

NEW YORK TIMES AND BASEBALL

EXTRA

GOAL

- HOW HAS TOPIC COVERAGE VARIED OVER LAST 7 YEARS

STEPS

- ESTABLISH BASE CLUSTERS ACROSS ALL YEARS
- EVALUATE EACH YEAR'S ARTICLES BY CLUSTER WEIGHTS

NYTIMES 2011- 2017

- 2011 – 36,103
- 2012 – 36,057
- 2013 – 34,795
- 2014 – 40,790
- 2015 – 42,086
- 2016 – 42,071
- 2017 – 36,117
- TOTAL – **268,019**

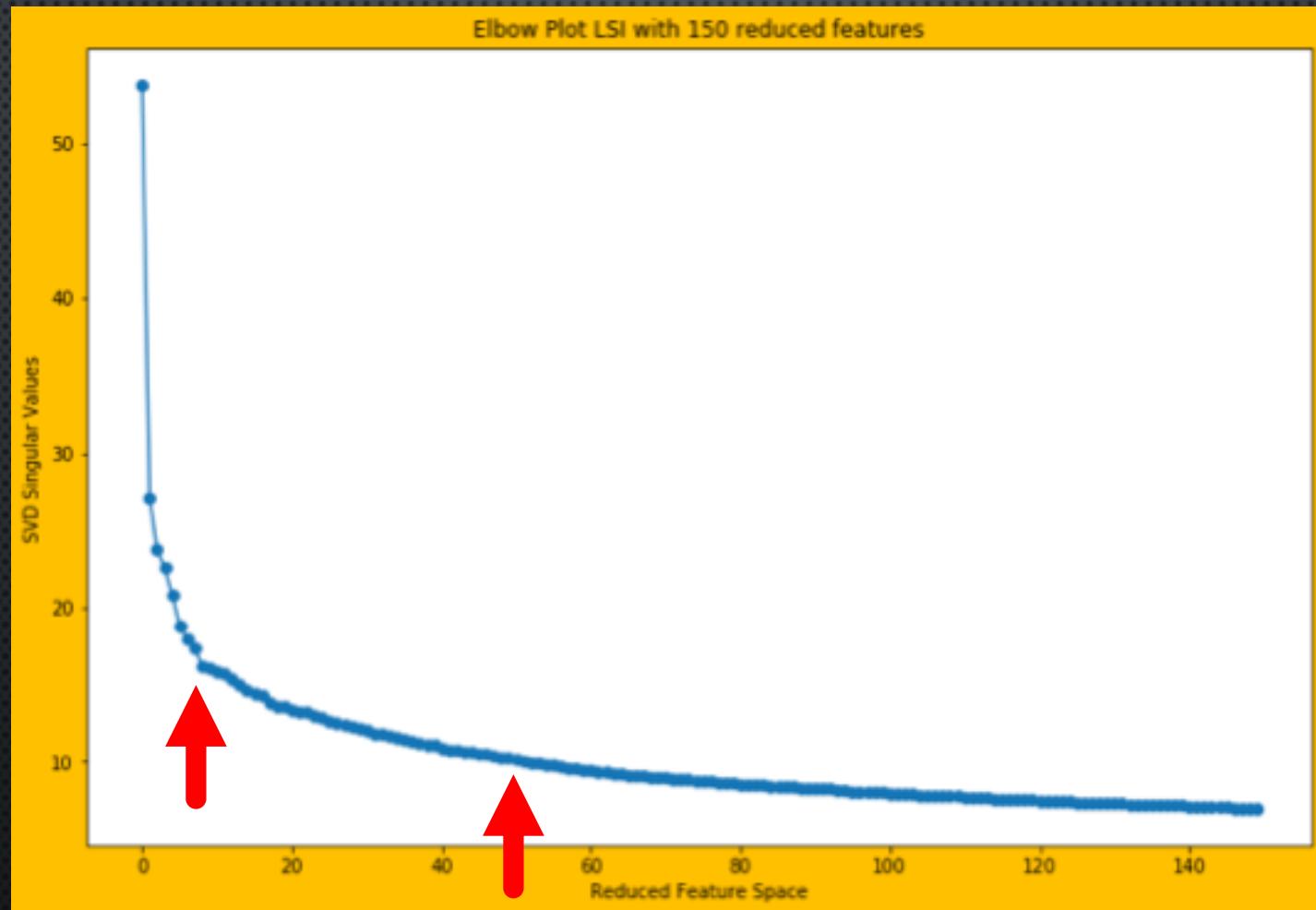
105k Subset
(15,000 from each
year)

