INMA - Master Class

May 2024

Media Groups

Advance Ohio ↗
- Cleveland.com
- The Plain Dealer*

Alabama Media Group ↗
- AL.com
- Red Clay Media
- The Lede

Advance Media New York ↗
- Syracuse.com
- NYup.com
- NY Cannabis Insider
- The Post-Standard
- Central New York Magazine

GulfLive ↗
- GulfLive.com

Lone Star Live ↗
- LoneStarLive.com

MassLive Media ↗
- MassLive.com
- The Republican*

MLive Media Group ↗
- MLive.com
- The Ann Arbor News
- The Bay City Times
- The Flint Journal
- The Grand Rapids Press
- Jackson Citizen Patriot
- Kalamazoo Gazette
- Muskegon Chronicle
- The Saginaw News

PA Media Group ↗
- PennLive.com
- The Patriot-News
- Penn Studios

Oregonian Media Group ↗
- OregonLive.com
- The Oregonian
- Here is Oregon

Reckon ↗
- Reckon.news

Staten Island Media Group ↗
- SILive.com
- Staten Island Advance

NJ Advance Media ↗
- NJ.com
- Jersey's Best
- LehighValleyLive.com
- NJ Cannabis Insider
- The Times of Trenton
- The Express-Times
- South Jersey Times
- Hunterdon County Democrat
- The Star-Ledger*
- The Jersey Journal*

ADVANCE LOCAL

Where we are starting

- Three Buckets

TOOLS TO ENHANCE WORKFLOW

EXPERIENCES FOR AUDIENCES

LEVERAGING DATA IN NEW AND UNIQUE WAYS

Feeback
Loop

The Good

A brief history on comments

The people formerly known as the audience are simply *the public* made realer, less fictional, more able, less predictable. You should welcome that, media people. But whether you do or not we want you to know we're here.

– Jay Rosen, 2006

The Good

Citizen Journalism – Circa 2004 - 2008

The Bad

A little history on comments

"Some of the comments on YouTube make you weep for the future of humanity just for the spelling alone, never mind the obscenity and the naked hatred."

– Lev Grossman

Problems the news industry faced

Could'a, Should'a, Would'a

We couldn't efficiently manage the volume of comments

We couldn't easily find diamonds in the rough

We couldn't do anything with the first party data

We didn't know how to incentivize providing first party data

We didn't know how to incentivize better behavior

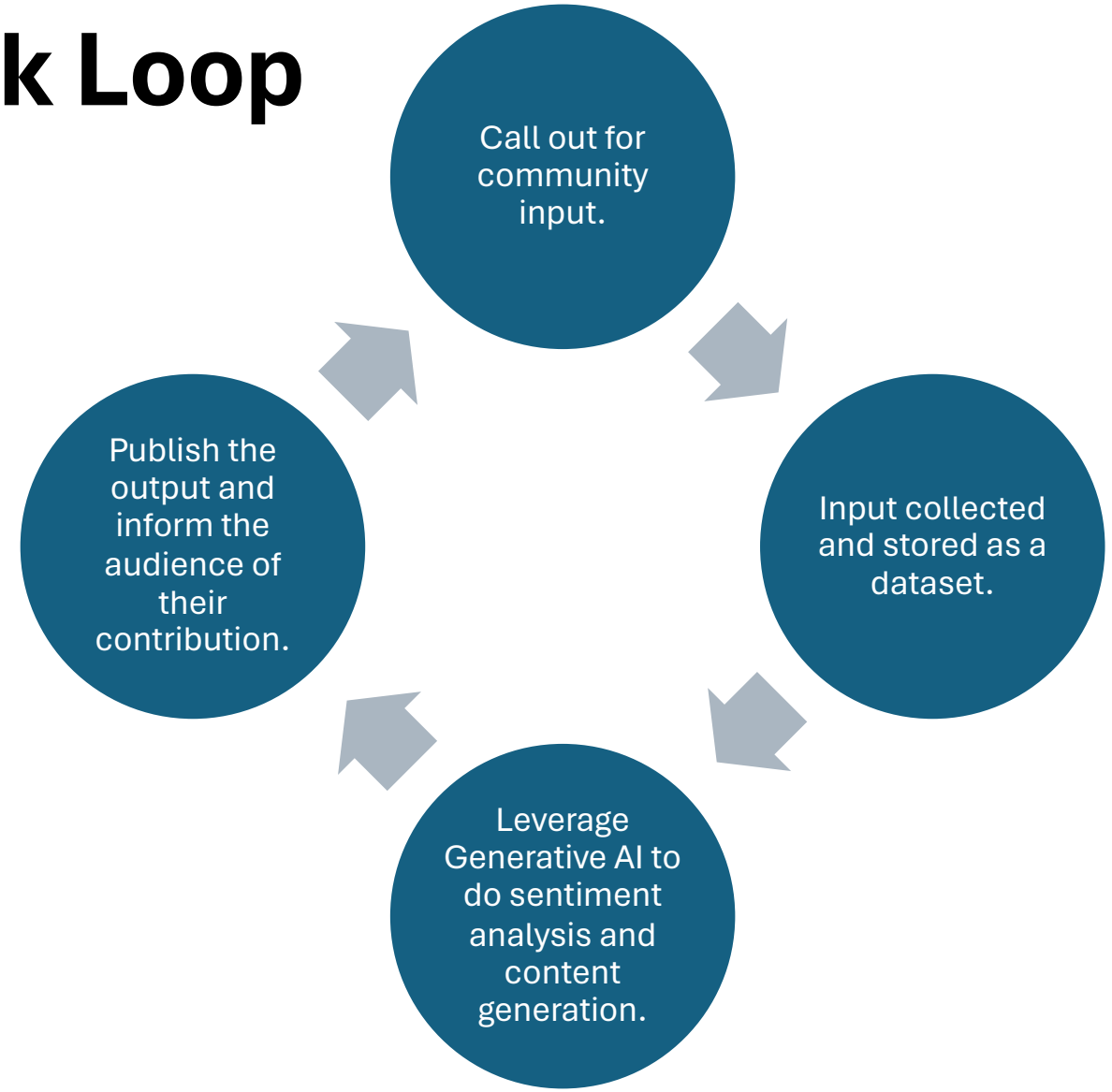
We wouldn't regularly engage our most active audience members

