The 4 Pillars Supporting WPIX’s Social Success
The 4 Pillars: What they are

1.) Social Media Center

2.) Flooding Zone on Breaking News & Key Stories/Issues/Themes through New York’s Very Own prism

3.) Weather Obsession

4.) Nostalgia
We are ‘New York’s Very Own.’ We are intently focused on stories concerned with health, safety, education, jobs, careers, fairness, social justice and activism.

We report through the lens of a 40-something mom raising children and the challenges she faces daily.

We report and present these stories not just in a general sense – who, what, when, where, why - but in terms of their direct impact on families. **We personalize stories because it’s where our human connection is rooted.**

**We share all news – good and bad – with empathy and a ‘street corner intimacy.’** And we don’t just report breaking news or the story of the day.

**In the words of native New Yorkers,“You guys come back." It is the heart in the story that we zoom in on. It is our bullseye.** It is our human and emotional connection to our neighbors with whom we share this city that differentiates us from our competitors. This is our DNA. It informs our point of view, our attitude, our newsroom culture, our on-air identity, our communication and our marketing.

**It is what makes PIX11 News ‘New York’s Very Own.’**
Establish our brand and our talent as social influencers in a way nobody else is doing.

Create an opportunity for our talent to talk about what they care about!

- Less formal setting
- More relatable
- Connect with our audience
- Create a new revenue stream
- Title Sponsor
- Show Sponsors
- Sell “time in center” i.e. paid programming
- Add another news venue
BEFORE: This was the SMC on January 1, 2018
The Future Is Here
Welcome to the Social Media Center (SMC)!

*Created for under 20K
Lights, Camera, Action!
Mission control: A single digital producer runs the show

From the desk, the digital producer handles:
• Turning set lights on/off
• Full streaming capabilities
• Playing packages, fullscreens, lower thirds
• Engagement on social media
A correction officer’s spine was fractured when alleged gang members attacked him over the weekend. We’re learning new information about the attack:
By The Numbers

Bringing in revenue; not generating cost.

The three daily Facebook Live shows have been sponsored by Raymour & Flanigan.

- The client is paying us **200K** over the course of **2018**
- Furniture in the Social Media Center is provided by Raymour & Flanigan

- **We’ve been in the SMC since early Jan. 2018 and so far:**
  - In total, for our first **12 months** in the SMC, the **three** PIX11 Facebook Shows have had **700+** episodes with:
    - **20** million organic impressions
    - **15** million people reached
    - **4 million** video views
    - **250K** reactions, comments, shares
By The Numbers
Paving the way for original content!

- We have also had dozens of episodes of special content *(with more launching each day!)*

**Recurring Shows:**
- Mary Murphy Files
- Monica Makes It Happen
- Talk It Out with Jay Dow
- Marvin Remembers
- Paw In The Family
- And Now For The Good News
- Baby Talk!

**One-time Special Episodes:**
- Rikers Island: The 10-year plan
- #JusticeForJunior
- Vision Zero: Is the plan making your streets safer?
- School Bus Safety: Arnold Diaz Investigates
- Know Bullying; No Bullying: the 101 to keep your kid safe
- Inside the WWE: Your 101 To Wrestlemania 2019

**Special Guests:**
- NYPD Commissioner James O’Neill
- FDNY Commissioner Daniel Nigro
- The children of Miosotis Familia
- Leandra Feliz
- Leticia James
- Scott Stringer
- Ja Rule
- Paul Heyman
Flooding the Zone
360-degree Storytelling
The crisis inside New York City public housing

**STEP 1:** First, invite viewers to watch the news story on TV.

**STEP 2:** On TV, remind viewers to engage with the reporter and upcoming LIVE panel discussion on Facebook.

**STEP 3:** Then, use a re-cut of the TV package to tease the Live Panel using paid digital ads on Facebook & Instagram.

**STEP 4:** In the Social Media Center, we produce a 30-minute panel discussion with local city leaders, experts, and real New Yorkers.

