

A collage of various mobile news app interfaces, including TN TownNews, Surreal Experience, and others, showing different layouts and content. The interfaces are tilted and overlapping, creating a dynamic visual effect. The apps shown include:

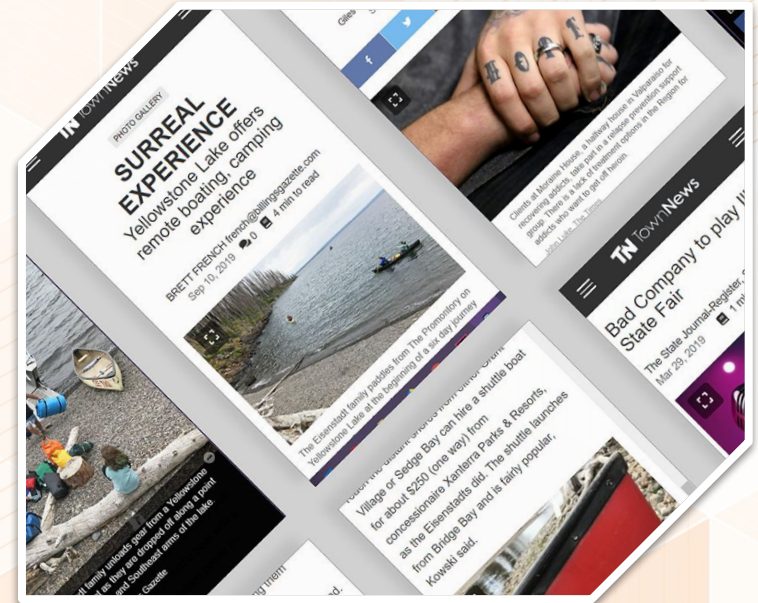
- TN TownNews**: Features a dark header with the app name, a menu icon, and a main content area with a photo of a deer and the headline "A mule deer doe wanders through a Yellowstone Lake campground." Below the headline are social media sharing icons for Facebook, Twitter, Email, and Print.
- Surreal Experience**: Features a white header with the app name, a menu icon, and a main content area with a photo of a lake and the headline "Surreal Experience Lake offers camping." Below the headline is a "PHOTO GALLERY" link.
- ADLives**: Features a white header with the app name, a menu icon, and a main content area with a photo of a person's hands and the headline "Giles Bruce giles.bruce.com Sep 18, 2016". Below the headline are social media sharing icons for Facebook, Twitter, Email, and Print.
- Other apps**: Several other app interfaces are visible in the background, including one with the headline "A mule deer doe wanders through a Yellowstone Lake campground" and another with the headline "A mule deer doe wanders through a Yellowstone Lake campground".

Thursday, October 3rd, 2019

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Today's agenda

- Developing your article design “North Star” game plan, with KPIs
- Creating beautiful, magazine-style pages with our built-in Article Designer
- Distributing your content to AMP, Facebook, and other platforms
- Keeping your audience engaged with push notifications



NEW! Flowers & Trees for Tributes

- Flower and tree sales on obituaries
- Generous revenue share
- Match obits with vendor data
- Hands-off for your newsroom
- Customer service handled by the vendor



ACT NOW! Tip off is just around the corner

Launch your own turnkey contests to turn NBA, college, and high school basketball fans into lucrative repeat visitors.