We wouldn't consistently respond to or acknowledge feedback

We didn't integrate feedback into the reporting process effectively

We didn't have a streamlined system for identifying trends in comments

Feedback Loop



NEWS

Feedback wanted: Identifying Staten Island's most pressing traffic problems

Published: Apr. 27, 2024, 9:15 a.m.

Persistent traffic and transit issues are one of Staten Island's biggest headaches. Which is the most pressing? (File Photo) Jan Somma-Hammel/Staten Island

By Gail Lubin | glubin@siadvance.com

STATEN ISLAND, N.Y. -- It impacts every Staten Islander in every corner of the borough, and seemingly at all times of the day or night: traffic.

We want to hear from you what the most important and pressing traffic and transportation issues are. What needs to be fixed right now?

We invite you to fill out our feedback form and we will assess where Staten Islanders think efforts -- of our reporting, and hopefully of the borough's elected officials and the city and state agencies who have just launched a task force on the subject -- should be focusing in 2024.

Share your thoughts

What is the one traffic or transportation improvement that Staten Island needs, today?

*

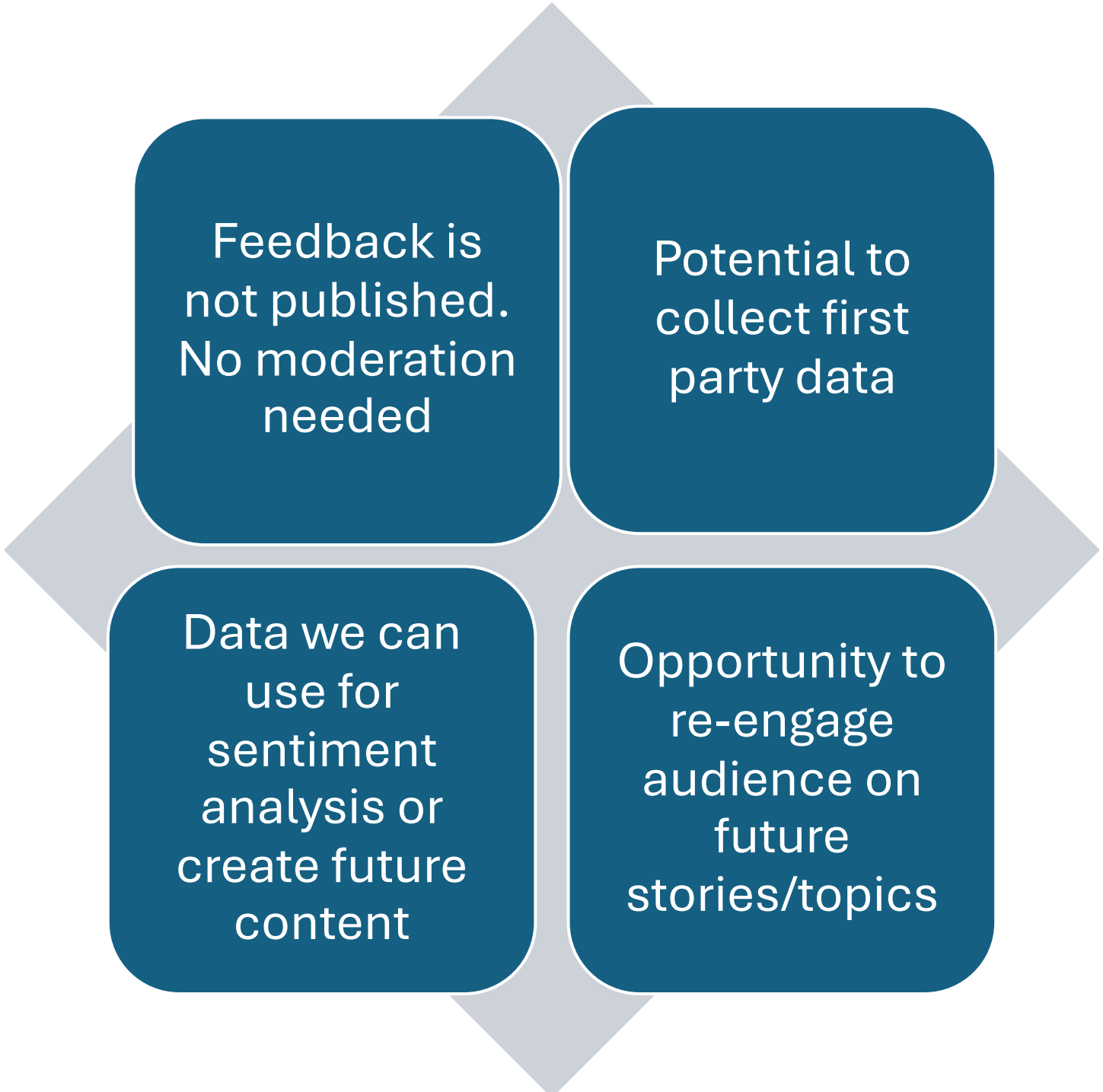
Your contributions could inform future stories.

Submit →

Callout = Directional feedback of high quality

I feel that they should legalize it because of the revenue it would bring to the state and besides people still use it in Texas	May 11, 05:29 AM
I smoke cannabis. I'm 77 years old have a blocked artery in my leg. The cannabis leaves the pain.	May 10, 10:57 AM
After moving to TX from WI four years ago due to Cancer (G.I.S.T)... I am appalled at the conservative, arrogant and ignorant nature of Texas politicians and law enforcement. To have such strong criminal consequences for a misguided, out of date (Reagan) federal statute is truly disheartening.	May 9, 10:10 PM
