Case Study:

Local Station Turned Dismissed Story into Top Performer Using Content Intelligence

TopicPulse®

The Challenge: Identifying High-Impact Stories Amid Daily Newsflow

A Tennessee news station received countless story leads every day, a situation familiar to most news teams. The challenge is determining which ones will resonate most with their audience. The station's Digital Content Manager initially passed over a winning lottery ticket story they thought wasn't worth featuring. Was it the right decision?

The Action: Using AI to Validate a Trending Story

As part of their regular routine, the Digital Content Manager was using TopicPulse to help identify relevant content. When he identified that the winning lottery ticket story was gaining traction in the market, TopicPulse revealed audience interest that hadn't been apparent at first glance – a valuable insight for the manager to act on. In response, the station pulled up the original release, published it to their website, and amplified it through broadcast coverage, social media posts, and a push notification.

The Results: A High-Performing Story That Almost Went Unnoticed

Thanks to TopicPulse, the station capitalized on a trending topic that might have otherwise been overlooked. The story became the station's third most-viewed article of the day, demonstrating how AI-driven insights can help newsrooms make smarter editorial decisions and drive audience engagement.

In the fast-paced world of digital news, AI-powered content intelligence tools like TopicPulse empower content teams to recognize emerging trends before they peak. By leveraging AI insights, the Digital Content Manager ensured the station didn't miss an opportunity to connect with its audience, reinforcing the value of AI in modern newsroom strategy.

Click here to learn more about TopicPulse

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