Online superstars

Digital content only, a video, blog or anything else that got lots of traffic and buzz
The Odysseys project

The Pittsburgh Post-Gazette has launched a yearlong project profiling issues around the new immigrants, who tend to be more educated and affluent than those who came to this region earlier in the 20th century. An online companion piece is Odysseys, in which the Post-Gazette is profiling residents here from each of the 193 countries in the United Nations. It’s being put together by a team of writers and our multimedia staff and heavily promoted through social media in an attempt to find representatives from all UN countries.

http://newsinteractive.post-gazette.com/odysseys/

Newspaper: Pittsburgh Post-Gazette                             Contact: L.A. Johnson, ljohnson@post-gazette.com
What I love about being a dad

For Father’s Day, we asked notable Nashville dads a simple question: “What do you love about being a dad?” We turned their responses into a digital slideshow and attached a video from the Red Carpet of the CMT Music Awards for online gold! It generated 13,855 desktop pageviews.


Newspaper: The Tennessean
Contact: Jessica Bliss, 615-259-8253
Notable Nashville fathers share their favorite moments

WHAT I LOVE ABOUT BEING A DAD

“In music, we drag out adolescence. Once you have kids, you realize that’s a real completion of who you are. I relish the honesty of the situation.”

RASCAL FLATTS

“Being a dad has changed my life so much. You can be in love with mom, wife and dad ... but when you have a kid, it is like a newfound love, just being able to see your child born and knowing that half of you is inside of that child, and knowing they are looking to you for everything. You are responsible for them eating and their well-being. It’s a special thing.”

TITAN COMBINE, JASON MCCOURTNEY, also has a 1-month-old daughter

“Being a dad is the biggest lesson for me. It’s a privilege, and I know I won’t get it done right all the time.”

TITAN LEAGUE, GEORGE WILSON

“I love experiencing the growth process. I get up every morning and go to bed every night, and I’ll say ‘I love you’ to my kids. It’s not about how much money you have, but it’s about how you treat people.”

RASCAL FLATTS

“My daughter has taught me how to be a better person. I have three little princesses, and they’re three very different people.”

RASCAL FLATTS

“I love the idea of someone else’s child and the value of that. My kids have been true – they’ve been true to me and I’ve been true to them.”

VANDERER

“I love the way they look at the world and how they deal with it.”

VANDERER

“Money isn’t the most important thing.”

TITAN LEAGUE

“My kids are my greatest achievements. I love what I do, but I don’t love it as much as I love my family.”

TITAN LEAGUE

“I love spending time with my kids. I especially love having time with them.”

RASCAL FLATTS

“It’s my greatest honor and privilege to be the father of Brittany and Bridget. They are my two greatest achievements.”

RASCAL FLATTS

“My favorite part about being a dad is the authenticity.”

TITAN LEAGUE

“My kids are my greatest accomplishments. They make me laugh, cry tears of pride and joy, and look at life through clean, innocent eyes.”

COVER PHOTO: JOHN VICKERY, SILAS HARD'S.

 APPENDIX: ART BY JIM ROYER, JOHN GILLESPIE AND MELISSA FAYE PARIS, AND BY JODY SLOAN AND TUCKER TAYLOR
10 best new restaurants of 2013

Our restaurant critic’s annual roundup of the year’s best new spots originally was published in January, and it continues to rack up thousands of pageviews daily. In print, it was a pretty simple presentation. Online, it’s a clickable photo/story gallery.


Newspaper: St. Louis Post-Dispatch
Contact: Gabe Hartwig, ghartwig@post-dispatch.com
25 easy DIY projects

We noticed the DIY trend continuing to grow, watching readers embrace it on Pinterest. Alison Sherwood, an online producer and editor for our Fresh site, has the home crafting bug too and so she compiled a number of home crafting projects for readers to try. The response? The photo-driven "25 easy DIY projects" list continues to pull in traffic month after month from search and social (pinned on Pinterest 10,000+ times and counting).