Regulating the sales of these substances to minors should be implemented. In addition, these products should not be sold in gas stations and should only be sold by licensed operators. Banning of these products would not be ideal as they have helped more people than they have negatively impacted. I hope the senators consider voting against the lieutenant governor's proposal.	May 9, 07:57 PM

The audience intuitively knows the difference between a "comment" and responding to a callout


Feedback is not published. No moderation needed
Potential to collect first party data
Data we can use for sentiment analysis or create future content
Opportunity to re-engage audience on future stories/topics

Early Insight

A successful implementation of a “feedback loop” has two components that require minimal development.

First: The editorial framing of a “callout” to the audience for participation.

Second: In the AI layer that interprets the data in a repeatable format and can produce reliable outputs.

Where we hope to goes… But it’s very early

Success Metrics

This is a lightweight MVP

Goal is to assess the public’s interest and our ability to meaningfully engage with Generative AI as a mediating layer.

Larger Vision

- The project demonstrates AI's potential to transform audience engagement, creating meaningful, community-driven experiences.
- Getting more feedback from the communities we serve - to inform reporting.
- Success could lead to
  - A scalable model for interactive content creation.
  - Building trust with the audience through active participation and collaboration.

Audience Engagement In A New Era

The core value of news organizations that centers on listening to the audience should be reimagined in an AI era.

Thank you

- David Cohn
- Dcohn@advancelocal.com