

Rock of Truth 2.0



Mike Wilson | [@MWilstory](#)
Robyn Tomlin | [@robyntomlin](#)

The Dallas Morning News



Rock of Truth

BUILD THE NEWS UPON
THE ROCK OF TRUTH
AND RIGHT OF TRUTH
CONDUCT IT ALWAYS
UPON THE LINES OF
FAIRNESS AND INTEGRITY
ACKNOWLEDGE THE RIGHT
OF THE PEOPLE TO GET
FROM THE NEWSPAPER
BOTH SIDES OF EVERY
IMPORTANT QUESTION

— G. B. DEAL

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

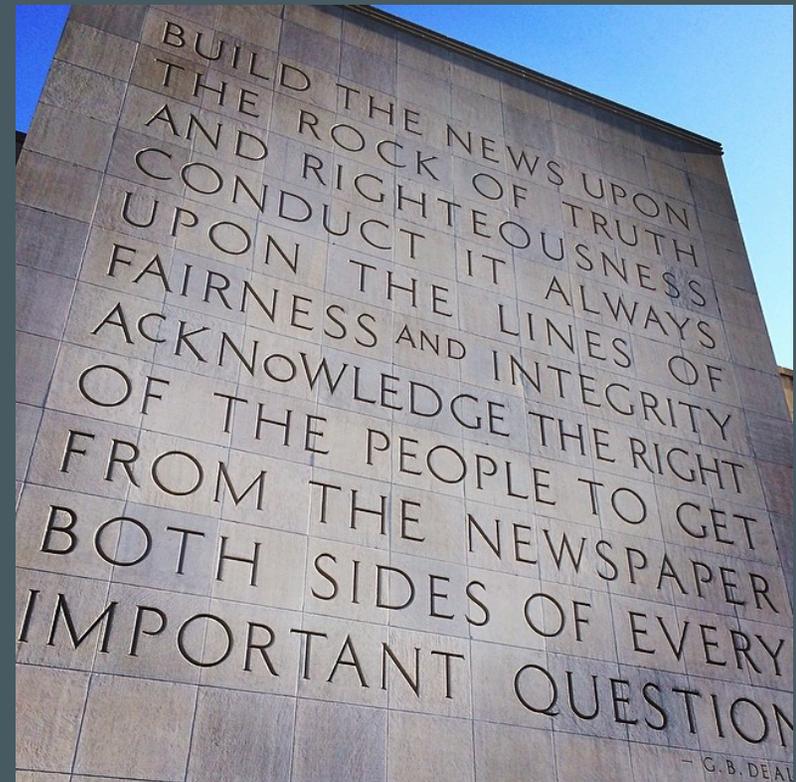
News FTEs: ~270

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

By Melissa Formis '16



London's Lament takes on the title of another Texas City. Ann Richards is depicted here. Theater on Fort Worth.

Texans resu a political s

By [Author Name]

When the Texas Legislature reconvenes in January, it will be a political spectacle. The state's political landscape is shifting, with new faces and alliances emerging. The Texas economy is showing signs of recovery, and voters are looking for change. The political arena is filled with speculation and anticipation.



LAUNCH OPENING NIGHT 10.13.16

Metro & State

Monday, October 10, 2016

Teacher slips past districts that don't share hiring info

By [Author Name]

Teachers are finding it easier to find jobs in one district than another, a trend that has led to some districts being more competitive than others. This is due to a lack of transparency in hiring practices across different districts.



London's Lament, an opera by the Texas City Opera, is shown here. The opera is a tribute to Ann Richards.

Where age and beauty unite

By [Author Name]

Spending family gatherings around a McMane pigmat is a tradition in Texas. The McMane family is known for their hospitality and the delicious food they serve. It's a time for family and friends to come together and enjoy each other's company.

Pace of tornado recovery is encouraging

By [Author Name]

Recovery from the recent tornadoes in Texas is progressing faster than expected. Many homes are being rebuilt, and businesses are reopening. The community spirit is strong, and everyone is working together to get back on their feet.

\$47 million	\$166,354	\$27	\$41	\$1
\$18.8 million	\$19,000	\$05	\$3	\$6

SAVE WITH A STATE FAIR or TEXAS Family 4-Pack

Each Family 4-Pack includes 4 General Admission Tickets and 40 Food Item Credits.

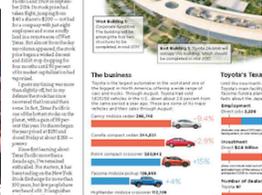
Business

Monday, October 10, 2016

Land trust takes its time

By [Author Name]

A land trust is taking its time to acquire a large tract of land. The trust is focused on preserving the natural beauty of the area and providing a safe haven for wildlife. The acquisition process is slow but steady.



Toyota's on Rolling rookies

By [Author Name]

Toyota's new car models are rolling off the production line. The company is proud of the quality and performance of its vehicles. The new models are designed to meet the needs of a wide range of drivers.

Rotations collapse results in early playoff exit

By [Author Name]

The collapse of rotations in the NFL has led to an early playoff exit for some teams. Coaches are looking for ways to improve their defenses and prevent such a collapse in the future.

The bottom line

By [Author Name]

The bottom line for many businesses is that they need to focus on their core competencies. Diversification can be risky, and it's important to stay focused on what you do best.

