

National Journal Communications Council

**Media  
University**

AMU 421: Digital Friendly Media Relations

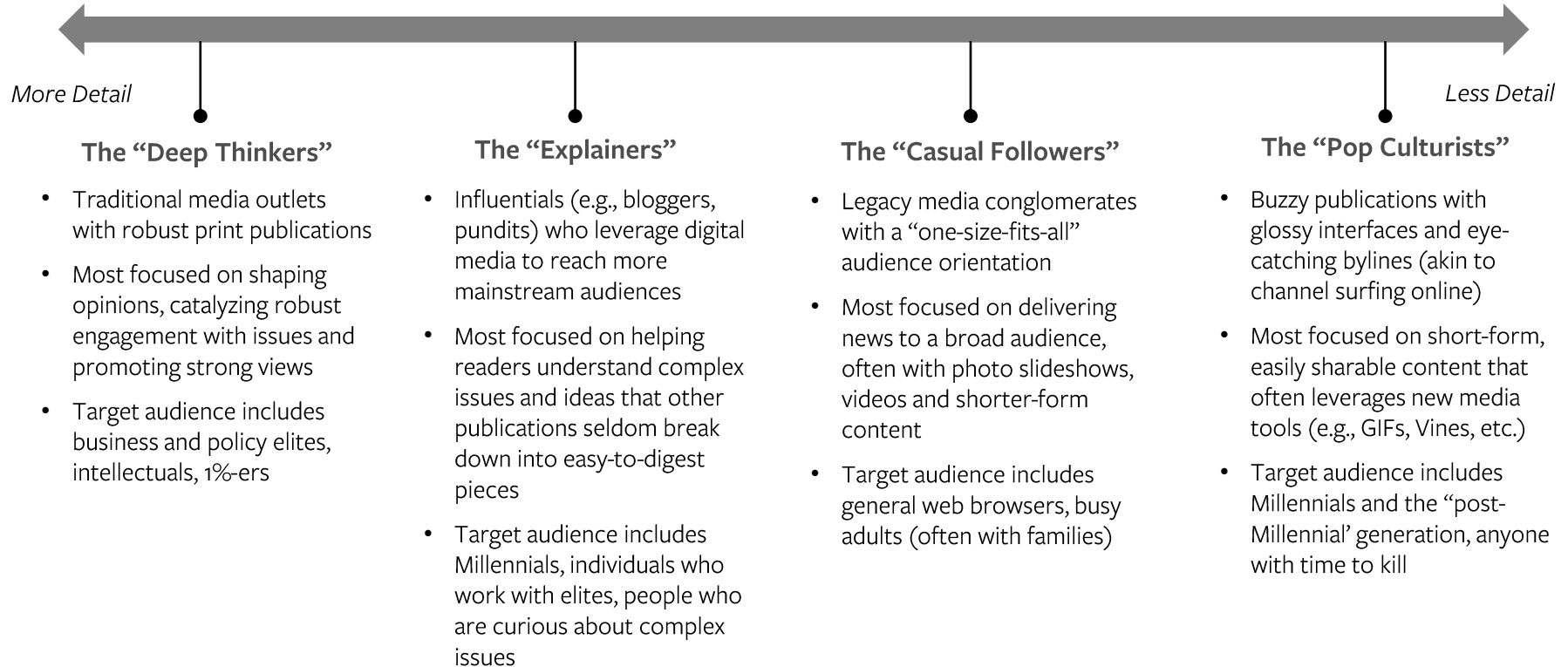
# The Changing Landscape of Newsrooms

March 24, 2015

# Understand the Priorities of Digital Media Providers

Niche-ification of Online Journalism Inspires Tailored Approach to Content Output for Media Companies

