

**CUSTOMER WEBINAR:**

# The TownNews Content Exchange is evolving with new partners and FREE curated feeds

**Thursday, January 27th at 10:30 AM CT**

**TN** TownNews



**Jeff Carney**  
*Director of Content  
Programs, TownNews*



**Isaac Alter**  
*Content Syndication  
Manager, TownNews*



**Andy Meyers**  
*CEO, HealthDay*



**Ken Romano**  
*VP, Stacker*

# Our goals for the TownNews Content Exchange

- ▶ Growing content sources and topics
- ▶ Help expand the reach of your content
- ▶ Curate and package content to to:
  - INCREASE page views, engagement and revenue for your site for FREE
  - SUPPLEMENT, not compete with your local coverage and content

The screenshot displays the TN TownNews website interface. At the top, the logo 'TN TownNews' is visible. Below it is a navigation bar with categories: Agriculture, Entertainment, Health, Homes, News, Outdoors, Pets, Politics, Rodeos, States, Vehicles, Viral, NFL, and NCAA. The main content area is organized into a grid of article cards. Each card features a thumbnail image, a category label (e.g., NEWS, TVB, HEALTH), a headline, and a brief description. The categories shown include News, Entertainment, NFL, Health, Outdoors, Politics, Lifestyles, Vehicles, and Agriculture. The 'Viral' section at the bottom features a video thumbnail with the text 'WATCH: Tyler Legacy students save the day after stopping out-of-control school bus'.

## NTVB



'Fatal Attraction': Joshua Jackson to Star in Paramount+ TV Series

Where Did We Leave Off on 'Ozark'?

Elle Fanning Is 'The Girl From Plainville' in First Look at Hulu Series (PHOTOS)

## Bang Showbiz



Jamie Lynn Spears hits back at Britney's legal warning

Pamela Anderson 'splits' from husband

Nick Cannon is insecure about his 'skinny' body in the bedroom

## PR Newswire

## Stacker



Longest-running 'Weekend Update' hosts on 'SNL'

Best small towns to live in across America

25 oldest colleges in America

## CNN



Son says mom died from intentional Covid-19 infection

Study: States with weak gun laws tied to increased gun deaths

Bob Saget's widow gets emotional remembering late husband

## College Football Warehouse

## HealthDay



'Artificial Pancreas' Can Help Kids With Type 1 Diabetes

Another Study Finds Vaccine Booster 'Neutralizes' Omicron

Doctors Transplant Gene-Modified Pig Kidneys Into Brain-Dead Patient

## RealClearWire



Where Wokism Is a Oui Bit Different (Europe Series, Part 1)

Defiant, Unapologetic: Biden's Marathon Presser

The Escalating Nationwide Battle Over Private Millions to Bankroll Public Elections

## Trips With Pets

# Our content providers

- ▶ Ten third-party partners covering a variety of topics
- ▶ New partner-specific sections and keywords
  - Simplified process for finding the content you want
  - Easier set up of importers
  - *Digital Rights Management* software ensures you have permission to use



## At-Home COVID Tests Accurate for Kids: Study

Updated 1 hr ago

TUESDAY, Jan. 18, 2022 (HealthDay News) -- Despite earlier concerns that at-home COVID-19 tests might be less accurate than PCR tests, new research in U.S. children and teens adds to evidence that the rapid tests are highly accurate. [Read more](#)



## COVID-19 Treatments: What You Need to Know

Updated 1 hr ago

TUESDAY, Jan. 18, 2022 (HealthDay News) -- Two years into the pandemic, coronavirus treatments like monoclonal antibodies and antiviral pills have been approved to treat COVID-19, but it's hard to keep track of which ones still work, experts say. [Read more](#)



## Politics Clouds Folks' Views on COVID Rules, Global Survey Confirms

Updated 1 hr ago

TUESDAY, Jan. 18, 2022 (HealthDay News) -- People's political views do affect their opinions about COVID-19 policies, a new study confirms, but researchers also found that advice from trusted experts can override those political biases. [Read more](#)