LAUNCH

OPENING NIGHT 10.13.16

SportsDay Automotive Classified, LLC

Monday, October 10, 2016

Rolling rookies

By [Author Name]

Young QB is making case to keep job

Prescott's near-flawless game pace victory



AMERICAN LEAGUE DIVISION SERIES: GAME 3

By [Author Name]

Rotations collapse results in early playoff exit

By [Author Name]

The bottom line

By [Author Name]

LAUNCH

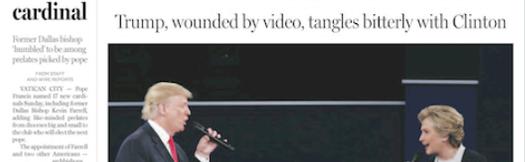
OPENING NIGHT 10.13.16

The Dallas Morning News

Monday, October 10, 2016

No holds barred

Trump, wounded by video, tangles bitterly with Clinton



Analysis: Clinton stays calm but returns attacks

By [Author Name]

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

By [Author Name]

WORLD

By [Author Name]

Rangers' messy ending was just unacceptable

By [Author Name]

LAUNCH

OPENING NIGHT 10.13.16

LAUNCH

OPENING NIGHT 10.13.16

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

Mention this ad and receive
20% OFF
your entire next purchase
Find your local showroom >

Central Market
WEEKLY SAVOR

FRESH WHITE GULF SHRIMP
Fresh from the Gulf and almost as large. Ask about our homemade Central Market cocktail sauce.
SAVE \$2.00
\$15.99/lb.
CLICK HERE FOR MORE SPECIALS >

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

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 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

Call to Action

We won't let the Rock of Truth crumble. Not on our watch.

The Dallas Morning News urgently needs sweeping change. Because we haven't had sufficient evolution, we now need a revolution.

Our entire approach to telling, presenting and promoting our stories has to change to serve our increasingly digital audience. Every job in the newsroom must change. We must set different priorities.

If we cannot find a way to make digital a compelling experience that is compatible with the daily lives of our readers, then not only will our fortunes decline, so will our public service.

We must act.

The future is digital. In fact, the present is digital — and we're missing out.

-Empirical Committee, August 2015

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)

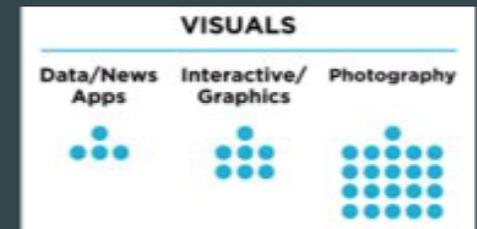
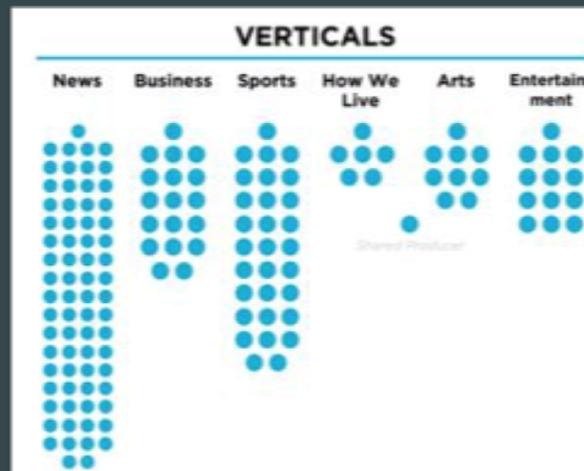
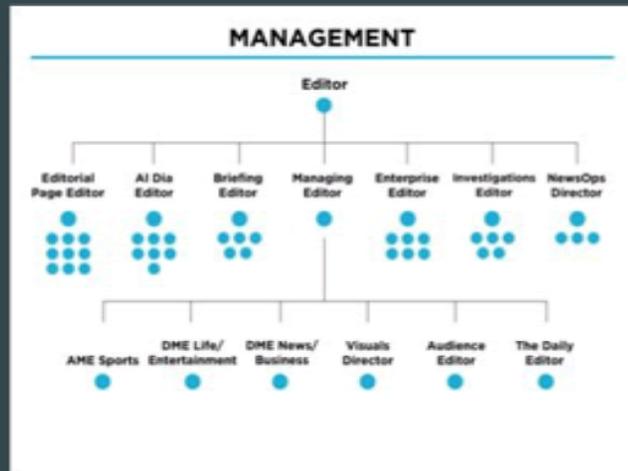


