Digital Content Initiatives

Tim Kelley

Introducing Lee Digital Interactives

DIGITAL ENGAGEMENT TACTICS

- ✓ **Partnering** with Ceros for production tools and content syndication

- ✓ **Pilot** in February showed above-average engagement: 6:06 average minutes spent with Ceros Originals.

- ✓ **Produced** interactive St. Louis Cardinals schedule and in-depth look at extreme temps.

Introducing Lee Digital Interactives

DIGITAL ENGAGEMENT TACTICS

☑ **Produce interactive experiences** for syndication and major local projects

☑ **Focus on** concepts with extended "shelf life" that engage users and deliver value to sponsors over time

☑ **Measure results** and refine topics/techniques based on audience engagement
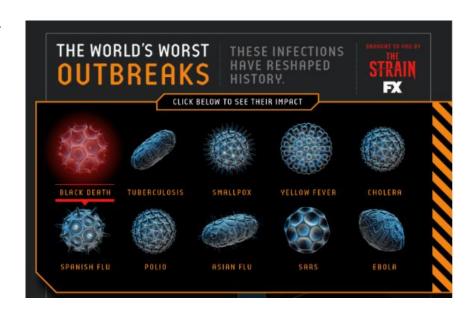
Initial plans for Lee Digital Interactives

DIGITAL ENGAGEMENT TACTICS

- ✓ **Repurpose modules:** Shared content and special sections, scheduled/posted for all sites

- ✓ **Subscriber premium:** Exclusives for News+ membership tiers

- ✓ **Syndication:** Distribute Ceros Originals

- ✓ **Content marketing:** Promotional messages, sponsored content

Lee Digital Interactives: 4 local presentation types
DIGITAL ENGAGEMENT TACTICS

- ☑ **Multimedia stories:** Guided exploration of visuals, audio, video, animation; text secondary

- ☑ **Guide:** "News you can use" anytime. Introduction, background, history etc.; how/why on topic, place, person

- ☑ **Fun and games:** Quizzes, choices, scoring

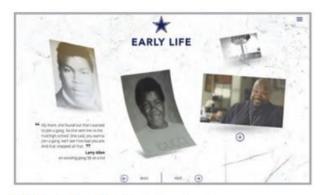- ☑ **Microsite:** Self-contained deep vertical, many elements and paths to explore

Lee Digital Interactives: Template elements, sources
DIGITAL ENGAGEMENT TACTICS

✓ **Think 'recipe':** Each template has a list of ingredients. Checklists.

Video-inclusive layout

Hotspot: Text or image swap

Example:
https://www.ceros.com/inspire/project/case-study
https://www.ceros.com/inspire/project/tech-landing-p
https://www.ceros.com/inspire/project/ceros-templat
- Replaces existing content with new co
- Can be on rollover or click

Hotspot: Show text on page

ire/project/ceros-templates-40
inspire/project/ceros-templates-15
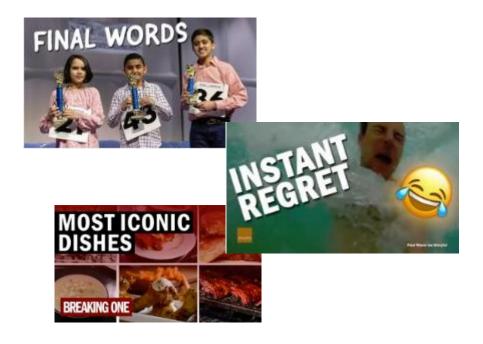t is clicked or rolled over

Animation layers

Digital Interactives: Guide and examples

DIGITAL ENGAGEMENT TACTICS

- ☑ **Work from four templates** to make it easier to plan, produce and deliver projects efficiently. (Use TCMS and BloxCMS article storytelling tools for more traditional 'long-form' pieces.)

