

Tips and resources for weathering the coronavirus crisis

**PANDEMIC
#COVID19**



Friday, March 20th, 2020

Today's agenda

- Quickly build a high-traffic special section
- Leverage the TownNews Content Exchange
- Use subscription rules to disable your paywall/meter for specific sections of your site
- Host virtual business and career fairs
- Use programmatic advertising—and the expertise of the iQ Ad Ops team



Ideas for the newsroom



Content strategy

Local (You)

- What is happening in local communities is driving the most traffic

Regional (Content Exchange)

National (Content Exchange)



Maximize local coverage

Headlines

- City or state name in all local stories
- “Coronavirus” or COVID-19

Keywords

- “Coronavirus” as a keyword tag to help users find content

Related Content

- Add hyperlinks within the story body
- In-line related child and sibling assets below the 4th paragraph

Francis to test positive, according to several sources. The facilities could not comment due to HIPAA regulations limiting what information can be released on patients.

One of Roper St. Francis' other patients who tested positive for the virus has left the state, and another patient is in isolation at the hospital in stable condition.



COVID-19

No one knows how many coronavirus tests are being run in SC, even as efforts ramp up

BY GLENN SMITH AND THAD MOORE GSMITH@POSTANDCOURIER.COM
TMOORE@POSTANDCOURIER.COM

A patient at the Abbeville Area Medical Center also tested positive for COVID-19, spokeswoman Meg Davis said.

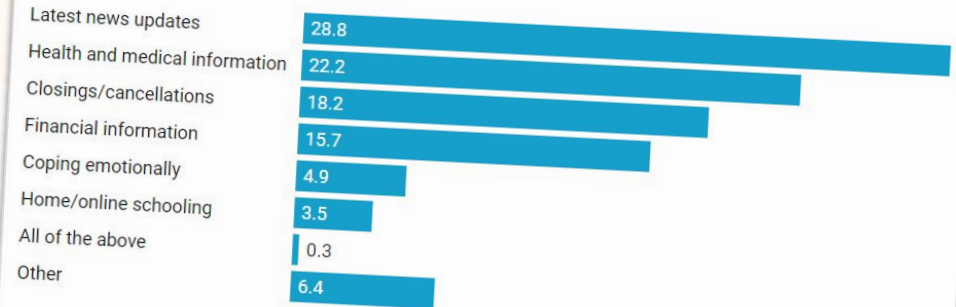
As of Thursday morning, the facility has tested 26 patients for the coronavirus. Three tests have been reported negative by the S.C. Department of Health and Environmental Control, Davis said, in addition to the one positive test. The hospital sends tests to DHEC twice daily.

Survey of users

- Conducted March 19, 2020 by Lee Enterprises across its member sites
- Preview of the first 1,118 responses from Tucson, Arizona

Biggest questions/concerns

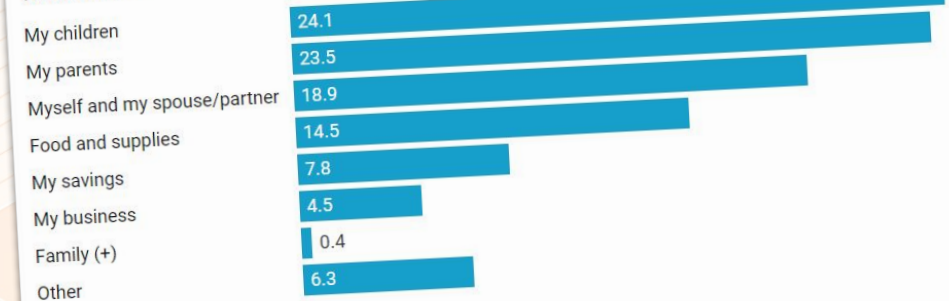
What are your biggest questions/concerns about the coronavirus and its community consequences?



Google Survey conducted on Lee Enterprises websites, March 19, 2020.
Source: Lee Enterprises • [Get the data](#) • Created with Datawrapper

What's important?

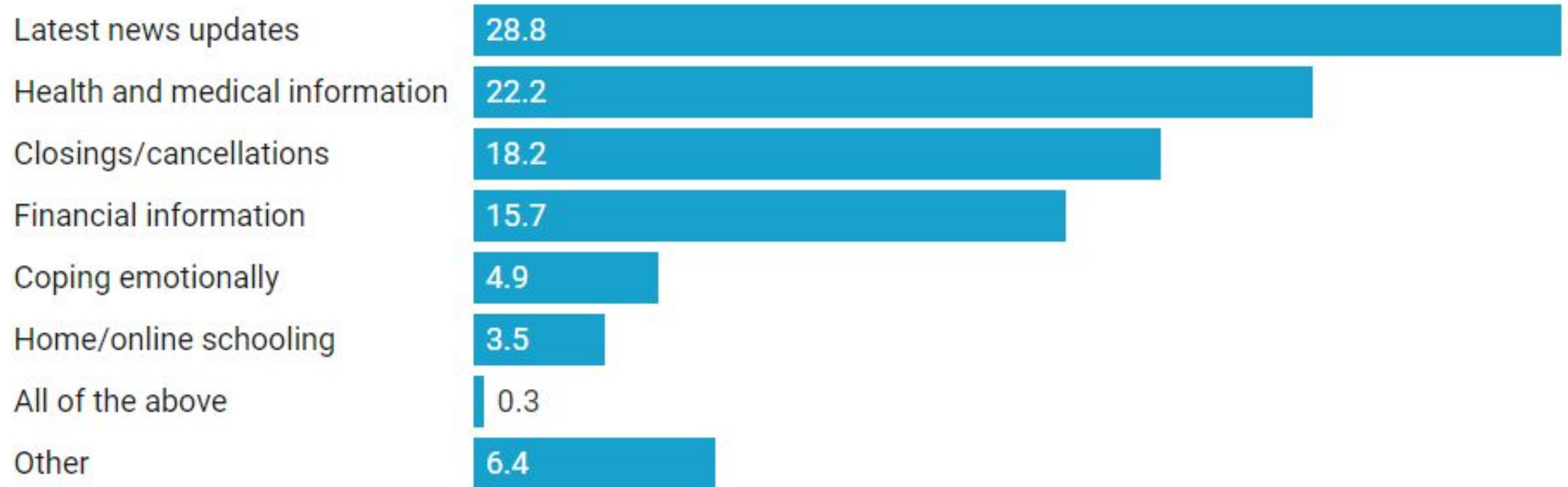
Who/what are you most worried about - what's important to you