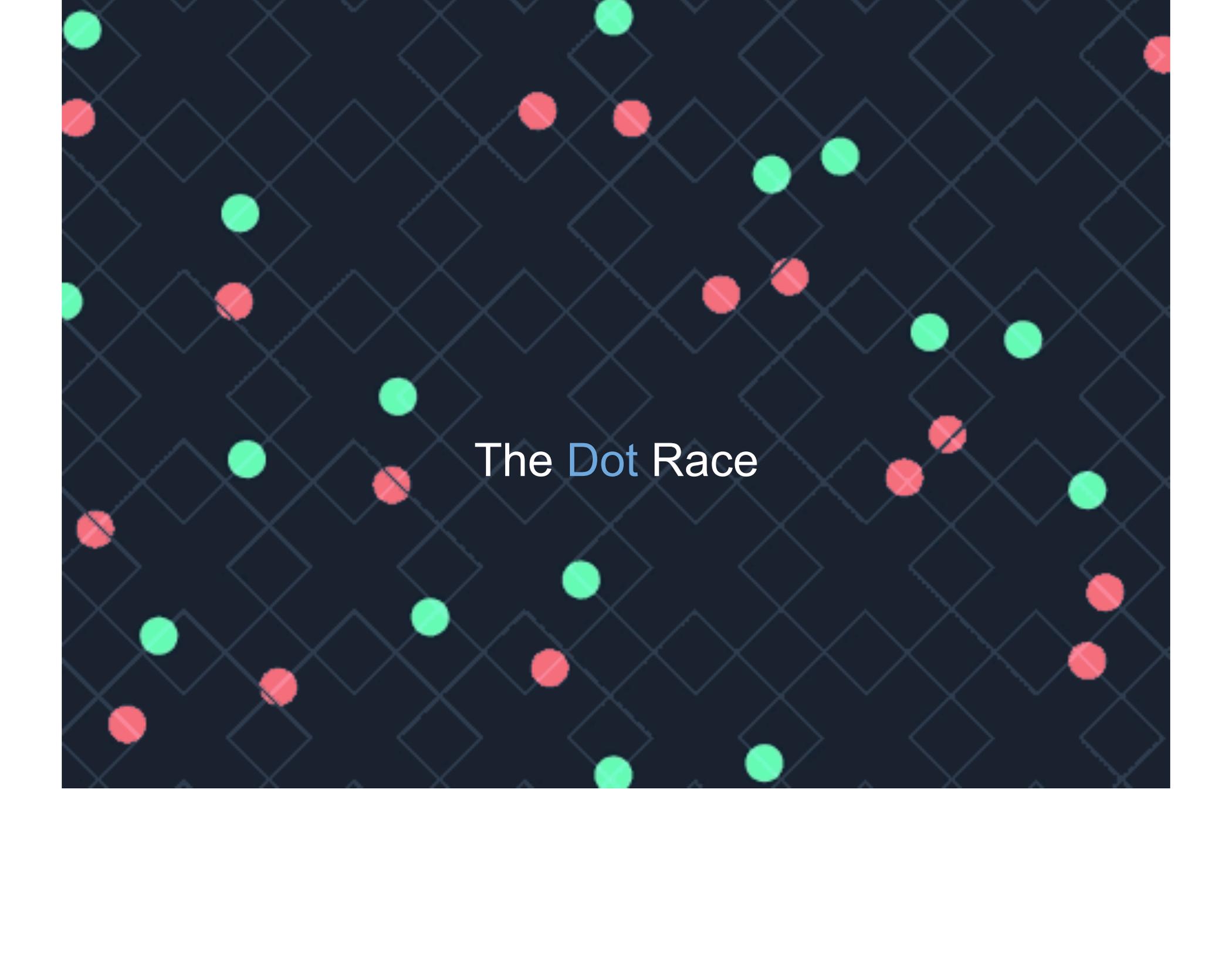
SHIFT our workflow to publish everything online earlier. (Digital first)