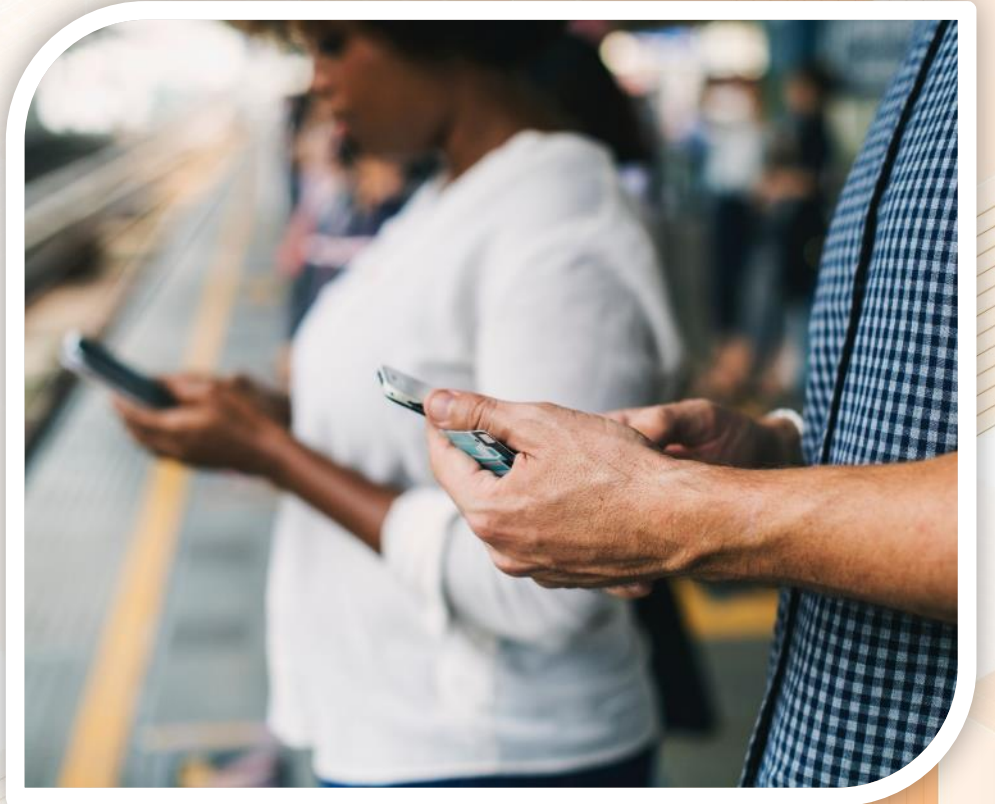
- Prep basketball starts in **six** weeks.
- NCAA starts in just **five** weeks.
- NBA starts in just **three** weeks.
- Contracts must be returned in **two** weeks.



Article strategy

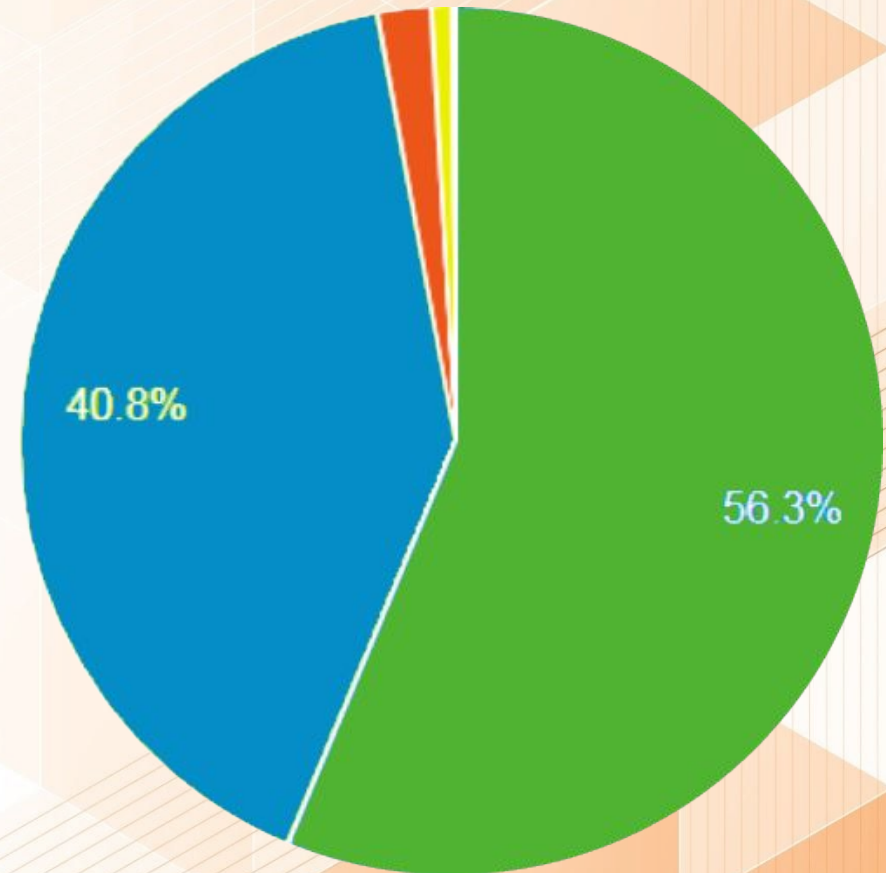
What is your strategy?

