  
WABC-TV NEW YORK

SECTIONS TRAFFIC VIDEO New York City New Jersey Long

THE INVESTIGATORS

**#TheInvestigators**

**5 NBC CHICAGO**

HOME NEWS WEATHER INVESTIGATIONS ENTERTAINMENT

**5 INVESTIGATES**

PROTECTING CHICAGO FOR MORE THAN 30 YEARS

BASED ON THE PULITZER PRIZE-WINNING INVESTIGATION



**SPOTLIGHT**

ACHEL ADAMS LIEV SCHREIBER STANLEY TUCCI

BETWEEN THE LIES

STATESMAN IN-DEPTH TEXAS POLITICS

**DEFENDERS**

**KVUE abc DEFENDERS**

DEFENDERS INVESTIGATION  
BUYING FLAMETHROWERS ONLINE

Flamethrowers easy to buy, sell in Texas





# Ambush Reporting



Tim-  
Thanks for sharing your first draft. Below are  
a few thoughts to ensure something inaccurate  
doesn't get published.

Hope this helps.  
-WMT

## The Corporate Daddy

Walmart, Starbucks, and the Fight Against Inequality

JUNE 19, 2014

Timothy Egan

For some time now, Republicans in Congress have given up the pretense of doing anything to improve the lot of most Americans. Raising the minimum wage? They won't even allow a vote to happen. Cleaner air for all? They may partially shut down the government in a coming fight on behalf of major polluters. Add to that the continuing obstruction of student loan relief efforts, and numerous attempts to defund health care, and you have a party actively working to make life miserable for millions.

Yay!

So, our nation turns to Starbucks. And Walmart. In the present moment, both of those global corporate monoliths are poised to do more to affect the huge chasm between the rich and everybody else than anything that's likely to come out of John Boehner's House of Representatives.

As long as the Supreme Court says that corporations are citizens, they may as well act like them. Starbucks is trying to be dutiful — in its own prickly, often self-righteous, spin-heavy way — while Walmart is a net drain on taxpayers, forcing employees into public assistance with its poverty-wage structure.

We are the largest tax payer in America. Can we see your math?

"In the last few years, we have seen the fracturing of the American dream," said the Starbucks chief executive, Howard Schultz, in announcing a company plan to reimburse the cost of college tuition for employees. "The question for all of us is, should we accept that, or should we try to do something about it?"

We see more associates move off of public assistance as a result of their job at Walmart. Here is one story: <http://bit.ly/1m3lipeq>

It's a sad day when we have to look to corporations for education, health care and basic ways to boost the middle class. Most advanced nations do those things for their people. We used to — witness the G.I. Bill, which helped millions of returning soldiers get a lift to a better life but you go to war against the income gap with the system you have, and ours is currently broken. By default, we have no choice but to lean on our corporate overlords.

Did you know?  
Walmart has hired more than 42,000 veterans this year.

1968	1972	1976	1980	1984	1988
43.1	25.2	18.2	12.2	9.9	8.9

“The truth is that one-liners and symbolic visuals are what get on the air...”

Daniel Hallin, PhD.  
University of California San Diego

Hallin's (1991) vs. Hahn's (2015) Sound Bite Study					Totals/ Avg.
Hallin					
25 political candidate video tapes and a stopwatch					8.9 seconds
Hahn Public					
Three Texas Newspapers A1 story, first quote 2012 to 2014		<i>Houston Chronicle</i>	<i>Dallas Morning News</i>	<i>Austin American Statesman</i>	
	Quotes Examined	937	939	935	2,811
	Avg. print quote word count	25.63	23.59	25.51	24.91
	Sound bite length in seconds	9.21	8.48	9.16	8.95 seconds



Media Trends

**Digital Newsroom Strategy**

Examples

Tips

# Brand Journalism – Overview

Companies are hiring journalists to fill a void that has been created by the decline of traditional media outlets.

In 1980, the ratio of PR professionals to journalists in the United States was 1.2 to 1. By 2010, three decades later, there were four PR professionals for every journalist in the U.S.

– Hubspot, 2015

1. Media and marketing are converging; brands are launching publishing operations.
2. Brands are built on stories that show and engage rather than push or proclaim, told with a journalist's eye, combined with amplification and distribution.
3. Trust with stakeholders is built through credible, honest content.
4. Custom content is 92 percent more effective than traditional TV advertising at increasing awareness and 168 percent more powerful at driving preference (Cision, 2016).
5. Brand journalism works for more than awareness. It influences people to make *[purchasing]* decisions.

