

USING ANALYTICS TO INFORM EDITORIAL DECISIONS

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Audience Analyst, The Journal News and lohud.com, a Gannett company

#ONACamp

TODAY'S TOPICS

1. Origins.
2. Using analytics in your job. Always be experimenting!
3. My favorite tools.
4. What we should be thinking about now ...

ALWAYS BE
EXPERIMENTING!

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3 questions for reporters

1. How many **people** read my story?
2. Where did they come from?
3. When it's live: How much time are they spending with my story? If it's enough, party. If it's not enough, what can I do to change that?

Driver apparently leaves North Salem rollover crash scene

Greg Shillinglaw, gshilling@lohud.com

8:56 a.m. EST December 1, 2014



(Photo: Photo: Chris Brown/The Journal News)

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NORTH SALEM – The driver of a sedan that went up an embankment, struck a tree, and rolled over did not stick around after the crash Sunday night, authorities said.

Croton Falls Fire Chief Jason Blauvelt said his department was dispatched at 7:45 p.m. to the scene off Route 22 after a passerby called authorities.

The car had landed on its roof near the road's intersection with Sun Valley Heights Road. No occupants were found after a search of a wooded-area and several nearby locations, including a train station and restaurant, Blauvelt said.

"We checked the whole area pretty good," Blauvelt said.

State police were investigating and did not immediately release information on the crash. The sedan was eventually towed.

The North Salem ambulance corps and Westchester EMS also responded.

Twitter: @gshilly

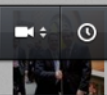


MORE STORIES

NYC regulates bike speeds in Central Park
Dec. 1, 2014, 10:55 a.m.



Shopping on Cyber Monday? Here's some tips
Dec. 1, 2014, 10:17 a.m.



Ducci explains why he's...
Dec. 1, 2014, 10:03 a.m.

Most visitors don't read past here

8% of visitors read until here

'Mystery driver' in rollover crash

Greg Shillinglaw
gshilling@lohud.com

12:11 p.m. EST December 1, 2014



(Photo: Photo: Chris Brown/The Journal News)

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NORTH SALEM – One thing's for sure - the car didn't get there on its own.

Authorities don't know what happened to the driver of a sedan that went up an embankment off Route 22, smashed into a tree and rolled onto its roof Sunday night near Sun Valley Heights Road.

"We checked the whole area pretty good," Croton Falls Fire Chief Jason Blavelt said, but the driver was no where to be found.

Firefighters were dispatched to the scene when a passerby reported the wreck at 7:45 p.m..

They arrived to find the car on its roof, near the intersection with Sun Valley Heights Road.

An extensive search of a wooded area, a nearby restaurant, the train station and other locations failed to turn up a driver or passengers.

State police were investigating and did not immediately release information on the crash. The sedan was eventually towed.

The North Salem ambulance corps and Westchester EMS also responded.

Twitter: @gshilly

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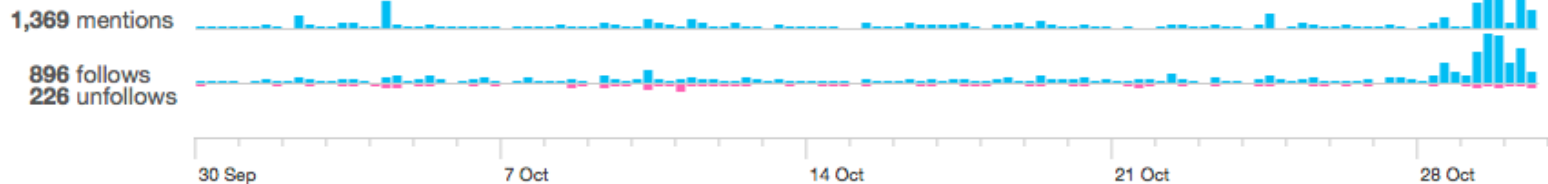
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Learn from Twitter

