

## Growing audience

Two easy ways to build  
pageviews with unique content

### *Live reporting*

- News events
- Public meetings
- Leverage your community
- Simple or complex
  - Just use Twitter?
  - Add photos?
  - Live video feed?
- Interact with audience



# Understanding What Our Readers are Looking for Online

**7:50 p.m.** — Residents are telling local representatives that they are having a hard time reaching Gov. Brownback and SRS officials.

A resident said we don't sacrifice our children — "We help them." Her comment received huge applause.

Loring Henderson, of The Lawrence Community Shelter, doesn't even know where to begin. It's going to be a huge loss. If this decision stands, he predicts the shelter's workers will spend more time to get its clients to the other SRS offices. He predicts he will spend more time fundraising. They currently have nine families with 17 children who are using SRS. The decision will affect them greatly.

**8:05 p.m.** — A woman said it's going to have a devastating effect on the mentally ill. She said it's going to be harder for them to get food and access to care. It is going to put more financial stress on agencies, like Bert Nash, whose funding is already being cut.

A woman who is an advocate for the mentally ill said it's just another message to those with disabilities that they are not worthy to be helped. These services continue to be cut.

**8:10 p.m.** — A KU student said that if the SRS office closures are being done to save the state money, then why is the state spending so much on transportation and building highways?

Former Judge Jean Shepherd said she is very concerned about the relationships that will be lost. She said the schools and the social workers know each other. She's concerned that children might unnecessarily go into foster care.

**8:30 p.m.** — The public forum has come to an end. Stay logged on to LJWorld.com for a summary of the meeting.

The image shows two screenshots related to a Twitter discussion. On the left is a 'TWITTER WIDGET' titled 'Tweets from tonight's meeting about closing the Lawrence SRS office'. It lists several tweets with their content and timestamps. On the right is a screenshot of a Twitter feed showing a conversation with many replies and retweets, illustrating the volume of online engagement.

- Dozens of tweets before, during and after event
  - Created hashtag: #LKRS
- 90+ comments
  - Many of which helped give us questions to ask.
  - We responded in comments

## WESH's #CaseyAnthony coverage

- Live video feed from court
- Hashtag integration
  - Including other news outlets and the community
- Facebook comments
- Live updates to Twitter accounts
- Links to stories, video, backstory, graphics, and more



## So why does it matter?

- Huge spike in pageviews
  - Our SRS event happened late in daily news cycle, still second most popular item on site.
- Quality traffic
  - 5+ minutes average time on page
  - Very low bounce rate
- Exposed audience to a video we shot earlier in the day
  - Lots of video views (SRS secretary didn't attend event, but sat down with LJWorld.com)
- Very positive community feedback
- \$\$\$\$

### *Beatblogging: The art of gossip*

- Town Talk, Heard On The Hill, First Bell
  - Daily features
  - Appointment posting, plus email alerts
  - Huge traffic drivers: top five every day
- Let's community into sausage-making
  - They feel like insiders
- An outlet for stories that there's never time to tell
- Encourage/foster tips
  - Make it a game:

• I wonder if some nice KU donor would set up a scholarship for the best tip for Heard on the Hill. We don't have one set up yet, but you'd better submit one at [ahyland@ljworld.com](mailto:ahyland@ljworld.com) just in case.

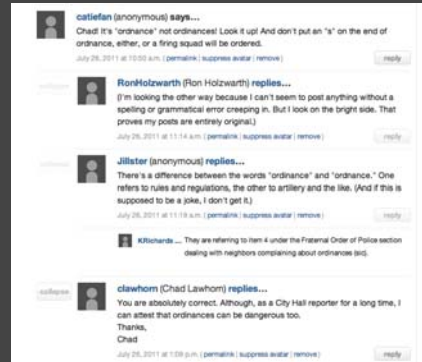


### *What do we include?*

- New business openings; old business closings
- Comings and goings and process at City Hall
  - Dillons Grocery Store rebuilding near downtown
  - A thousand steps between concept and construction
    - We document key steps in print; daily or weekly updated in Town Talk.
- Previews of stories coming later today or later this week
  - Allows us to control breaking news
    - Gives our online readers a preview of what's ahead and encourages them to come back for more later.

## Other benefits to beat blogs

- Helps us get reporters involved in discussions on their stories:
- Ready content for a.m. rush
- Allows us to build brand of our reporters, and the site
- People love them
- \$\$\$\$\$ (through pageviews)
  - Looking at sponsoring the daily email edition as well.
- It's cheap content
  - The reporters know this stuff already; they've just never been asked to use it.



## To summarize

- Be an instantaneous news voice in your community.
  - And know that the 140 character update can be as or more useful on your website than Twitter
- Scale up to meet the demands of a story and your audience
- Give your reporters a chance to turn their notes and nuggets into real traffic
- Build your reporters and their beats into brands on your website
  - When I walk around, people tell me how much they love Town Talk and Heard on the Hill

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