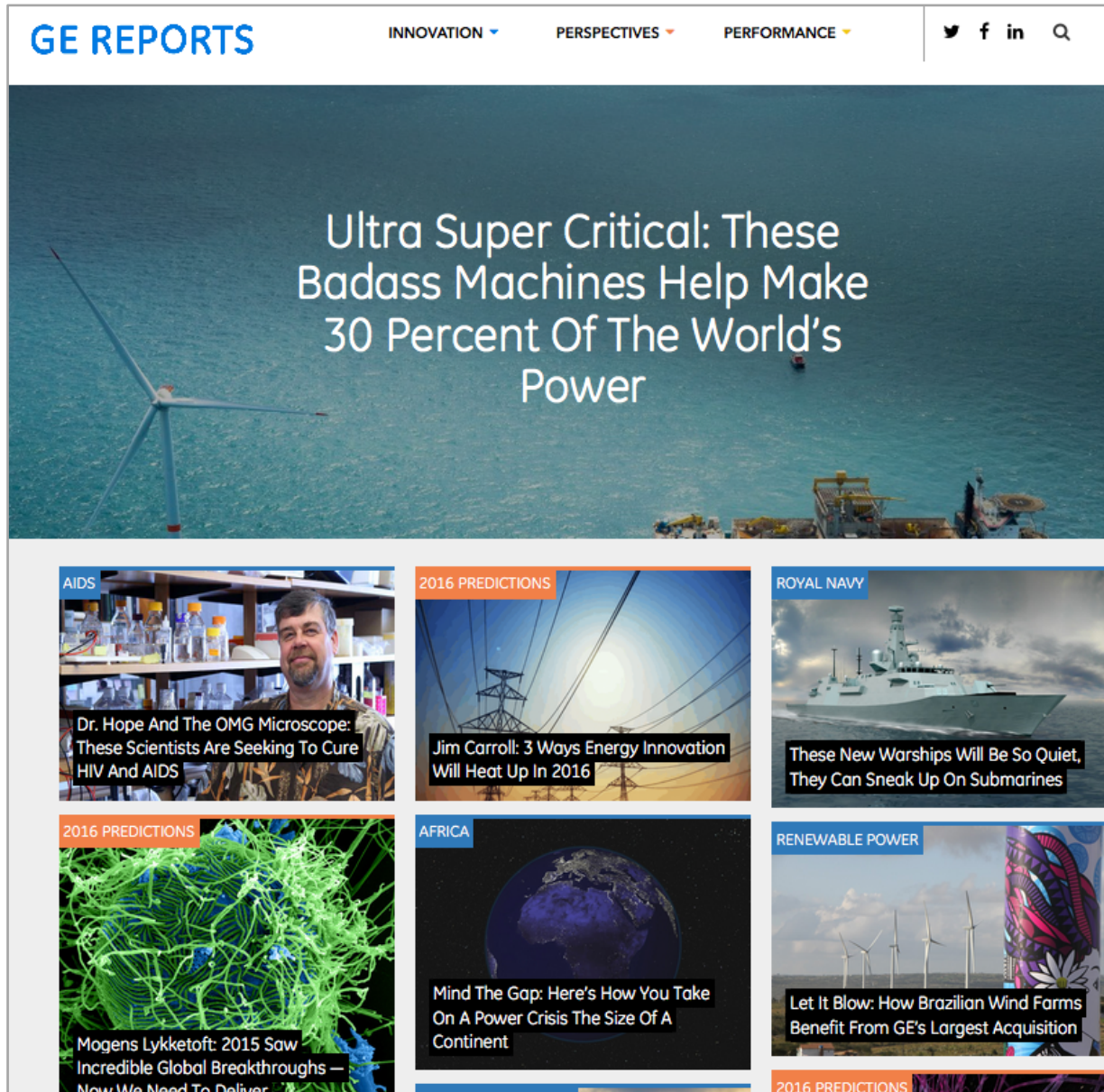
# Brand Journalism – Objectives

16

Objective	Things You Do	Things You Don't Worry About	Examples
Brand Awareness	Get people to know about your organization	Generating sales <i>directly</i> from articles	GE, IBM
Industry News	You write about your own company and your industry to supplement the work of mainstream media	Pitching every story opportunity to press	Intel, Microsoft, McDonald's
Create & Sponsor	Establish your company as a thought leader	Tight integration with home website	Adobe's CMO.com, Cisco's "The Network"
Lead Generation	Create "middle-weight" content capable of generating leads	Highest volume story churn	Hubspot

Media Trends  
Digital Newsroom Approach  
**Examples**  
Tips

# Brand Awareness – GE Reports



## Approach

Audience: customers, prospects, employees, business partners, tech enthusiasts, investors.

