



Make the most of syndication

Thursday, April 5th, 2018

TN

TownNews.com

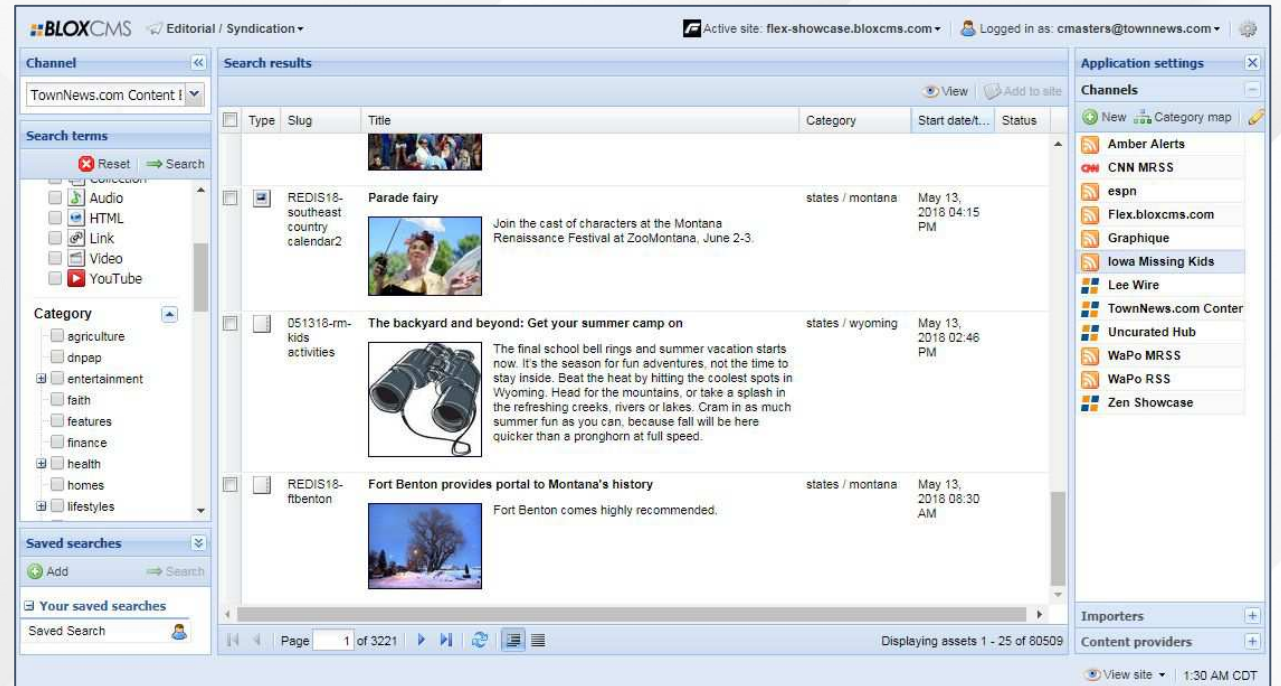
Important reminders:

- Switch to HTTPS secure mode before July 2018
- The Better Ads Standards and Chrome filtering are in effect
- Viewability is impacting CPMs



Today's agenda:

- What is syndication?
 - Best practices
- Customer success stories
- Demo

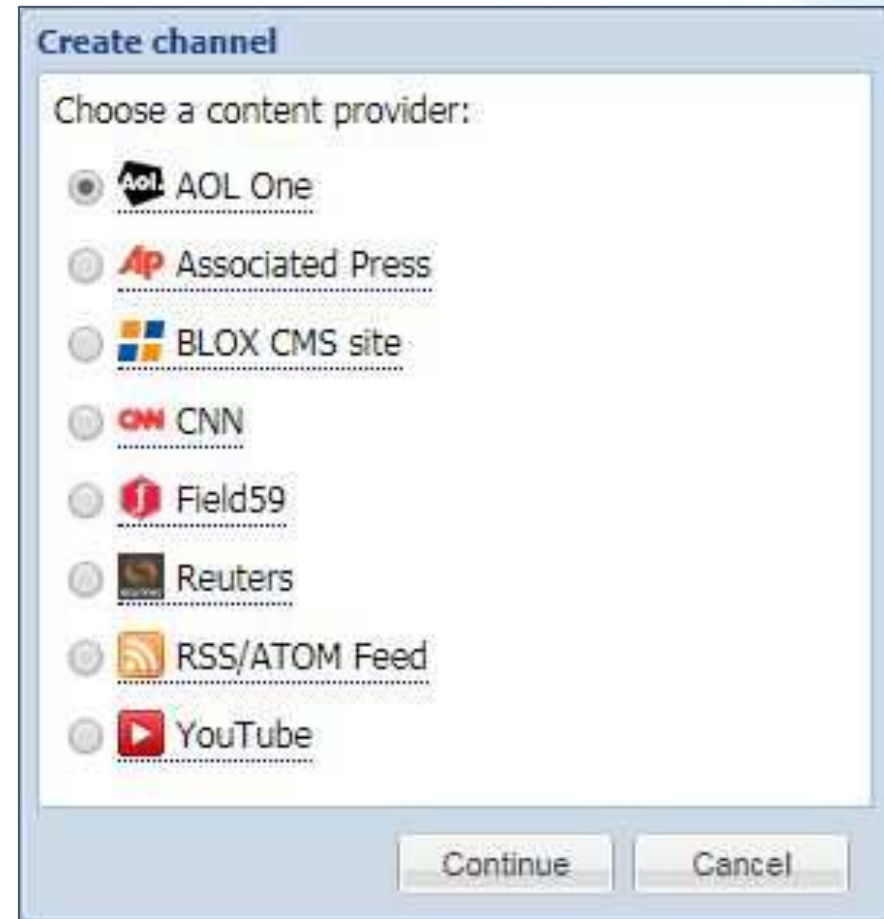


What is syndication?



BLOX Syndication

- Connect content hubs
- Types of feeds:
 - RSS/MRSS
 - BLOX to BLOX
 - Field59
 - YouTube
 - and more!



Channel

TownNews.com Content 1

Search terms

Reset Search

- ☐ Audio
- ☐ HTML
- ☐ Link
- ☐ Video
- ☐ YouTube

Category

- ☐ agriculture
- ☐ dnrap
- ☒ entertainment
- ☐ faith
- ☐ features
- ☐ finance
- ☒ health
- ☐ homes
- ☒ lifestyles

Saved searches





Add Search

Your saved searches

Saved Search

Search results

View Add to site

<input type="checkbox"/>	Type	Slug	Title	Category	Start date/t...	Status
<input type="checkbox"/>						
<input type="checkbox"/>	REDIS18-southeast country calendar2		Parade fairy  Join the cast of characters at the Montana Renaissance Festival at ZooMontana, June 2-3.	states / montana	May 13, 2018 04:15 PM	
<input type="checkbox"/>	051318-rm-kids activities		The backyard and beyond: Get your summer camp on  The final school bell rings and summer vacation starts now. It's the season for fun adventures, not the time to stay inside. Beat the heat by hitting the coolest spots in Wyoming. Head for the mountains, or take a splash in the refreshing creeks, rivers or lakes. Cram in as much summer fun as you can, because fall will be here quicker than a pronghorn at full speed.	states / wyoming	May 13, 2018 02:46 PM	
<input type="checkbox"/>	REDIS18-ftbenton		Fort Benton provides portal to Montana's history  Fort Benton comes highly recommended.	states / montana	May 13, 2018 08:30 AM	

Page 1 of 3221

Displaying assets 1 - 25 of 80509

Application settings

Channels

New Category map

-  Amber Alerts
-  CNN MRSS
-  espn
-  Flex.bloxcms.com
-  Graphique
-  Iowa Missing Kids
-  Lee Wire
-  TownNews.com Conter
-  Uncurated Hub
-  WaPo MRSS
-  WaPo RSS
-  Zen Showcase