- What is your “North Star”?
 - Pageviews
 - Engagement time
 - Ad impressions
 - Conversions
 - Subscriptions
 - Memberships
 - Email Sign ups
- How will you measure success?



Articles are important

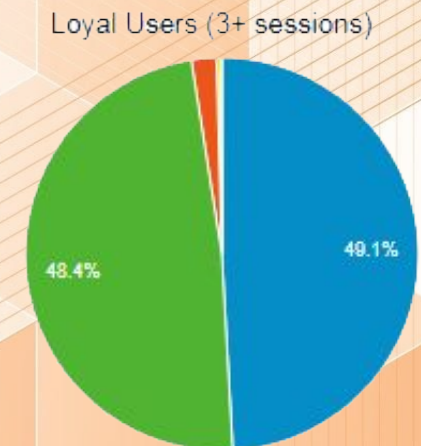
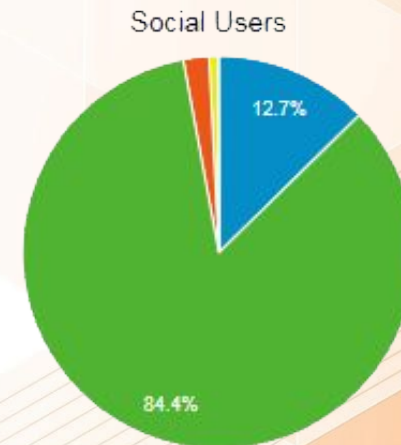
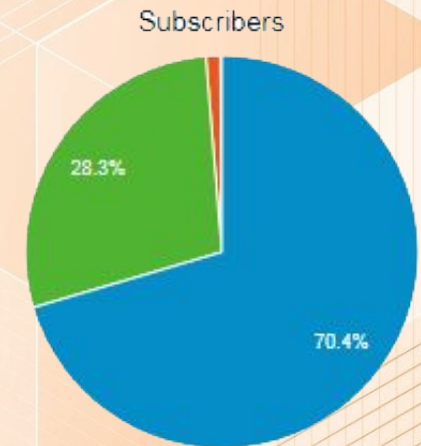
- What percentage of your traffic is on article pages?
- Numbers for TownNews:
 - **Articles: 56%**



Based on TownNews Global Analytics.

Articles are important

- What if you segment by specific groups of users?
- Numbers for TownNews:
 - **Search: 46%**
 - **Social: 84%**
 - **Loyal Users: 48%**
 - **Subscribers: 28%**



Based on TownNews Global Analytics.

Key factors in article design

What do users want?

- Speed, lack of obstacles
- Getting the facts quickly
 - Scannable content
- Engagement
 - Storytelling
 - Compelling visuals
 - Emotion
- A feeling of trust

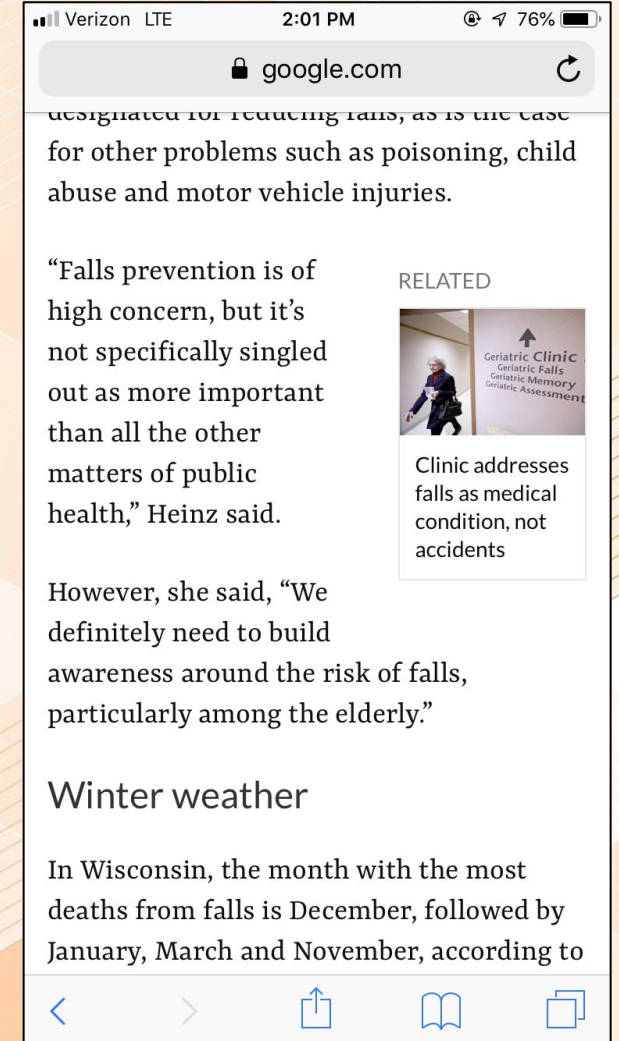
How can you keep them engaged?