Source: Lee Enterprises • [Get the data](#) • Created with Datawrapper

Biggest questions/concerns

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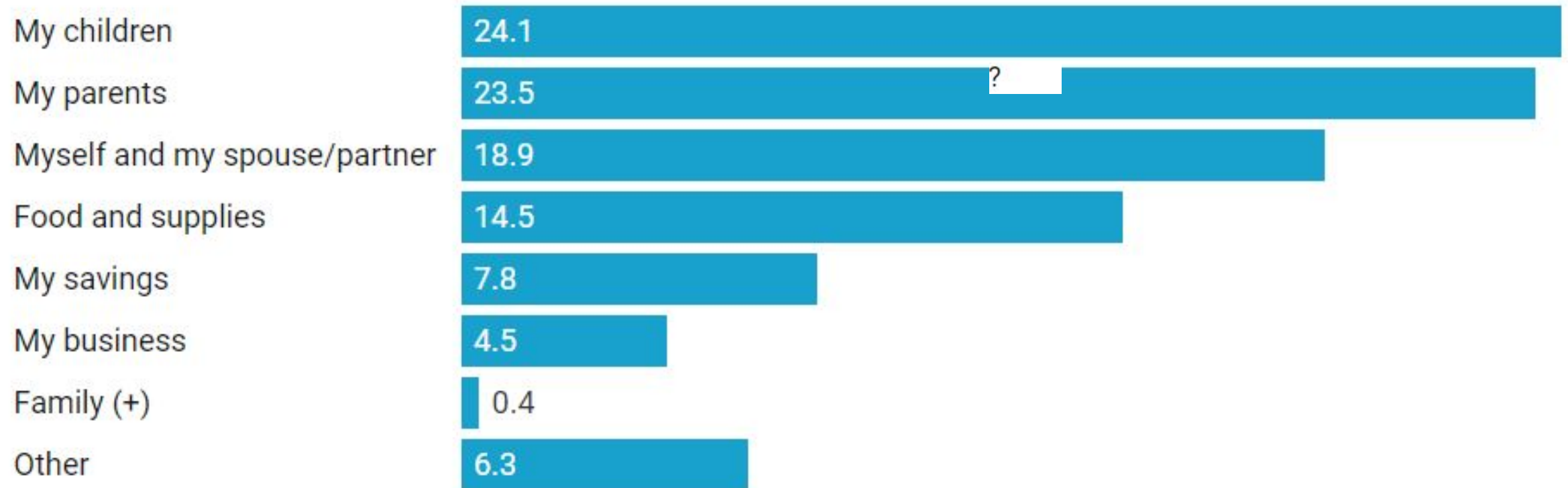


Google Survey conducted on Lee Enterprises websites, March 19, 2020.

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What's important?