Importers

Content providers

View site 1:30 AM CDT

Import options

Manual import

- Window into a content hub
- Editors pick and choose content to import
- Set to update automatically or manually with a notification

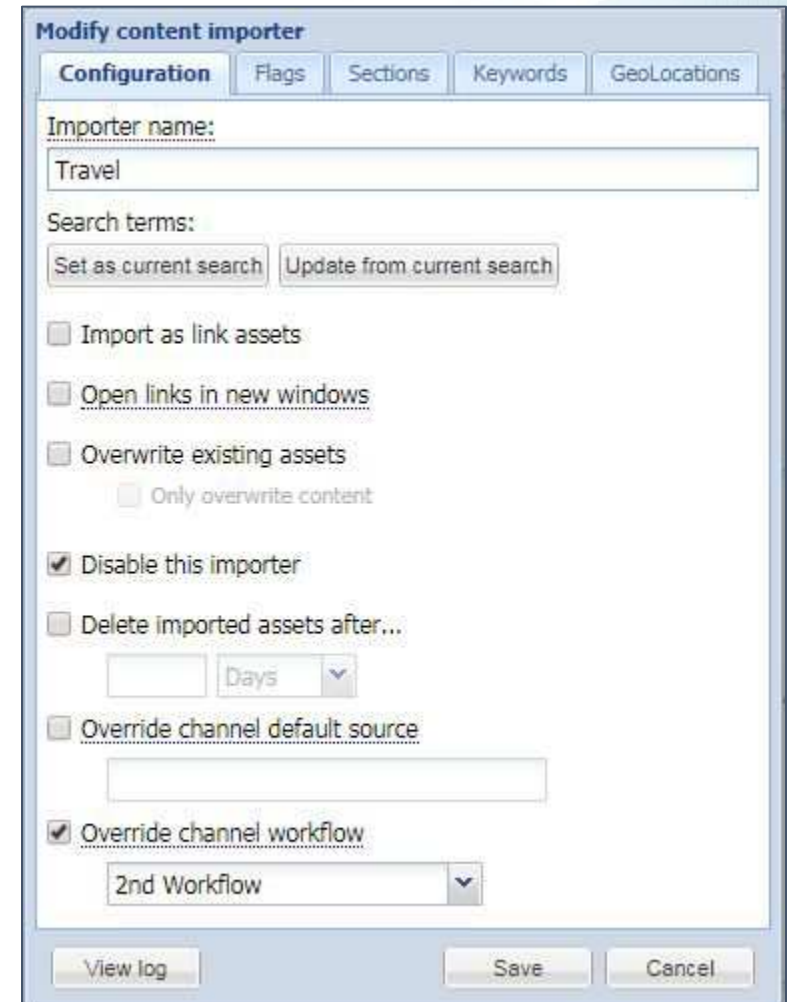
Automatic import

- Imported every 15 minutes
- Multiple automatic imports can be created per channel
- Edit, pause and disable existing import rules

Import options

Set at channel or automatic import level:

- Type of asset to create
- Updating behavior
- Delete date on assets
- Default workflow
- Mapped categories
- Meta data



The screenshot shows a 'Modify content importer' dialog box with the 'Configuration' tab selected. The 'Importer name' field contains 'Travel'. Below it, there are 'Search terms' and two buttons: 'Set as current search' and 'Update from current search'. A list of checkboxes includes 'Import as link assets', 'Open links in new windows', 'Overwrite existing assets' (with a sub-option 'Only overwrite content'), 'Disable this importer' (checked), 'Delete imported assets after...' (with a text field and a 'Days' dropdown), 'Override channel default source' (with a text field), and 'Override channel workflow' (checked, with a dropdown set to '2nd Workflow'). At the bottom are 'View log', 'Save', and 'Cancel' buttons.