Timeline activity

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Mentions, Follows, Unfollows (6-hour increments, all in Pacific time)



RECENT TWEETS

SHOW: **BEST** GOOD ALL

★ FAVES

↻ RETWEETS

↩ REPLIES

Anyone impacted by #Sandy, including homeowners, renters and businesses, should go to 1.usa.gov/XUInkb **66 clicks** to register for assistance.
1 hour ago

1

6

0

Playland update: Kiddyland boardwalk's damaged, Tiki Bar's destroyed, ice rink's full of salt water
lohud.us/Sf1vFh **119 clicks** #sandy
4 hours ago

0

6

1

How to get federal disaster assistance, via @fema: fema.gov/disaster/4085 **105 clicks** #Sandy
5 hours ago

7x normal reach

2

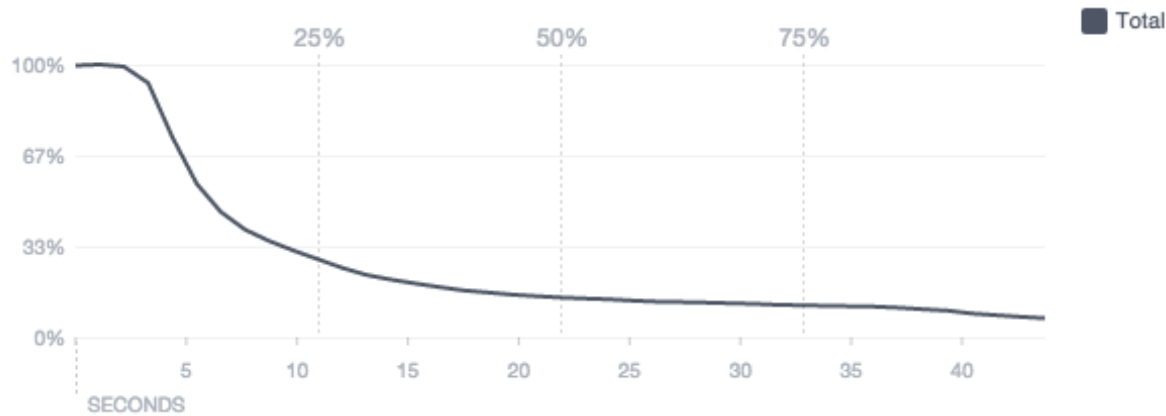
14

1

Video Post

Audience Retention

Views of your video at each moment as a percentage of all views.



0:28 / 0:43 HD

Average View Duration 0:13
People Reached 10,332

SHOW METRICS FOR:

Unique vs. Repeat

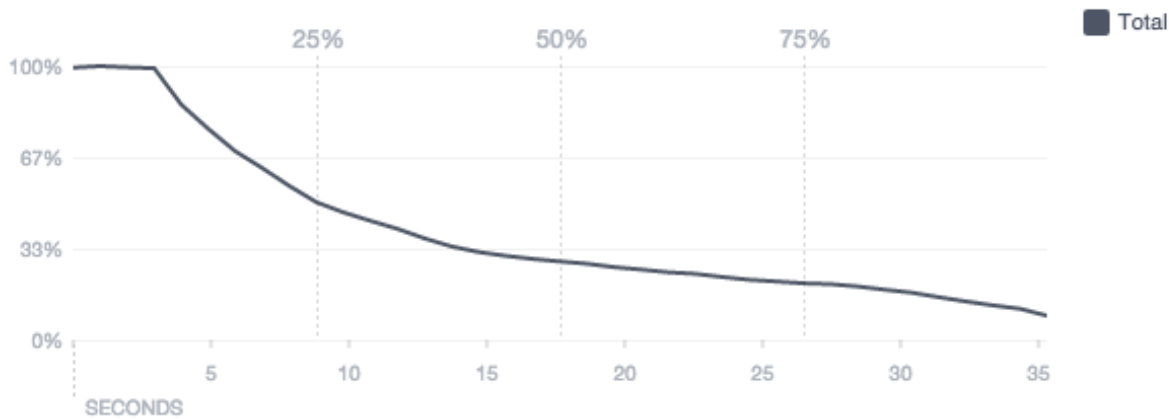
Video Views 3,720
3,538 (95%)
182 (5%)

30-Second Views 462
443 (96%)
19 (4%)

Video Post

Audience Retention

Views of your video at each moment as a percentage of all views.