Who/what are you most worried about - what's important to you



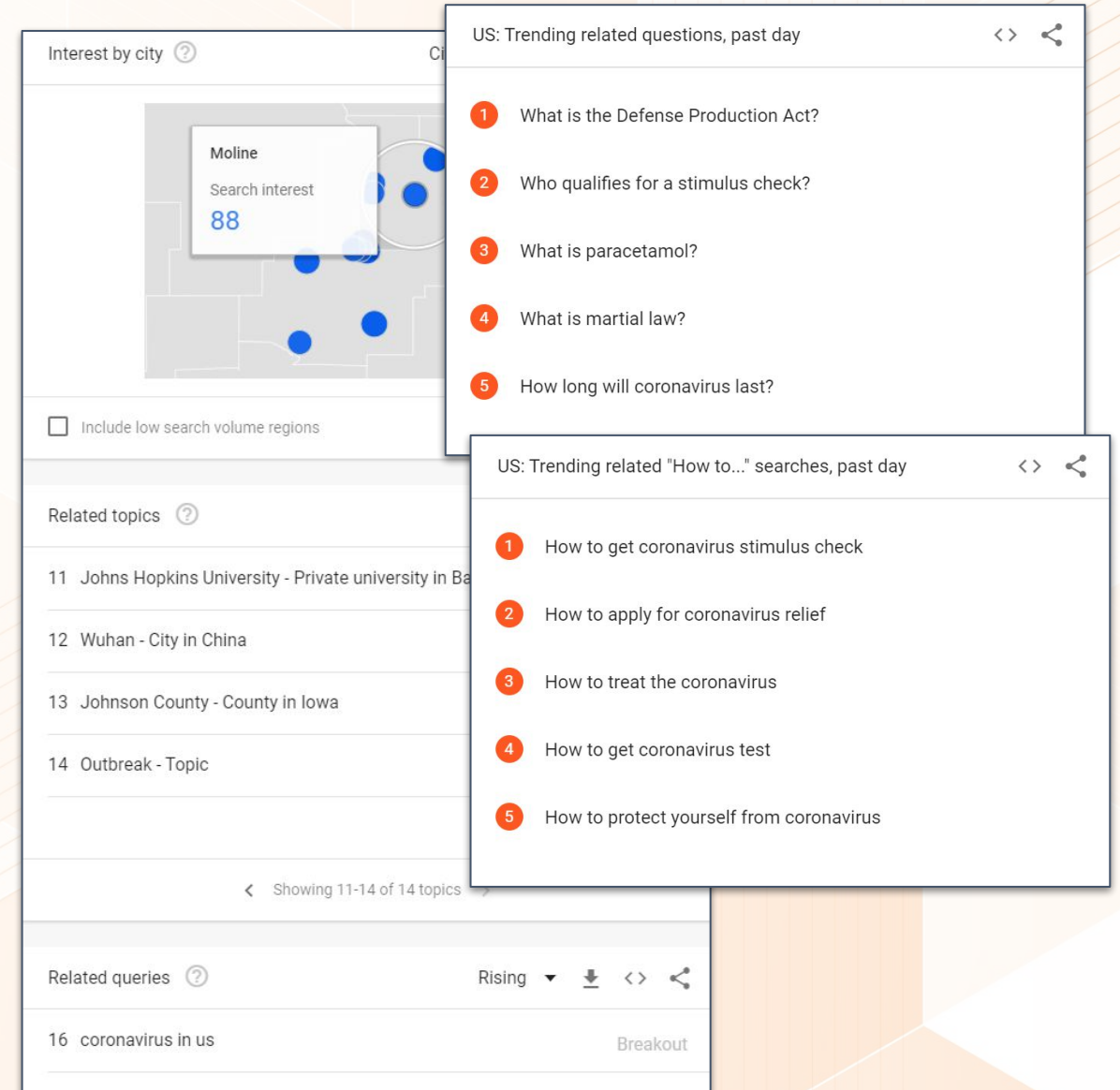
Source: Lee Enterprises • [Get the data](#) • Created with Datawrapper

Using Google Trends

Answer the questions
your community is asking:

- trends.google.com
- Search for “coronavirus”
- Scroll to “interest by subregion”
- Click on state; then metro
- Look at related topics & queries

Also look at Google Top Trends



Regional coverage

- Content Exchange is already filtering content down to states
- Semantic analysis technology tagging with “coronavirus” or “covid”
- Some of this content might already be on your site
- Easy to create a new importer with search like: tag_section:states/illinois tag_keyword:coronavirus

The screenshot displays a search interface with two main panels: 'Search terms' on the left and 'Search results' on the right.

Search terms panel:

- Search text:** A text box containing the query `tag_section:states/illinois tag_keyword:coronavirus`.
- Slug:** An empty text box.
- Type:** A list of content types with checkboxes and counts:
 - ☐ Article (178)
 - ☐ Image (27)
 - ☐ Collection (10)
 - ☐ Audio (0)
 - ☐ File (0)
 - ☐ Flash (0)
 - ☐ HTML (0)
 - ☐ Link (0)
 - ☐ PDF (0)
 - ☐ Poll (0)
 - ☐ Table (0)
 - ☐ Video (0)
 - ☐ YouTube (4)
 - ☐ ZIP (0)
- Section:** A list of sections with checkboxes and counts:
 - ☐ Uncategorized (0)
 - ☐ agriculture (0)
 - ☐ coronavirus (1)
 - ☐ delete (0)

Search results panel:

- Search results:** A list of search results with checkboxes, document icons, and titles.
 - ☐ **Coronavirus: Illinois gun dealers report increased store traffic**
It's a lot of a panic situation. Ammunition are going crazy.
 - ☐ **Here's what you need to know if you're unemployed**
Illinois is expanding its unemployment benefits for those laid off during a lockdown.
 - ☐ **VIDEO: Will Pritzker order coronavirus travel restrictions**
"I am also trying to be cognizant that the medical community, the governor said in Belleville."
 - ☐ **Coronavirus: Next week's Illinois legislative session**
Next week's legislative session is set to begin when its schedule will release.
 - ☐ **Illinois gun dealers report increased store traffic**
Toilet paper and hand sanitizer are flying off the shelves.

National coverage

- TownNews team curating most important/interesting stories from Content Exchange into a national Coronavirus Channel
- Content will be added to section tag /coronavirus
- Content will also have keyword tag tncen-covid19-featured
- TownNews team will also have a daily collection with top news items of the day

Coronavirus Recap: Senate passes relief package; Dow below 20,000; Coronavirus cases increase 40%

By TN News Service 1 hr ago



Coronavirus Update Briefing



President Donald J. Trump joins Vice President Mike Pence as he addresses his remarks at a coronavirus (COVID-19) update briefing Wednesday, March 18, 2020, in the James S. Brady Press Briefing Room of the White House. (Official White House Photo by Shealah Craighead)

shealah_craighead

Senators approve pandemic bill, sending it to president

Official Washington, increasingly regarding itself on a wartime footing, worked Wednesday to help Americans survive the coronavirus pandemic, both health-wise and economically.

