

Rock of Truth 2.0

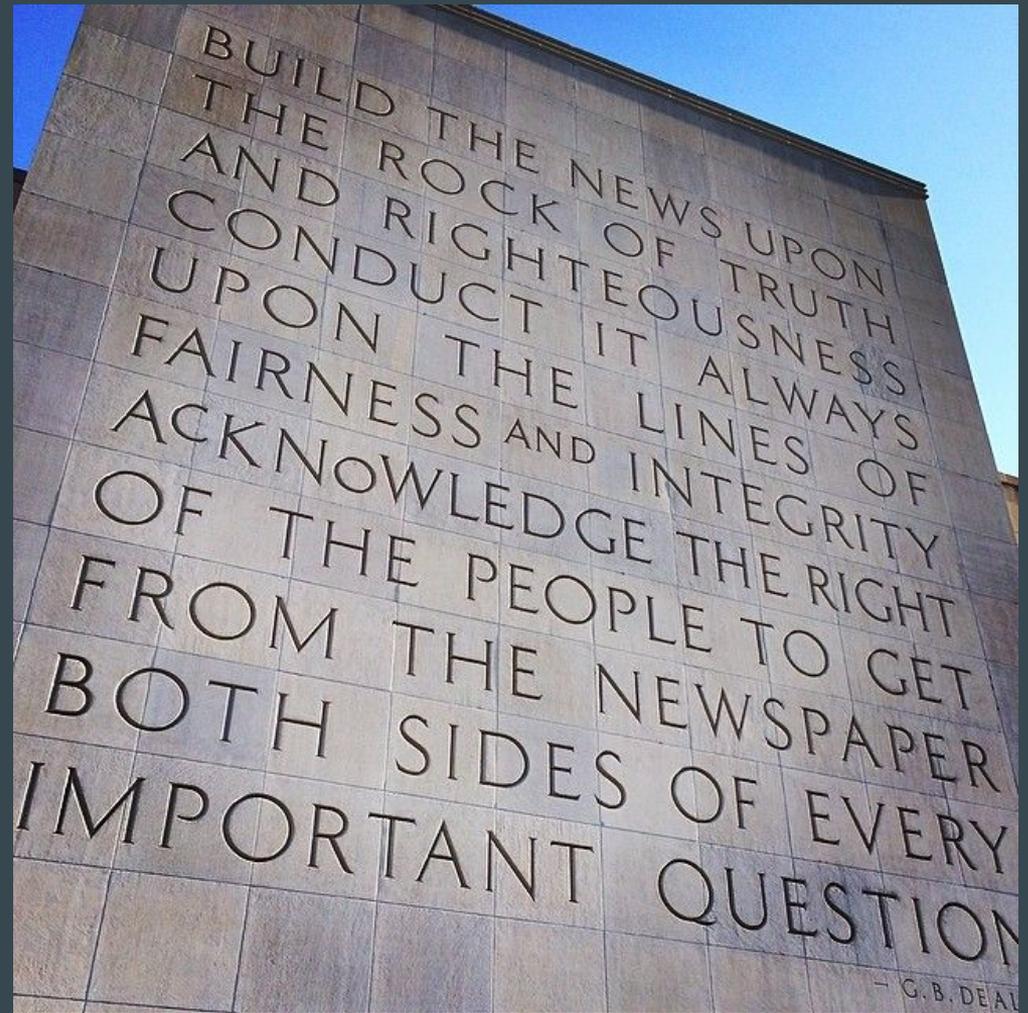


Mike Wilson | @MWilstory
Robyn Tomlin | @robyntomlin

The Dallas Morning News



Rock of Truth



The Dallas Morning News



Dominant print and digital news provider in one of the fastest growing US metro areas