Storytelling workshops as the content production hub.

## Digital News Room Features

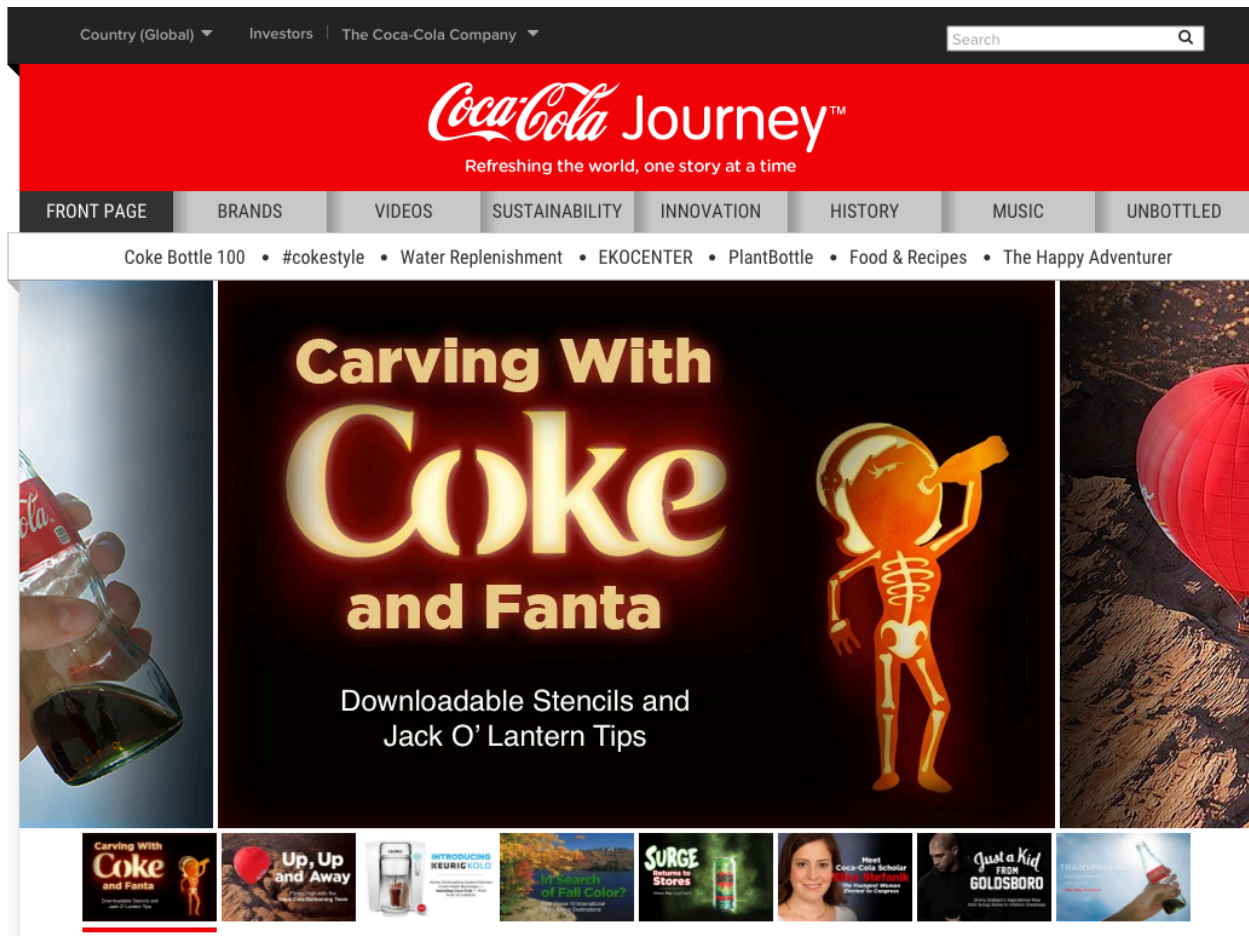
Metrics:

Traffic

Outside media links to GE produced stories

Heavy multi-media

# Brand Awareness – Coca Cola



## Approach

Promotes "Happiness" as a thematic notion, linking your life to having a Coke.

### 2013 Metrics:

1,200 articles published  
13.1 million visitors\*  
(exceeded goal by 2+ million; gets more traffic than most traditional media outlets' sites)  
4:40 spent per article by users (their most important metric)  
10%+ repeat visits

## Digital News Room Features

Assigns an Expressions of Interest (EOI) score to each piece of content, a quantitative value based on referrals from social networks, shares, SEO traffic, and total visitors for an individual story.