Average View Duration 0:15
People Reached 15,040

SHOW METRICS FOR:

Unique vs. Repeat

Video Views 6,989

6,666 (95%)
323 (5%)

30-Second Views 1,246

1,246 (100%)
0 (0%)

Stories

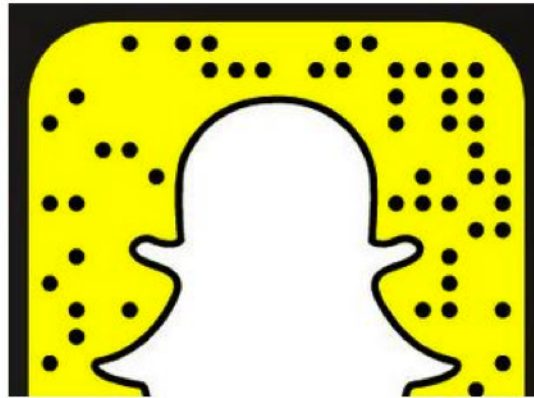
- Yesterday 8:21PM - Loading... 7
- Yesterday 8:20PM - Loading... 138
- Yesterday 8:20PM - Loading... 141
- Yesterday 8:20PM 144
- Yesterday 8:19PM 144
- Yesterday 8:18PM 146
- Yesterday 11:00AM 180

#lohudmetros



Peter D. Kramer @PeterKramer · 15h




Just snapchatted the nominations script from the #lohudmetros announcement. Category by category.




1 5

View photo

Reddit knows tacos

 **1**   **Vote for the Lower Hudson Valley's hippest town** (lohud.com)
to be promoted by lohud
[comment](#) [share](#) [save](#) [hide](#) [delete](#) [nsfw](#) [edit](#) [traffic](#)

waiting approval

 **Best tacos in Westchester?** (self.Westchester)
submitted 4 days ago by megmccaff15

Hi all! I'm the food writer for lohud.com and I'm on a quest to find the best tacos in Westchester. Any one have a good recommendation? Especially interested in the off-the-radar spots that only insiders know about. TIA!

23 comments [share](#)

3 questions for producers

1. What are **people** reading and not reading on my homepage? If they're reading something, party. If they're not, what can I do to change that?
2. What's doing well on social media that I should share or share again?
3. What can I take away from my Chartbeat dashboard as a trend?