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

A new structure





The Dot Race

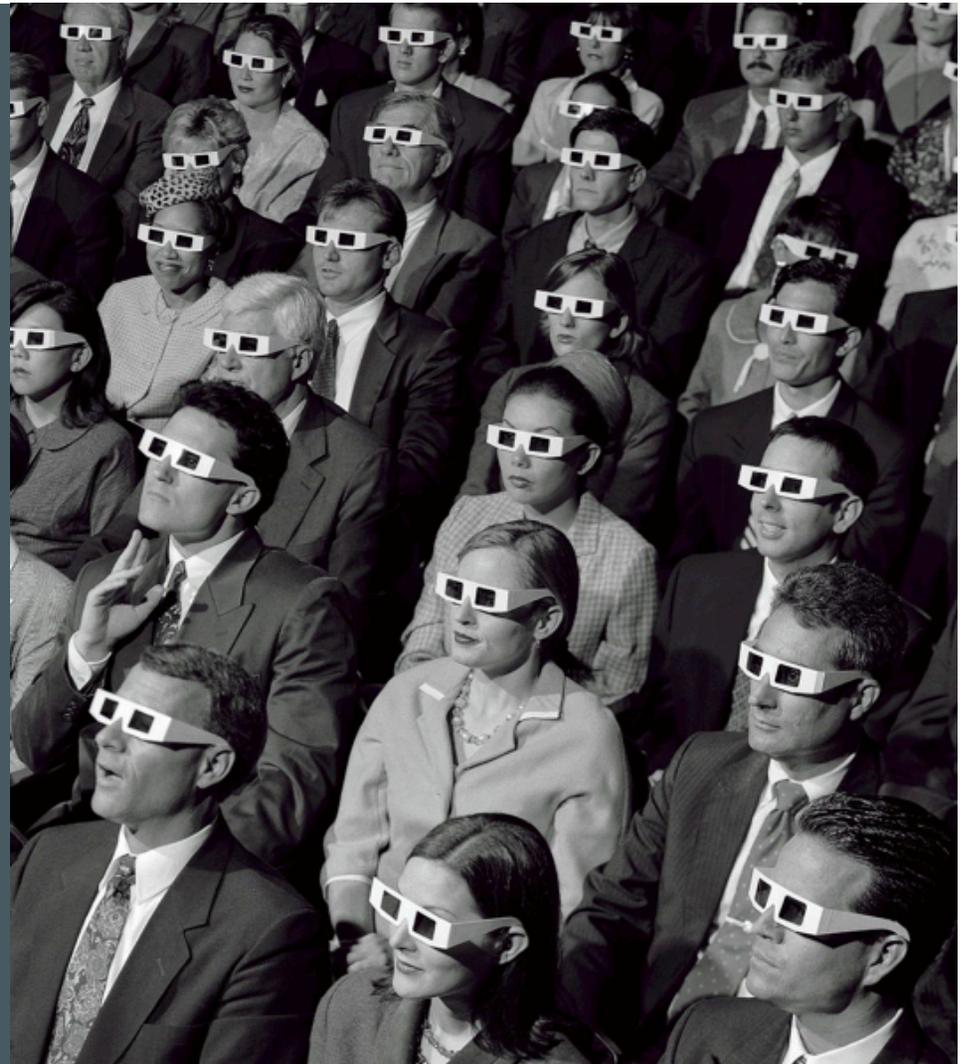
50%

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

Audience and analytics

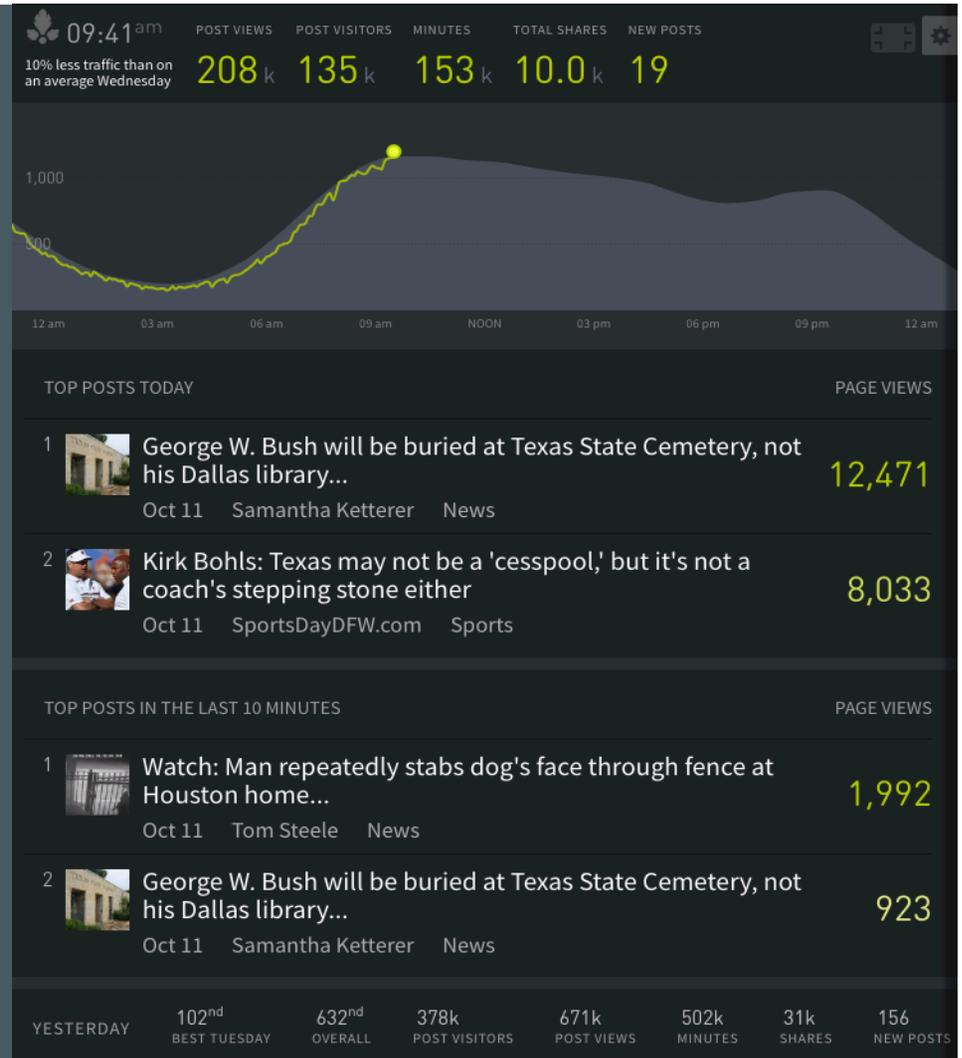
Audience Team

- > 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 plans



Analytics

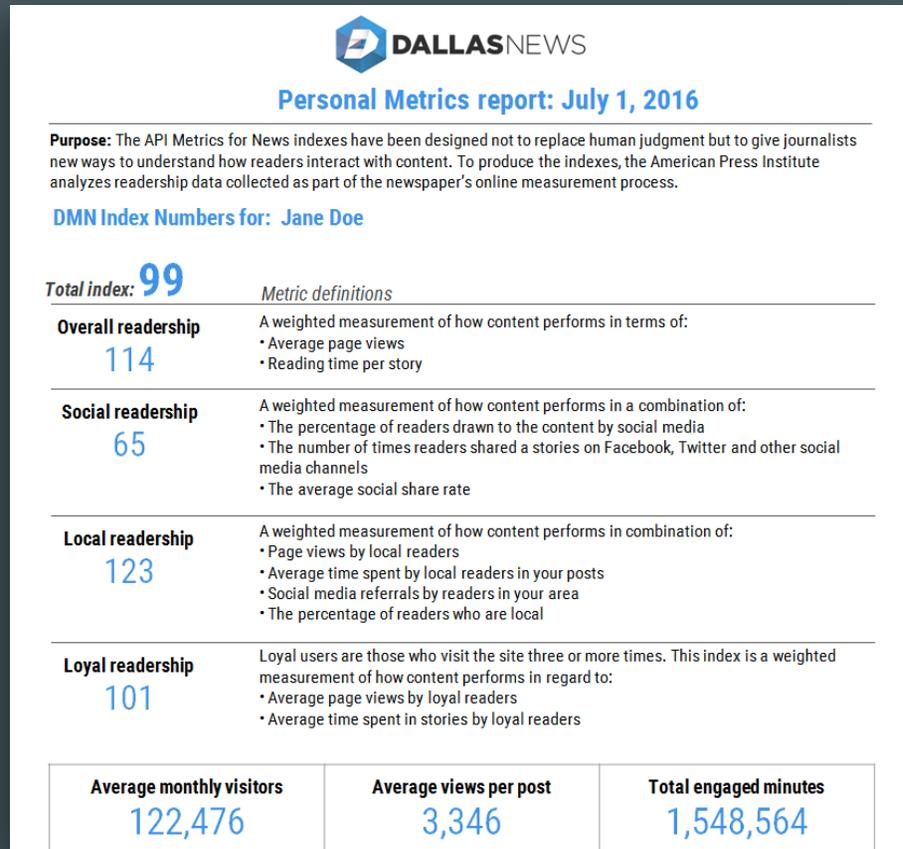
- > Analytics editor
- > Transparent to all
- > Custom dashboard for writers
- > Tools: Parse.ly, Google Analytics Premium, API's Metrics for News,
- > A/B testing
- > Analytics training



