

January 10, 2022

The Columbus Dispatch

APME Ohio Judges
Associated Press Media Editors
Columbus, Ohio

Dear Judges,

Please consider The Columbus Dispatch's website, Dispatch.com, and its supplemental online work in the category of Best Digital Presence. Here are the major components:

Primary website: www.dispatch.com

Login credentials:

Username: **judges@dispatch.com**

Password: **Dispatch62**

Dispatch.com provides the most comprehensive online news source in central Ohio and delivers engaging stories, photos, videos, podcasts and more on a responsive website. In 2021, we saw increased loyalty among our readership and elevated our status as a hub for topics important to the local audience, particularly police shootings, Ohio State football and COVID-19. Among the highlights:

- **Latest news** – The newsroom worked around the clock to deliver the latest news online, with an emphasis on local coverage and responsive journalism. Digital producers alerted people through our breaking news emails, push alerts to mobile devices and social media. Coverage of major local news events, particularly the shooting of Ma'Khia Bryant in April, was mapped in conjunction with search and social trends to meet audience needs in real time.
- **Reader engagement** – Readers regularly engage in live events, polls, story comments and chats, and more that cover local issues, politics, sports and our watchdog stories. We began a new series of [Columbus Conversations](#), livestreamed events featuring a panel of experts discussing local issues, including [police-community relations](#), [the winter COVID-19 surge](#) and [affordable housing](#). [We hosted a Q&A](#) on our new commenting platform, Coral, about the Columbus Crew. Our new [Athlete of the Week series](#) brought local communities into our high school sports coverage by allowing them to vote on impressive performances.
- **Political and government coverage** – Readers across the nation follow Ohio politics, and our stories, podcasts and videos give them insight into the issues in this battleground state. Our popular voters' guide (Dispatch.com/voterguide2021) also helps people learn about the candidates and issues on their ballots. On election night, we provided [live results](#) from up and down the ticket to keep readers informed throughout the night. We relaunched a [politics podcast](#) this fall to focus on delivering the most important news from each week in 15-minute briefings.
- **Multimedia** – Videos and photo galleries help tell the most important stories in central Ohio, and the entire staff helps create these multimedia pieces every day. You can find some of our videos on our [YouTube channel](#) and [Facebook page](#).

- **Projects** -- Dispatch.com features the newsroom's most significant work. We packaged in-depth reporting with videos, podcasts, photos and graphics for many of our projects this year. They include:

Watchdog journalism

- **Behind the scenes of the Larry Householder case**: We offered readers several ways into our in-depth journalism on the House Bill 6 case, between investigations like this, [a timeline of the case](#) and [an interactive who's who](#).
- **State employee salary database**: This interactive, well-explained database lets readers explore public data as they wish, and, paired with [our analysis](#), paints an enlightening picture of state employment in 2020.

Profiles

- **Priest abuse victim shares his story**: This powerful story was brought alive online with great multimedia, impactful quotes and a strong design.
- **Ohio State football players**: Each week of the season, we profiled a different Buckeye, harnessing our great sports photography and offering loyal readers extra value.

Local issues

- **Divided Economy**: We showed the financial impact of the COVID-19 pandemic by profiling over a dozen people and highlighting some of the issues that have led to increased inequality.
- **What DOJ involvement could mean for Columbus police**: This analysis combined historical interviews and materials with modern comments and coverage to give unique insight into a major discussion in Columbus: police reform.

Retrospectives

- **Descendants of Hope**: This feature brought together strong audio and remarkable photography to tell a modern story of Ripley, Ohio, and its history as an Underground Railroad stop.
- **2001 Ohio State vs. Michigan**: Ahead of the 2021 Michigan game, this retrospective highlighted the atmosphere of game 20 years earlier and its pivotal role in the rivalry.

Sports websites/verticals: www.BuckeyeXtra.com and www.BlueJacketsXtra.com

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- **Ohio State University sports** – Stories, videos and podcasts on our subsite at BuckeyeXtra.com update readers on this popular topic. The site is rich with videos and slideshows covering Ohio State sports throughout the year. During this season, we put a focus on writing short in-game stories about big moments and being responsive to fans' search and social interests.
- **Columbus Blue Jackets hockey** – Our vertical at BlueJacketsXtra.com chronicles the hockey play of our local NHL team and features "Cannon Fodder" podcasts.

Social media:

- **Facebook** – Facebook.com/columbusdispatch

Our main page provides fans with a wide variety of content throughout the day. With more than 183,000 accounts following us, the posts circulate engaging stories and start conversations around the news. We offer [public groups](#) for sharing sports content and discussing the latest news.

- **Twitter** – [@DispatchAlerts](#)

With more than 195,000 followers, this account shares headlines throughout the day and engages readers. Most reporters use their own accounts to connect with readers and share the latest news. We have niche accounts for [Ohio State sports coverage](#) and [local education news](#).

- **Instagram** – [@ColumbusDispatch](#)

This has been big growth area for The Dispatch in recent years and now reaches more than 68,000 people through 3-5 posts a day breaking news, explaining the latest happenings and featuring strong stories. A focus on engaging readers and making videos with Instagram in mind has paid off with higher interactions and loyalty. In the fall, we started [a niche account for high school sports](#) and have gained a small following in the community.

Audio:

- We produce 9 podcasts on topics including politics, education, Buckeye sports and Columbus Blue Jackets, which can be found at [Dispatch.com/podcasts](#) as well as on Apple Podcasts and Spotify.
- Podcast playlists are embedded in many of our stories to give our readers another way to get news and analysis, and many of our projects have accompanying audio.

Mobile:

- We have free apps available for iOS and Android devices, which [were revamped for an improved user experience in 2021](#). More information and how to download them [can be found here](#).
- Also available through that page is a separate app that delivers our daily E-edition, a [digital replica of the printed paper](#) with interactive functions for readers.

Newsletters/alerts:

- Every morning, afternoon and evening [we deliver the headlines to readers in their inboxes](#). In addition, we offer newsletters tailored to readers' interests, including politics, happy news, entertainment and sports.
- We also offer mobile push alerts. We send a mix of enterprise stories that readers want as well as the latest breaking news.

— Chandler Boese, Audience Engagement and Development Editor, 614-461-4116