Vow to have no dead ends

Draw readers deeper into the experience

- Related children & siblings
 - Inline
 - Hyperlinks
 - Cards
- Aim for three related assets per bylined story
- Behavioral content recommendations

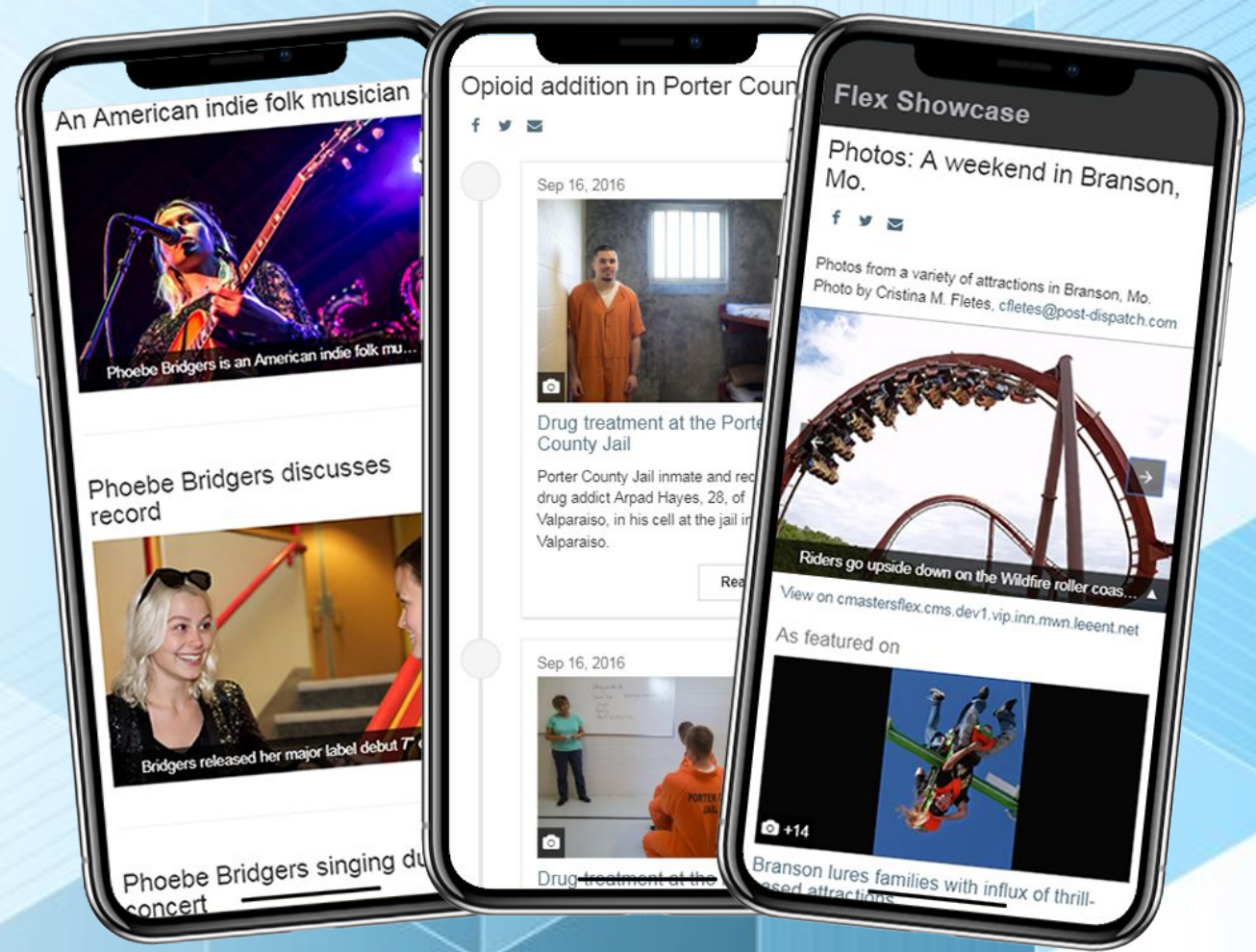


Key article elements

Visual elements

Create visual elements about every two screens on **mobile**

- Photos, videos, galleries
- Artwork, graphics
- Slideshows
- Mosaics, parallax images