## Skip your gym and do these 6 body-weight exercises at home

Updated 12 hrs ago



## Astronauts at Risk of 'Space Anemia'

Updated Jan 17, 2022

MONDAY, Jan. 17, 2022 (HealthDay News) -- Astronauts can develop a condition called space anemia because their bodies destroy more red blood cells than normal when in space, a groundbreaking study shows. [Read more](#)



## CDC Study Shows Power of Flu Vaccine for Kids

Updated Jan 17, 2022

MONDAY, Jan. 17, 2022 (HealthDay News) -- Flu vaccines protect children against serious illness, even when the vaccine doesn't match the circulating flu virus, according to a new study that reinforces the importance of flu shots. [Read more](#)



## Why Quitting Smoking Might Be a Bit Tougher for Women

Updated Jan 17, 2022

MONDAY, Jan. 17, 2022 (HealthDay News) -- Quitting smoking is a daunting challenge for anyone, but a new international study suggests that women may struggle more than men to kick the habit. [Read more](#)



## Baby's Feeding Troubles Tied to Later Developmental Delays

Updated Jan 17, 2022



## Carbon Monoxide Deaths Soar During Power Outages

Jan 17, 2022

MONDAY, Jan. 17, 2022 (HealthDay News) -- Power outages are becoming more frequent in the United States, and a new study highlights one consequence of prolonged blackouts: carbon monoxide poisonings. [Read more](#)



## CBD and Cannabis Products for Acne, Psoriasis? Buyer Beware, Dermatologists Say

Jan 17, 2022

MONDAY, Jan. 17, 2022 (HealthDay News) -- Growing numbers of folks are turning to CBD or cannabis products to treat skin conditions like acne or rosacea, but researchers warn that the science on their safety and power hasn't kept up with demand. [Read more](#)



## COVID Cases Surge Again in U.S. Nursing Homes

Jan 17, 2022

MONDAY, Jan. 17, 2022 (HealthDay News) -- Residents of nursing homes have been a particularly at-risk group throughout the pandemic, and the advent of the fast-spreading Omicron variant has them facing another wave of infections and deaths, new data shows. [Read more](#)



## Health Highlights: Jan. 17, 2022

Updated Jan 17, 2022

# Who is HealthDay?

- HealthDay is a leading independent creator of evidence-based health content for consumers and physicians.
- HealthDay is the world's largest syndicator of health news to internet sites.
- HealthDay operates under the strictest editorial standards for health and medical news. Our reporters have no financial interest in the companies or stories they cover, resulting in the most neutral and ethical positioning.
- We hold our news coverage to the highest standard of accuracy.
- More than 30 award winning reporters and editors specializing in health and medical news create HealthDay Physician's Briefing, Consumer News, HealthDayTV, and Custom Content.
- HealthDay's news and videos can be found on websites as diverse as WebMD, cNBC, AHA, Merck Manual, US News and World Report, Pfizer's clinical trial portal, and many hospital websites throughout the country.