The U.S. Senate took a series of votes related to the relief package, defeating a trio of amendments before passing the measure the House passed on Saturday.

The bill, negotiated largely by Democrats and Treasury Secretary Steven Mnuchin, would quarantine workers

Beyond coronavirus

- Users are also facing isolation and being forced into new roles
- “At home” content to help them stay busy and adapt to the situation
- Cooking from the pantry
- Home workout tips
- Educational and kid-friendly activities
- Evergreen content for Spring

309-428-7055

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SPOTLIGHT

6 tips to help dog owners get ready for spring

American Kennel Club (TNS) 2 hrs ago

Friday is the first full day of spring, which (hopefully) means lots of sun and more time outside. To help you and your dog get ready for the new season, the American Kennel Club offers the following tips.

Brush your dog's coat.



Shedding increases in the springtime as dogs lose their winter coats. Make sure to brush your dog regularly. This will help keep the shedding under control, as brushing loosens and removes dead hair and dandruff from your dog's coat.

Image by ariesa66 from Pixabay



[Learn more](#)

Give your dog a bath

Create a special section

Why create a new section?

Create a new URL

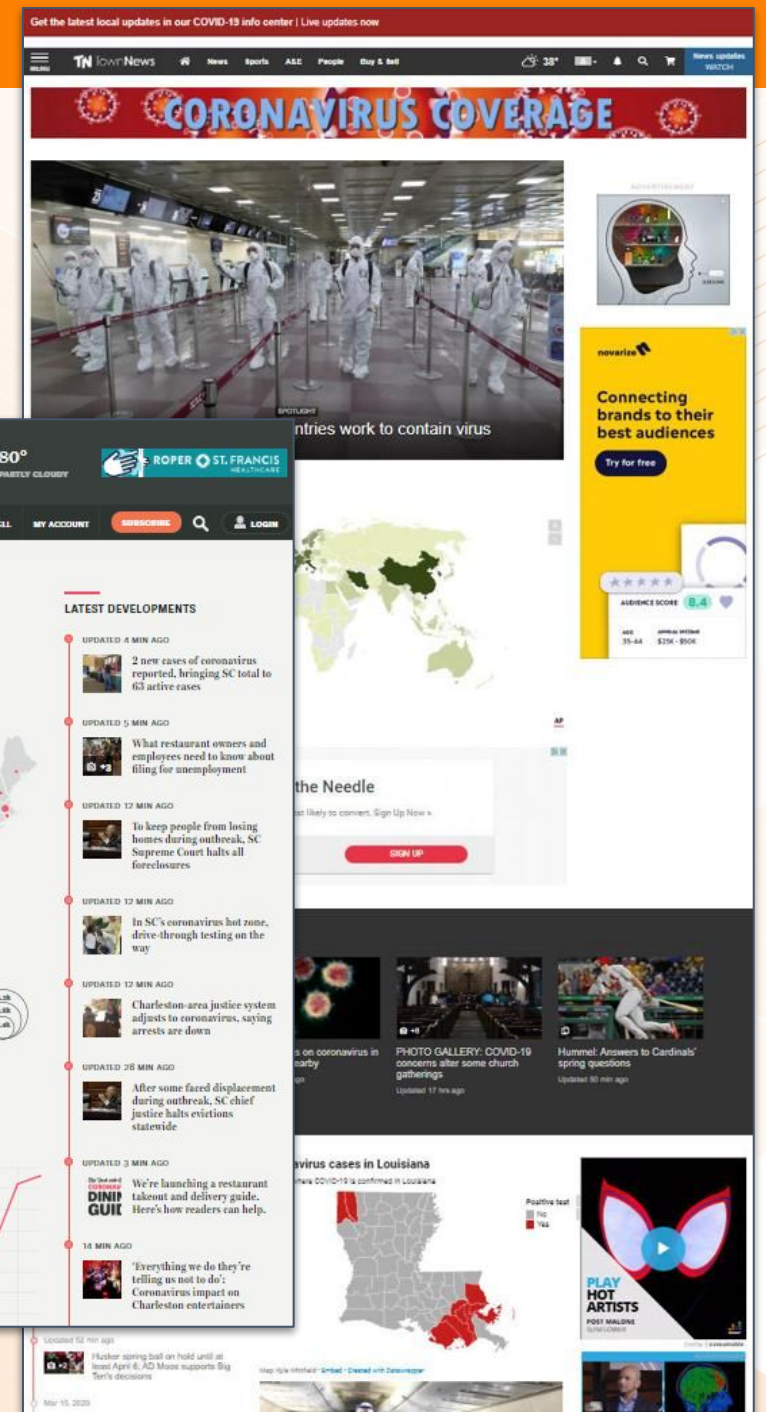
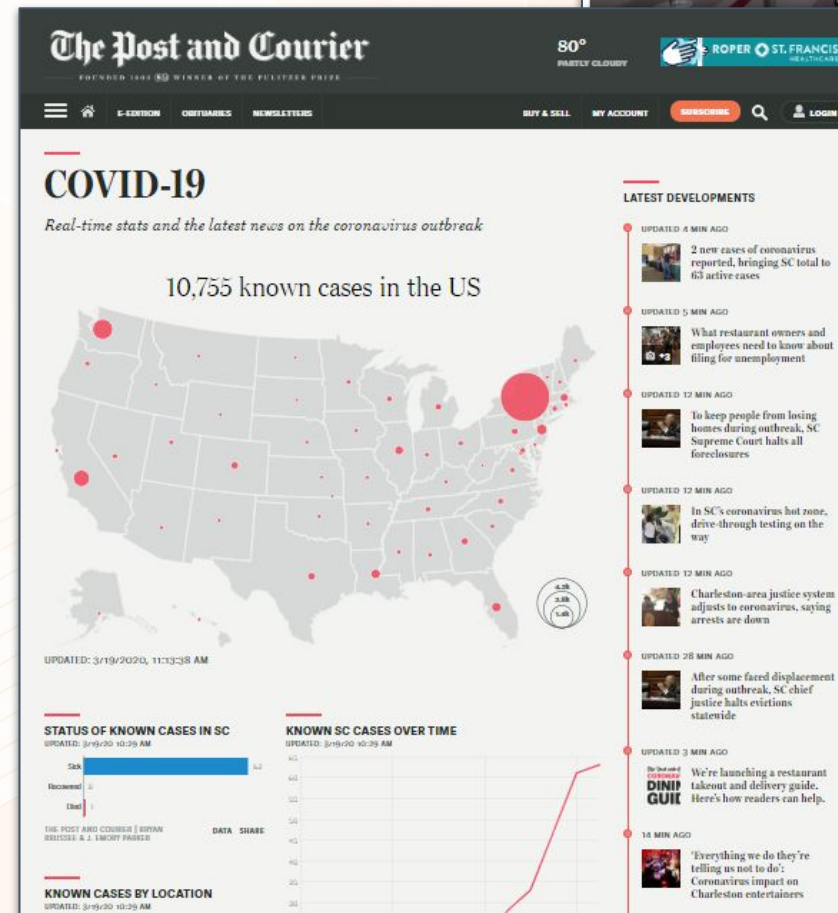
- URL strategy
- Redirecting URLs