Ownership: A.H. Belo, since 1885

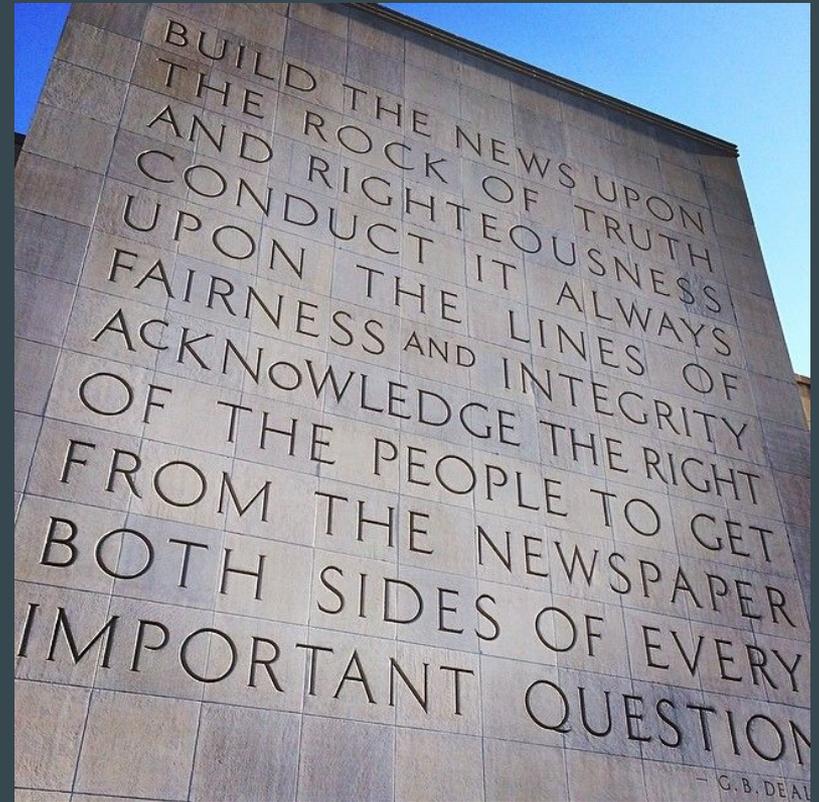
News FTEs: ~270

Print circulation: 140k daily; 220k Sunday

Avg. monthly uniques: 13.5 million (metered subscription - since May)

Brands: DMN, DallasNews, SportsDayDFW, GuideLive, AIDia (Spanish-language), Briefing

Diversified digital marketing services portfolio



A solid foundation

Arts & Life

6 non-latte reasons we love pumpkin

It's basic, but it's darn good for you

By **KEVIN J. WHELAN**

It's hard to resist the warm, comforting embrace of a pumpkin pie. But there are other reasons to love this seasonal treat. Here are six non-latte reasons we love pumpkin.

1. **It's healthy.** Pumpkin is a good source of fiber, potassium and antioxidants. It's also low in calories and fat.

2. **It's versatile.** Pumpkin can be used in a variety of dishes, from soups and stews to breads and pastries.

3. **It's easy to grow.** Pumpkin is a relatively easy vegetable to grow in a home garden.

4. **It's delicious.** Pumpkin has a sweet, nutty flavor that is perfect for both savory and sweet dishes.

5. **It's beautiful.** Pumpkin is a beautiful sight, especially when it's in its prime orange color.

6. **It's a tradition.** Pumpkin is a part of many cultures' traditions, especially during the fall harvest season.



Metro & State

Teacher slips past districts that don't share hiring info

By **KEVIN J. WHELAN**

Teacher recruitment is a complex process, but it's one that's often hindered by a lack of communication between school districts. A new initiative aims to change that.

The initiative, called the "Teacher Recruitment Network," will allow districts to share information about job openings and hiring processes. This will help ensure that qualified candidates are not overlooked.

The network will also provide a platform for districts to discuss best practices and challenges in teacher recruitment. This will help improve the overall quality of the teaching workforce.



Where age and beauty unite

By **KEVIN J. WHELAN**

Age and beauty are often seen as separate concepts, but they can be united in a single person. A new show explores the lives of women who have achieved both.

The show, titled "Age and Beauty: A Journey," features the stories of several women who have defied the odds and achieved success in their respective fields. Their stories are a testament to the power of hard work and determination.

Pace of tornado recovery is encouraging

By **KEVIN J. WHELAN**

The recovery from the recent tornadoes in the Dallas area is progressing well. The pace of rebuilding is encouraging, and many homes are being restored.

Local businesses and organizations are working together to provide support and resources to those affected by the disaster. The community's resilience is a source of pride.

Category	Value	Category	Value
Real Estate	\$47 million	Construction	\$27 million
Manufacturing	\$356.254 million	Transportation	\$163 million
Retail	\$168 million	Healthcare	\$95 million
Education	\$100 million	Government	\$85 million

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Business

Toyota's on

By **KEVIN J. WHELAN**

Toyota is making a significant investment in its Dallas plant. The company is planning to build a new manufacturing facility to meet the growing demand for its vehicles.

The new facility will be located in the North Dallas area and is expected to be completed by the end of the year. This investment demonstrates Toyota's confidence in the Dallas market and its commitment to the local economy.



Land trust takes its time

By **KEVIN J. WHELAN**

A land trust is taking its time to acquire a large tract of land in the Dallas area. The trust is focused on preserving the natural beauty and ecological value of the land.

The land trust has been in negotiations with the landowner for several months. The acquisition is expected to be completed in the next few months. The land will be used for conservation purposes and will be open to the public for recreational activities.