# What makes HealthDay **unique**?

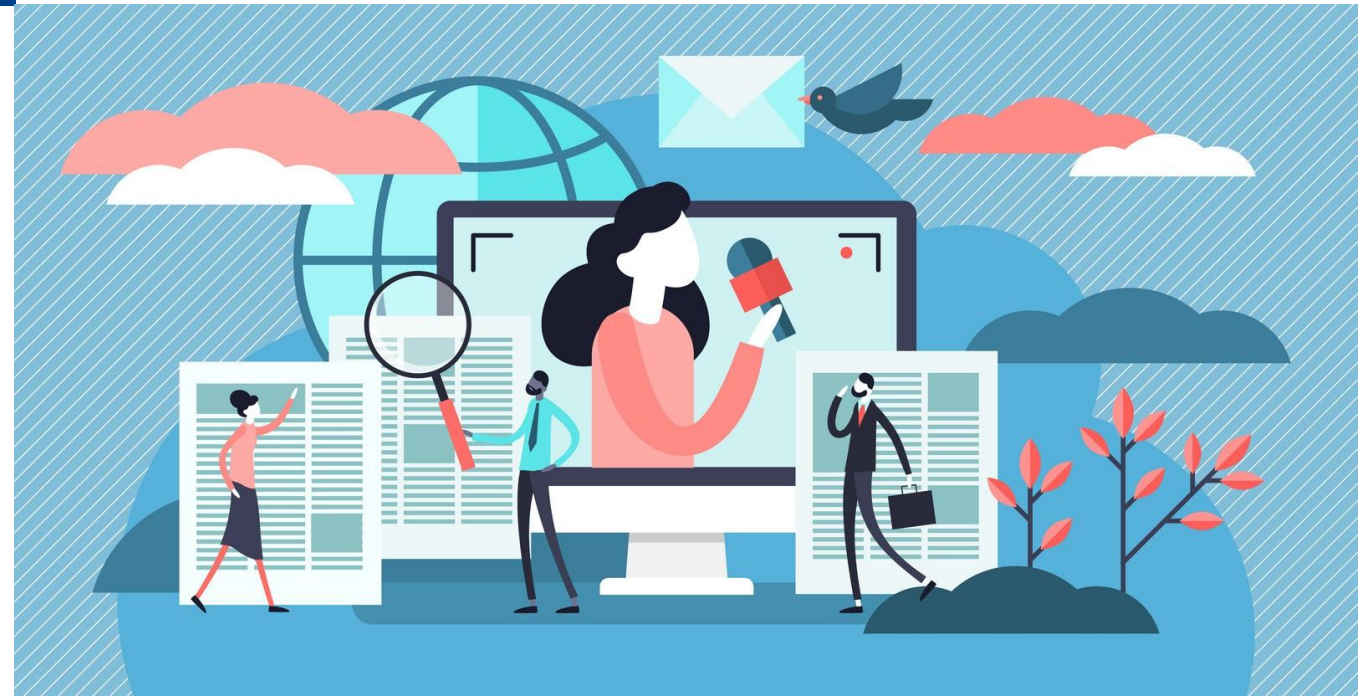
*"Some of our biggest competitors are our best clients"*

While there are many other health content providers in the market, HealthDay:

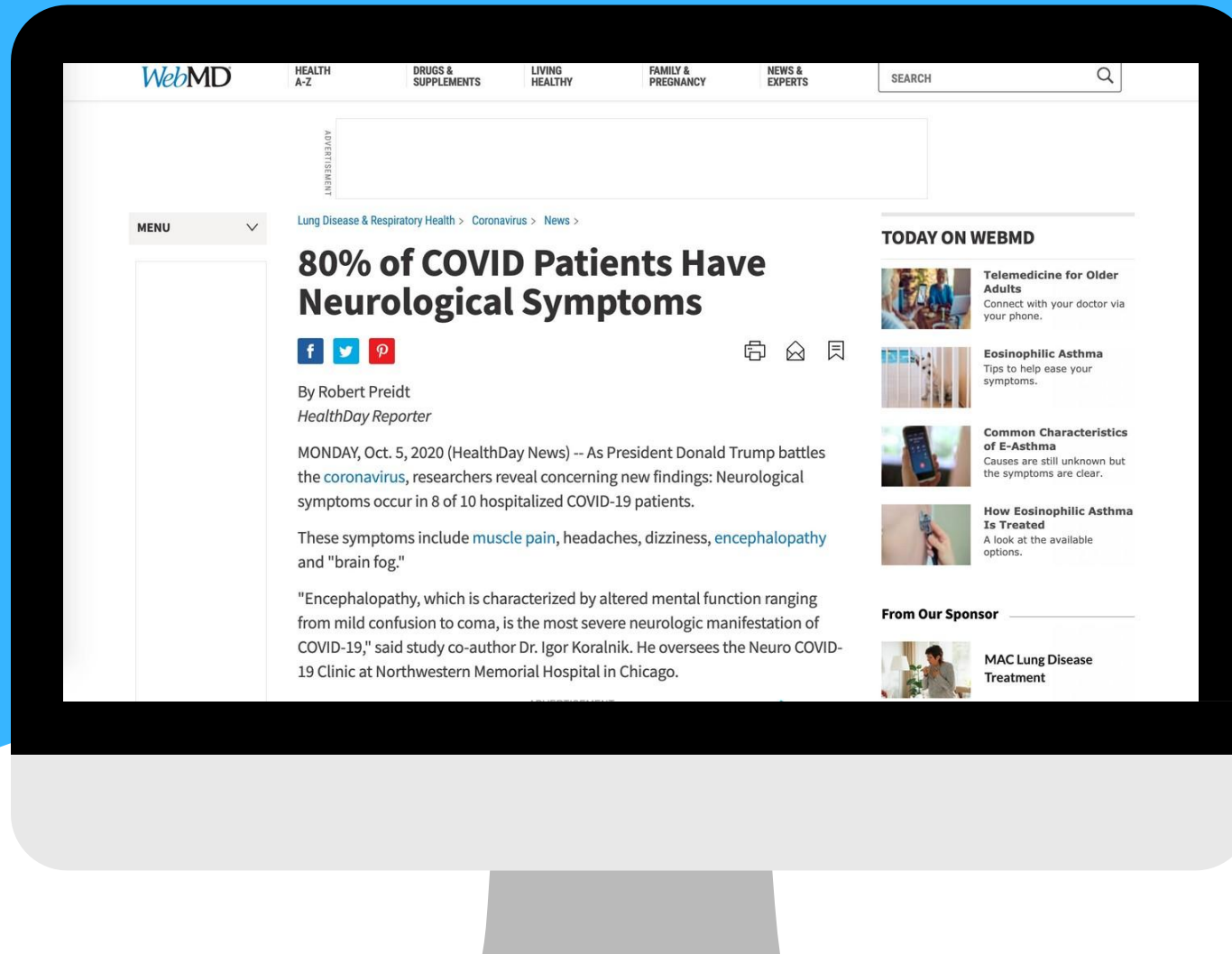
- **Does not promote our own media over our clients.** Our client always comes first.
- Are passionate about story creation and **take the extra step to create content to fit specific market needs**, whether this be driving traffic via SEO, attracting interest in social media, or getting users to open newsletters.
- Believe content creation needs to be iterative and **driven by data analytics to drive the best outcomes.**

HealthDay is unique in that our sole purpose is to create engaging content to deliver better outcomes for our clients.

- **This can be targeted to professionals and/or consumers**
- **Displayed in online, mobile device, video player or print**



# Consumer Story Example: WebMD



<https://www.webmd.com/lung/news/20201005/8-in-10-covid-19-patients-suffer-neurological-symptoms-study-finds>



# HealthDay en Español



**HealthDay News provides a selection of eight Spanish language feature news stories a day released within 24 to 36 hours from when they were published in English.**