Newspaper: Milwaukee Journal Sentinel
Contact: Jill Williams, 414-224-2349, jwilliams@jrn.com
Funny video stunts

This one wasn’t technically a features department effort, but it’s so funny and translates so easily to features that I can’t believe we haven’t already done it. In May, during the NFL draft, our lead Texans football writer John McClain — who is a big personality, goes by the nickname “The General,” and has more than 76,000 Twitter followers — declared that if the Houston Texans didn’t draft a quarterback with their first pick, he’d eat the sports section cover. The Texans drafted Jadeveon Clowney, a linebacker, and McClain had to make good on his word. One of our photographers shot the video and once it was mentioned on ESPN it racked up about 113,000 views. John joked that if eating newsprint helped him lose weight, he’d write a diet book next. If your department has a big personality who’s a big talker, I challenge you to try something like this next year and then enter your effort in Show & Steal.

Newspaper: Houston Chronicle
Contact: Diane Cowen, 713-362-6854
We’ve made a strong effort this year to take our premiere content and give it customized digital treatment, so it looks more special than the dozens of stories-with-photos we crank out every day. This is one example: We asked Seattle’s leading chefs to contribute favorite holiday recipes, which we printed in the Sunday magazine. Online, we designed an easily navigable, inviting layout, emphasizing photos, that readers could scroll through at their leisure. They ate it up.

http://seattletimes.com/flatpages/living/holidayrecipes2013.html
Spiced Roasted Nuts

Cashews are ready for roasting with fragrant Indian spices that include, from bottom left: cloves, cumin and cardamom (for homemade garam masala), cayenne pepper and cinnamon sticks.

Makes 1 pound
1 pound whole raw almonds or cashews
2 tablespoons canola oil
1 tablespoon kosher salt
½ tablespoon mango powder (amchur)*
1 tablespoon garam masala
½ tablespoon ground cayenne pepper
1
Preheat oven to 375 degrees. In a large bowl,
Gone to the dogs

Why? This is simply a fun re-use of images that were originally part of photo shoots of great houses photographed for our Home section. We went through our photo image bank and found several that included dogs...and we pulled together a gallery of cool dogs in great homes. Then we did for it for cats. Fun gallery. No muss no fuss unless you count the hours spent producing it.

Newspaper: Los Angeles Times
Contact: Alice Short, 213 237-3408
Our restaurant critic is a big deal in Southern California... he's achieved almost cult-like status. We pulled together a guide that appeared as a print magazine (please feel free how to ask how we made money on that). But this is the digital version. We hard-gated it, for subscribers only. It's unclear if this strategy earned us a lot of new readers, but it has been wildly popular with the subscribers we already have. Brought to you by the same folks who built our recipe database.

Newspaper: Los Angeles Times
Contact: Alice Short, 213 237-3408
Hank the Dog

It wouldn't be difficult to script the Hank story for a movie: A scrappy stray with a tire mark on his fur meets struggling Milwaukee Brewers baseball team in the middle of spring training. He gets fed by the team manager and never leaves.

You won't believe what happens next.

The city falls in love with the scruffy pup. People line up by the hundreds to have a photo taken with him.

And Hank, the Brewers dog, gets his own house, a pied a terre, if you will, in Miller Park to complement his forever home with the team's vice president and general counsel.

Readers called daily asking for more Hank stories. There were some haters, but for the most part the mutt was loved.

From March through May, Hank's fan base has soared. Every story, photo gallery, video — all things Hank have led to more than 700,000 page views. That's one hot dog!

The Brewers have since launched a Hank merchandise line including stuffed animals, T-shirts and other goodies. Coming soon is a Hank bobblehead!

Link: jsonline.com/hank

Newspaper: Milwaukee Journal Sentinel
Contact: Jill Williams, jwilliams@jrn.com
The Dallas area hosted the Final Four tournament this past year. The digital entertainment team brainstormed ideas and came up with the Final Fork. It started with a bracket of 64 of Dallas/Fort Worth’s most popular restaurants and users whittled them down in an NCAA-style bracket. After 306,810 total votes, Afrah Mediterranean Restaurant and Pastries was declared the favorite restaurant in Dallas. The package got 500,000 page views and more than 100,000 unique visitors.