FACTS ABOUT 1

Category	Value
Population	12,390
Unemployment	4.1%
Median Income	\$101,500

The bottom line

By **KEVIN J. WHELAN**

The Dallas economy is showing signs of recovery. The unemployment rate is low, and the median income is high. This indicates a strong and growing economy.

The Dallas area is a major hub for business and industry. The presence of major corporations and a diverse workforce are key factors in the region's economic success.

INSIDE

Category	Value
Real Estate	\$47 million
Manufacturing	\$356.254 million
Retail	\$168 million
Education	\$100 million

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LAUNCH VS 3

LAUNCH VS 3

LAUNCH VS 3

SportsDay

Automotive Classified, LLC

College Football OU rebounding

Jobs, real estate

By **KEVIN J. WHELAN**

28 10 14

Cowboys/NFL coverage inside, 7-12C, 16C

By **KEVIN J. WHELAN**

The Dallas Cowboys are looking to rebound from a disappointing start to the season. The team's performance in the early weeks has been lackluster, but they are determined to turn things around.

The Cowboys' offense has struggled to find its rhythm, but their defense has been solid. The team's coaching staff is confident that they can improve and make a strong push for a playoff spot.



Young QB is making pace to keep job

By **KEVIN J. WHELAN**

A young quarterback is making a strong case to keep his starting job. His performance in the recent games has been impressive, and he has shown the ability to lead the team.

The coaching staff is impressed with the young QB's growth and maturity. They believe he has the potential to become a star player and lead the team to success.

Rotation's collapse results in early playoff exit

By **KEVIN J. WHELAN**

The Dallas Stars' rotation has collapsed, leading to an early exit from the playoffs. The team's defense has been unable to contain the opposition's offense, and they have lost several key games.

The coaching staff is looking for ways to improve the team's performance in the next season. They believe that with the right adjustments, the Stars can be a competitive team in the playoffs.

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LAUNCH VS 3

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GAME 5: Dallas 28, Cincinnati 14

Rookie-led Cowboys show Bengals who's boss

SPORTSDAY: Elliott had 134 yards and two TDs and Prescott added two scores as Dallas improves to 4-1, 7-10, 16C

The Dallas Morning News

Local, Texas, Monday, October 10, 2016

Presidential Debate

By **KEVIN J. WHELAN**

Farrell to be a cardinal

By **KEVIN J. WHELAN**

Cardinal Daniel N. Flores has announced that he will be stepping down from his position as bishop of Dallas. He will be replaced by Cardinal George O'Connor.

Cardinal Flores has served the Dallas diocese for many years and has been a strong leader and advocate for the Catholic Church. His departure is a significant event for the local church community.



Analysis: Clinton stays calm but returns attacks

By **KEVIN J. WHELAN**

Clinton stayed calm but returned attacks during the debate. She focused on her record and the needs of the American people.

Clinton's performance was a mix of strength and vulnerability. She showed a clear understanding of the issues and was able to connect with the audience. However, she also showed some signs of nervousness and was unable to fully address the challenges she faces.

Analysis: Trump may cheer base, but did he add votes?

By **KEVIN J. WHELAN**

Trump may cheer his base, but it's unclear if he added votes. His performance was more focused on attacking Clinton than on presenting his own vision.

Trump's performance was a mix of strength and vulnerability. He showed a clear understanding of the needs of his base and was able to connect with the audience. However, he also showed some signs of nervousness and was unable to fully address the challenges he faces.

WORLD

Amtrak sparks protest

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INSIDE

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Rangers' messy ending was just unacceptable

By **KEVIN J. WHELAN**

The Rangers' messy ending to the season was just unacceptable. The team's performance in the playoffs was a disappointment.

The Rangers' coaching staff is looking for ways to improve the team's performance in the next season. They believe that with the right adjustments, the Rangers can be a competitive team in the playoffs.

New Vision

“Imagine a newsroom where we think of *The Dallas Morning News* first as a digital news organization.”

“Imagine a newsroom where we are driven much more by what the audience needs and much less by what we’re used to doing.”

-Mike Wilson, May 2015

The online newspaper

The Dallas Morning News ePaper Subscribe Sign In

www.dallasnews.com/news/education/headlines/20150821-1.6-billion-dallas-school-bond-package-to-go-on-nov.-3-ballot.ece

Staff Writer

Published: 21 August 2015 10:38 PM
Updated: 21 August 2015 10:38 PM

Dallas ISD trustees on Friday approved placing a \$1.6 billion bond package on the Nov. 3 election ballot.

Now it's time to sell it to voters.

"The plan is financially conservative. It's been extremely well-planned for well over a year. It's a major win for the kids of Dallas," trustee Mike Morath said.