# Brand Awareness – Duke Energy



illumination

Stories that enlighten, inform and inspire

Stories by Category ▾

News Center

Search...



Is daylight saving time an energy saver or time waster?

Remember to set your clocks back one hour on Nov. 6



Stunning photos: Offshore wind farm

Duke Energy monitors Block Island Wind Farm



When a computer needed a whole room

Can you help ID these retro photos?



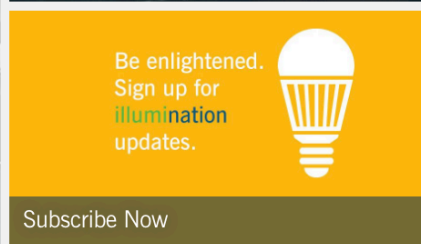
Kids, adults work together for success

Beyond School Walls program builds lasting bonds



Courage and perseverance

Duke Energy CEO Lynn Good on transformation

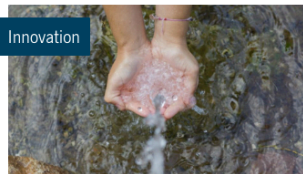


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updates.

Subscribe Now



A rare look inside Cowans Ford dam



From thin air, clean drinking water



Building a smarter energy grid



The \$10 technology your home needs

## Approach

Audience: customers, employees (current and prospective), journalists

Focused on branding, supplemented with customer tips, updated often.

## Digital News Room Features

"Stories about people, innovations, and community and environmental issues."

"Advice on how to save energy and money, insight into new trends and give them a behind-the-scenes view of the people who keep the lights on at the nation's largest utility."



# Industry News – MD Anderson

THE UNIVERSITY OF TEXAS  
**MDAnderson**  
Cancer Center

myMDAnderson | DIRECTIONS | CALL | SETTINGS

Becoming Our Patient • Diagnosis & Treatment • Supporting a Loved One • Life After Cancer • Search

## Newsroom

Back

Newsroom


Contact a Media Specialist  
ReadyCam TV Studio  
B-roll Footage  
Embargo Policy  
Media Visitation Policy  
Style Guide  
Subscribe

### Study reveals potential therapy targets for triple-negative...

January 11, 2016

In cancer, cell signaling pathways are the critical chain of events that can either quash or quicken disease progression. A...


[Read More →](#)



### Lymphoma/Myeloma symposium for patients and caregivers set...

Patients with lymphoma or myeloma and their caregivers will have access to leading experts in this field of cancer during an...

[Read More →](#)



### Sugar in Western diets increases risk for breast cancer...

The high amounts of dietary sugar in the typical Western diet may increase the risk of breast cancer and metastasis to the lungs...

[Read More →](#)

## Approach

Built to be a one-stop-shop for print and broadcast journalists to take easily accessible content and turn it into their own stories.



## Digital News Room Features


"ReadyCam TV Studio" is offered to media, so it's easy to package a broadcast segment without ever leaving the news station.

Style Guide with preferred MD Anderson style/reference to push brand awareness.

In-house publication and blog guide.

# Industry News – Intel Free Press

Tech News

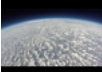


## TECH INTERNS CREATE SMART BIKE HELMET THAT COULD SAVE YOUR LIFE

Interns create a smart helmet loaded with sensors that work with your smartphone to collect crash data and even call for help in the event of an emergency.


### Video

#### Launching Edison to Near Space




Helium-filled and Edison-powered balloon reaches over 100,000 feet.

#### Transferring Data Through the Body



Sending data via word devices, body area networks and touch could expand wearable's market potential.

#### Checking on Pipelines Using Intel Edison




A pipeline monitoring technology model using chips, toy firetrucks and drones.

#### Smart Helmet is a Black Box for Your Brain

Taken at Ocean State


### News

#### Descending into the Biggest Cave on Earth



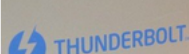
How Swedish photographer and journalist Martin Edström—working for National Geographic—has provided the world with a dazzling first-ever look deep into Son Doong cave.  
[Read More >](#)

#### Deaf Engineer Hears and Speaks Through Others




In a world surrounded by technology, human gestures triumph  
[Read More >](#)

#### Thunderbolt 3 and USB Type-C: the 40 Gbps Dynamic Duo



Before 'No Wires' Will Be Single Wire...And It's Fast!  
[Read More >](#)


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Search Intel Free Press

**TAKE OUR STUFF!**  
You Are Free to Use This Content


### Innovators



#### Making a Smarter Helmet for a Smarter Motorcycle

Intel Edison pairs with a BMW motorcycle to create a more connected experience

### Spotlight



#### What is USB Type-C?

USB Type-C is smaller and can transmit data, display and even power all at the same time.