Branding/header

Choose a grid layout

- Remember mobile

Use “Card: Updates” block



URL promotion strategy

Promotion section

- On air
- Online
- In print

Social media

- Email important partners
- Get retweets



Alternative notifications

- Dedicated newsletters
- Push notifications
- Web notifications
- Social sharing

TownNews



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Until 2021**

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Recommended by powerinbox

CORONAVIRUS UPDATE

Hello,

Here's the latest news on Coronavirus...



COVID-19
OUTBREAK

Concerned about COVID-19?

Sign up now to get the most recent coronavirus headlines and other important local and national news sent to your email inbox daily.

Enter Your Email Here

SIGN UP

By filling out the form above you agree to our [terms and conditions](#).



ent claims up 33 percent first

ent claims increased by 33 percent
to a report published Thursday by the U.S. Department of Labor

FULL

Revenue Ideas



Virtual Career Fair

Feature businesses looking for new hires

Provide sponsored “Top Job” postings

- Upsell Classifieds
- Print job ads

Leverage CEN or VAC for additional content sections like Career Advice

Pair with a BLOX Email Reach newsletter

Gather job opening submissions via forms or BLOX Ad-Owl



Featured Employers

Click the online booths below for information these participating businesses.



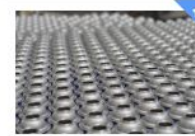
John Deere
1 John Deere Pl, Moline, IL 61265
P 309-765-8000
Currently Open
f t i in
Website Ads



Amplified Local
500 E 3rd St, Davenport, IA 52801
P 866-533-5640
Currently Open
Website Ads



AT&T Call Center
5348 Elmwood Avenue, Davenport, IA 52807
P 563-441-3046
Website Ads



Aloca
4879 State St, Riverdale, IA 52722
P 563-355-4275
Website Ads

Example Ad
728x90

Top Jobs

Post your job

FACILITIES
(FEATURED)
Quad Cities Electrical Machine
Maintenance

FACILITIES
(FEATURED)
Quad Cities Mechanical
Machine Maintenance

SALES
(FEATURED)
Digital Media Sales Consultant

Jobs	
Administrative, Clerical & Support Services Jobs	1
Customer Service & Call Center Jobs	1
Engineering & Product Development Jobs	1
Facilities & Maintenance Jobs	2
Sales & Business Development Jobs	1
Computer & Software Jobs	1

Virtual Career Fair
Receive alerts when employers near you are looking for new hires!