**HealthDay also provides a 2,000+ article Spanish language news archive covering the last 12 months.**

**<https://consumer.healthday.com/espanol/>**

## Entertainment



**100 best TV shows from the '90s**



**Charlie Chaplin: The life story you may not know**



## Science



**12 states where fracking is most prevalent**



**25 things we've learned about the moon since 1969**



**Pandemic year 2: Year-over-year changes**

## Lifestyle



**Most popular baby names in the last 100 years**



**How school cafeteria meals have changed**



**25 photos of life in**

## Travel



**New Year's Eve fireworks displays from around the world**



**Pandemic-era air travel in 5 charts**



**11 heated outdoor**

# Stacker's mission is to make the world's data more accessible through storytelling

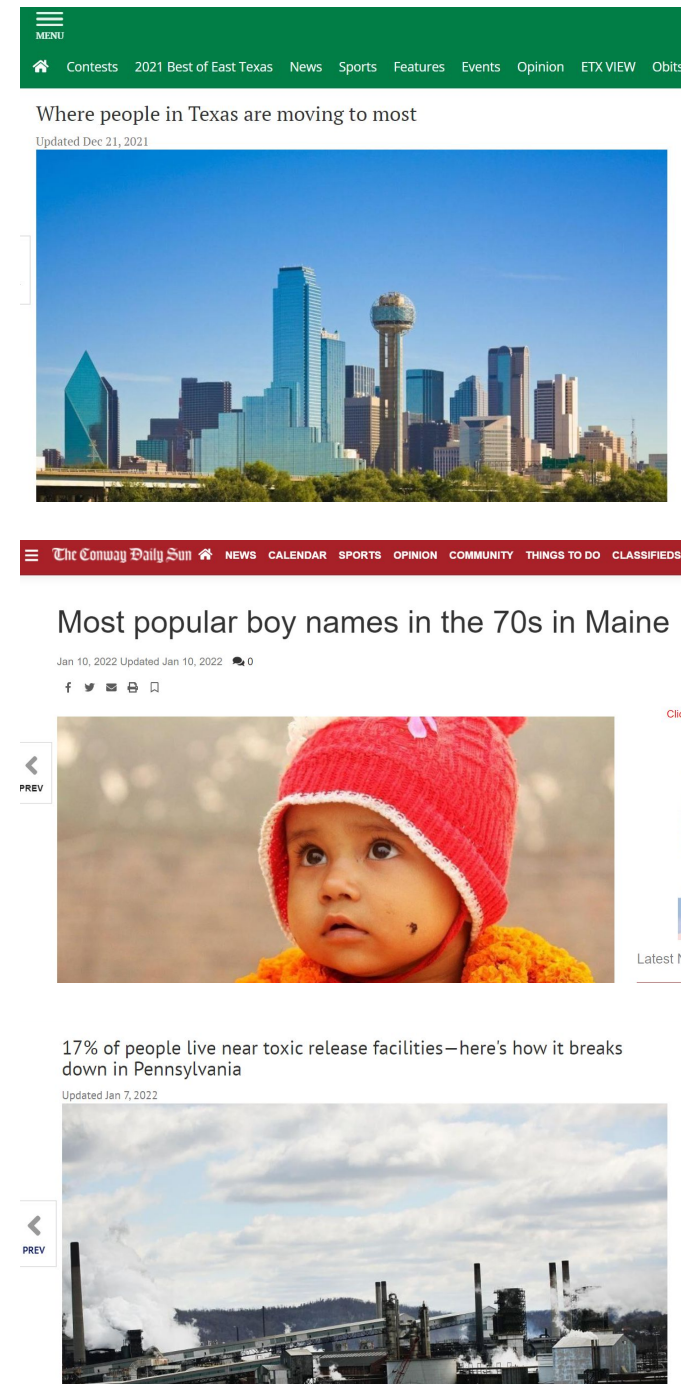
Stacker stories will help you:

- Acquire new users
- Drive engagement
- Expand coverage
- Improve monetization



# Stacker Local

- 50 states, 384 MSAs
- Daily stories including:
  - Real estate
  - Quality of life
  - News pegs
  - Education
  - Lifestyles
- Freely available today via TownNews Content Exchange





## TownNews Content Exchange **Evolving model** ←

- ▶ Adding new sources, topics each quarter
- ▶ Increased focus on story packaging
- ▶ Reducing your workload

# VIDEOELEPHANT

## World News



EU leaders remember David Sassoli's 'strong convictions'...



Tonga volcano and tsunami: First pictures of aftermath



Canada: Heavy Snow Causes Havoc On Transportation...



UK: Hundreds Join 'Kill The Bill' Protest In London



US: Winter Storm Whips Up Blizzard Conditions In West...



Canada: Vehicles Stuck On Highways In Toronto Amid...



Canada: Man Straps On S Tackle Snarled Traffic In...