### Latest Tweets

## Approach

Goal is to cover stories that aren't being covered elsewhere and persuade mainstream outlets to pick the stories up for themselves.

Audience = other journalists

## Digital News Room Features

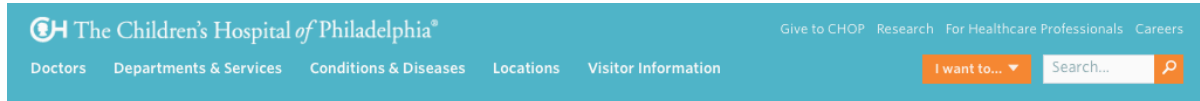
Three-person operation

Metrics: Traffic, story pickups

Publishes 3-4 articles per week to provide behind-the-scenes context

Lots of original photos

# Thought Leader – Children’s Hospital of Philadelphia



## News Room

### The Children’s Hospital of Philadelphia Named Leader in LGBT Healthcare Equality by the Human Rights Campaign Foundation

For the second year in a row, CHOP has been recognized as an LGBT Healthcare Equality Leader by the country’s largest lesbian, gay, bisexual and transgender (LGBT) civil rights organization.



[Read more](#)

1 - 10 of 707

### CHOP Cardiologist Julie Brothers, MD, FAAP, Featured on NBCNews.com

Published on Jan 11, 2016 in [CHOP in the Media](#)

Julie Brothers, MD, FAAP, director of the Lipid Heart Clinic at CHOP, comments on unhealthy cholesterol levels in kids on NBC.com.

## News Room

Contact Us: [267-426-6050](tel:267-426-6050)

[Contact Us Online](#)

### News Room Home

[Public Relations Team](#)

[Media Beat List](#)

[CHOP Executive Leadership](#)

[Press Room Photos](#)

[Social Media at CHOP](#)

[Media Resources](#)

## Approach

The Children’s Hospital of Philadelphia desires to be seen/viewed as an “expert” source of information.

## Digital News Room Features

Press releases feature stories on on the hospital or individual doctors as being experts in certain areas.

Media Beat List for 50+ specialized topics that allow journalists easy access to experts at the hospital.

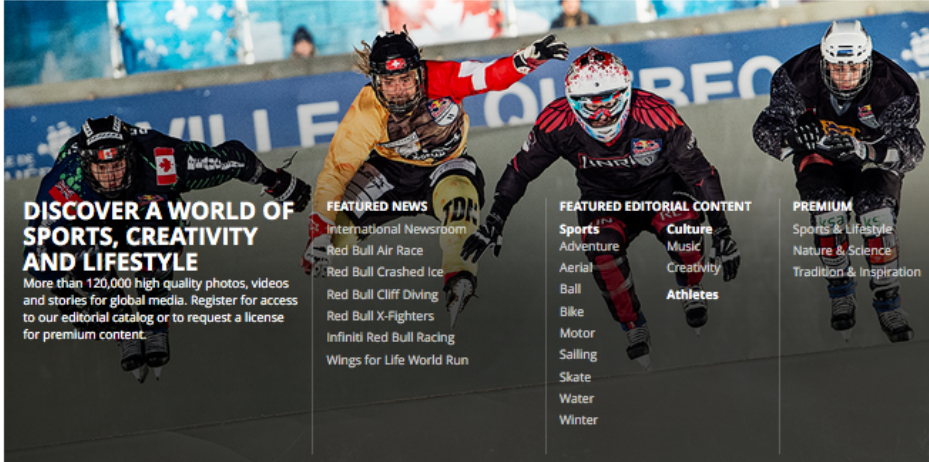
# Thought Leader – Red Bull



SEARCH

Show All Media

HIGHLIGHTS | NEWS | SPORTS | CULTURE | CREATIVITY | ATHLETES



### DISCOVER A WORLD OF SPORTS, CREATIVITY AND LIFESTYLE

More than 120,000 high quality photos, videos and stories for global media. Register for access to our editorial catalog or to request a license for premium content.