The package includes money for nine new and replacement schools, 290 additional classrooms, technology upgrades, improvements to cafeterias and science labs, and other enhancements. The district also expects to add prekindergarten classes and to expand specialized programs, such as Montessori and career training.

Trustees voted 7-0 to have the election in November. Trustees Bernadette Nutall and Joyce Foreman had scheduling conflicts and were not at the meeting.

Foreman said in a written statement that she preferred to wait until May for a bond vote. She said the plan was rushed, lacked dollar amounts for individual projects and would shortchange her District 6 in southwest Dallas.

Morath countered that it is equitable and that the money is going where the kids and

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Trending

True story: Strolling through NorthPark with David Byrne during the mall's 50th birthday

 Dallas struggles with a sea of stray dogs

 Surgeon who wrote of becoming killer is denied bail reduction

New leadership



Mike Wilson
Editor
February 2015



Robyn Tomlin
Managing Editor
September 2015

The Empirical Project

Content

- > Understand what content the DMN newsroom should provide, and in what forms, to serve its mission and to engage readers
- > How will DMN find the right balance between various content types and form factors

Capabilities

- > What skills must the newsroom have to produce desired content across platforms
- > What roles and resources are needed and in what numbers

Organization & Workflow

- > How should the newsroom be organized
- > What are the workflows to produce content and engage readers
- > What tech tools are needed and how should they be used

Newsroom of the Future



ORGANIZE coverage around people instead of institutions. Derive content from questions about interesting and important phenomena that affect their lives. ([Obsessions](#))



PLAN all our journalism for digital platforms and distill from that content a great newspaper produced each day by a print-focused team. ([Digital-to-Print workflow](#))



CURATE the best stories available, using our expertise to encapsulate the world for our readers. ([Aggregation](#))



DESIGN new jobs and expand existing ones to build a staff trained in an array of digital skills. ([New roles and skills](#))

Newsroom of the Future



DESIGNATE newsroom specialists with advanced abilities in data, programming, interactive design, curation, audience engagement, video and analytics. (New teams)



EXPAND our training to include mandatory baseline digital training for the majority of the staff, and higher level classes for specialists. (Continuous learning)

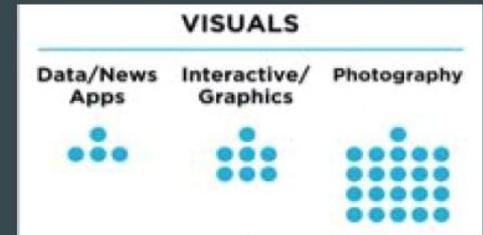
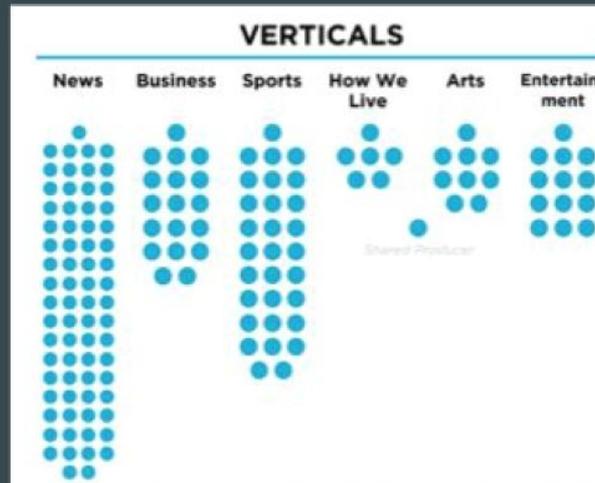
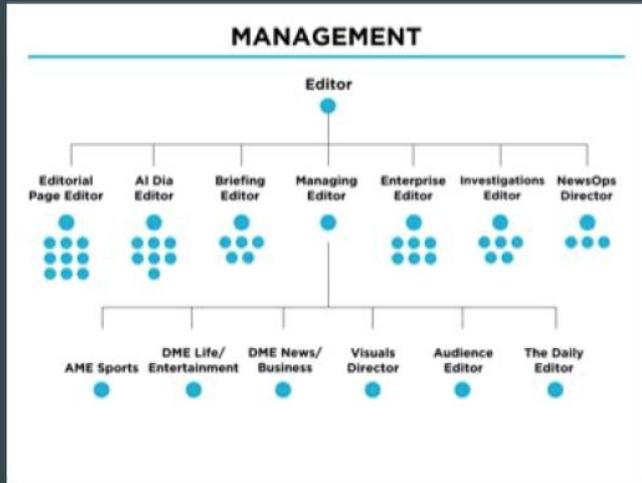


SHIFT our workflow to publish everything online earlier. (Start earlier, post when ready)