Audience Goals

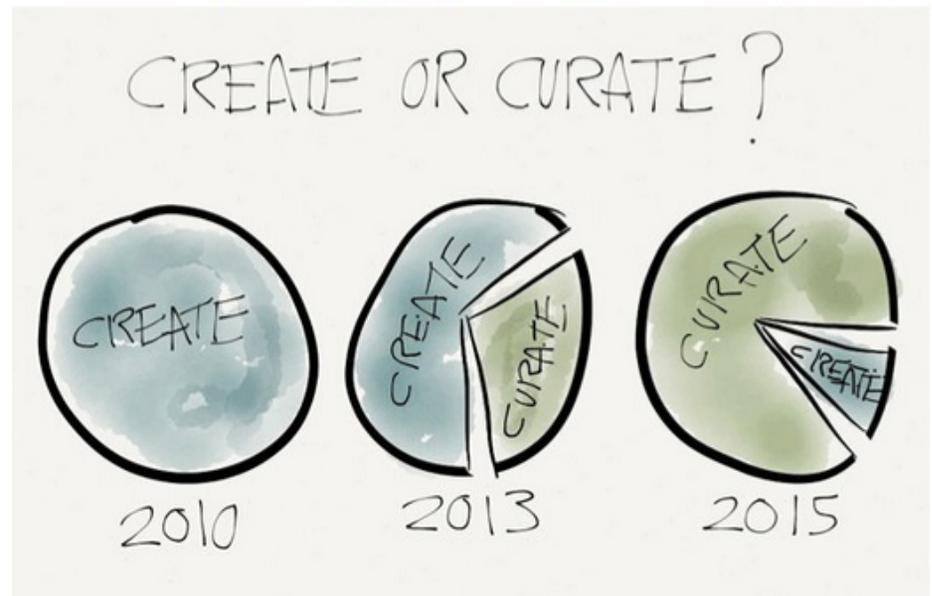
Why are we doing this?

- > 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**



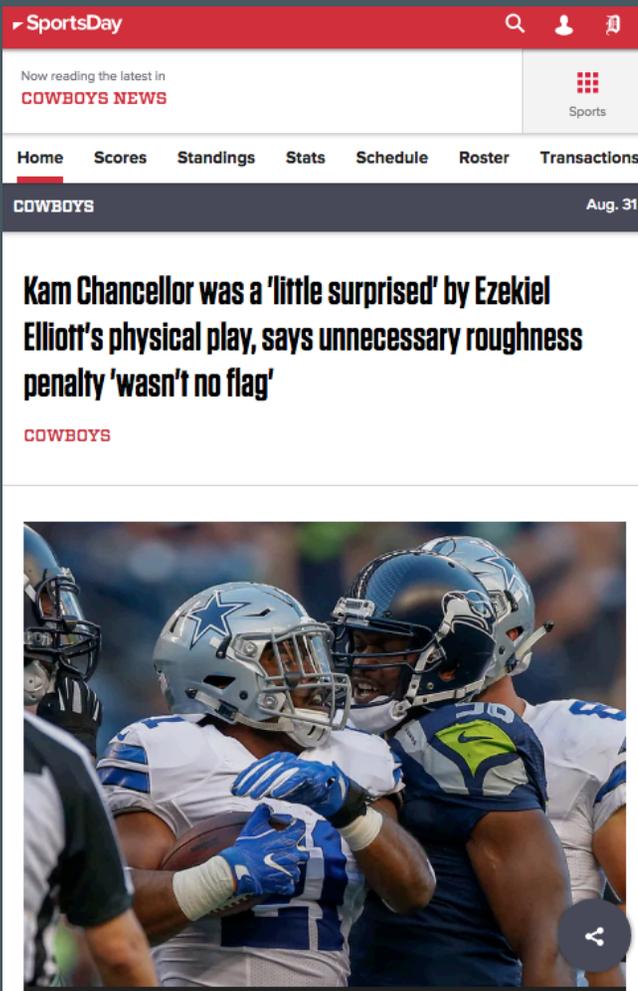
Content

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



SportsDay

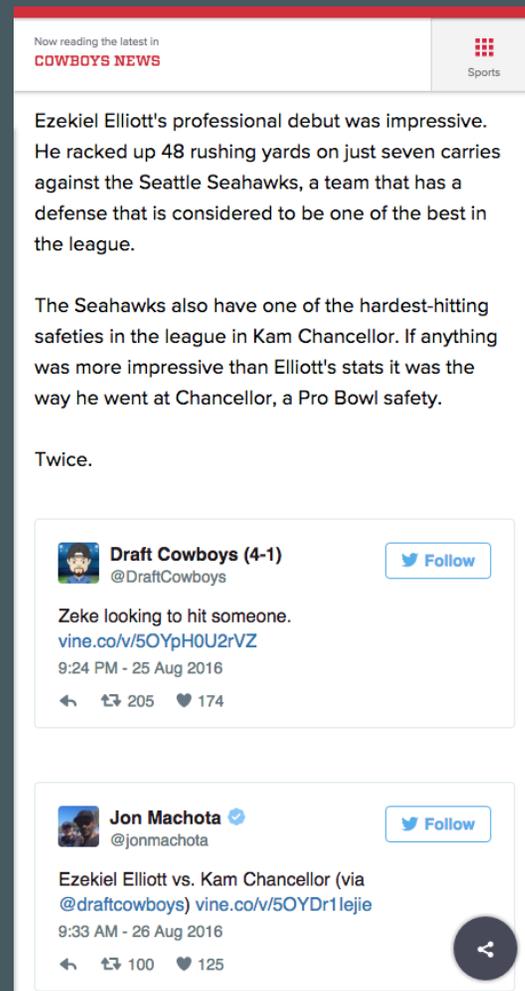
Now reading the latest in
COWBOYS NEWS

Home Scores Standings Stats Schedule Roster Transactions

COWBOYS Aug. 31

Kam Chancellor was a 'little surprised' by Ezekiel Elliott's physical play, says unnecessary roughness penalty 'wasn't no flag'

COWBOYS



Now reading the latest in
COWBOYS NEWS

Sports

Ezekiel Elliott's professional debut was impressive. He racked up 48 rushing yards on just seven carries against the Seattle Seahawks, a team that has a defense that is considered to be one of the best in the league.