Enter email address

Sign up Manage your lists

Example Ad
728x90

Advice

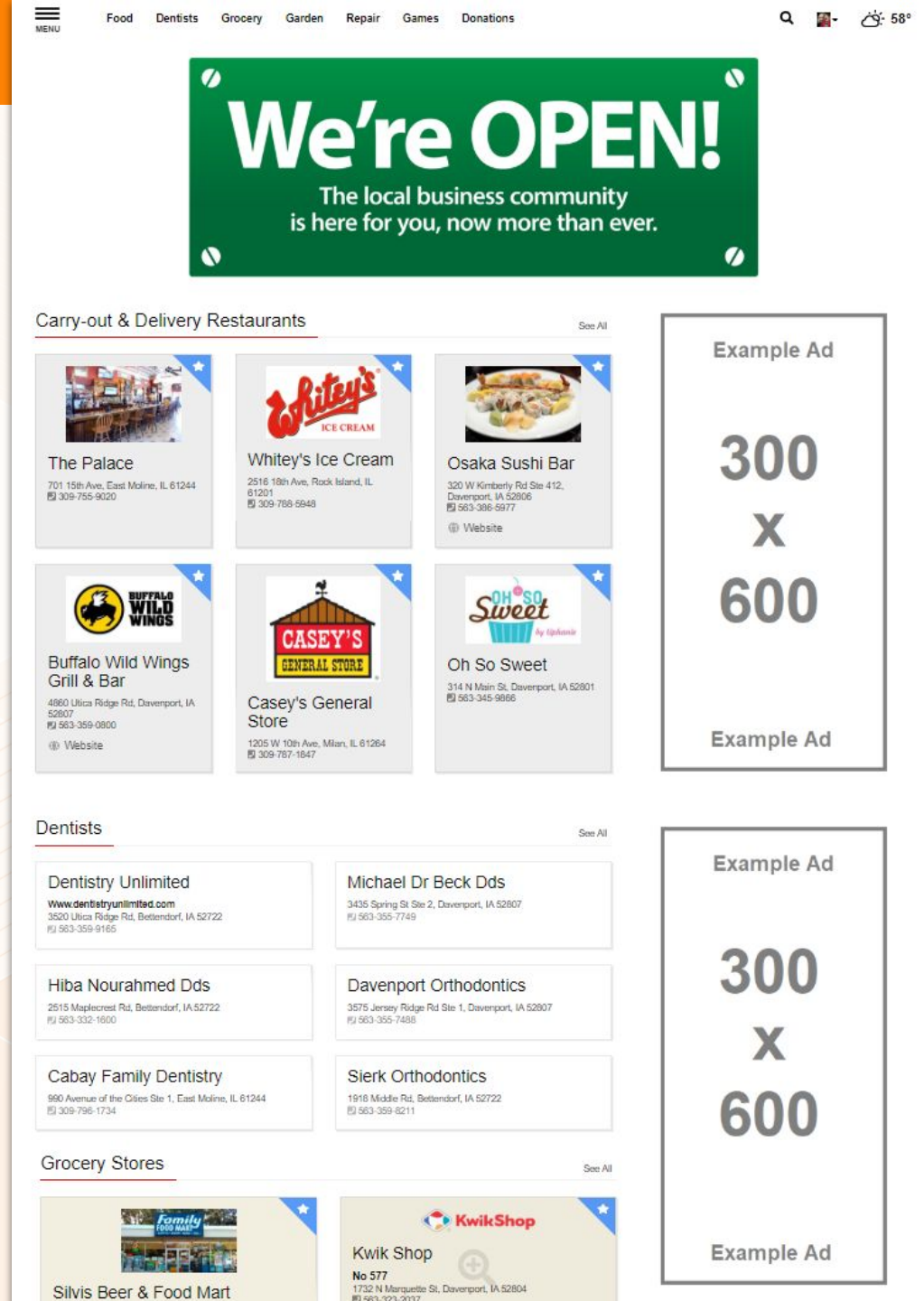


We're Open! Directory

A running list of operating businesses:

- Grocery stores
- Dentists
- Restaurants
- Service repair
- Pharmacies
- Hardware Stores
- Lawn & garden