- ☑ **Laura Sparks' guide to digital interactives**

- ☑ In Depth: Freaks and Geeks: The Stoner's Guide to World Domination

- ☑ Guide: Baltimore Raven' Guide to the NFL Draft

- ☑ Microsite: Culture Trip's HungerLust

Introducing Lee Video Studio

DIGITAL ENGAGEMENT TACTICS

- ✓ **Establish** in-house video production resources.

- ✓ **Develop tactics** to rapidly build video viewership and capture more revenue across platforms.

- ✓ **Measure results** and refine content strategy to expand viewership in additional Lee markets and external platforms.

Video: High potential for growth
DIGITAL ENGAGEMENT TACTICS

☑ **YouTube watch time:** 8.6 million minutes (4:08 average)

☑ **YouTube views:** 2.09 million monthly

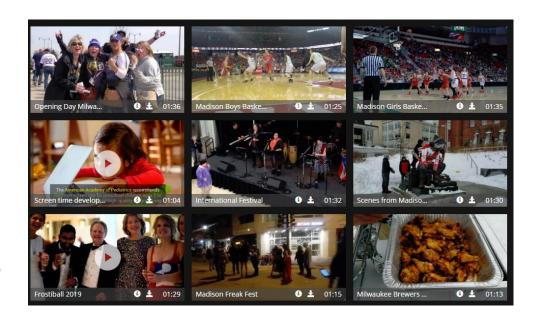☑ **Field59:** 2,100 viewers per day, 2:06 average watch time.

☑ **Notable:** Views on YouTube exceed views on local sites. Some of our top-performing videos are years old.

Video	↓ Watch time (minutes)	
Dashboard video of officer-involved ...	1,161,921	13%
Dashboard video: Billings police fat...	770,282	8.9%
Man curses at judge during sentenc...	590,302	6.8%
Dashboard video: Fatal shooting of ...	486,360	5.6%
Vietnam Voices: Robbie Robinson	329,996	3.8%

Local video strategy: Focus on 3 types
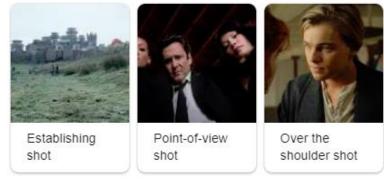DIGITAL ENGAGEMENT TACTICS

- ☑ **Raw footage,** usually tied to breaking news, one-source interviews. *Post it now*.

- ☑ **Regularly scheduled programs** featuring columnists, reporters and focused on franchise topics.

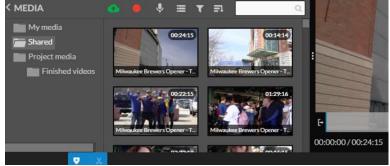- ☑ **Evergreen** and **deep topics** with broad and lasting audience interest. Archive, bests, how/why.

Video Studio launch and operations
DIGITAL ENGAGEMENT TACTICS

☑ **Develop** process for newsrooms to work efficiently with central producers. Define video story types. **Instruct** on gathering footage.

☑ **Produce** in selected Field59 sites (12 larger markets). Edit, package, distribute from Digital Content Center.

☑ **Measure** results and focus on video that gets watched. Scale up fast.

More video action steps for 2019

- ✓ **Produce** more video for syndication

- ✓ **Partner** with more news, sports, weather and entertainment video sources; evaluate performance

- ✓ **Develop** talent and find experts in key audience channels

- ✓ **Pilot** new delivery channels such as OTT apps, and deploy updated tech for audience and revenue projects

Interact with readers, acquire more email addresses

DIGITAL ENGAGEMENT TACTICS

- ☑ **Contests**

- ☑ **Quizzes and trivia**

- ☑ **Polls**

- ☑ **Reader comments**

Which season are you?

Take our quiz now!

TRICK OR TREAT: HOW MUCH DO YOU KNOW ABOUT HALLOWEEN?

Question 1 of 8

#1 From whom did dressing up for Halloween originate?

BIG GAME TRIVIA

Question 1 of 12

WAITING

#1 Which of these teams has yet to play in a Super Bowl?

