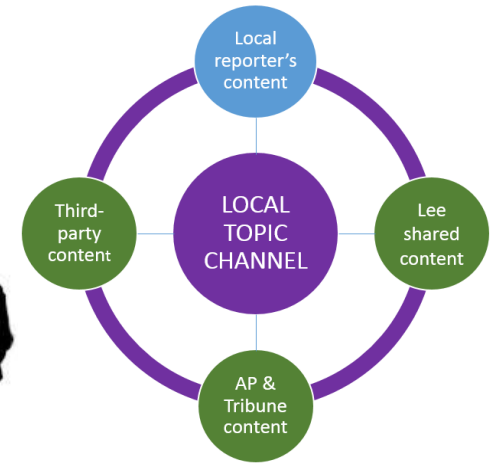
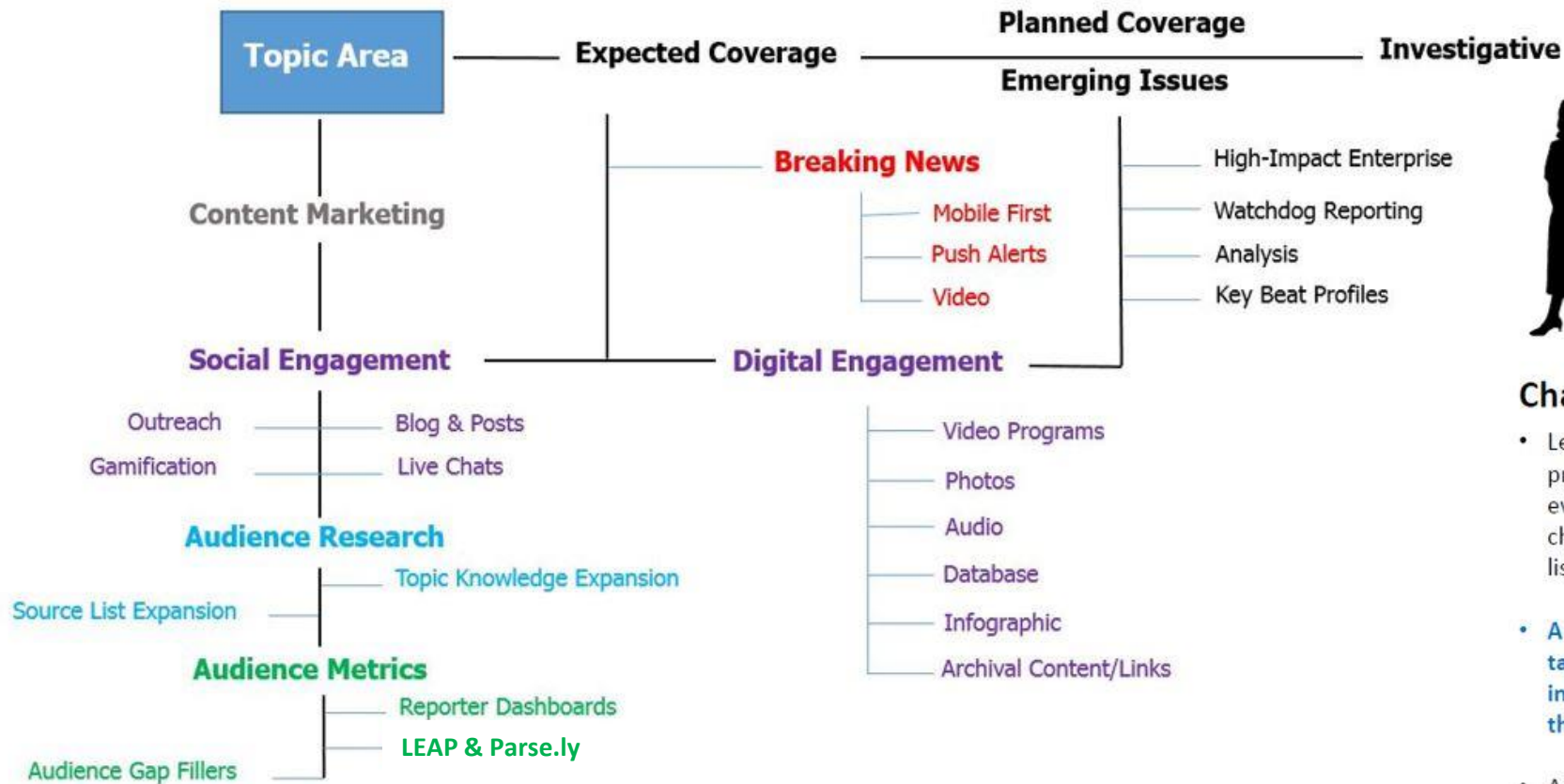


