McClatchy Case Study

Client Profile

McClatchy Media Company is a leading force in journalism, digital media, and business solutions, seamlessly integrating trusted news with dynamic lifestyle content and trend insights. Operating across four key divisions—News, Lifestyle & Entertainment, Trend Hunter, and the Retail Network—they not only uphold the highest standards of journalism but also lead in creating immersive lifestyle content and pioneering trend analysis. With an iconic portfolio that includes The Kansas City Star, Miami Herald, Us Weekly and Women's World, McClatchy reaches over 100 million unique visitors monthly and engages consumers at 70,000 retail locations across North America.

Challenge

McClatchy was seeking to increase AI experimentation in its newsrooms amid the rapidly evolving digital media landscape. Maintaining its commitment to quality local journalism is a top priority.

1. **Content Optimization:** Ensuring content was discoverable through search engines and engaging on social media platforms across all their properties.

2. **Resource Allocation:** Complementing the need for in-depth local reporting with the demands of daily digital content creation and distribution.

3. **Audience Engagement:** Identifying new content strategies to meet changing reader preferences and behaviors in different local markets.

4. **Revenue Diversification:** Streamlining content distribution processes to maximize productivity across multiple newsrooms.

McClatchy was seeking a way to enhance their online presence without changing their reporting or community focus. They wanted their reporters to spend their time writing and reporting on local news and less time on the technical side of digital publishing.

Solution

McClatchy implemented Nota's comprehensive suite of AI-powered tools to focus on a number of initiatives aimed at efficiency and optimization. Two of the key tools used by McClatchy were:

Nota SUM

Deployed to automatically generate SEO-optimized headlines, meta descriptions and keywords that could be reviewed and leveraged for articles across McClatchy publications.

Nota SOCIAL

Utilized to help in the creation of social media content across various platforms.

As a launch partner, McClatchy tested and gave feedback on new products during onboarding. Their commitment to quality journalism led to improvements for the Nota publisher community. The AI products were developed with continuous end user feedback.

Outcomes

The implementation of Nota's AI-powered tools significantly improved McClatchy's performance with increased search traffic, improved efficiency, and enhanced content discoverability.

22%
Increase in Search Referrals

1. Increased Search Traffic

Through the use of Nota's SUM SEO features, coupled with their Tone Builder tool, search traffic across McClatchy properties increased by 22% in SEO referrals for articles in the Opinion section.

Reduction in Time Spent on SEO

2. Improved Content Efficiency

Audience journalists reported a reduction in time spent on SEO for stories and writing some newsletters, allowing for more focus on local reporting and storytelling.

Steady Growth in Newsletters

3. Reader Engagement

Newsletter click rates saw steady growth on select national McClatchy newsletters.

Summary

By joining the Nota publisher community and utilizing its AI tools, McClatchy effectively addressed challenges in digital transformation within the news industry. Nota's tools allowed McClatchy to maintain its commitment to local journalism while enhancing digital performance and efficiency.

Increased productivity using SUM and LETTER enabled journalists to focus more time on local reporting, central to McClatchy's mission. Improvements in SEO performance resulted in higher traffic and engagement, broadening McClatchy's audience reach.

This case highlights how AI tools can help media companies evolve in a digital landscape while preserving core mission and journalistic values. For McClatchy, this meant coupling digital innovation with a commitment to local journalism, creating a stronger, more adaptable organization better equipped to serve its communities in the digital age.