http://res.dallasnews.com/graphics/2014_03/finalfork/
I’ve shared the success of Doreen Christensen’s deals blog before, but thought it was worth sharing again because of how SEO and social media prowess can grab national eyeballs. The blog is a mix of local and strategic national posts, and is one of the top blogs on our site (after the Miami Dolphins and Miami Heat). For example, a post about buy one, get one free Samsung Galaxy S5 phones drove more than 17,000 page views, with more than 5,500 search referrals from Google. When she noticed the high traffic, she added a video featuring a tech review of the S5, which generated more than 2,000 video views. On Tax Day, a list of freebies got 32,000 page views, which included 6,100 Google referrals as well as 1,200 referrals from Huffington Post. She was No. 1 in Google News for Valentine’s Day. She has close to 13,000 followers on Facebook, and close to 5,000 subscribers to her daily text alerts.

http://www.sun-sentinel.com/features/bargains/deals-blog/

Newspaper: South Florida Sun Sentinel
Contact: Gretchen Day-Bryant, 954-356-4718
Summer camps guide (screen grab & print cover): We partnered with a local nonprofit agency to put out this standalone summer camps guide. They were putting out a similar publication and asked if we can work together. So both groups collected and entered information. In addition to the print version, we created a searchable online database that got good initial reviews: http://projects.kansascity.com/summer-guide. I think we're going to do it again next year, and we hope to sell more ads, too. The section made more money than when the camps ran in our regular features section.

Newspaper: The Kansas City Star
Contact: Kathy Lu, 816-234-4394
Bar guide

Our young reader pub puts out 2 bar guides a year. This year, we spruced up the online database to make it more mobile friendly. We used Google docs for both this and the summer camps guide. It has pluses and minuses. [http://projects.kansascity.com/barguide](http://projects.kansascity.com/barguide)

Newspaper: The Kansas City Star

Contact: Kathy Lu, 816-234-4394
Civil Rights Act

We went to a new CMS this summer, so we're testing out different templates. This is what we built for the Civil Rights Act stories: http://projects.kansascity.com/civilrightsact50/

Newspaper: The Kansas City Star
Contact: Kathy Lu, 816-234-4394
LI Home segments

This weekly broadcast on News 12 Long Island features luxury homes for sale on Long Island. Each week, the segment is posted on Newsday’s residential real estate blog, Real LI. Valerie Kellogg, Newsday’s home editor, scouts the homes, does the interviews, writes the scripts, chooses the artwork and does the segments live. Viewers take to social media to comment on the homes featured as well as sometimes send in suggestions.

Sample segments:
http://www.newsday.com/classifieds/real-estate/real-li-1.812034/news-12-celebs-heat-up-long-island-real-estate-market-1.6637031
http://www.newsday.com/classifieds/real-estate/realli-long-island-real-estate-blog-newsday-com-1.812034/take-the-news-12-quiz-which-north-shore-home-is-priciest-1.7583484

Newspaper: Newsday
Contact: Valerie Kellogg, 631-843-2915
News 12: Grand North Shore homes

Wednesday June 25, 2014 12:34 PM By Newsday Staff

Madeleine Ambrosio home on the market

Newsday LI Home editor Valerie Heilogg appeared on News 12 Long Island Tuesday night, as she does every Tuesday night around 7:15, to talk about high-end Long Island homes.

This week she took News 12's Lea Tyrell on a tour of the homes. Here's the clip, in case you missed it, with a list of the agents representing each of the properties. To see past segments, click here.

LLOYD HARBOR HOME:

Which of the following devices have you heard of? (select all that apply)

- Apple TV
- Amazon Fire TV
- Chromecast
- Roku

A quick little survey.
Online chef project

Newsday readers have an insatiable appetite for restaurant news so the food department and web team cooked up this rich stew of chef-i-tude. We picked the 12 hottest young chefs on Long Island and conducted interviews with each, accompanied by stunning photography and video. The project went live on our site in one fell swoop. For print we rolled out one chef per week, taking a spread to run an expanded interview, a photo and menu highlights.

Online: http://data.long-island.newsday.com/chefs/

PLEASE NOTE: THIS IS THE WAY FOR NON-SUBSCRIBERS TO GET TO OUR ON-LINE STUFF: web@newsday.com; password is newsday (all lower case)

Newspaper: Newsday
Contact: Barbara Schuler, Barbara.Schuler@newsday.com
LONG ISLAND
Restaurant Week

APRIL 27–MAY 4, 2014

$27.95 PRIX FIXE

www.longislandrestaurantweek.com

exploreli.com/food

AND THE IMPRESSIVE RESUME KEEP COMING. BEFORE SHE LANDED AT J.A.
Hennessy’s Tavern in Point Lookout, Nicole Roarke cooked at Jean-Yves Verjus’s Le Petit Bleu in Manhattan. Roarke Roush, chef de cuisine at La Voie in Great Neck, cooked under chefs Carlos and Ty Rios at Table in
Manhattan. Roarke is closing commuinty and making sure to be in touch with his heritage, and he keeps in touch with his friends
as well through social media.