IMPROVE communication and stop duplicating efforts. (Slack, budgeting tool)

A new structure





The Dot Race

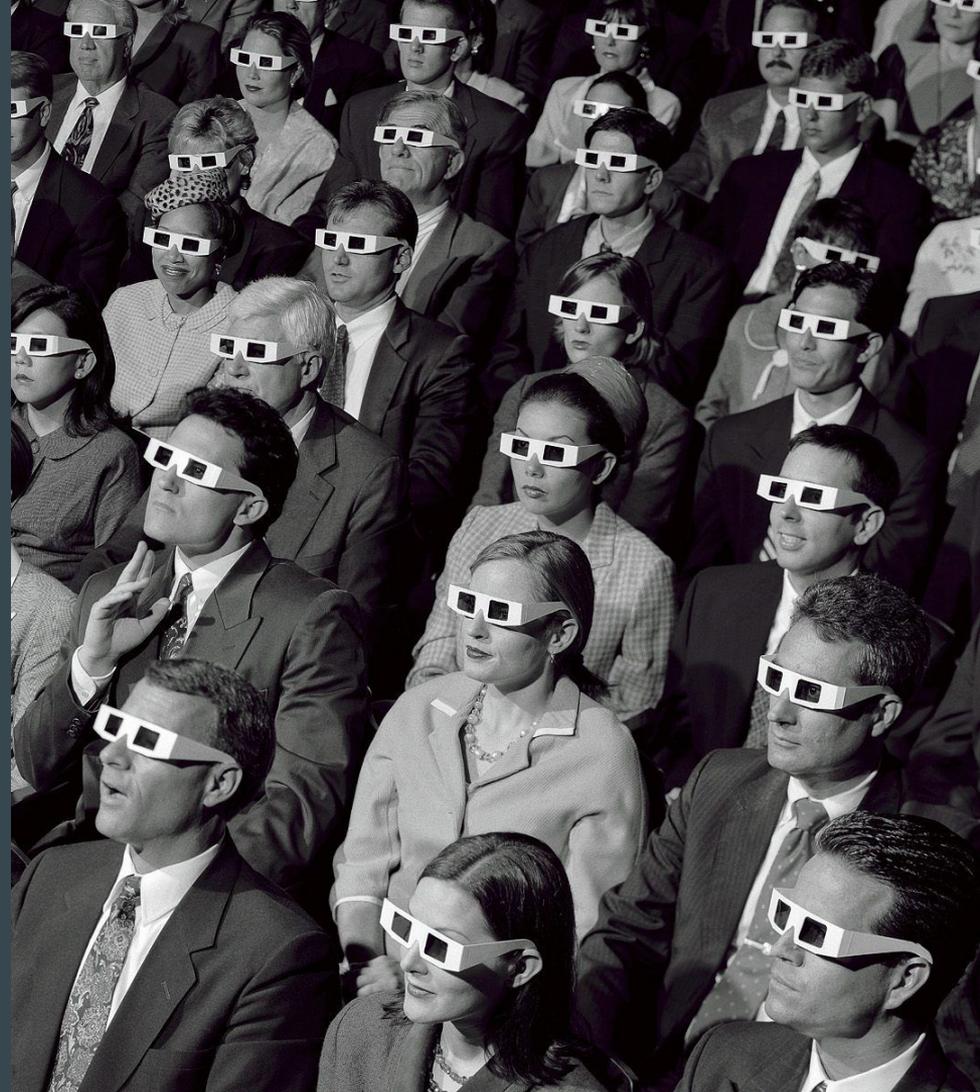
50%

Percentage of full-time staff members (more than 130 people) moved into different jobs or have significantly different roles/responsibilities.

Audience and analytics

Audience Team

- > 18/7
- > Homepage
- > Social (FB, FB Live, FBIA, Twitter, Instagram, Snapchat)
- > Mobile apps/push alerts
- > Newsletters
- > Headline coaching, A/B testing
- > Story production coaching
- > Analytics
- > Project release planning



Analytics

- > Analytics editor
- > Transparent to all
- > Custom dashboard for writers
- > Tools: Parse.ly, Google Analytics Premium, API's Metrics for News,
- > A/B testing
- > Analytics training



Audience Goals

Why are we doing this?