Modify content importer

Configuration | Flags | Sections | Keywords | GeoLocations

Importer name:
Travel

Search terms:
Set as current search | Update from current search

☐ Import as link assets

☐ Open links in new windows

☐ Overwrite existing assets
☐ Only overwrite content

☒ Disable this importer

☐ Delete imported assets after...
Days

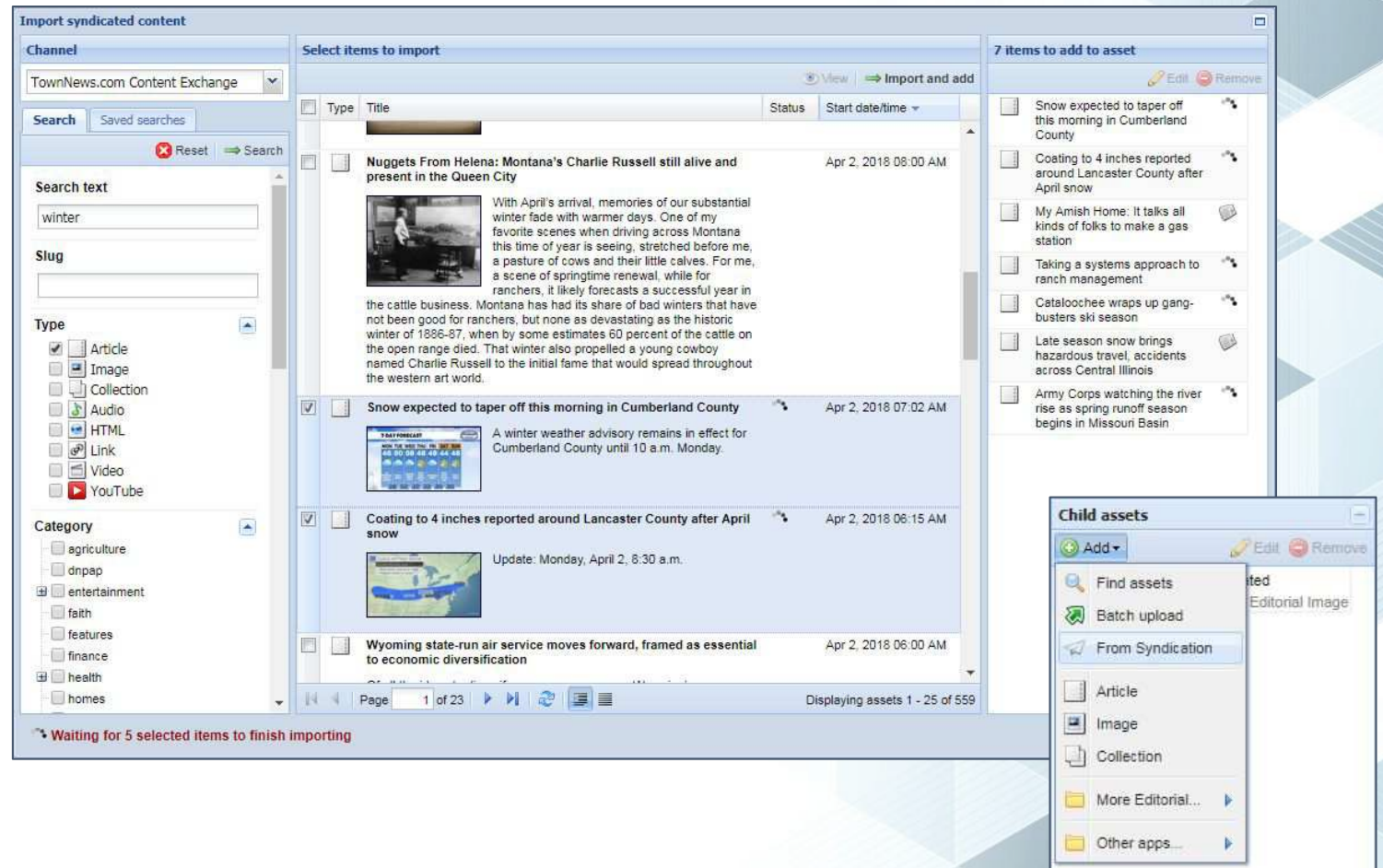
☐ Override channel default source

☒ Override channel workflow
2nd Workflow

View log | Save | Cancel

Full Editorial integration

- Search channels
- Differ asset types:
 - Video
 - Article
 - Image
- Re-order content before adding






Category map for each channel



- Automatic mapping between channel categories and sections on your site
- Import and export category maps

Category map for TownNews.com Content Exchange

The rules below will be used to convert channel categories to sections when assets are added to your site. A parent category's rule will be used for any of its children that are not present in their own rules.