## Covid-19 News



New CalOSHA rules go into effect Friday



Hospitals in the United States are Running Out of ICU Beds



Face Masks Make People Look More Attractive



Guinea ramps up vaccination as Covid cases rise sharply



Omicron Might Make It Worse

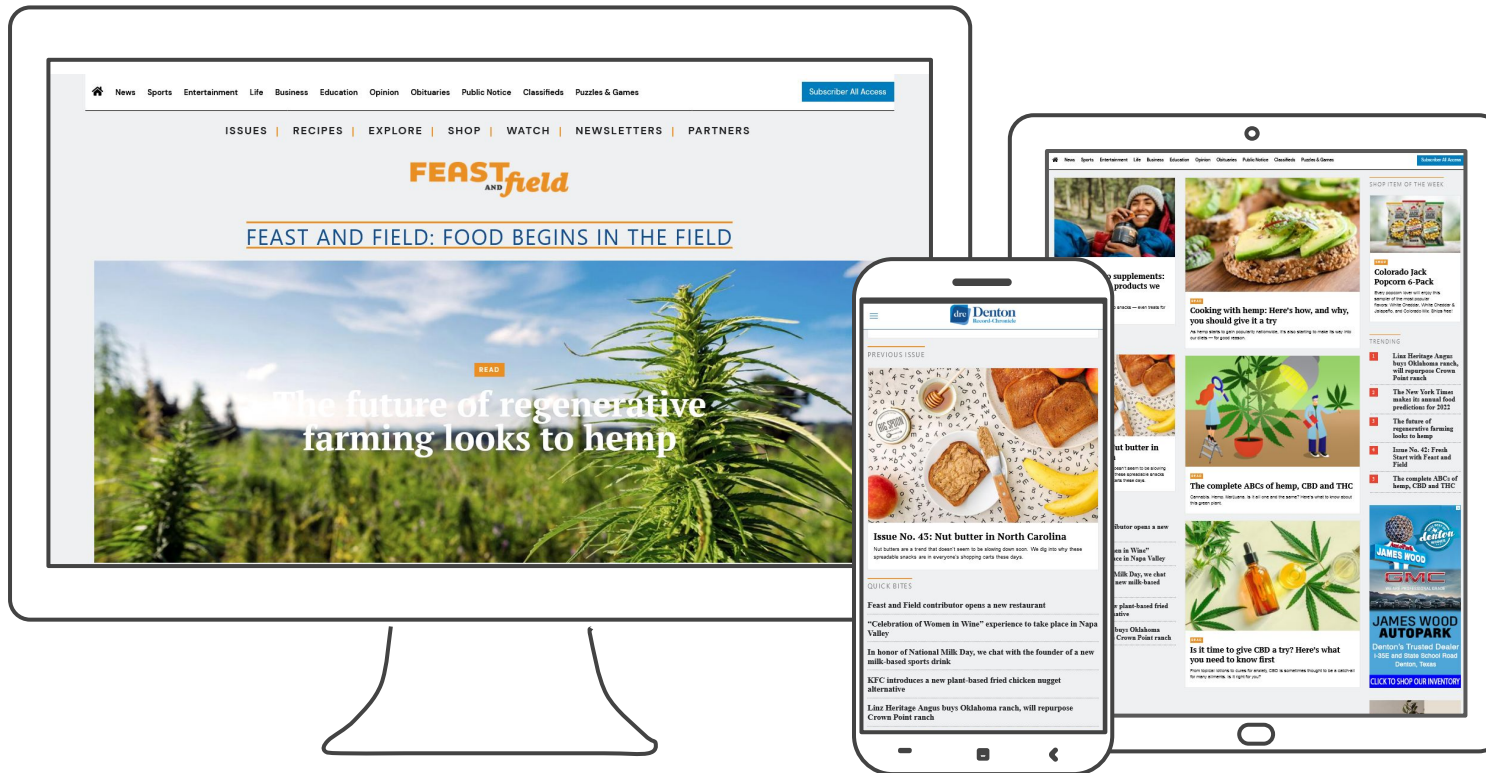


Nearly 1 million COVID tests in Florida receive new expiratio...