At the end of the live show, we then remind digital viewers to watch the PIX11 News at 5p.m. for any and all updates to the story.

We also tease to PIX11.com and our news app.

**STEP 5:** In the newscast, reference some of the best comments or sound from the Facebook Live show.

That's why we are here... BRINGING THE HEAT to New York's Very Own.

*** Repeat the five steps above to create an engaging, interactive, immersive 360-experience.
Invest Now, Grow Now
Our 2018 creative digital marketing plan

- Use social media for daily promotion of PIX11’s on-air product.
- Create a new stream of revenue for PIX11 using original digital storytelling.
- Produce original, reporter-driven content in the Social Media Center.

We are investing each month on the three digital marketing strategies above, focusing heavily on production, plus paid social media on Facebook and Instagram.
WPIX excels at telling big, breaking, NYVO stories on all of our platforms, *especially* digital. We purposely recut original PIX stories with the digital viewer in mind and cut engaging content for social-first, rather than only relying on TV-first content to generate maximum interaction.
Weather plays a big part in our digital coverage, and we go all out on social platforms when we have big weather. But our digital commitment to weather is ongoing.

We have a sponsored weather show on Facebook every afternoon at 4:15 p.m. PIX11 was one of the first if not the first TV station to offer an Alexa Skill weather forecast hosted by our legendary weatherman Mr. G. It’s also sponsored.
PIX11 NEW YORK’S VERY OWN

Nostalgia!
• WPIX has embraced **nostalgia as a core of its social strategy.**
• PIX11 launched the WPIX Archives Facebook page, which has **over 100,000 highly engaged fans.** It is a **traffic driver and powerful tune-in device.**
• A post for our annual airing of 'March of the Wooden Soldiers’ went viral, with over 1 million views, resulting in a **33% increase in ratings in a key demo.**
• Our approach extends to the **Social Media Center,** where we produce the **WPIX Archives Show,** hosted by a popular anchor and me, both of whom are nostalgia nerds.
• We also curate a **nostalgia vertical on our OTT app,** where we present complete vintage shows, including full newscasts.
• We produce new **Netflix-style true-crime programs** with material from our archives. They air on TV and are posted to all platforms.
# Audience Growth!

## PIX11 Social Media Audience: A Story of Growth

<table>
<thead>
<tr>
<th>December 2018</th>
<th>December 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Facebook:</strong> 715,935 fans +23%</td>
<td><strong>Facebook:</strong> 583,888 fans</td>
</tr>
<tr>
<td><strong>Twitter:</strong> 64,413 followers +8%</td>
<td><strong>Twitter:</strong> 59,870 followers</td>
</tr>
<tr>
<td><strong>Instagram:</strong> 78,620 followers 47+%</td>
<td><strong>Instagram:</strong> 53,587 followers</td>
</tr>
<tr>
<td><strong>TOTAL:</strong> 858,914 social audience 23% YOY</td>
<td><strong>TOTAL:</strong> 697,345 social audience</td>
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Digital Revenue Growth!

Since SMC launch in Q1 of 2018, digital revenue:

• Grew 44% from Q1 2018 to Q1 2019
• Grew 21% from 2017 to 2018 YoY
• On pace to grow over 22% YoY from 2018 to 2019

**NOTE:** Average YoY growth is 10%
PIX11 NEW YORK’S VERY OWN

Wait, Can My Newsroom Do This, Too?
YES! Here’s How

• Figure out what the **opportunities** are in your market, and how your newsroom can contribute.
• The scope/ambition can be **scaled up or down** depending on resources.
• Establish **collaboration and shared sense of purpose** among department heads.
• Figure out **what you can excel at**
• **Deliver consistently**, at high quality, and have an audience that is receptive to your efforts.
• **Know your audience**, listen to it, respect it.
• Be willing to **pivot**, and often.
• **Keep trying. Don’t give up.** There are new business models to be built — why not by YOU?
Any Questions?
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