- > Raise **awareness** of audience best practices and get journalists using metrics to drive behaviors.
- > Focus on **outcomes**, not on activities
- > Create a **growth** mindset
- > Develop personal & team **accountability**



Personal Metrics report: July 1, 2016

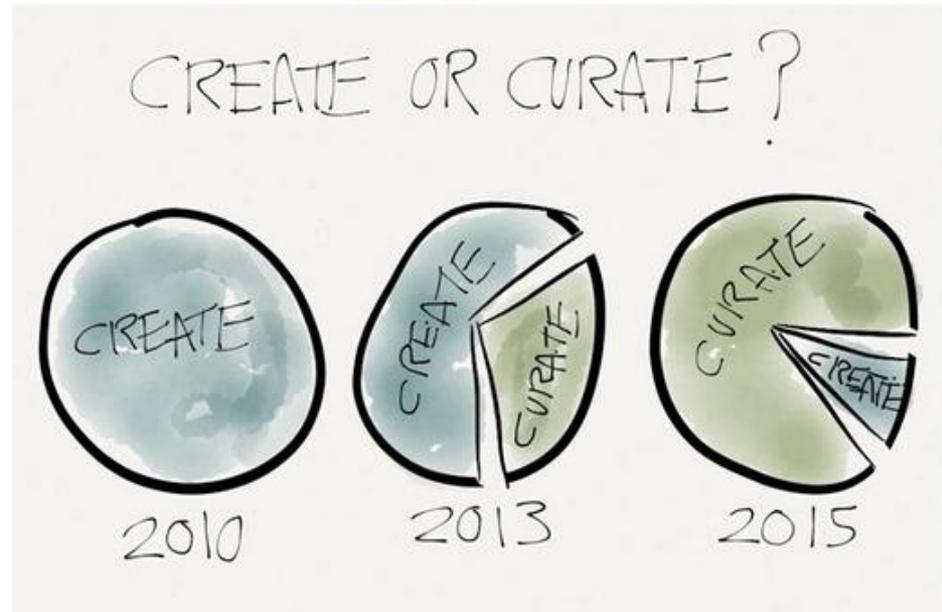
Purpose: The API Metrics for News indexes have been designed not to replace human judgment but to give journalists new ways to understand how readers interact with content. To produce the indexes, the American Press Institute analyzes readership data collected as part of the newspaper's online measurement process.

DMN Index Numbers for: Jane Doe

Total index:	99	<i>Metric definitions</i>			
Overall readership	114	A weighted measurement of how content performs in terms of: <ul style="list-style-type: none">• Average page views• Reading time per story			
Social readership	65	A weighted measurement of how content performs in a combination of: <ul style="list-style-type: none">• The percentage of readers drawn to the content by social media• The number of times readers shared a stories on Facebook, Twitter and other social media channels• The average social share rate			
Local readership	123	A weighted measurement of how content performs in combination of: <ul style="list-style-type: none">• Page views by local readers• Average time spent by local readers in your posts• Social media referrals by readers in your area• The percentage of readers who are local			
Loyal readership	101	Loyal users are those who visit the site three or more times. This index is a weighted measurement of how content performs in regard to: <ul style="list-style-type: none">• Average page views by loyal readers• Average time spent in stories by loyal readers			
Average monthly visitors	122,476	Average views per post	3,346	Total engaged minutes	1,548,564

Content

Focus on curation



Curation

- > Curated by sports producer
- > Gathered from staff tweets, observations and (attributed) links to reporting from *The Seattle Times*
- > This story had 75,000 visitors; 116,000 pageviews
- > Sports publishes an average of 50-60 posts a day
- > Overall, posts get an average of 3,500 visitors

The screenshot shows a mobile web page from SportsDay. At the top, it says "SportsDay" and "Now reading the latest in COWBOYS NEWS". Below the navigation bar (Home, Scores, Standings, Stats, Schedule, Roster, Transactions), the article title is "Kam Chancellor was a 'little surprised' by Ezekiel Elliott's physical play, says unnecessary roughness penalty 'wasn't no flag'". The author is listed as "COWBOYS". Below the text is a photograph of Ezekiel Elliott in a Dallas Cowboys uniform being tackled by Kam Chancellor in a Seattle Seahawks uniform.

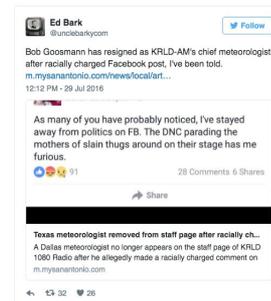
The screenshot shows two tweets from Twitter. The first tweet is from "Draft Cowboys (4-1) @DraftCowboys" and says "Zeke looking to hit someone. vine.co/v/5OYpH0U2rVZ" with 205 retweets and 174 likes. The second tweet is from "Jon Machota @jonmachota" and says "Ezekiel Elliott vs. Kam Chancellor (via @draftcowboys) vine.co/v/5OYDr1lejie" with 100 retweets and 125 likes.