Visual elements

Create visual elements about every two screens on **desktop**

- Photos, videos, galleries
- Artwork, graphics
- Slideshows
- Mosaics, parallax images
- Hero image



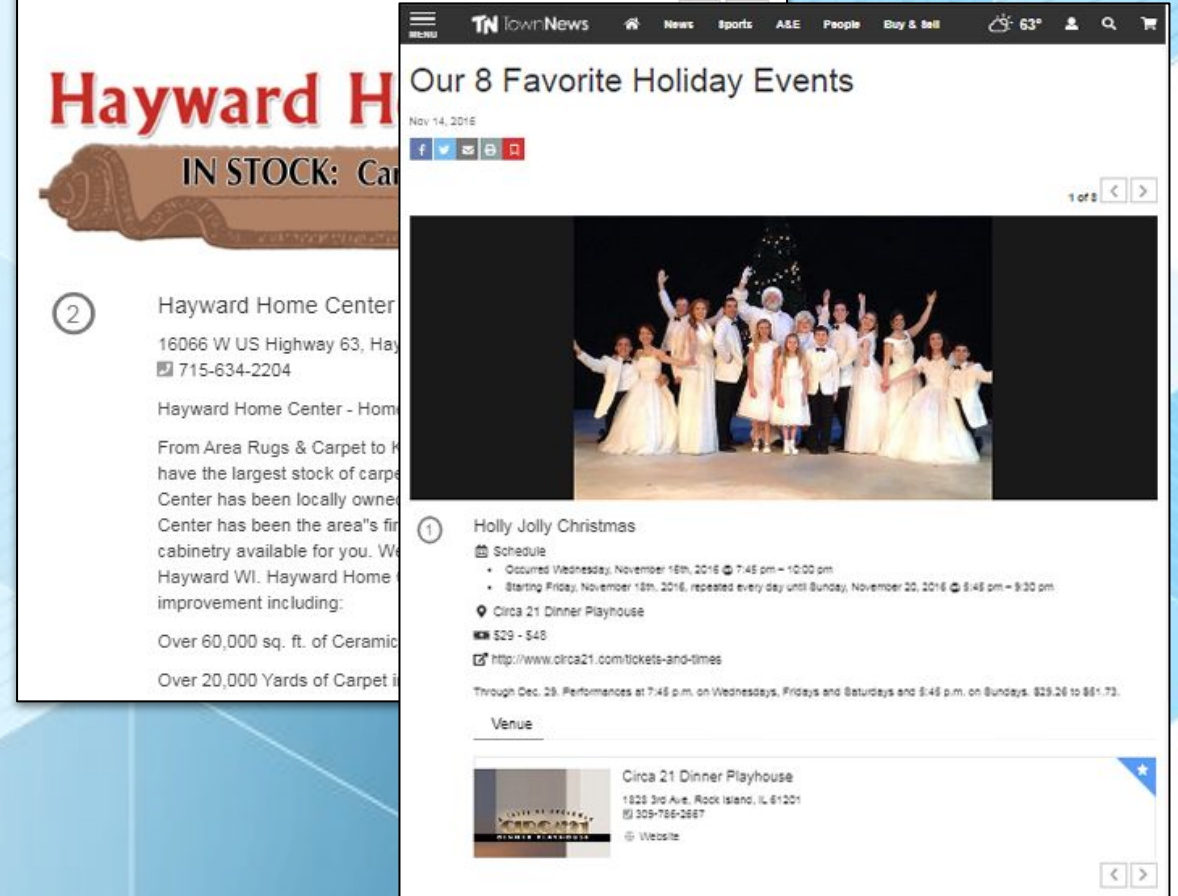
Story presentations

Article presentation modes:

- Personality
- Longform
- Default

Collection presentation modes:

- Mapped
- Paging gallery
- Series
- Timeline
- Vertical gallery



Text elements

Provide information and keep the story scannable:

- Pull quotes
- Subheads
- Lists & facts
- Info boxes
- Story highlights

college reunion in 2009. He had made her laugh with a clever joke; by the end of the day, he'd charmed his way into an honorary member of the family.

