The Optimization of KSHB 41 Action News

Newsroom Analytics Team
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In Summary.....

We devised a plan that could potentially increase KSHB’s revenue by as much as $194,000 to $263,000.
Overview

- Our client: KSHB 41 Action News
- Our assignment: To help KSHB increase revenue and better engage with its audience with the help of digital analytics
- Our mentor: Brad Best, professor of Interactive Advertising II
- Interactive Advertising II project
Our First Steps

- Set up weekly meeting times
- Met with Brad Best every Friday at 11a.m.
- Kept each other updated and discussed findings
Observing KSHB’s Coverage

- KSHB’s Web design
Observing KSHB’s Coverage

Turning cooler over the next several days

Strong t-storms will continue in portions of Central Kansas today. Those storms will try to push toward KC overnight...

Tornado moves H.S. graduation location
5 hours ago

Salvation Army provides assistance in Orrick

Pedestrian hit by car and killed in KCMO

Slice, Dice, or mash, amigo.

Find Out More
Observing KSHB’s Coverage

- Signed up for the email newsletter and mobile app alerts
Observing KSHB’s Coverage

- Downloaded the mobile app for iPhone
Observing KSHB Coverage

Facebook

Twitter
Further Education

SiteCatalyst

SEO

Google Analytics Certification
Different Sections

- Design
- Analytics
- Video
- Mobile
- SEO
- Email
- Facebook
- Twitter
- Pinterest
- Instagram
- Dashboards
Conference Call

- Took place Tuesday, March 18th
- Spoke with Bill Smith about KSHB’s mission, goals and future plans
- Main concerns:
  - How do we get people to interact with the site?
  - How do we get people to continue to watch the newscast?
  - How can we not sacrifice one for the other?
Following the Conference Call….

- Became full-time students in Interactive Advertising II class
- Become acquainted with students in the class
- Became more educated on optimization, Web design, strategic planning and advertising
What Classmates Found....

● Make better use of white space on website
● Make a clearer distinction between news and entertainment on website
● Share more video and make it more easily accessible
● Redirect breaking news notifications to their corresponding stories on the mobile app
● Become more active on Google Plus
● Add more variety to email newsletter content
What Classmates Found….

● Engage more with users on Facebook
● Add more personality to tweets
● Use Pinterest to spread KSHB’s content
● Use Instagram to gain more young viewers
Dashboard Research

- Looked at KSHB’s current dashboards
- Made suggestions based off research on how KSHB could improve utilization of dashboards
Narrow down your metrics
Suggestion 1 - Narrow down your metrics

- General rule of thumb - about three to five metrics per dashboard; definitely no more than 10
- Data dashboards like a car dashboard - should only give you what you need
- Metrics should define success for the whole business.
- Take poll of what editors/reporters/sales team members need to see
## Add context to data

### Key Metrics

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sessions</td>
<td>147,562</td>
</tr>
<tr>
<td>Users</td>
<td>116,165</td>
</tr>
<tr>
<td>Pageviews</td>
<td>281</td>
</tr>
<tr>
<td>Pages / Session</td>
<td>0.00</td>
</tr>
<tr>
<td>Avg. Session Duration</td>
<td>00:02:38</td>
</tr>
<tr>
<td>Bounce Rate</td>
<td>0.14%</td>
</tr>
<tr>
<td>% New Sessions</td>
<td>61.17%</td>
</tr>
</tbody>
</table>

### Visitor Segmentation

- **New Visitor**: 63.9%
- **Returning Visitor**: 36.1%
Add context to data

- Should never report a metric all by itself
- “Rule number one is that there is no metric on a dashboard that exists without context, because it is the only way to ensure insights jump out rather than questions.” - Avinash Kaushik, Occam’s Razor
- Could provide benchmarks, goals, segmentation or prior performance to add context to data
Add context to data
Interpret the data
Interpret the data

- Have a section for insights where you interpret data and recommend actions
- Numbers should tell a story
- Give information, not data
- Bad dashboard - “data pukes,” with no further action; Good dashboard - tries to actively improve effectiveness and efficiency for business
Suggestion 3- Interpret the data

The Columbia Missourian:

- Weekly analytics reports sent to everyone in the newsroom that provide insight to numbers; offers suggestions
  - Analytics discussion during budget meeting
  - Dashboard on large screen in newsroom
Final Total Monetization Figures

\[
\text{(Pageview totals in past year x [5\% or 10\%])}/1000 \times $8 \\
\text{CPM} = \\
$194,000 \text{ to } $263,000
\]
Final Presentation

- Occurred Thursday May 8, 2014 in Smith Forum
- Each group presented its section
- Received positive feedback from Bill Smith
What We Learned

- The ins and outs of how a newsroom could make revenue
- Mindset of a journalist vs. news consumer
- How to think more strategically as journalists
- Importance of keeping up with trends
- Not to be complacent
How Project Could Benefit Other Newsrooms

- Project’s purpose = to help newsrooms optimize
- Gives newsrooms insights to what users potentially want to see from them
- How to market themselves above the competition
Any questions?