#### FEATURED NEWS

- International Newsroom
- Red Bull Air Race
- Red Bull Crashed Ice
- Red Bull Cliff Diving
- Red Bull X-Fighters
- Infiniti Red Bull Racing
- Wings for Life World Run

#### FEATURED EDITORIAL CONTENT

##### Sports

- Adventure
- Aerial
- Ball
- Bike
- Motor
- Sailing
- Skate
- Water
- Winter

##### Culture

- Music
- Creativity
- Athletes

#### PREMIUM

- Sports & Lifestyle
- Nature & Science
- Tradition & Inspiration



#### 1 HOUR AGO THE POWER OF LOEB

The Dakar freshman is already back on the start line this morning in Belén, Argentina, after he and his co-driver crashed at the end of the 8th stage yesterday. [Read Full Story](#)

Media Type: Story



#### 4 HOURS AGO FEMALE PILOT TO MAKE HISTORY AS SHE JOINS THE CHALLENGER CUP FOR THE 2016 RED BULL AIR RACE SEASON

French aerobatic champion Mélanie Astles is writing history as she becomes the first female pilot to join the Red Bull Air Race's Challenger Cup.

becomes the first female pilot to join the Red Bull Air Race's Challenger Cup.



#### 17 HOURS AGO STAGE WIN FOR AL-ATTIYAH, LOEB CRASHES

Nasser Al Attiyah has brought an end to the Peugeot domination of this 38th Dakar. At the end of the stage, the leading Mini triumphed ahead of the two Peugeots driven by Carlos

Sainz, 12 seconds behind, and Stéphane Peterhansel, 31 seconds behind. As for Sébastien Loeb, having difficulty in the dunes, he made a wrong move towards

## Approach

Red Bull products appear very little, if at all.

Establishes the larger brand narrative as Red Bull does, then fills it with localized and personalized stories for key audiences.

## Digital News Room Features

Requires users create an account to access full articles, videos and images.

In addition to organizing their site by content type, also organizes their site by topic.



# Thought Leader – Whole Foods

The screenshot shows the Whole Foods Market Newsroom website. The header includes the Whole Foods Market logo, the word "NEWSROOM" in large white letters, and navigation links for "wholefoodsmarket.com", "FAQ", and "Contacts". A search bar with a magnifying glass icon is also present.

**NEWSROOM HOME**

**CONTACT US**  
Contacts

**RESOURCES**  
Company News  
Image Library  
Video Library  
Spotlight  
Media Kits  
In The News  
Fast Facts  
History & Timeline  
Investor Relations  
Product Recalls  
FAQ

**EXPERTS**  
Executives  
Subject Experts  
Regional Leadership

**FOLLOW US**  
☒ Subscribe to Email Updates  
☒ WholeFoodsPR on Twitter  
☒ Company Twitter Accounts  
☒ Company Facebook Accounts  
☒ Whole Story Blog  
☒ YouTube Channel

**COMPANY NEWS**

Going 'Plant-Strong' this January with Rip Esselstyn and Whole Foods Market >

**THE NUMBERS**  
434 stores >  
415 stores in the US >  
10 stores in Canada >  
9 stores in the UK >  
91,000 team members  
12 regions >


**NASDAQ: WFM**  
32.29 0

**IN THE NEWS**  
**January 11, 2016**  
Why Big Brands Are Offering Big Funds to Small Businesses  
**January 3, 2016**  
7 Easy Ways To Save Money At Whole Foods  
**December 21, 2015**  
The hottest food trends in 2016 according to Whole Foods  
[See all In the News >](#)

**WHOLE STORY BLOG >**

**WHOLE FOODS PR ON TWITTER**  
We're loving the current

**SPOTLIGHT**

 **Whole Foods Market grocery coordinator named 'food industry game changer' by Supermarket News >**  
AUSTIN, Texas (Dec. 4, 2015) – Errol Schweizer, Whole Foods Market's executive global grocery coordinator, has been recognized on Supermarket News' list of top influencers who are shaking up the food business. The "Disruptors 2015: Food Industry Game Changers" list, released this week, spotlights 25 industry players who are bucking conventional norms and transforming the food industry. Schweizer's role in pioneering and driving trends like GMO transparency and organics, his ability to target new

## Approach

WFM desires to be seen/viewed as an "expert" source of information.

WFM attributes a 10 percent increase in net sales, (2013-2014) to digital content.

