

Client Profile

Rough Draft is a hyperlocal media organization in Atlanta, GA. Through print, digital, and a robust newsletter portfolio, Rough Draft delivers reporting covering local government, education, business, and community events across metro Atlanta's most engaged and affluent communities.

Challenge

Rough Draft faced challenges in establishing and sustaining its hyperlocal news operation in a competitive media landscape:

- 1. Content Optimization:** Ensuring content was discoverable through search engines and engaging on social media platforms while maintaining editorial quality.
- 2. Resource Constraints:** A small team of journalists needed to produce high-quality content efficiently while covering multiple communities and verticals such as art, food, entertainment, and real estate.
- 3. Workflow Efficiency:** Streamlining content creation and distribution processes to maximize productivity with limited staff.
- 4. Digital Distribution:** Effectively sharing content across various platforms to reach diverse audience segments.
- 5. Technical Expertise:** Balancing time spent on technical aspects of digital publishing versus core journalistic activities.

Rough Draft wanted to improve their digital presence and reach without compromising community-focused reporting. They needed their journalists and editors to spend more time in the field focusing on the stories that matter and less time managing technical aspects of digital publishing.

Solution

Rough Draft implemented Nota's suite of AI-powered tools to address their challenges and optimize their digital publishing workflow.

SUM

Deployed to generate and edit SEO-optimized headlines, meta descriptions, and keywords for articles, improving search visibility while maintaining editorial voice.

SOCIAL

Utilized to create platform-specific social media posts for each story, enhancing content distribution across various channels and saving significant time.

PROOF

Implemented to ensure content adhered to best practices and was optimized for readability and SEO before publishing, improving overall content quality.

The tools were integrated seamlessly into Rough Draft Atlanta's existing content management system, enabling journalists to maintain their established editorial workflows while benefiting from AI-powered optimization.

“ I was excited to experiment with how Nota could help us become more efficient and begin to integrate AI into our processes. It's helped us save time and improved our discoverability through search and social.

Keith Pepper, Publisher & Owner

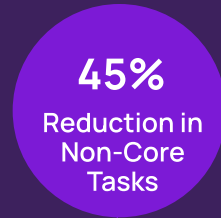
Summary

Nota's AI-powered tools helped Rough Draft overcome digital publishing challenges while preserving their commitment to quality hyperlocal journalism. Their small team now competes effectively with larger media organizations by optimizing content distribution, allowing journalists to focus on community reporting while expanding their digital reach.

This case demonstrates how newsroom-specific AI tools help small local news operations thrive in today's digital landscape. By finding the balance between technological innovation and community-centered reporting, Rough Draft has created a more sustainable model for local journalism during a time of media contraction. The organization continues exploring new AI capabilities while maintaining the human touch that makes hyperlocal journalism valuable to communities.

Outcomes

The implementation of Nota's AI-powered tools led to significant improvements for Rough Draft Atlanta:



1. Increased Productivity

- The editorial team reported a 45% reduction in time spent on non-core tasks such as headline writing, SEO optimization, and social media post creation.



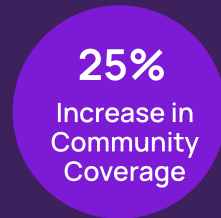
2. Improved SEO Performance

- Organic search traffic increased by 32% within four months of implementation, with neighborhood-specific content ranking higher in local search results.



3. Enhanced Social Engagement

- Social media referral traffic grew by 28%, with engagement rates (likes, shares, comments) improving by 35% across platforms.



4. Resource Reallocation

- With time saved on technical tasks, journalists increased community coverage by 25%, allowing them to attend more local meetings and events.