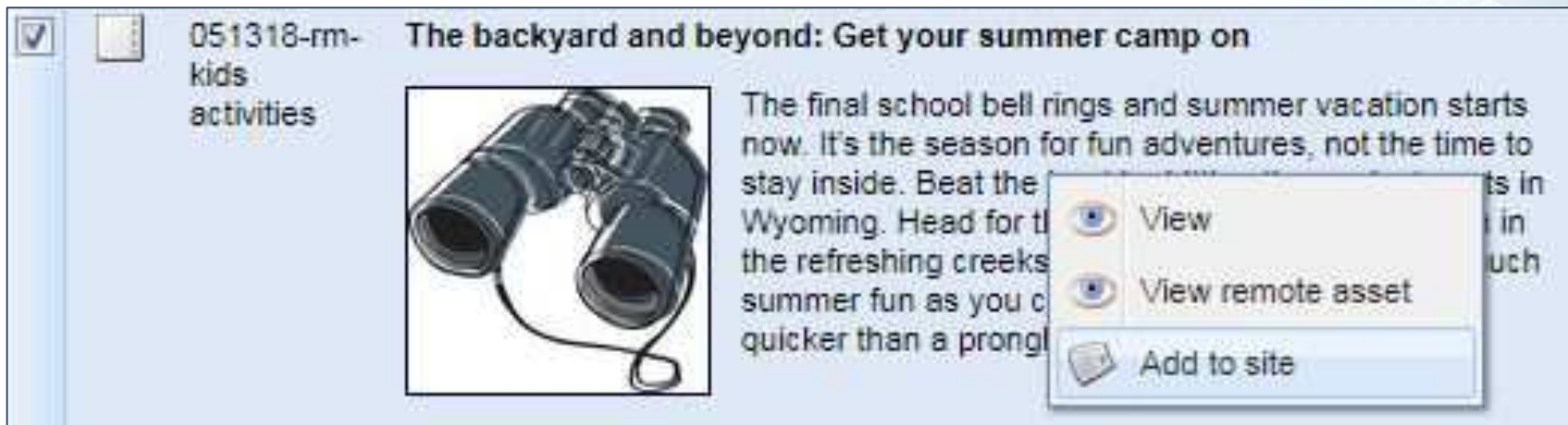
 Add  Edit  Remove

These channel categories...	Will be converted to this site section...
Unmapped category or uncategorized asset	
viral	viral
agriculture	farmers_market
agriculture	farmers_market / news
entertainment	arts_and_entertainment
features	
lifestyles	
outdoors	outdoors
lifestyles / food_and_cooking	arts_and_entertainment / cooking
finance	business

Import/Export  Save changes  Cancel

View remote or on-site asset

- Right-click on asset in search pane
 - Choose between remote asset and the on-site asset
- Compare to see updates or changes
- Add to site manually




Customer success stories




BH Media: Aggregation

- RSS feeds from competition create link assets
- Aggregated into topical coverage
- Becomes the “place to start” for that topic
- Shares competitor breaking news on social media



BILL HAISTEN - TULSA WORLD


Bill Haisten: In a quest to sign Boone twins, TU and OSU are tied for first place 

Bill Haisten: OSU's Mike Holder follows a dismal March 2017 with a strong March 2018

Bill Haisten: No details yet, but there's activity at OSU's ballpark site

[MORE FROM THIS WRITER](#)

GUERIN EMIG - TULSA WORLD


Guerin Emig: The Thunder, NBA will be there in April. This month we must all surrender to the Madness 

Guerin-teed it was quite a week: Kelvin Sampson, Phi Slama Jama and a TBS-tainted Selection Sunday