Breaking News Team

- > 18/7
- > Heavy focus on news aggregation, social news gathering
- > Not just DFW -- across Texas
- > Breaking news reporters (5)
- > Breaking news producers (3)
- > Breaking news enterprise (3)
- > Breaking news editors (4)



Weatherman Bob Goosmann denied there were any racial undertones to the incendiary Facebook comment that led him to resign as chief meteorologist at KRLD (1080 AM).



Bob Goosman Facebook

The Facebook message, posted Wednesday, said, "As many of you have probably noticed, I've stayed away from politics on FB. The DNC parading the mothers of slain thugs around on their stage has me furious."

The comment came after black women whose children have died while in custody, in police shootings or other gun violence took the stage at the Democratic National Convention.

Don't be boring

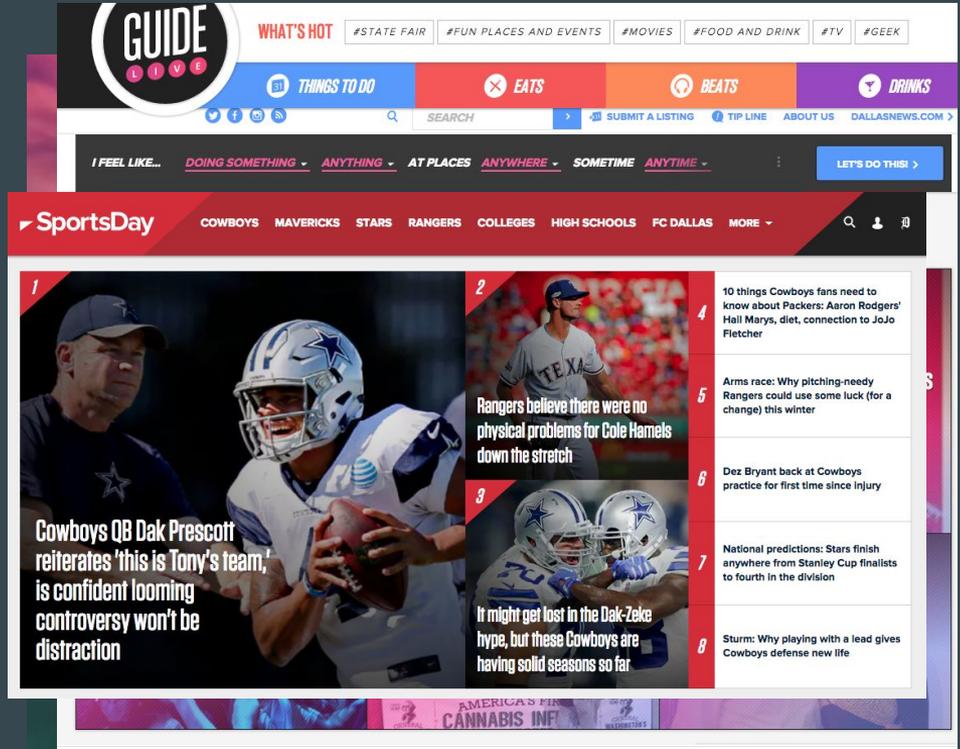


MakeAGIF.com

Technology and tools

Serif

- > Work with LifeBlue, a Dallas-based boutique design/dev firm
- > Created to power GuideLive
- > Adapted to power SportsDayDFW and SportsDayHS
- > Taken to scale to power DallasNews
- > Easy to use
- > Best in class for building engaging stories



A new DallasNews

- > Fully mobile responsive
- > Strong, visual format
- > Tag- and topic-driven navigation
- > Infinite scroll, article-to-stream nav encourages serendipity, recirculation
- > Algorithmic story streams akin to social
- > Competitive, integrated advertising
- > Coming soon: Stream personalization

The screenshot displays the homepage of The Dallas Morning News. At the top, there are several promotional banners, including one for AAA Insurance stating 'YOU COULD SAVE AN AVERAGE OF \$381 ON AUTO INSURANCE' and another for 'Start Free Quote'. The main header features the newspaper's name, 'The Dallas Morning News', and navigation links for 'ePaper', 'Subscribe', and 'Sign In'. Below the header is a horizontal menu with categories: Home, News, Business, Sports, Entertainment, Arts & Life, Opinion, Obit, Marketplace, and DMNstore. A search bar is located on the right side of the menu.