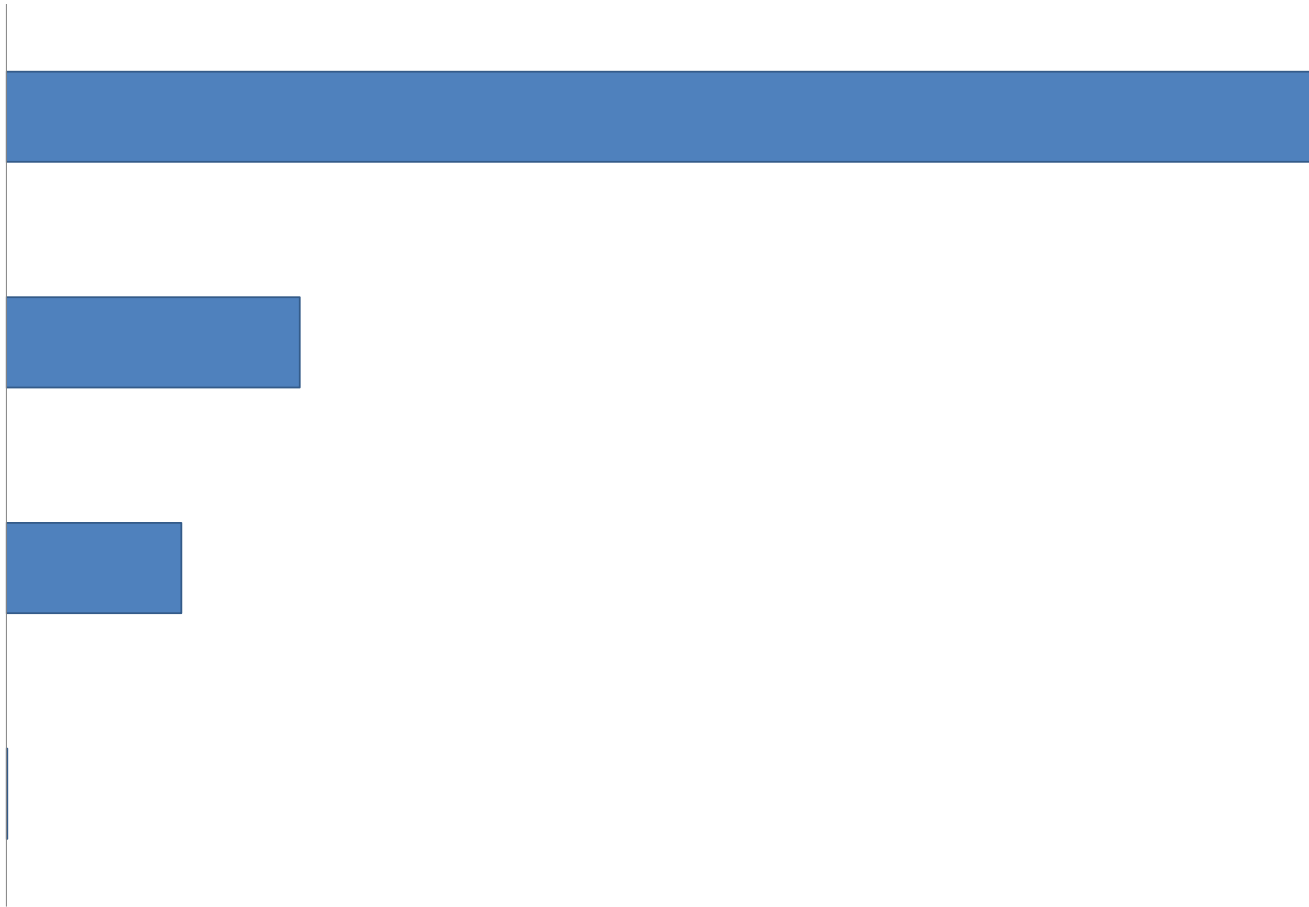
5 questions for editors and strategists

1. Do I have the right resources dedicated to the beats and projects **people** are interested in?
2. Which stories can I skip in order to invest in more important stories?
3. Should the fact that a story's trending earn it a spot on 1a?
4. Are we reaching our long-term goals?
5. How is our audience changing and how should we adapt to that?

