

Find out how to save time, increase output, and up traffic with a strategic approach and excellent digital tools.

The time it takes to author more articles, even if they are shorter, to keep in the churn of Google News, social media, and your readers' needs takes away from the time of editorial staff to work on larger, more significant, works and maintain quality.

But there is a solution! We'll start the session off with a discussion of the workflow and digital tools I've used in smaller newsrooms to decrease the time spent on 'feeding the beast'.

We will walk through how to approach aggregation as a subset of standard editorial workflow that increases quality and integrates with newsroom goals. We'll take a look at [PressForward](#), an open source project I maintain, that is built to support and speed editorially-driven aggregation. We'll talk about how to provide the technical tagging to support, [analyze](#) and modify your strategy towards success. We'll also address the internet standards that support and make ethical aggregation easier. Finally, we'll take a look at [some of the internal analytics](#) that can be performed on aggregated content to help contribute to diverse choices, mindful of your space and community.

Hopefully there will be plenty of questions along the way and I'd like to hear about what problems you all have faced while increasing quantity of editorial output and discuss further possible solutions.

In the past, I've worked with small newsrooms to aid in significantly increasing traffic while saving editorial time for larger projects and greater innovation. While this session would be more helpful for smaller newsrooms, I apply these principles [as an individual who self-publishes](#) and there should be useful information for larger organizations as well.

Bio:

Aram Zucker-Scharff is a Full Stack Developer for Salon.com and the Lead Developer for the PressForward, a project funded by the Alfred P. Sloan Foundation and run out of the Roy Rosenzweig Center for History and New Media. He has worked with numerous news organizations as a freelance consultant, including UPI, Northern Virginia Magazine, OpenReporter, and CFO Magazine, where he was awarded FOLIO Magazine's 15 under 30 for his work on narrative content strategy. He has worked on many news site redesigns.