“Birds can go anywhere they want. They have no
limitations, and they have a level of freedom, and that’s
what I have in the sauce. It’s a way of life. It’s a way of
expressing yourself.”

JIMMY LEE
Whitehouse

ROCK ISLAND
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Manhattan. Roarke is closing communit
This is a new blog that aggregates news, Twitter embeds and videos about SC-born or bred celebrities or personalities. We have highlighted tweets from Leeza Gibbons, Nancy O’Dell, Kristin Davis, and added posts about local TV anchors leaving (very popular with our readers) and actors and actresses who are starring in national shows. It’s easy to add items fast, even just post a photo.

Online: http://www.thestate.com/sccelebs/

Newspaper: The State, Columbia, SC
Contact: Guzior, Betsey, bguzior@thestate.com
SC Pets

Another new blog to pull together Pet of the Week and local announcements and news about animals. We also aggregate news from other S.C. papers and websites. Prior to our big college football game against between state rivals, we solicited photos of pets in their favorite fan gear. And we got hundreds.

http://www.thestate.com/scpets/

Newspaper: The State, Columbia, SC
Contact: Guzior, Betsey, bguzior@thestate.com
Pet of the Week: Isabella

Posted on August 6, 2014

Meet Isabella! She is a smart and devoted dog. Isabella is an eight-month-old terrier mix. She is fully grown and eager to learn new tricks. She has been spayed and micro-chipped. Could Isabella be the dog for you and your family?

You can visit Isabella and her friends at the Columbia Animal Shelter, located at 127 Humane Lane off Shop Road. Or call (803) 776-7387 for more information.

ABOUT THIS BLOG

Rebekah Friedman manages this blog about local pet news and events in the Midlands. Email her at statefeatures@thestate.com

RECENT POSTS

Pet of the Week: Isabella
Isabella is a clever canine who loves to learn new tricks!

Pet of the Week: Howie
Looking for a laid-back cat who loves to cuddle?

Pet of the Week: Sandy
This friendly feline loves playing with toys!

Dog tales: Read Columbia native’s puppy love story
Columbia native Bruce Littlefield is featured on the cover of the spring/summer issue of NY Pet magazine.

Pet of the Week: Scooby
This lovable lab mix gets along with everyone!
How sad is 'The Fault in Our Stars'?

Is 'The Fault in Our Stars' too sad? These Alabamians couldn’t handle it.

Our new social media specialist, Alex McDaniel, had a wonderful idea when "The Fault in Our Stars," which was written by an Alabamian, hit the big screen. She noticed lots of folks on Twitter talking about how sad the movie is, so she gathered Tweets from our area and created a post of how sad "The Fault in Our Stars" was for people in Alabama:

http://www.al.com/living/index.ssf/2014/06/is_the_fault_in_our_stars_too.html

Newspaper: Alabama Media Group/AL.com/The Birmingham News
Contact: Alec Harvey, 205-325-2100
Area-specific lists

Don't be afraid of the Buzzfeed model. It can serve you well, particularly online. A reporter in our Huntsville bureau, Kelly Kazek, has mastered it, scoring hundreds of thousands of page views with Alabama-specific lists:

http://www.al.com/living/index.ssf/2014/07/7_things_you_probably_didnt_kn.html
http://www.al.com/living/index.ssf/2014/06/7_awesome_facebook_pages_for_p.html

Newspaper: Alabama Media Group/AL.com/The Birmingham News
Contact: Alec Harvey, 205-325-2100
Pageant fashion galleries

Miss Alabama 2013 Chandler Champion takes adventurous attitude, fun style to 2014 Miss America competition

If you're not already covering your state beauty queen's fashion in some way, do it. It's great in print, but it's gold online as a photo gallery. Our Miss Alabama galleries always garner hundreds of thousands of page views:


That Roll Tide dress was the most viewed item on our site last year. Anywhere. Including all of Alabama and Auburn football.