Highlight businesses with gift cards



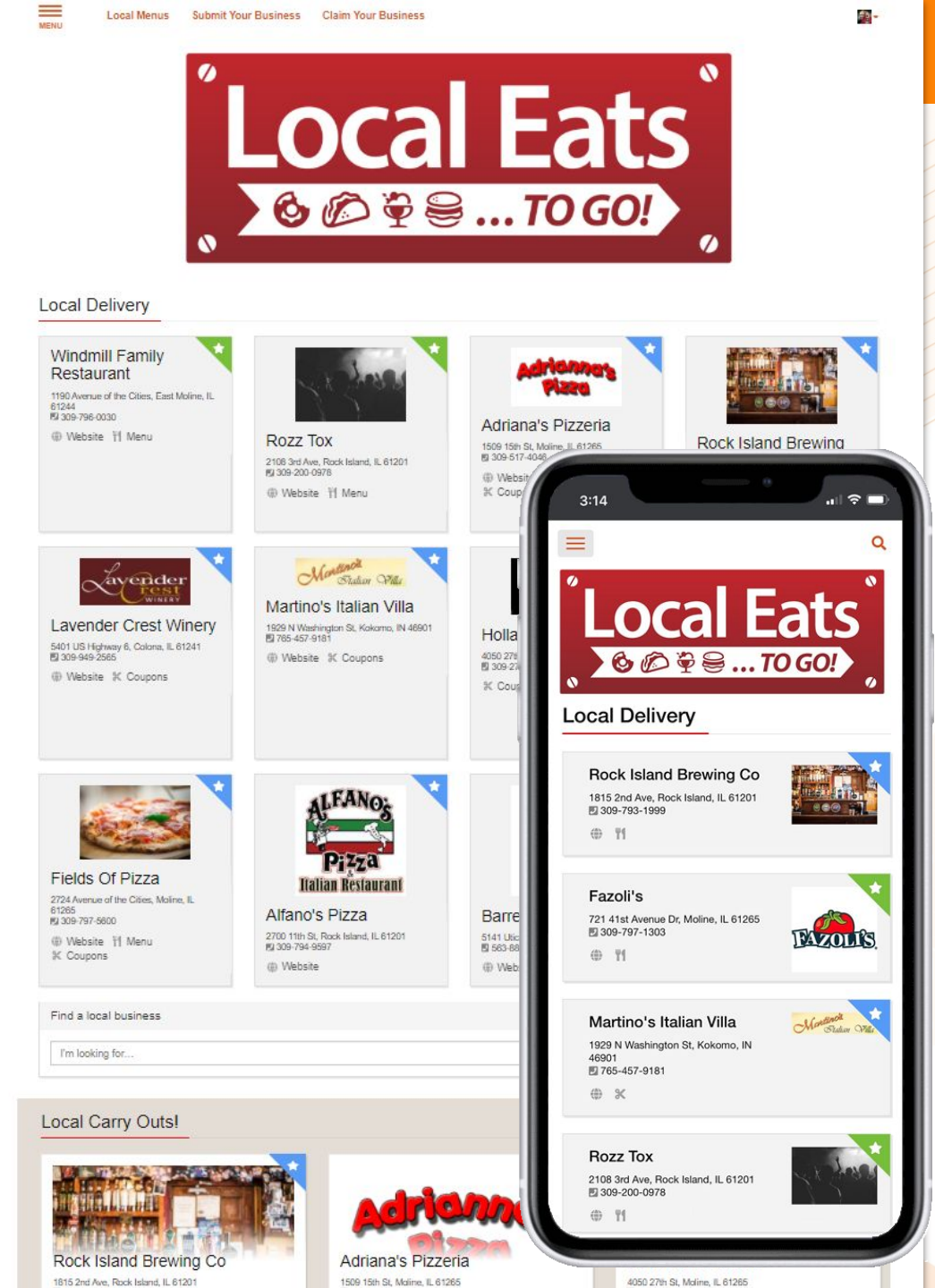
Takeout Directory

Local eateries can:

- Claim their business
- Update hours, menu, logo
- Upsell their business to be featured

Highlight businesses affected by temporary dine-in closures for carry-out or delivery

Feature coupons or deals available for local restaurants



Impact on programmatic

Pageviews up 50%+ over same day prior week

Unique pageviews up 42% week over week

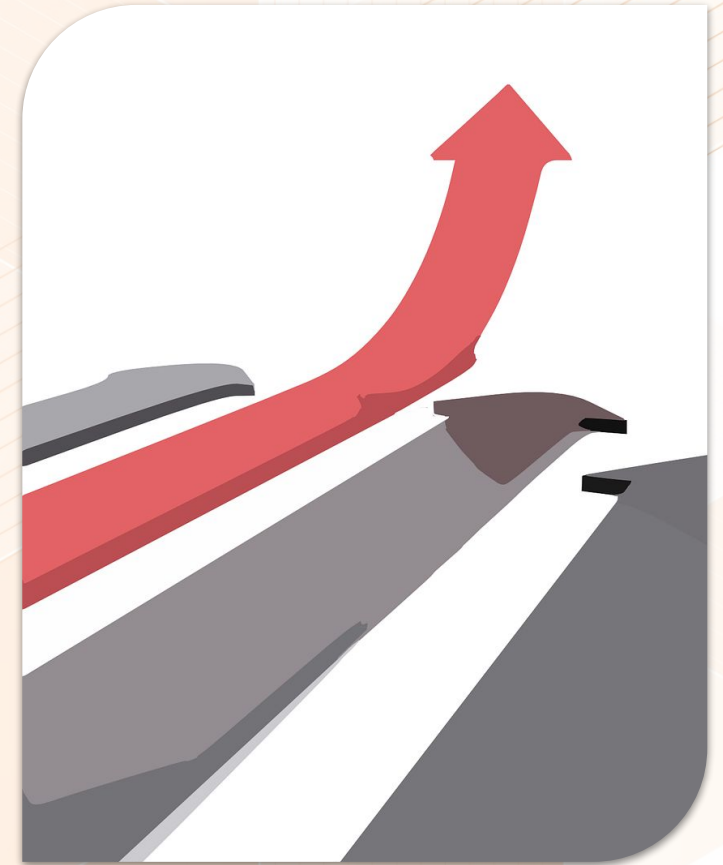
Programmatic revenue up 30% week over week