Wanting To Catch Omicron 'Get it Over With?' Think A

# Templated content initiative



**Stand-alone**  
Index pages or  
sections



**Feast & Field**  
Launching effort with  
TownNews partners;  
sign up now

# Questions?

We have answers

## News



OK. SCHOOLS STRUGGLE WITH STAFFING AMID OMICRON

AR: COVID: AT-HOME TESTS IN HIGH DEMAND

Skipping COVID Vaccine in Pregnancy Brings Big Risks to Mothers, Babies

## Entertainment

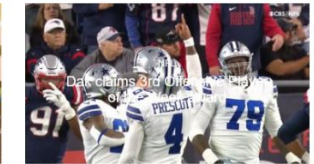


'Monarch': Get to Know Susan Sarandon's Matriarch & the Rest of the Romans

'Lincoln's Dilemma': Apple TV+ Docuseries to Feature Jeffrey Wright, Leslie Odom Jr. & More

Gordon Ramsay's 'Next Level Chef' Gets Post-NFC Championship Spot After 'Monarch' Delay

## NFL



Saints huddle: Grading the Saints' 2021 season, what went right, what went wrong

Watch now: 5 standout performances in the Packers' loss to Lions in regular-season finale

McCarthy, Cowboys back in the playoffs

## Health

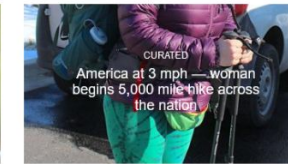


Insurance Coverage for Acupuncture Up From 2010 to 2019

Amid U.S. Blood Shortage, New Pressure to Ease Donor Rules for Gay Men

Senate Committee Backs Califf Nomination to Head FDA

## Outdoors



December tornadoes on the rise as 'tornado alley' appears to shift east

A rocky trip: Sailboat owner misses exit, now stuck on Chain of Rocks in Mississippi River

Bear on the run caught at Whitehall Twp. cemetery

## Politics

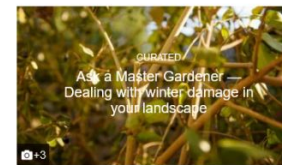


'Nothing to show for it': Why Biden is on a losing streak

Pa. House approves proposed congressional map as court challenges loom

'Shameless': Avlon reacts to McCarthy's press conference

## Lifestyles



10 once-iconic fashion brands that no longer exist

Ask Brad: Best Places for Patagonia Discounts

Black history from the year you were born

## Vehicles

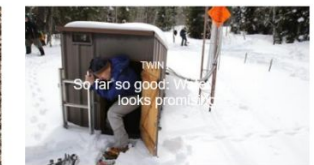


2022 Infiniti QX60: After taking a year off, this midsize luxury SUV is ready to take on its competitors

Test Drive 2022 BMW 430i Gran Coupe: Putting the Grand in Gran Coupe

1965 Buick Le Sabre was a perfect fit for my growing family

## Agriculture



Size drives strong soybean results in 2022

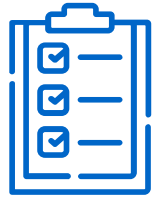
Supplies and nutrition key for lambing season

From Switzerland to Wisconsin, farm love constant

## Viral



# Interested in learning more?



## Tell us

What content can benefit your  
***newsrooms or audiences?***



## Reach out

Contact Jeff and Isaac at:  
***ContentExchange@TownNews.com***

# Stay connected...



## Documentation

[Help.TownNews.com](http://Help.TownNews.com)



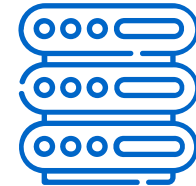
## Support

800-293-9576  
[Support.TownNews.com](http://Support.TownNews.com)



## Community

[Community.TownNews.com](http://Community.TownNews.com)



## Status

[TownNews.status.io](http://TownNews.status.io)

## Social Media

Follow us on Twitter, LinkedIn, Facebook, Instagram, YouTube