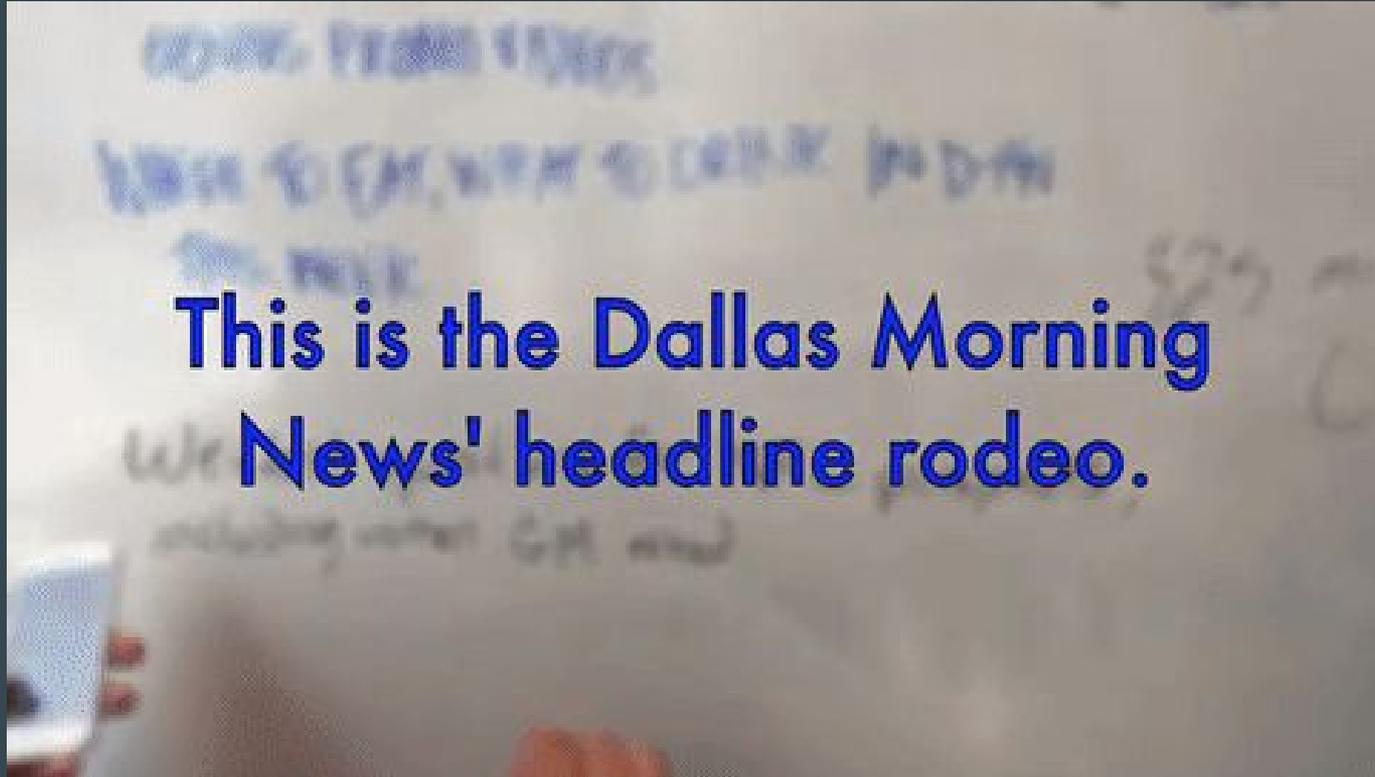
The main content area features a large article titled '93-year-old with Alzheimer's is target of Dallas real estate firm's lawsuit'. The article includes a photograph of an elderly woman, Ruth Sanders, sitting in a chair. The text of the article discusses her Alzheimer's disease and how it affected her memory, leading to her being moved to an affluent area. Below the main article is a 'Related Stories' section with several links to other news items, such as 'Green space is sparse amid boom in Uptown' and 'Dallas real estate giant Henry S. Miller Jr. dies'.

To the right of the main article is a 'The Latest >' section with a list of recent news items, including 'Matt Mosley: Here's what's absurd, scary and embarrassing - that Jerry Jones would question link between football and CTE' and 'Student protests spark improvement plans for crumbling South Oak Cliff High'.

At the bottom of the page, there is a 'Weather >' section with a '7-day Forecast >' and a 'Microcast' video player showing a man in a suit pointing at a weather map.

Advertisements are integrated throughout the page. One ad for 'AMAZING EXTERIORS' promotes 'Benefits of Exclusive Ultrex® Windows' with features like 'Up to 30% Energy Savings' and '8 Times Stronger Than Vinyl Windows'. Another ad for 'BANK OF THE OZARKS' offers a '1.30% APY' rate on a 12-month CD.

Headline Rodeo



This is the Dallas Morning
News' headline rodeo.

Results ... so far

Overall Uniques: **+55% yoy**

DFW Uniques: **+33% yoy**



Questions?



Mike Wilson | @MWilstory
Robyn Tomlin | @robyntomlin

The Dallas Morning News