Guerin Emig: Jay Bilas assesses OSU's surge, OU's slump ahead of Big 12 Tournament Bedlam

[MORE FROM THIS WRITER](#)

JOHN HELSLEY - THE OKLAHOMAN


OSU football Journal: Cowboys' defense closes on a high note 

OSU football: The moments that mattered in the Cowboys' 58-17 win over Kansas

OSU football: Moments that mattered in the Cowboys' 45-40 loss to K-State

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SCOTT WRIGHT - THE OKLAHOMAN


OSU assistant Greg Richmond has put himself on a path for success since Douglass High 

OSU football: Mike Gundy, Cowboys getting to know new defensive coordinator Jim Knowles

Power Lunch: Chat live with OSU writer Scott Wright

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BERRY TRAMEL - THE OKLAHOMAN


Long live Missouri Valley basketball 

How does Kansas State like Bruce Weber now?

Trae Young keeps OU all-American trend going

[MORE FROM THIS WRITER](#)

JENNI CARLSON - THE OKLAHOMAN


How Mike Holder's vision has driven OSU athletics to great heights 

Why Oklahoma native and Kansas coach Bill Self got weepy over Jayhawks' success

Boynton deserves a raise

[MORE FROM THIS WRITER](#)




KYLE PORTER - PISTOLS FIRING BLOG


Happy Easers 2018 from PFB 


OSU Football: Larry Williams Still in Limbo, Other Linemen Sitting Out This Spring

Lee: Niche sites

- Specialty niche sites based on syndicated popular content
- Editorial teams create new content under the niche brand and link to it
- Canonical URL pushes “SEO juice” to the niche brands








Bear spray is effective but takes practice, forethought and awareness in the woods


When faced with a 600-pound charging grizzly armed with four-inch long claws, we all hope the instructions we've received on how to properly use bear spray are scientifically tested and universal.

THE LATEST



Big Mack is back:
Spring Mack Days picks up after slow start


Updated 13 hrs ago



Boat inspection stations opening in Montana

Mar 30, 2018

TOP STORIES




FISHING
Guides, anglers question BLM's proposal increasing guiding permits

CNHI: Content desks

- Produces content for 100+ websites
- Tracks evergreen or national-interest stories and helps promote them
- Individual locations share content into hub site and editor approves it
- Handles notifications and email newsletters across entire group


Top National News



Defunct Chinese space lab hurtles toward Earth on wide path

Updated 15 min ago 1 min to read

BERLIN (AP) - China's defunct Tiangong 1 space station hurtled toward Earth on Sunday and was expected to re-enter the atmosphere within hours.



Kim Jong Un watches South Korean performers


Updated 15 min ago 4 min to read

MADD president: Release of affluenza teen will be 'tough day'

Updated 15 min ago 1 min to read


Stephon Clark protests put Sacramento on edge

Updated 15 min ago 2 min to read




Steven Bochco, creator of 'Hill Street Blues,' dies at 74

Updated 15 min ago 2 min to read



Ogunbowale encore! Final Four hero lifts Notre Dame to title


Updated 15 min ago 3 min to read



Ambulance crashes into building, three killed

Updated 15 min ago 1 min to read


Sports



Crowder ace Ashby's career steered by family, opportunity

4 hrs ago 2 min to read

The second game of Crowder's



Lions pitcher Mikaela Cox pitches in familiar circle

6 hrs ago 2 min to read


Jason Peake: Track and field fans are in for a treat this spring

7 hrs ago 3 min to read

Lions compete at ESU Relays

Mar 31, 2018 1 min to read

Crowder's bats stifled in loss to Mineral Area



FILE ONLINE NOW


PSU: Content hub

- Supplements local content with the TownNews.com Content Exchange and other channels
- PSU content shows at top; supplemental coverage mixed in below

DAILY COLLEGIAN


☰

Entertainment




Most Penn State students have earbuds in at all times. But what are they listening to? | Music Review

Here's some Penn State students' thoughts on what they are listening to




Page to Screen: Which 5 of your favorite current movies are based on books?