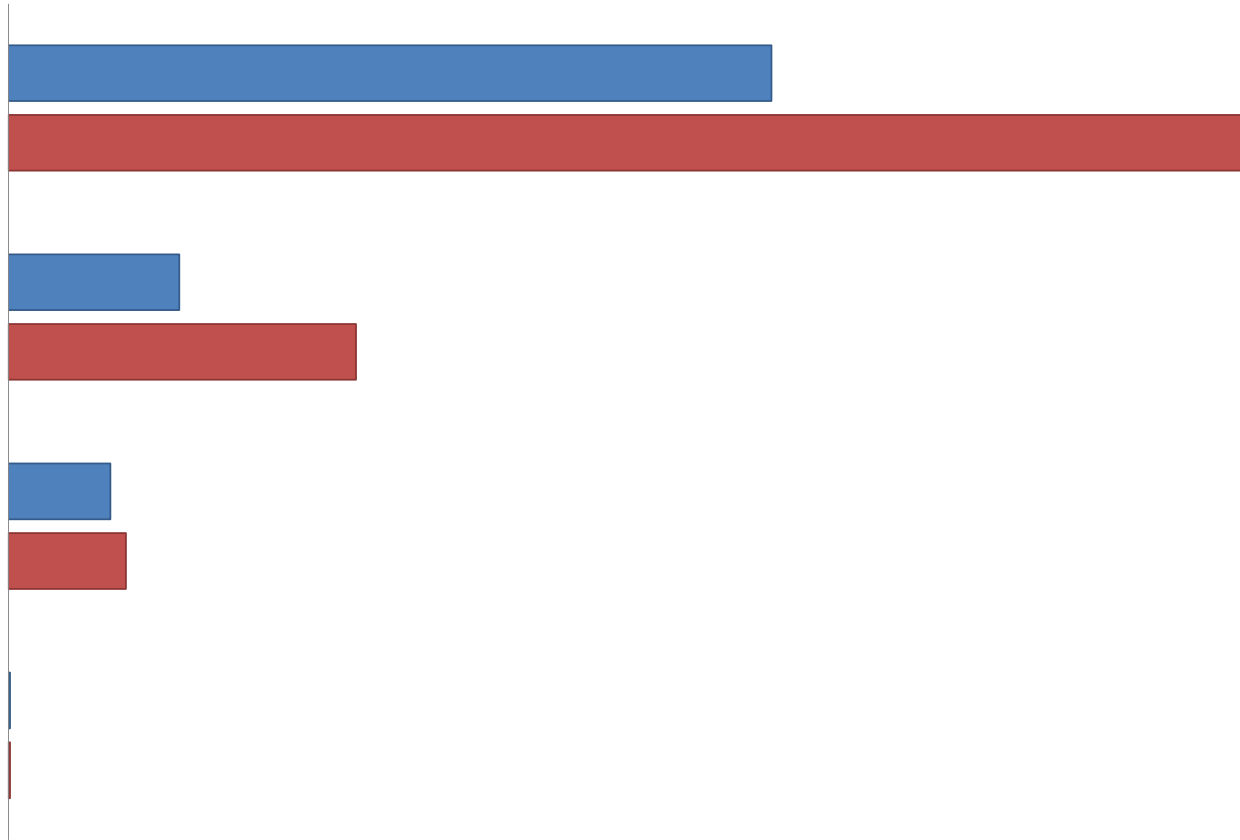
Visits from Facebook

Visits from Twitter

How many are visiting?



How much are they reading?



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Tools we use at lohud.com

- [Chartbeat](#) for live analytics
- [Adobe Analytics](#) for research
- Microsoft Excel spreadsheets, because you should download your data when you can
- [SimpleReach](#) for social analytics all in one place
- [Twitter Analytics](#)
- Facebook Insights and [Domain Insights](#)
- [Iconosquare](#) for Instagram analytics
- [Brightcove](#) and Chartbeat for video analytics
- [ExactTarget](#) for email newsletter subscriber data, open rates and click-through-rates – but it can be better
- [Moat](#) and Google's [DFP](#) for advertising

WHAT WE SHOULD BE
THINKING ABOUT NOW ...

#ONACamp

Loyalty and subscriber conversions

- What do different groups of **people** look like as they move through your site?
 - Subscribers vs. non-subscribers
 - Return visitors vs. new visitors
 - People who came in from Twitter vs. search vs. Facebook vs. your homepage
 - Tablet users vs. mobile vs. desktop?
- If you have a pay model, what convinces **people** to subscribe? How can we learn more about our subscribers to give them a better, more valuable experience?

QI measurements: Quality & impact



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The NewsLynx impact tracker produced these key ideas

An Executive Summary of Keller and Abelson's work, and a link to the full report.