Newspaper: Alabama Media Group/AL.com/The Birmingham News
Contact: Alec Harvey, 205-325-2100
LouFest

Our local outdoor music festival, just five years old, has quickly grown in attendance with 31,000 in 2013 up from 12,000 in 2012.

Our Go! staff set up shop at the fest with a media lounge, furnished by a local used furniture store. Pop music critic Kevin C. Johnson used this area to interview bands, Go! editor Gabe filmed and edited them with Videolicious, and we posted them quickly on our website. A freelancer reviewed the bands and did joint videos with Kevin to give recaps each day of the festival. All of our coverage, including many photo galleries, was featured on a special LouFest page (stltoday.com/loufest)

Our efforts paid off. The galleries and reviews were among the top views on the website over the festival weekend. Plus, we formed a strong relationship with festival producers C3 Presents, which we can continue build..

Newspaper: St. Louis Post-Dispatch
Contact: Gabe Hartwig, ghartwig@post-dispatch.com
Features videos

Love it or hate it, Videolicious has allowed our Features staff to expand our weekly video offerings. We have seven weekly videos that come from our department, including Street Style, a quick interview with a stylish St. Louisan; Prep School, a cooking how-to with our food writer; and Off the Menu, a review from our restaurant critic. Many of these are evergreen content, so we can promote them whenever there’s a slow day.

stltoday.com/video

Newspaper: St. Louis Post-Dispatch
Contact: Gabe Hartwig, ghartwig@post-dispatch.com
30 places to eat

After two staffers completed a book for a New England publisher called the “Food Lovers’ Guide to Virginia,” we looked for ways to capitalize on all the information they had gathered. The result was a story called “30 Places To Eat in Virginia Before You Die.” Though it ran in print (at left), the piece resonated more deeply online (right), where it attracted 45,000 hits in its first few days and continues to draw in readers.

Newspaper: The Virginian-Pilot
Contact: Jim Haag, 757.446.2977, jim.haag@pilotonline.com
12 days of Pinterest

We’ve included this one again this year, but this time we have a request, which we’ll get to come later. This is our “12 Days of Pinterest” — a holiday project that provides 12 craft ideas for Christmas, Hanukkah and Kwanzaa. We kicked it off with a big splash in print showing six ways to wrap the same-sized gift, but most of the projects played out on our Pinterest page. We offered a stocking cake, Star Wars ornaments and Christmas CD playlists and CD covers. We plan to do it again this year, and that’s where the request comes in: We’re hoping to encourage other newspapers to do the same, so we can share projects and pins. Any takers?

Newspaper: The Virginian-Pilot
Contact: Jim Haag, 757.446.2977, jim.haag@pilotonline.com
12 Days of Pinterest

We took a crafty approach to the holiday season with our 12 Days of Pinterest board. Here, you will find simple directions for fun projects. Although the projects are holiday-themed, some ideas can be replaced with more in-season art and ideas, simply as you see fit and share your ideas with us.
Evening Pilot is our tablet app that launched last summer. With the app, we’ve tried to create a digital news magazine that is published six days a week – at 6:30 p.m. Monday through Friday and at 6:30 a.m. on Sunday. Each day, the app features a magazine cover with four display stories, including a photo gallery. Behind those stories, readers can check out breaking news. We’ve had more than 12,000 downloads of the app, which is free, though the content requires a subscription. Here are two examples of cover stories: One looks at the pie-in-the-sky economic development projects that never saw reality, and the second remembers a landmark hotel named the Cavalier and the famous folks who stayed there.

Newspaper: The Virginian-Pilot  
Contact: Jim Haag, 757.446.2977, jim.haag@pilotonline.com
Ol’ Blue Eyes? Check.
Bette Davis? Yep. More presidents than you can name? Sure – if you can name only a half dozen. The point is, the Cavalier Hotel has had an impressive guest list.

About 40 years ago, the Cavalier Hotel almost became history. Even then, local residents raised a ruckus so loud that its owner at the time, Gene Dixon Jr., gave the idea the boot. // Today, as Virginia Beach leaders provide the historic hotel’s new owner with public money for restoration, EP thought it might be fun to stroll through Cavalier history.