Audience Channels: The Six-Month Plan

JOHN HUMENIK

REPORTERS DRIVE AUDIENCE CHANNEL PLANS



Channel reporting: Shared responsibility

- Lead channel reporter executes the channel strategy by producing daily coverage based on advanced planning, news events, public meetings, source development, and overall channel expectations for print and online audiences. Source lists are expanded as content becomes multi-dimensional.
- A channel plan is developed by the news organization taking into consideration many viewpoints and opinions, including audience metrics and reader engagement, about the types of stories needed, when and on which platforms.
- A six-month channel strategy focuses on strong multimedia packages developed for specific audiences, platforms or time frames. Content marketing enhances channel value through on-going interaction and engagement.
- Content can be shared and enhanced by a network of reporters working in the same channel. Collaboration increases and resources are shared.

NEWS EXPLAINERS: Event-based stories chronicle the news of a city. News Explainers take those events and make sense of them. Rather than just telling you what happened, you dissect why or how it happened.

CURIOSITY STIMULATORS: You know those stories you come across that you can't turn down? That's a Curiosity Stimulator. It's a story about something unusual, remarkable, unbelievable or clever that's tied to your local area.

TOPICAL BUZZER: A Topical Buzzer is the story that everyone's talking about locally. It grabs ahold of the story's coat-tails and becomes part of the buzz.

FOUNDATION OF A REPORTER'S CHANNEL PLAN

KEY QUESTIONS TO HELP FOCUS AND EXPAND COVERAGE IN A KEY AUDIENCE CHANNEL TOPIC AREA

- ✓ **Why** do you want to cover this topic area?
- ✓ **What** part of your writing and reporting capabilities do you believe connect best with this audience and engages readers interested in this channel?
- ✓ **What** part of your reporting capabilities will enhance your digital storytelling?
- ✓ **Where** do your best story ideas come from and what influences whether you turn those ideas into projects?
- ✓ **How** do you anticipate the news, especially non-breaking news, and respond with a sense of urgency to connect and engage readers?
- ✓ **What's** your plan for high-impact reporting and layering of your content assets? In print? In digital?
 - Sidebars
 - Breakouts
 - Graphics and maps
 - Multimedia and visuals
 - Online chats and social media
 - Data and documents

FOUNDATION OF A REPORTER'S CHANNEL PLAN

KEY QUESTIONS TO HELP FOCUS AND EXPAND COVERAGE IN A KEY AUDIENCE CHANNEL TOPIC AREA

- ✓ **How** will you engage the casual reader in this key topic area?
- ✓ **What** opportunities do you see to engage readers interested in your topic area in their social networks?
- ✓ **How** will you measure the strength of your connection with your audience?
 - Page views
 - Social media interactions
 - Unique users
 - Length of time reading your stories
 - Sharing of your stories
- ✓ **What** are the emerging issues within your topic area in the next six months? How will you plan to cover those issues?
- ✓ **What** does pacing of work look like? Can readers expect a big story every Sunday, multiple daily posts online, quarterly project reports, etc.)?
- ✓ **Where** and how will you find additional topic experts to add depth to your coverage? How many new sources will you add each month?