

# LDR Interactive Announces New TopicPulse Partnerships With E.W. Scripps Television And WTOP-FM In Washington D.C.

**TOPICPULSE SOCIAL MEDIA MONITORING PROVIDES BROADCASTERS WITH RELIABLE REAL-TIME, RELEVANT ON-AIR PROGRAMMING CONTENT**

CLEVELAND, Oct. 21, 2014 /[PRNewswire](#)/ -- LDR Interactive announced today that its TopicPulse (<http://www.TopicPulse.com>) Social Media Monitoring System has launched new partnerships with E.W. Scripps Television and Hubbard Broadcasting's WTOP-FM in Washington D.C.

TopicPulse is a real-time social media monitoring system for newsrooms and content producers, that scans social media including Twitter and Facebook, local message boards, and news sources to track trending topics in a local market. Producers can also access trending video and images, and see which primary demo (gender and age group) is most inclined to engage with the topic on social media. TopicPulse also features a Tweetmap that showcases the market's most popular tweets and hashtags on a local map, enabling producers to create hyper-local content based on up-to-the-minute social trends.

E.W. Scripps Television uses TopicPulse to fuel a nationally syndicated 4PM show called THE NOW, which uniquely focuses on trending topics and social buzz in each local market. The hour-long program features a mix of local, national, and international news, as well as viral stories, videos, entertainment and lifestyle stories. The show has already launched on WCPO 9 Cincinnati, KMGH Denver's 7, KSHB 41 Action News in Kansas City, WXYZ in Detroit, KNXV in Phoenix, WEWS in Cleveland, WFTS in Tampa, and WPTV in West Palm Beach. LDR Interactive has also developed customized graphics for the show, which make it possible to put social trends directly on air instantly.

WTOP-FM in Washington, D.C. partnered with LDR Interactive to bring TopicPulse to its "glass enclosed nerve center newsroom" to track the social media engagement within the beltway. "TopicPulse has been a difference-maker and smart addition to our newsroom toolkit. The more information we have to track what our audience is interested in, the greater the opportunity is to better serve their needs, and TopicPulse helps us get there," said **Joel Oxley**, Senior Vice President and General Manager of Hubbard Broadcasting's WTOP-FM and Federal News.

"We've been quietly deploying TopicPulse in major markets across the US this year," said **Daniel Anstandig**, CEO of LDR Interactive and Creator of TopicPulse. "Whether you are creating content for a national TV show or a local market radio morning show, TopicPulse provides the real-time insights that on-air talent and producers need in an instant. It's a secret weapon for content producers."

## ***About LDR Interactive***

Recently awarded the distinction of being named to the Inc 500|5000 list as one of the fastest growing private companies in America, LDR Interactive (<http://www.LDRinteractive.com>) is a global leader in innovative interactive broadcast technology. The company's revolutionary TopicPulse (<http://www.TopicPulse.com>) system provides valuable real-time information to newsrooms and content producers on what topics are getting local social buzz. Its LDR.1, Takeover, and Gruvr mobile platforms are on the air at over 350 stations, networks, and broadcast groups in the USA, Canada, Europe, Africa, and Asia, reaching over an audience of over 85 million people monthly. LDR empowers listeners to become real-time collaborators in on-air programming, automatically adjusting content based on audience input.

Photo - <http://photos.prnewswire.com/prnh/20141021/153457>

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