## Digital News Room Features

Analytics used are focused on sharing/engagement:

- Subscribers
- Views
- Shares
- Likes

# Thought Leader – IBM

## What's new on a Smarter Planet?

[Smarter Planet home](#) [What is a Smarter Planet](#) [Topics A to Z](#)

Explore Smarter Planet topics and industries:


☐ Cities ☐ Food ☐ Media entertainment

☐ Education ☐ Government ☐ Oil

☐ Energy ☐ Healthcare ☐ Retail


[Select all](#) [Clear \(reset to featured\)](#)

BIG\_DATA



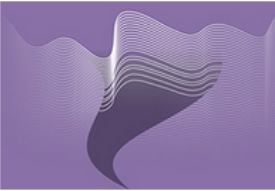
**Now showing: the incredible shrinking transistor**  
A research team has squeezed 20 billion transistors onto a computer chip, greatly increasing computation power  
[Read the interview](#)  
[Share](#)

BIG\_DATA




**Tech guides schools in Kenya**  
Educators in Mombasa are using cognitive, analytics and mobile technologies to keep more kids in school  
[Listen to the podcast](#)  
[Share](#)

BIG\_DATA




**Sunny with a chance of data**  
The Weather Channel and IBM sift localized forecasts from the Internet of Things.  
[Listen to the podcast](#)  
[Share](#)

TRANSPORTATION




**Railroads chug down the smart track**

WATSON



**UNC doctors train IBM Watson in cancer fight**

BIG\_DATA



**Smarter workforces save money, time—even lives**  
IBM's Debbie Landers explains how

## Approach

Main goal is the present IBM's ideas about how to make the world work better.

Primary blogs...

-- A Smarter Planet

-- IBM Research

-- CitizenIBM

...tell stories and present points of view on societal, industry and business transformation.

## Digital News Room Features

IBM writers publish posts as well as executives.

Content from academic, business and governmental leaders is also curated.

Goal is to connect with smaller, more engaged audiences.

# Lead Generation – Hubspot

**Your Daily Dose of Inbound**

Marketing	Sales	Agency
<input type="text" value="Your Email (to subscribe)"/>	<input type="text" value="Your Email (to subscribe)"/>	<input type="text" value="Your Email (to subscribe)"/>
<p><b>The Ultimate Cheat Sheet of Photo &amp; Image Sizes on Facebook, Twitter, LinkedIn &amp; Othe...</b></p> <p><b>14 mins ago</b> The Ultimate Cheat Sheet of Photo &amp; Image Sizes on Facebook, Twitter, LinkedIn &amp; Other Social Networks [Infographic]</p>	<p><b>9 Obnoxious Sales Phrases That Make Prospects Hang Up on You</b></p> <p><b>in 16 mins</b> 9 Obnoxious Sales Phrases That Make Prospects Hang Up on You</p>	<p><b>10 Employee Feedback Tools to Track Your Team's Engagement</b></p> <p><b>in An hour</b> 4 Trends That Will Define Agency New Business in 2016 [New Data]</p>
<p><b>An hour ago</b> Publisher Events: The Future of Media Revenue?</p>	<p><b>44 mins ago</b> This Ridiculously Easy Productivity Trick Saves 2 Hours a Day</p>	<p><b>An hour ago</b> Why Our Agency Pauses Client Work to Give Back</p>
<p><b>An hour ago</b> Google Gives Road Map to Retailers With New Analytics</p>	<p><b>2 hrs ago</b> 10 Interesting Ideas From a Day Spent with Top Sales Leaders</p>	<p><b>1 day ago</b> What Does the Agency of 2020 Look Like?</p>
<p><b>2 hrs ago</b> How to Disagree Without Being</p>	<p><b>20 hrs ago</b> 5 End-Of-Day Rituals That'll Make Your Mornings Way Easier</p>	<p><b>3 days ago</b> 11 Examples of B2C Campaigns That B2B Marketers Can Learn From</p>

## Approach

Uses compelling content to draw customers toward the brand.

Blog posts contain a call-to-action for an offer put behind registration gates.

Audience = marketing practitioners, sales, resellers, CMO's.

## Digital News Room Features

Metrics: Traffic, email captures

Modeled after a newspaper with four channels/sections each lead by an editor.

