



Case Study:

Midwest TV Station Drives 130,000+ Page Views with AI Content Intelligence

The Challenge: **Standing Out in a Sea of Coverage**

Like with most national stories, major news outlets across the country were extensively covering former President Jimmy Carter's passing and funeral proceedings. Of course this made it difficult for local stations to differentiate their reporting. The assignment editor at an Indianapolis TV station wanted to provide fresh, engaging content that would resonate with the station's audience and still tie into the national conversation.

The Action: **Leveraging AI to Discover a Unique Angle**

As part of their regular routine, the assignment editor used TopicPulse to identify trending topics related to Carter. TopicPulse is Futuri's AI-powered content intelligence platform. The AI-driven insights revealed an emerging discussion about the USPS closing in observance of the funeral. The assignment editor recognized the potential and quickly published the story on the station's website and shared it across social media channels.

The Results: **A Viral Success**

The strategy paid off. By January 17, the story had become the station's most-clicked article, generating over 130,000 page views. The unique angle not only engaged the station's digital audience but also demonstrated the power of TopicPulse in helping newsrooms discover fresh, high-impact stories ahead of the competition.

Today's local newsrooms need to work harder than ever to capture audience attention. TopicPulse proved invaluable in helping this Indianapolis TV station break through the noise. By surfacing a unique, trending aspect of a major news event, the platform enabled the station to provide timely, engaging content that resonated with readers and drove significant traffic.

[Click here to learn more about TopicPulse](#)