Ad requests up 42% week over week

Spike in mobile impressions

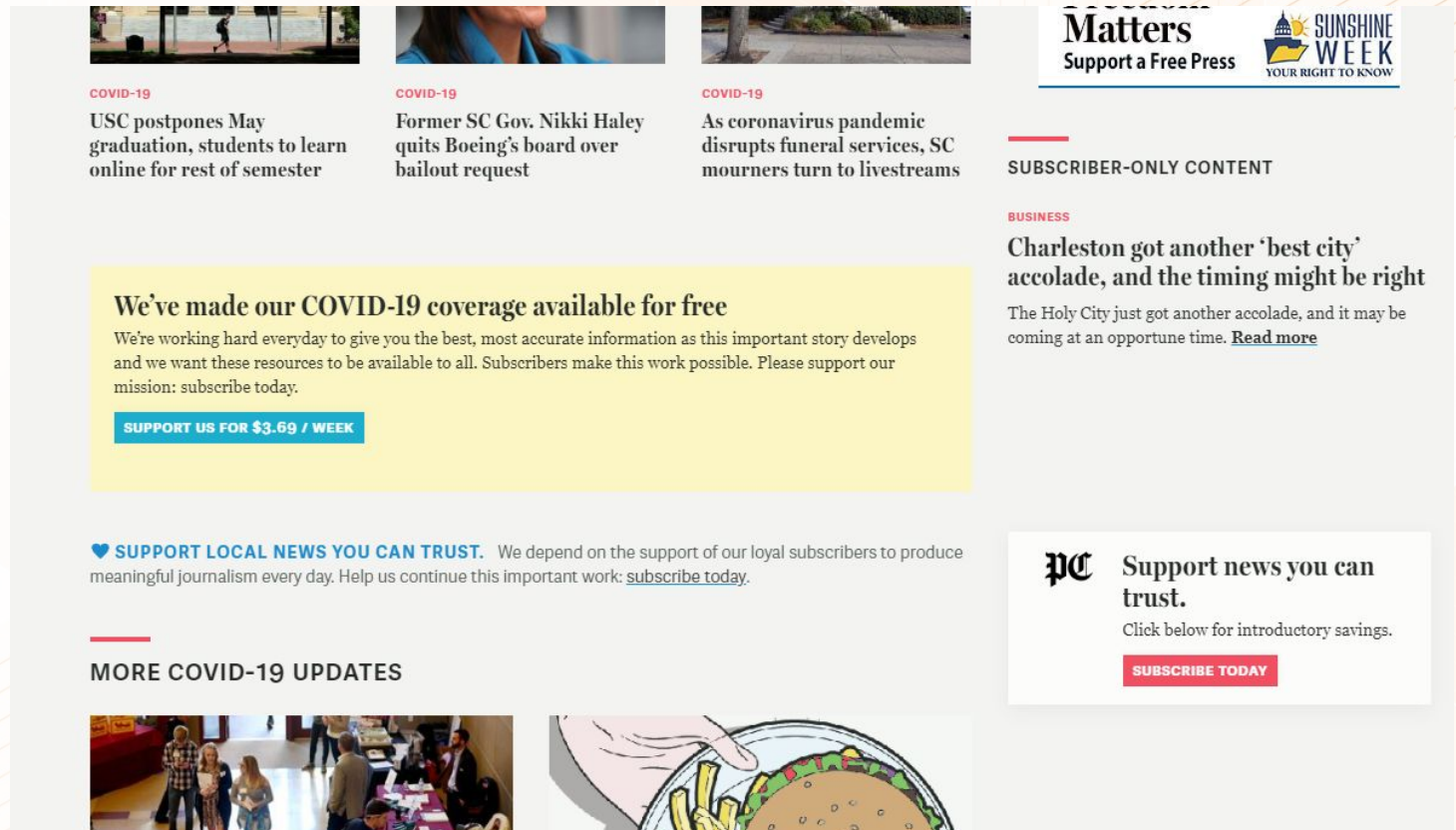
33% desktop versus 67% mobile

Making daily price adjustments to maximize yield during this high traffic period



Modify your paywall

- Section-based settings to allow access
- Subscription_bypass on specific articles
- Solicit voluntary subscriptions
- Disable based on rule profiles while still selling subscriptions



The screenshot displays a news website interface with several elements related to paywall settings and subscription prompts:

- Top Navigation:** The "Matters" logo is accompanied by the tagline "Support a Free Press". To the right, a "SUNSHINE WEEK" banner features the text "YOUR RIGHT TO KNOW".
- Article Grid:** Three article thumbnails are visible, each with a "COVID-19" label:
 - Article 1: "USC postpones May graduation, students to learn online for rest of semester" (with a photo of a person walking).
 - Article 2: "Former SC Gov. Nikki Haley quits Boeing's board over bailout request" (with a photo of a person's face).
 - Article 3: "As coronavirus pandemic disrupts funeral services, SC mourners turn to livestreams" (with a photo of a street scene).
- Yellow Callout Box:** A prominent yellow box contains the text: "We've made our COVID-19 coverage available for free. We're working hard everyday to give you the best, most accurate information as this important story develops and we want these resources to be available to all. Subscribers make this work possible. Please support our mission: subscribe today." Below this text is a blue button labeled "SUPPORT US FOR \$3.69 / WEEK".
- Support Local News Section:** A section titled "♥ SUPPORT LOCAL NEWS YOU CAN TRUST." explains the site's reliance on subscribers: "We depend on the support of our loyal subscribers to produce meaningful journalism every day. Help us continue this important work: [subscribe today.](#)"
- Subscription Prompts on the Right:**
 - A "SUBSCRIBER-ONLY CONTENT" section for a "BUSINESS" article titled "Charleston got another 'best city' accolade, and the timing might be right." It includes a sub-headline "The Holy City just got another accolade, and it may be coming at an opportune time." and a "Read more" link.
 - A "pc Support news you can trust." section with the text "Click below for introductory savings." and a red "SUBSCRIBE TODAY" button.
- Bottom Section:** A heading "MORE COVID-19 UPDATES" is followed by two image thumbnails: one showing a group of people in a hallway and another showing a close-up of a burger and fries.

Questions?



We're here to help!

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- Service Status: townnews.status.io
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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.


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