The Seahawks also have one of the hardest-hitting safeties in the league in Kam Chancellor. If anything was more impressive than Elliott's stats it was the way he went at Chancellor, a Pro Bowl safety.

Twice.

Draft Cowboys (4-1) @DraftCowboys [Follow](#)

Zeke looking to hit someone.
vine.co/v/5OYpH0U2rVZ
9:24 PM - 25 Aug 2016
205 retweets 174 likes

Jon Machota @jonmachota [Follow](#)

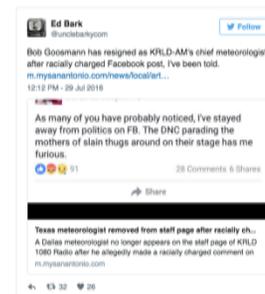
Ezekiel Elliott vs. Kam Chancellor (via @draftcowboys) vine.co/v/5OYDr1Iejje
9:33 AM - 26 Aug 2016
100 retweets 125 likes

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).



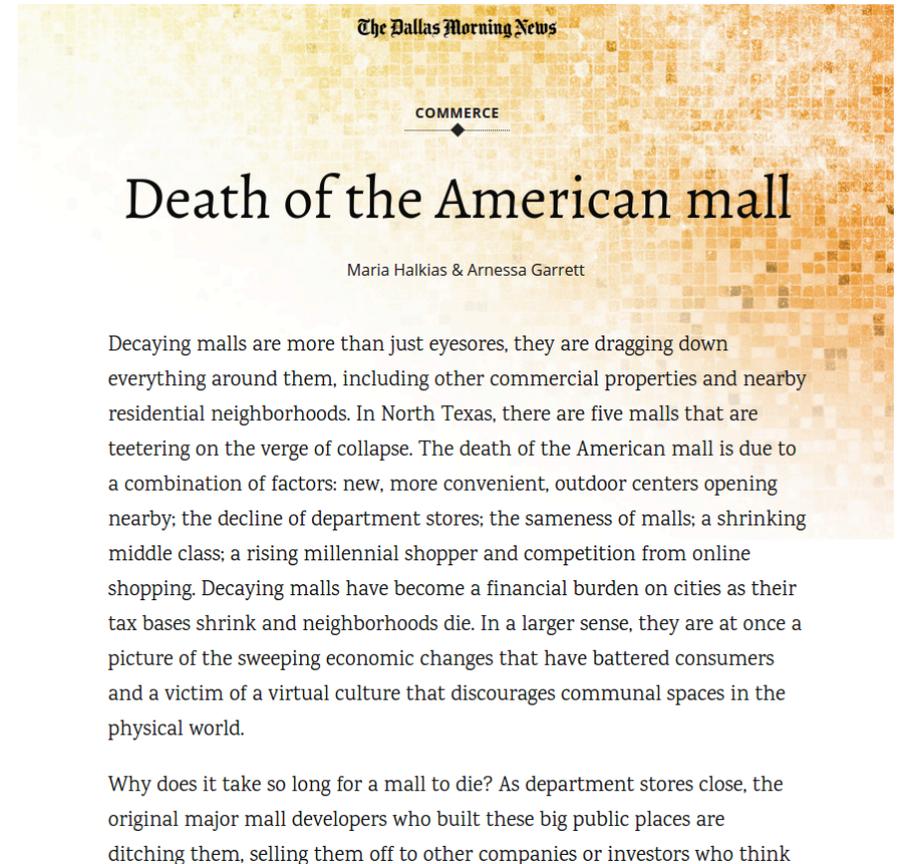
Bob Goosmann Facebook

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.

Obsessions criteria

- > Who is going to **share** stories on your Obsession?
- > What questions do they need **answered**?
- > How might they **use** this information?
- > Why is this Obsession important **right now**?
- > How/why is this Obsession important **here**?
- > Is there a sufficient **range** of stories -- aggregation, dailies, enterprise?
- > Can you **sustain** this for at least six months?
- > Why do you think this will help you **grow** your audience?



Obsession: Texana



Charles Scudder

Why Austin's breakfast taco feud is a form of microaggression

Feb. 26, 2016 2:36pm

Share

Discuss

Meh

Q: What do you get when you mix bacon, egg, cheese, tortillas and cultural appropriation?

A: A food fight that's brewing over Austin's breakfast taco scene.



Charles Scudder

Come and Take It: Prove you're a *real* Texan with our citizenship quiz

Mar. 1, 2016 12:35pm

Share

Discuss

Meh

We know you're Texan, but are you a *real* Texan? If you are, you know that March 2 holds a special place in Texas history as the day Texans officially declared independence from Mexico in 1836.



Charles Scudder

Did you know it's not illegal to pick bluebonnets in Texas?