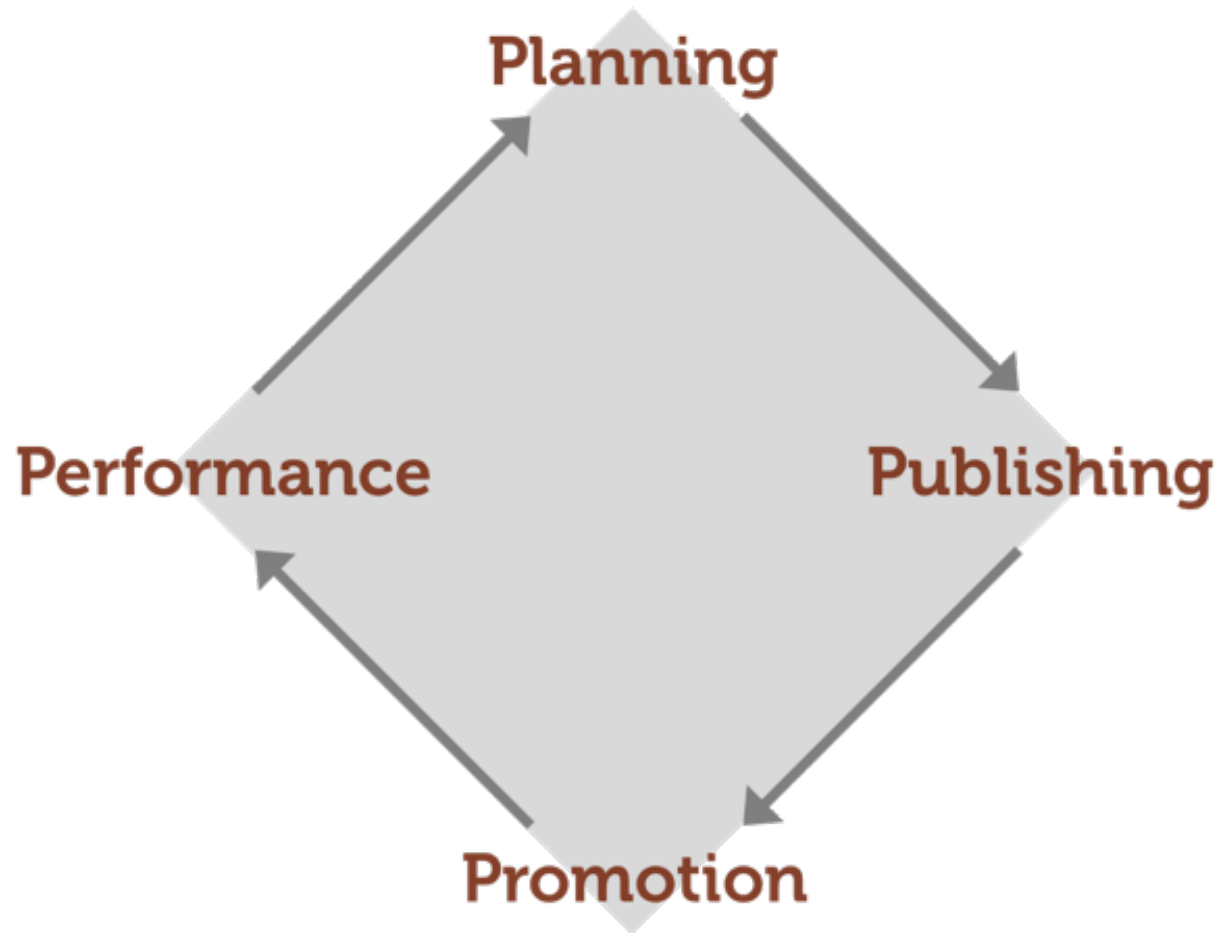
Posts come from executives as well as outside "celebrity" contributors like Guy Kawasaki.

Media Trends  
Digital Newsroom Approach  
Examples  
**Tips**



# Digital Newsrooms – 4 Step Process

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# Digital Newsrooms – 4 Metrics

1. Consumption metrics – how many people viewed or downloaded content (engagement)?
2. Sharing metrics – how many people liked, and shared content?
3. Lead generation metrics – how often does content result in a lead? This is relevant for retail, or when a dollar value can be assigned to desired actions.
4. Sales metrics – Assigning specific calls-to-action.

# Digital Newsrooms – 5 Success Factors

1. Define your objective and establish an editorial policy to that objective that defines the distinctive character of the brand, as well as the boundaries for the brand stories. Determine what you should write and what you should not.
2. Apply traditional journalism techniques. Get out in the world, talk with people and get a sense of what matters to them. Be advocates for your reader. Establish Publisher, Editor-in-Chief, Writer, Copy Editor and PR (social media) roles.
3. Tell a good story; DO NOT write ad copy. Stop looking for some magical viral campaign. Focus on the here and now and “best” will take care of itself. Look for stories that tie into current trends and fit within the brand framework. Don’t be afraid of controversial topics.
4. Repurpose content. Repackage stories in different formats. Figure out where your readers are and take the message to them. Develop content with amplification and distribution in mind.
5. Measure content. Measure content against outcome metrics. Focus on analytics tied to buzz and impact. Mine the numbers to find the best-performing content.



# Next Generation Outreach: Digital Newsrooms