A list of current or upcoming movie favorites that have literary origins.




Circle Cinema sets free events for children and teachers amid walkout

In support of a planned teacher walkout, Circle Cinema is staging screenings that will be free for students and teachers.



Ollie Murs wants to go to Prince Harry's wedding with his mother

'Troublemaker' hitmaker Ollie Murs has revealed he wants to take his mum to Prince Harry's wedding.



Meghan Trainor feels inspired by her future children

Chart-topping star Meghan Trainor has revealed she is inspired by her future children.

Steven Bochco, creator of 'Hill Street Blues,' dies at 74

LOS ANGELES (AP) — Steven Bochco, a writer and producer known for creating the groundbreaking...

Cosby jury being picked amid anti-sexual misconduct movement

PHILADELPHIA (AP) — Jury selection is set to get underway in Bill Cosby's sexual assault ret...

Harper Lee letters offer candid takes on religion, family

NEW YORK (AP) — Around the same time "To Kill a Mockingbird" made Harper Lee a best-selling ...

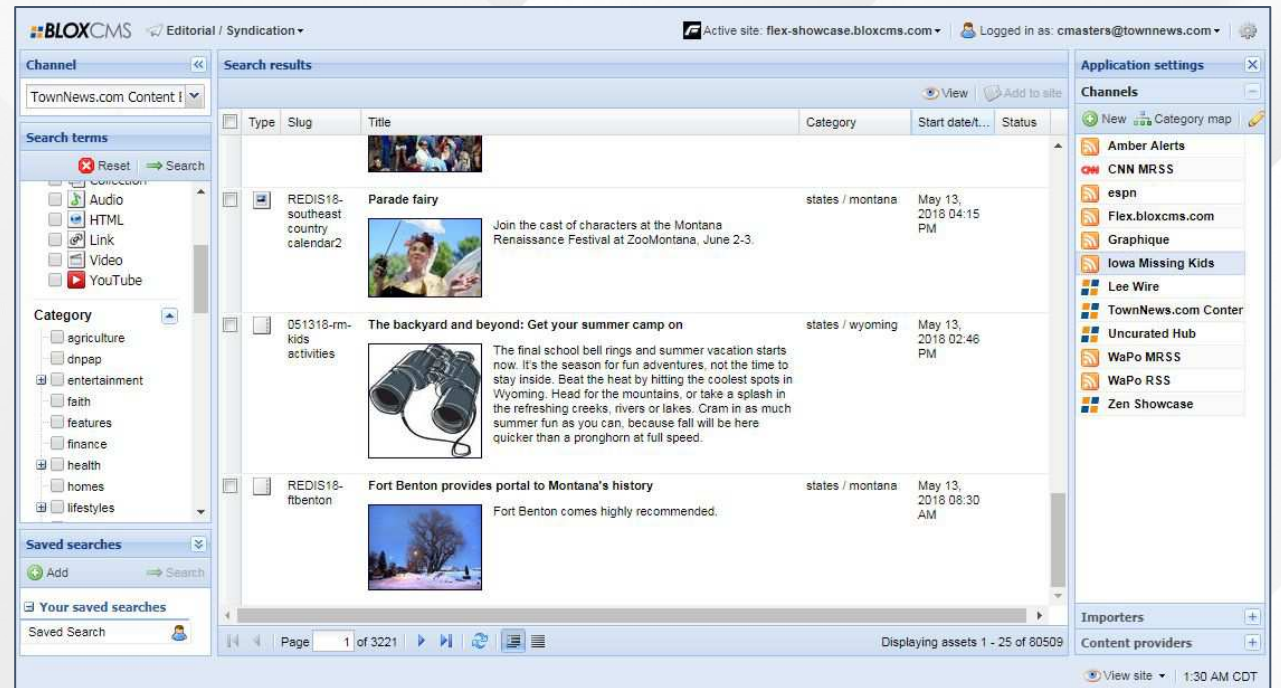
Demo



TownNews.com

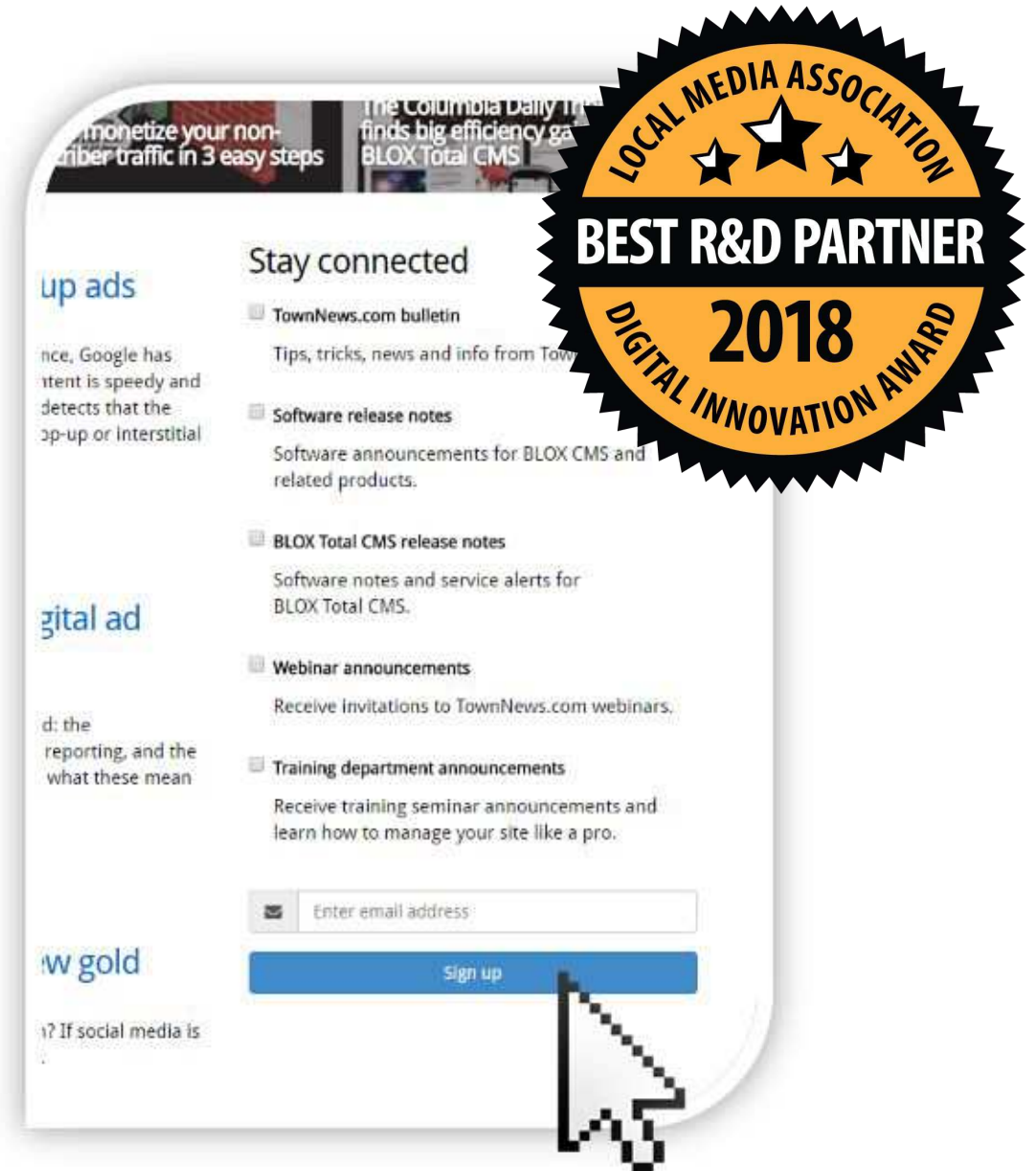
Takeaways

- Re-use and share content
- Integrate with many different channels and content hubs
- Be an integration hub
- Create a specialty site



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- Partner Community:
community.townnews.com
- Service Status: townnews.status.io
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Thank you!