Mar. 28, 2016 10:11am

Share

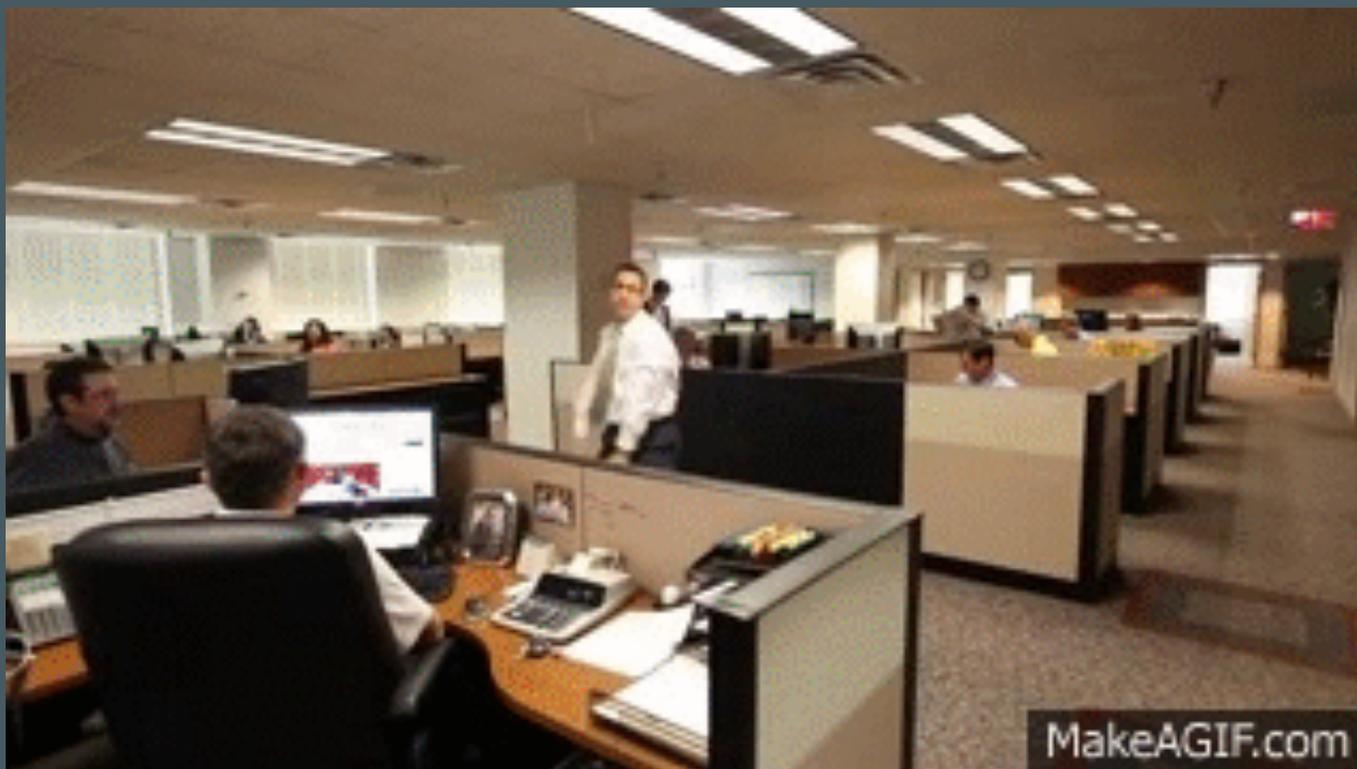
Discuss

Meh

It's springtime in Texas, which means a time-honored tradition for wildflower lovers everywhere.

You know the drill: Carefully wade into a patch of bluebonnets and [squat down for a photo](#), but don't crush or pick them. It's against the law, right?

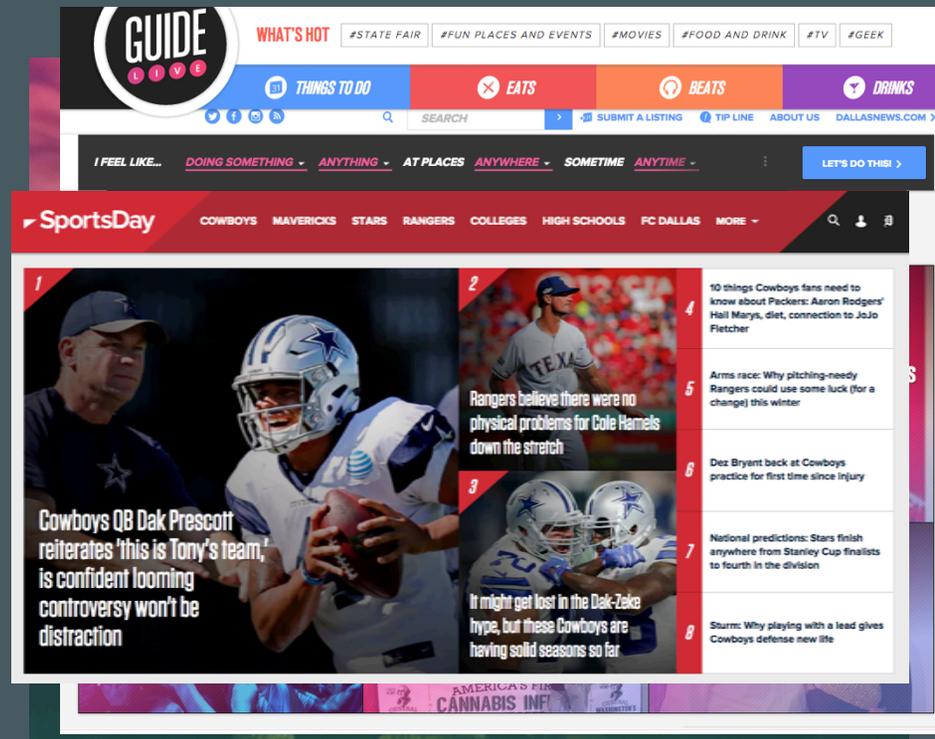
Don't be boring



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 is a navigation bar with the site's name and links for ePaper, Subscribe, and Sign In. Below this is a main navigation menu with categories like Home, News, Business, Sports, Entertainment, Arts & Life, Opinion, Obit, Marketplace, and DMNstore. A search bar is located on the right side of the navigation 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" under the "Communities" section. The article includes a photograph of an elderly woman and a caption: "Ruth Sanders' Alzheimer's disease makes it hard to remember when developers bought up her neighborhood and turned it into the affluent area now called Uptown. She can't keep track of the present at all." Below the article is a "Related Stories" section with several links to other news items.