Narrative Depth Shaped by Audience Focus and Dictates Final Product

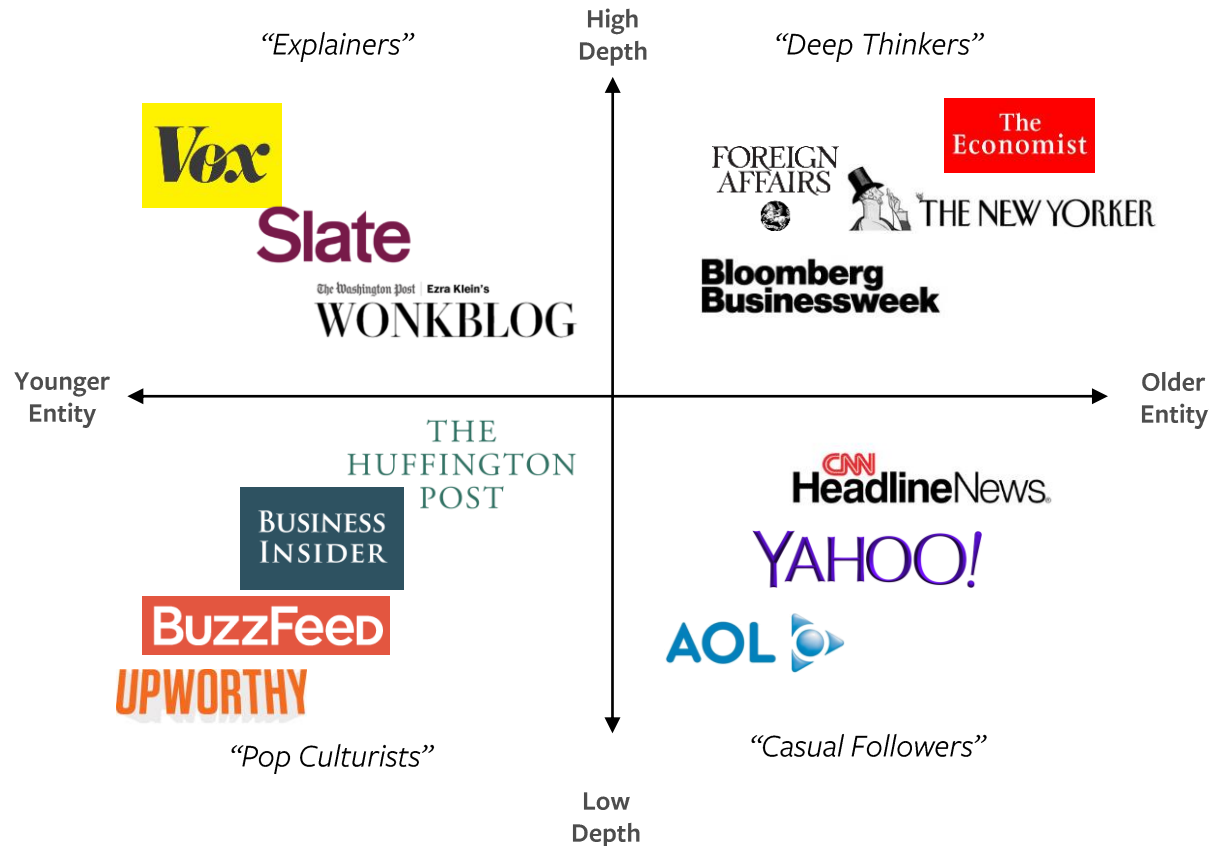


## Relevant Examples



# Age of Publication Does Not Imply Approach to Journalism

Charting Media Outlets According to Narrative Depth and Age Offers Window Into Strategic Ambitions



## “Explainers”

- Grew out of an absence of content from the “Deep Thinkers” that explained issues
- Sprung from more casual fare that didn't engage with issues rigorously enough

## “Deep Thinkers”

- Defined by the oldest publications of record most interested in shaping opinions
- Comprise the “gold standard” of analytic rigor and top-of-mind issue engagement