PROJECT LEADER: [BRIAN ABELSON](#)
[MICHAEL KELLER](#)

"What's working?", to put it simply, is a question at the heart of the news industry's push towards impact assessment. Almost two years ago, a pair of prescient Tow Center research fellows, Michael Keller and Brian Abelson, set out to build a tool that would help journalists answer that question. The NewsLynx platform is one result, the other is a new realm of knowledge. In this post below, the authors summarize their top-level lessons. You can [download the full report as a pdf](#) to read in detail.

With the rise of non-profit, foundation-funded newsrooms, the field of Measurement and Evaluation (M&E), which emerged in the international development community, has taken a

JUNE 1, 2015

losing-ground-470x340
Measuring impact with NewsLynx: The
Impact Platform
23289476
23289476
NewsLynx: A Tool for Newsroom
Impact Measurement
NewsLynx Full Report
The NewsLynx impact tracker
produced these key ideas

IRL events

How are we keeping track of the **people** who attend newsroom events and marketing events and what are we doing with all of that data? This has been the domain of circulation and marketing, but the newsroom needs to own a piece of it.



Video



Audience development for projects

The Price of Nice Nails

Manicurists are routinely underpaid and exploited, and endure ethnic bias and other abuse, The New York Times has found.

By SARAH MASLIN NIR MAY 7, 2015

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美甲店雇主经常完全或部分掠夺员工的小费或薪水。 nyti.ms/1Pu6xtL
4:25 AM - 8 May 2015



纽约移民美甲师：指尖上的泪与痛
大批华人和来自拉美等地的女性新移民在纽约2000多家美甲沙龙打工。时报调查发现，他们报酬普遍达不到最低标准，被克扣工资，有时还遭打骂，法律权益被严重忽视。

[View on web](#)

← ↻ 38 ★ 48

Audience development for projects

Jodi Kantor's look at the Stanford University class of 1994 (also New York Times).

THE QUORA BLOG

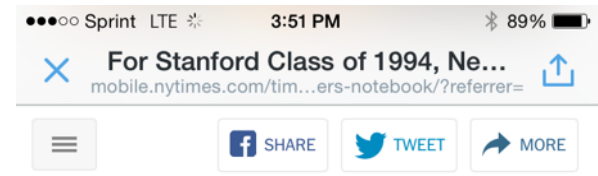
The New York Times and Quora

JODI KANTOR

The Stanford Class of 1994 had uniquely magical timing. They arrived on campus with no clue as to what was about to happen technologically. Yet they graduated into the birth of the consumer web as we know it, and their careers over the past two decades — their decisions, mistakes and triumphs — tell the story of the devices and software we use today.

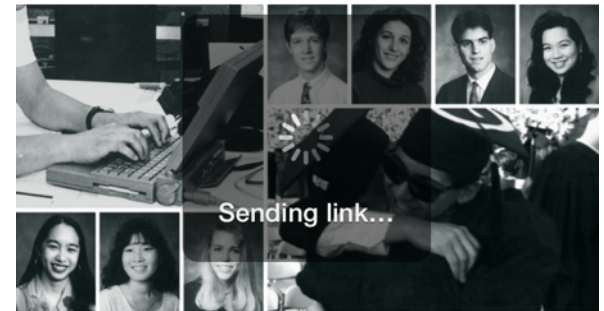
The women in the class seemed poised for triumph back then. Yet instead of minimizing gender gaps for this diverse, idealistic class, the technology industry created vast new ones, as it did throughout Silicon Valley. [My article](#) today in the New York Times uses the Class of 1994 to trace the yawning gender disparities we see today back to their roots, asking what happened to the women who were in this class.