About Maria Butina

Native name: Мари́я Валерьевна Бу́тина

Born: Maria Valeryevna Butina, November 10, 1988 (age 30), Barnaul, Altai Krai, RSFSR, Soviet Union

Alma Mater: Altai State University (Spc., Cand. of Sci.), American University (M.A.)

John Wayne Bobbitt in 1993. (Paul was Bobbitt's mistress.)

Highlights

- Author was an acquaintance of Paul Erickson, who worked mostly in the shadows to establish connections between the National Rifle Association (NRA), Republicans, and possibly Russia.
- The real story was that Maria Butina is an alleged Russian spy — and that she had been my friend while she was purportedly working to influence American politics to be sympathetic to Russian interests at the height of the 2016 presidential election.
- Paul was indicted for running a 22-year-long fraudulent financial scheme.
- In December, Maria pleaded guilty to conspiracy, and agreed to cooperate with the Feds.

that Russian couple? Later, when photographic evidence of Maria meeting with Donald Trump Jr. and other GOP and NRA officials emerged, I wasn't surprised. I was relieved. I was right.

Suddenly, all of Paul's off-hand remarks about Russia and the president seemed less like good guesses and more like insider knowledge.

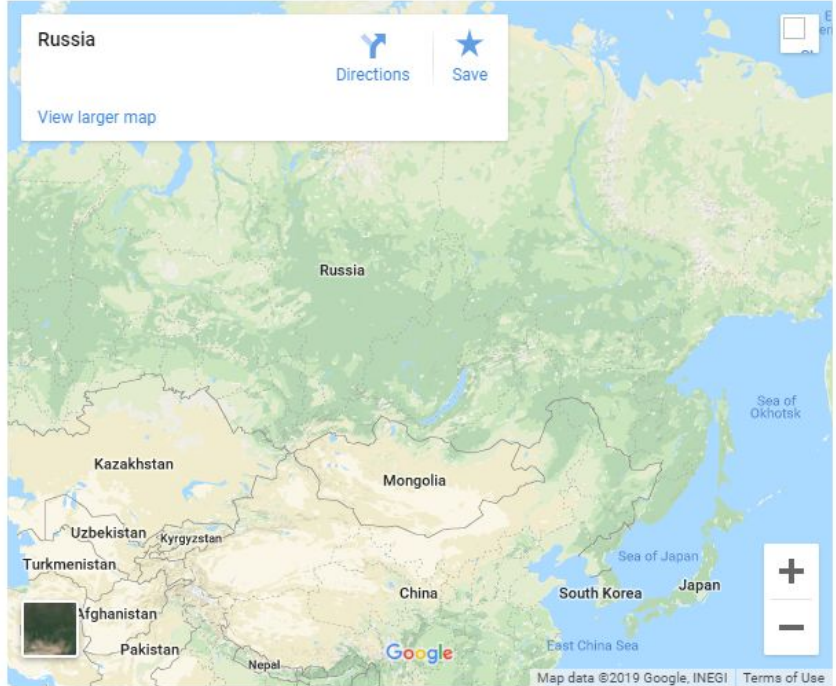
With every new article about Maria that comes out, I get texts from people who were at the party. "Is that the lady who read my palm and said I'd fight with my parents until I died?" my friend asked. I responded with an affirmative in all-caps. Their glum fortunes pale next to the thrill of having been palm-to-palm with something big.

Interactive elements

Provide engagement:

- Google Maps
- Google Street View
- Timelines
- Interactive data elements
- Presentations

Butina, then 29. Like always, her long, red hair tumbled past her shoulders. She wore no makeup. Just an expression.