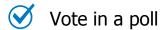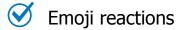# Readers rank their interaction preferences

DIGITAL ENGAGEMENT TACTICS

✓ **We asked: How do you most enjoy interacting with websites?**

✓ Vote in a poll

✓ Comment on story

✓ Emoji reactions

✓ Send an email

✓ Enter contest

✓ Take quiz

1. Thinking about all the websites you visit, how do you most enjoy interacting with the websites and other visitors? (check all that apply)

1,205 answers from 1,021 respondents

Interaction	Percentage
Cast a vote in a poll to see how it compares	27.3%
Writing my own comments on stories	23.7%
Click an emoji on a story to share reaction	19.2%
Write an email to directly contact...	16.4%
Enter a contest to win a prize	13.4%
Take a quiz to see how I compare to others	12.7%

Polls and quizzes
DIGITAL ENGAGEMENT TACTICS

Provided by
Lee Digital Content Center

☑ **Poll:** Weekly (imported)

☑ **Quizzes:** 2-3 weekly

☑ Assistance and ongoing ideas
to produce a weekly poll or
quiz locally

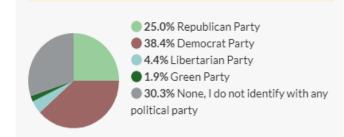## TELL US WHAT YOU THINK

Which political party do you identify with?

- ○ Republican Party
- ○ Democrat Party
- ○ Libertarian Party
- ○ Green Party
- ○ None, I do not identify with any political party

VOTE VIEW RESULTS

Which political party do you identify with?
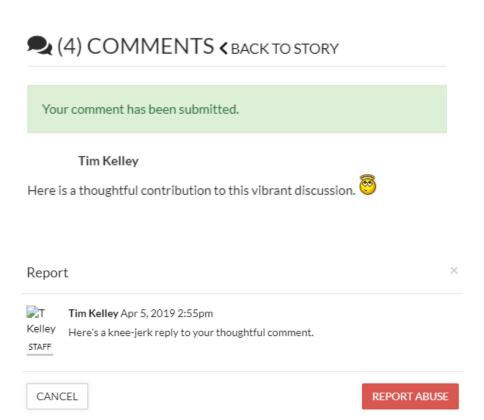
You voted: None, I do not identify with any political party

- ● 25.0% Republican Party
- ● 38.4% Democrat Party
- ● 4.4% Libertarian Party
- ● 1.9% Green Party
- ● 30.3% None, I do not identify with any political party

NEWS 2020
LEE ENTERPRISES

Blox reader comments, improved
DIGITAL ENGAGEMENT TACTICS

- ✓ **Must register email and name**

- ✓ **Updated filtering** for spam, profanity. No outbound links.

- ✓ **Abuse reporting** automatically hides comment.

- ✓ **Comments disabled** on some sections

- ✓ **Loads a separate page**

💬 (4) COMMENTS ‹ BACK TO STORY

Your comment has been submitted.

Tim Kelley

Here is a thoughtful contribution to this vibrant discussion. 😇

Report ✕

T Kelley **Tim Kelley** Apr 5, 2019 2:55pm
STAFF Here's a knee-jerk reply to your thoughtful comment.

CANCEL   REPORT ABUSE

NEWS 2020
LEE ENTERPRISES

Blox reader comments: What do I have to do?

DIGITAL ENGAGEMENT TACTICS

- ✓ **Notifications possible,**
  but not required

- ✓ **Guide conversation.**
  Open threads with a specific topic

- ✓ **Subscriber-only**
  online events

Deny Comment
User `Tim Kelley` posted from IP 192.104.204.166:
What would be your top priority for the city budget?

In response to:
Here's a different user reply

Comment posted from URL:
Test commenting

Visit the admin directly:
http://madison.com/tncms/admin/editorial-comment/

Welcome to the discussion.

We welcome reader interaction. What are your questions about this article? Do you have an idea to share? Please stick to the topic and maintain a respectful attitude toward other participants.

POST A COMMENT   WATCH THIS DISCUSSION.