How has each shift in technology over the past twenty years—the dawn of the start up era, the dot com boom, the rise in mobile and social, the war for talent



TIMES INSIDER

For Stanford Class of 1994, New Worlds, New Gender Gaps: Reporter's Notebook



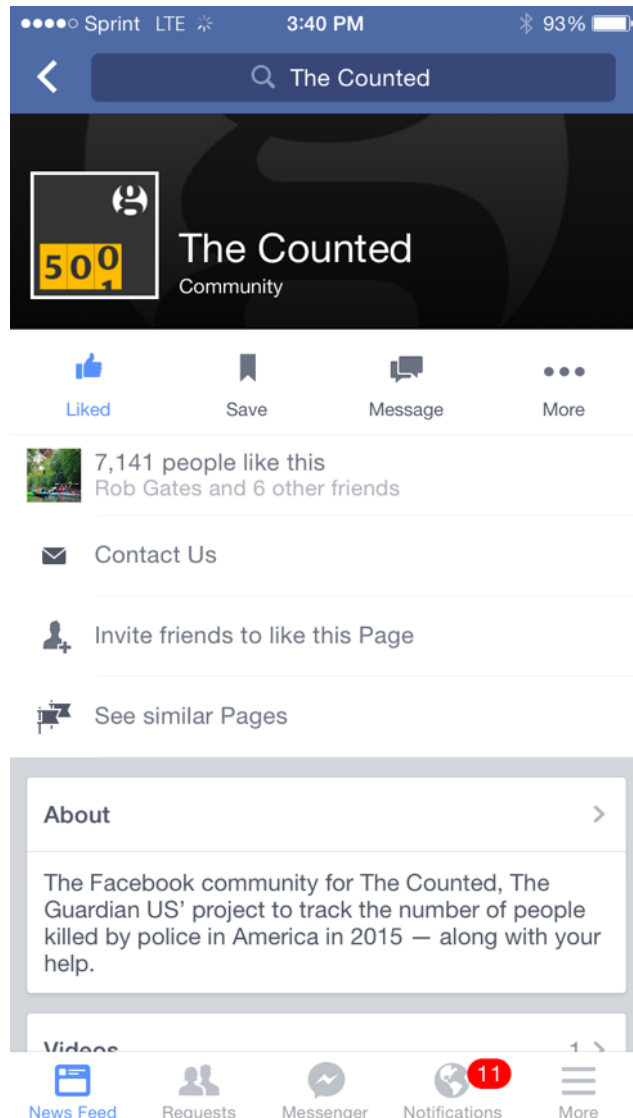
By JODI KANTOR
DECEMBER 26, 2014

27

Jodi Kantor wrote a [front-page article](#) this week about Stanford's pioneering class of 1994. The technology boom created a new world of opportunity — but also, vast new gender gaps.

Here Ms. Kantor describes the process by which she found and assembled her story:

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Sprint LTE 3:41 PM 93%

#TheCounted

The Counted @thecounted 6/4/15
Our count as of this morning
theguardian.com/us-news/ng-int...
#TheCounted

472
people have been killed by
police this year

Find out more at theguardian.com/thecounted

150 50

More from people you follow

The Counted @thecounted
Official Twitter feed for #TheCounted, @GuardianUS's project to document people killed by police in the US in 2015. Send us a tip: theguardian.com/thecounted

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Top Tweets All Tweets

DeThomasis&Buchanan @GvilleCrimeL... 2h
Cop Shoots and Kills Unarmed Man From
Inside Patrol Car Through Rolled-Up
Window
thefreethoughtproject.com/cop-shoots-kil...
#KillerCops #TheCounted #police

#LoveStrong @MykaDean 5h
#ItsTime we stop this #NOW.
#AllLivesMatter

"#TheCounted": number of people killed
by police this year reaches 500 gu.com/p/49yv9/stw

Michael Gross @michaelgrr 9h
500 people killed by US police this year.
theguardian.com/TheCounted/b
#TheCounted Read their stories.

DieBeforeUDie @BaburRealer 14h
#TheCounted project to track the number

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SHARING WHAT WE LEARN

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THANK YOU.

Links: <http://bit.ly/1MJR9ts>

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