## “Casual Followers”

- Formed as the brainchild of larger media or tech conglomerates that want a piece of the news pie
- Geared toward providing “breaking news,” top stories and a summary of issues most people should know about (no depth needed)

## “Pop Culturists”

- Emerged from a “Casual Followers” strategy that instead sought to reach younger readers
- Less concerned with explaining issues and more concerned with bottling the “zeitgeist”



# Successful Content Delivery Connects Back to Revenue

Metrics and Audience Engagement Techniques Ultimately Aimed Toward Increasing Revenue Streams

Quizzes in Focus: “Start with the End in Mind”

## Straight-Sell Advertising Model

Best for Maximizing Depth, Engagement



National Journal quiz, “The Ultimate Washington Wonk Quiz”

- Ads rely on a straightforward, “no frills” presentation
- Focus is on interactive content but the ads seamlessly fit in alongside primary material (all to the left) for maximum engagement potential
- Most effective for deepening on-site engagement, generating loyalty for publications

## Fully-Sponsored Model

Best for Generating Clicks, Sharing

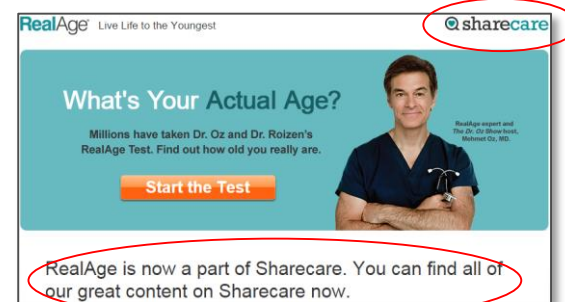


BuzzFeed quiz, “How Would You Die in Game of Thrones?”

- Ad is entirely sponsored by client (ex: HBO), which provides relevant source material and receives help from content creator to mold into ideal format
- Execution puts brand front-and-center, with photos, links to more robust source material
- Most effective for prompting users to share within networks, generating buzz

## Lead Generation Model

Best for Understanding User Behavior, Data Collection



Real Age quiz (sponsored by ShareCare), “What’s Your Actual Age?”

- Ad encourages users to provide important information (e.g., email addresses, health details, business features) in exchange for answers to burning questions
- Execution promotes brand but allows it to recede into the background as the assessment goes on (data is main goal)
- Most effective for learning 1) who target audiences are and 2) what they want/need

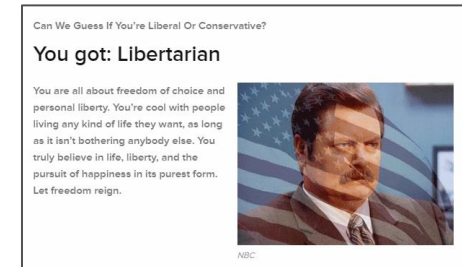
# Quizzes Present Interactive Approach to Working with New Media

Focus on Virality Should Inspire Associations to Think Creatively About Engagement Opportunities

Attract Users with Engaging Title and Theme...

...Build Suspense with Random Yet Related Questions...

...And End with a Satisfying, Share-worthy Payoff



## Potential Quiz Ideas for Associations



- ✓ "From Plisners to Pale Ales: Which Beer Personifies You?"
- ✓ "How Well Do You Know That Beer?"
- ✓ "Who Owns These Famous Beer Brands?"



- ✓ "Is One of These Experimental Planes Your Spirit Animal?"
- ✓ "Which Pilot from Top Gun Are You?"
- ✓ "Would One of These Famous Pioneers in Flight Be Your BFFL?"



- ✓ "Are You More ER or Grey's Anatomy?"
- ✓ "Do You Know What These Obscure Doctors Specialize In?"
- ✓ "Which Fictional Super Surgeon Would You Trust to Save Your Life?"

## Case in Brief

**BuzzFeed**

**Profiled Piece:** BuzzFeed quiz, "Can We Guess If You're Liberal or Conservative?"  
**Organization Type:** Media Company  
**Format:** Interactive quiz