To the right of the main article is a "The Latest" section with a list of recent news items, including "Student protests spark improvement plans for crumbling South Oak Cliff High" and "Mansfield couple prepared to fight Child Protective Services to adopt 14th child".

At the bottom of the page, there is a "Weather" section and a "7-day Forecast" section. The page also contains several advertisements, including one for "AMAZING EXTERIORS" and another for "BANK of the OZARKS" with a "1.30% ADY" offer.

Learning and communication



Slack

Dallas Morning ...
Robyn Tomlin

#zzz-free-food
79 members | Add a topic

September 26th

Dennis Jansen 1:52 PM
@channel Pizza by my desk!

/giphy Pizza

Pizza (747KB)



September 27th

Dennis Jansen 9:30 AM
@channel Donut holes and Dunkin Donuts coffee by my desk.

/giphy donuts

donuts (708KB)



+ Message #zzz-free-food

Universal budget

A single source of truth

 The image cannot be displayed. Your computer may not have enough memory to open the image, or the image may have been corrupted. Restart your computer, and then open the file again. If the red x still appears, you may have to delete the image and then insert it again.

@cuebot
● active

 <http://media1.giphy.com/media/PxSFAnuubLkSA/giphy.gif> (694KB)

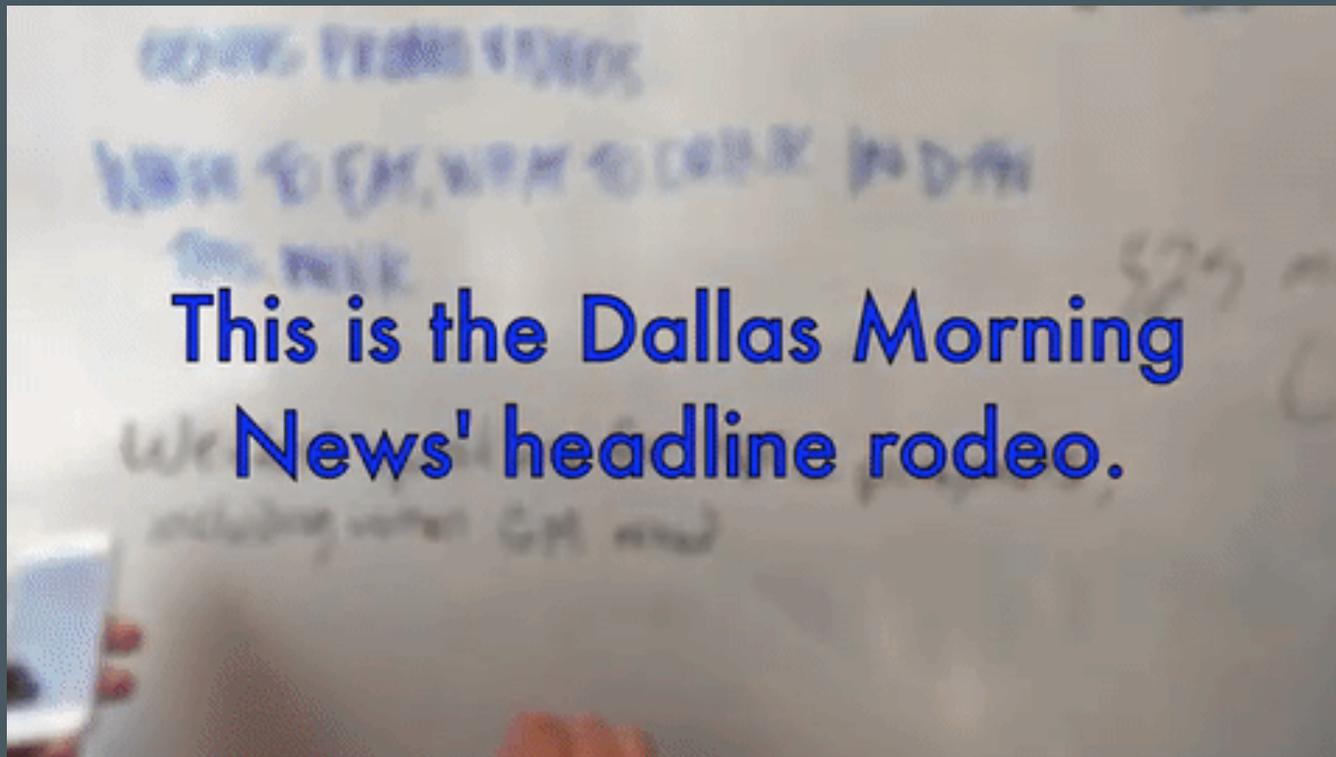


Hi! I'm  @cuebot. I'm a bot from #computational-general, here to help you with basic tasks for the budget app (and maybe more in the future).

For me to help you, you should send me commands here in direct messages. Start by typing `help` to see a complete list of what I can help you with.

+ 

Headline Rodeo



Build the skills

- > Mandatory skills survey -- all staff and managers
- > Used results to design an intensive training effort
- > Year-long leadership training
- > 12-15 skills training sessions a month (photo & video, audio, data literacy, story design, chart building, audience development, social media, etc...)
- > Writer's group
- > Weekly Spanish classes



Results ... so far

Overall Uniques: **+55%**
yoy

DFW Uniques: **+33%**
yoy



Questions?



Mike Wilson | [@MWilstory](#)
Robyn Tomlin | [@robyntomlin](#)

The Dallas Morning News