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Google Maps by Embedgooglemap.net

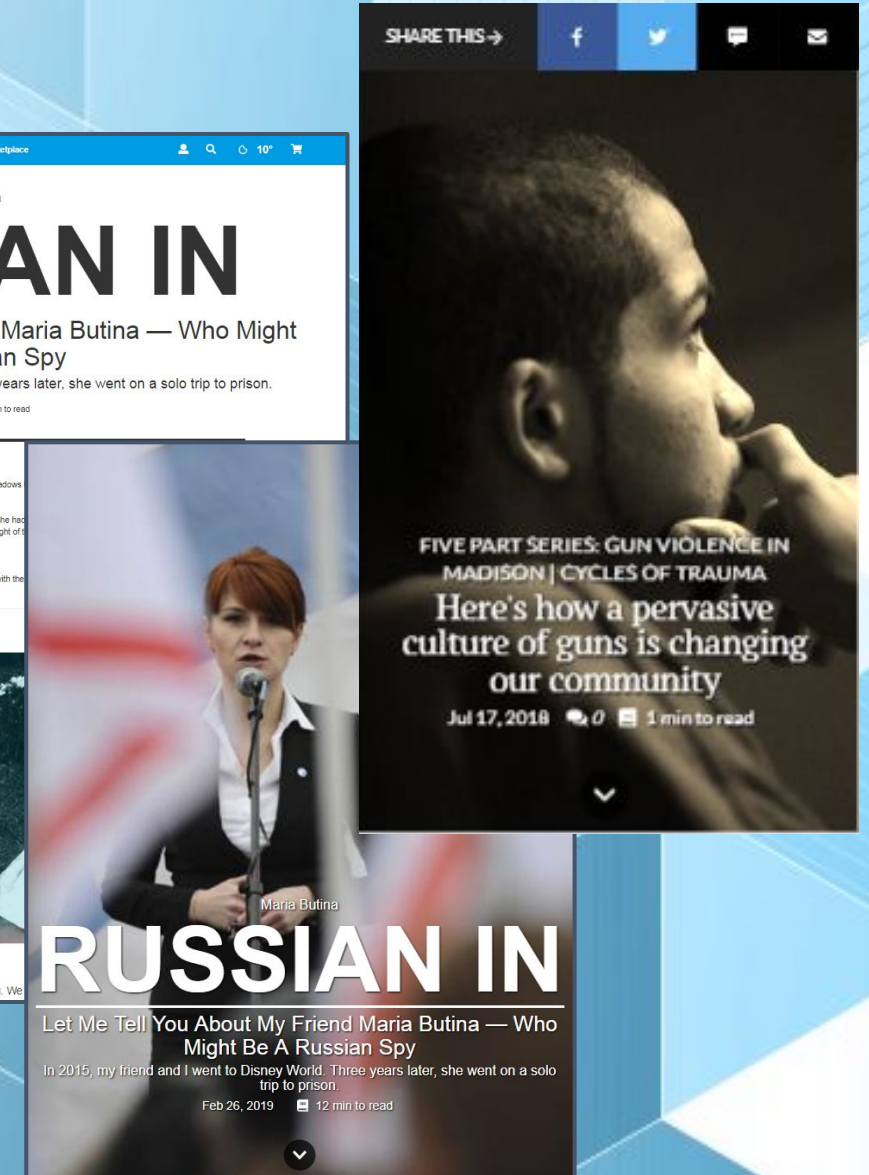
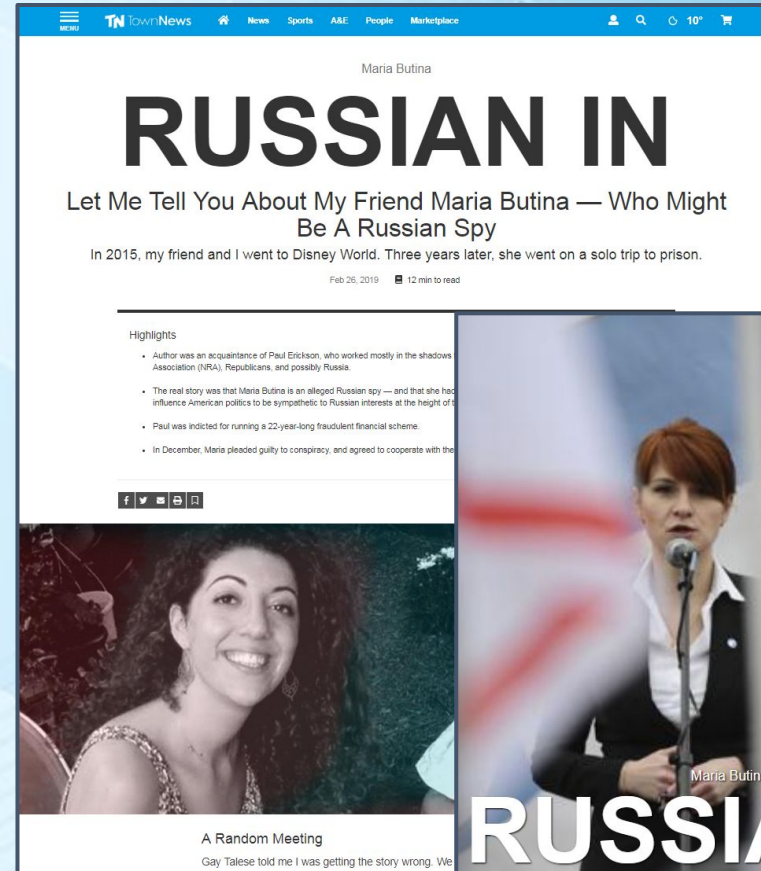
There's your story

"You're a reporter, right?" Talese asked. I nodded. I had just started my job as an entertainment writer at Refinery29, a publication he'd never heard of. Gay flicked his head toward Maria. She stared back at him with the intensity of someone who knows

Headline elements

Provide a story introduction:

- Kicker
- Hammer
- Headline
- Subhead
- Time to Consume
- Cover Art



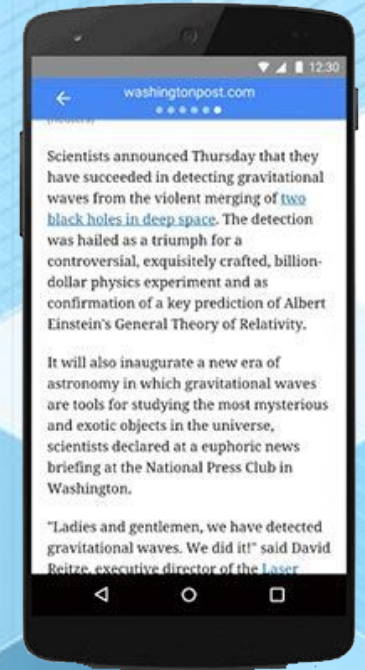
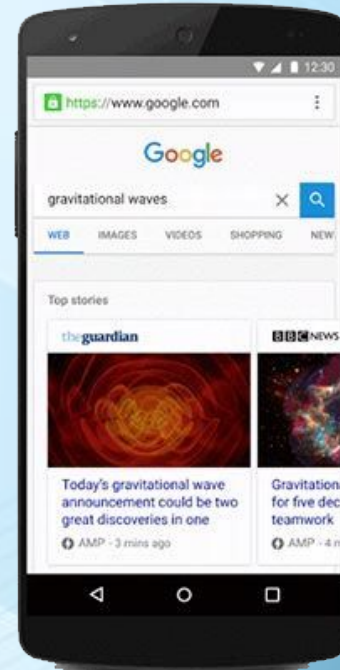
Other considerations

Alternative platforms

Put your content where the users are looking:

- Accelerated Mobile Pages (AMP)
- Facebook Instant Articles
- Alexa
- Apple News

Is your content optimized for these platforms?



Notifications & social media

Push top stories out to multiple platforms:

- Facebook
- Twitter
- Email alerts
- SMS notifications
- Web push notifications
- App push notifications



Above the fold

- Extremely fast “time to interact”
- Compelling visual element
- Headline elements
- Story highlights



Questions

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- Documentation: help.bloxcms.com
- Support: Call 800-293-9576 or visit support.townnews.com
- Partner Community: community.townnews.com
- Service Status: townnews.status.io
- Follow us on Twitter, LinkedIn, Facebook, YouTube

Stay connected

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Tips, tricks, news, and info from TownNews.

☐ **TownNews iQ Newsletter**
Quarterly news, reminders, tips and tricks from the iQ Ad Ops and iQ DMP programs.

☐ **Broadcast & Video Newsletter**
News, tips and info focused on video management and OTT.

☐ **Content Exchange Newsletter**
Quarterly case studies, news and info to help you get the most from the Content Exchange.

☐ **Software release notes**
Software announcements for BLOX CMS and related products.

☐ **BLOX Total CMS release notes**
Software notes and service alerts for BLOX Total CMS.

☒ **Webinar announcements**
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Thank you!