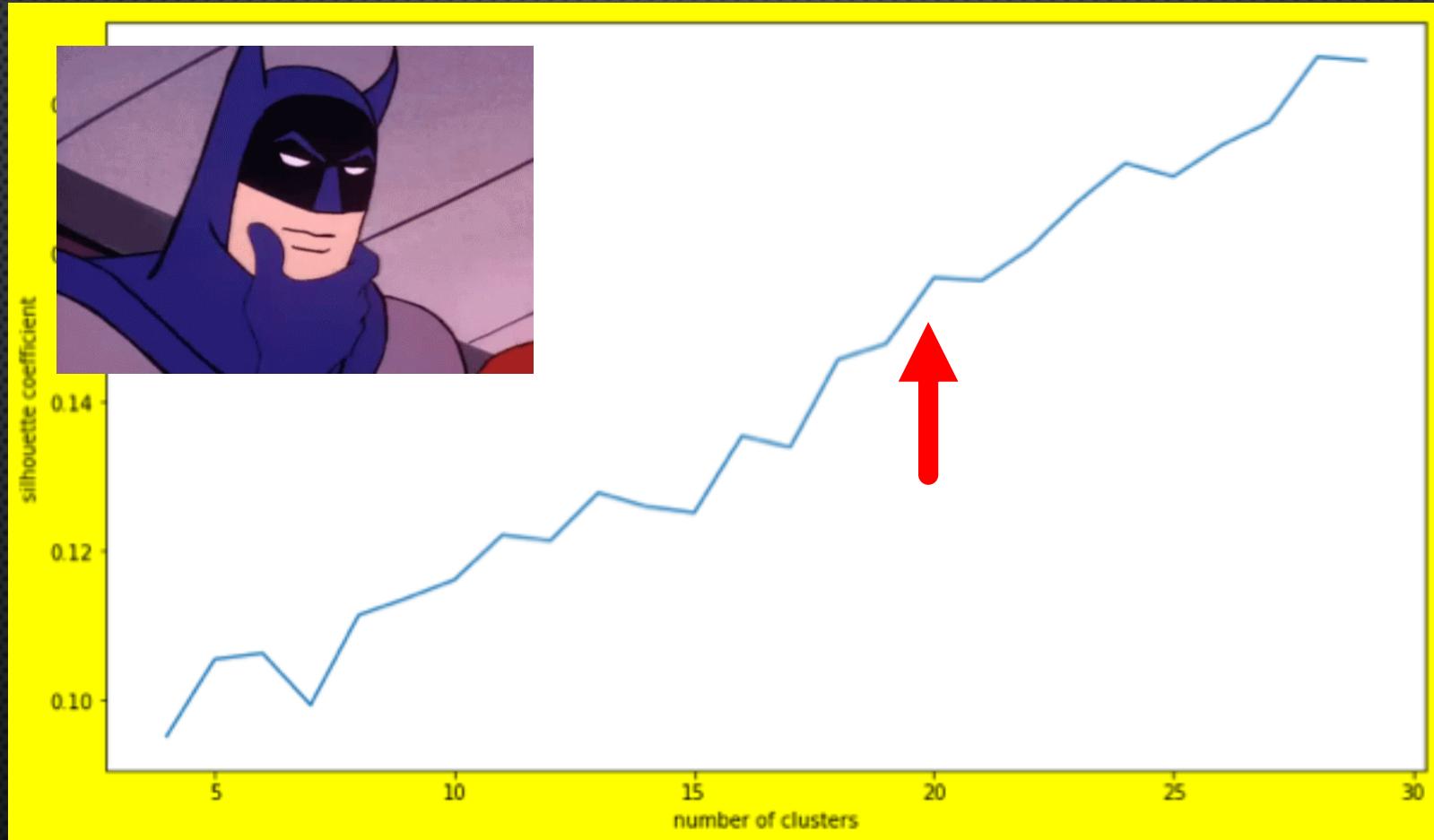
LSI

50
Reduced
Features

KMEANS

18
Clusters





- NEW YORK CITY STUDENTS SCORED SLIGHTLY LOWER ON FEDERAL MATH TESTS THIS YEAR COMPARED WITH TWO YEARS AGO, ACCORDING TO RESULTS RELEASED ON WEDNESDAY, EVEN AS TEST SCORES OF THEIR COUNTERPARTS IN OTHER BIG CITIES INCHED UPWARD.
- HARVARD AND OHIO STATE ARE NOT GOING TO DISAPPEAR ANY TIME SOON. BUT A HOST OF NEW ONLINE ENTERPRISES ARE MAKING EARNING A COLLEGE DEGREE CHEAPER, FASTER AND FLEXIBLE ENOUGH TO TAKE WORK EXPERIENCE INTO ACCOUNT.
- THE 10TH GRADER AT PUBLIC SCHOOL 12 IN THE BRONX, A SCHOOL FOR STUDENTS WITH BEHAVIORAL ISSUES AND SPECIAL NEEDS, HAD A REPUTATION AMONG HIS CLASSMATES AS A BULLY.

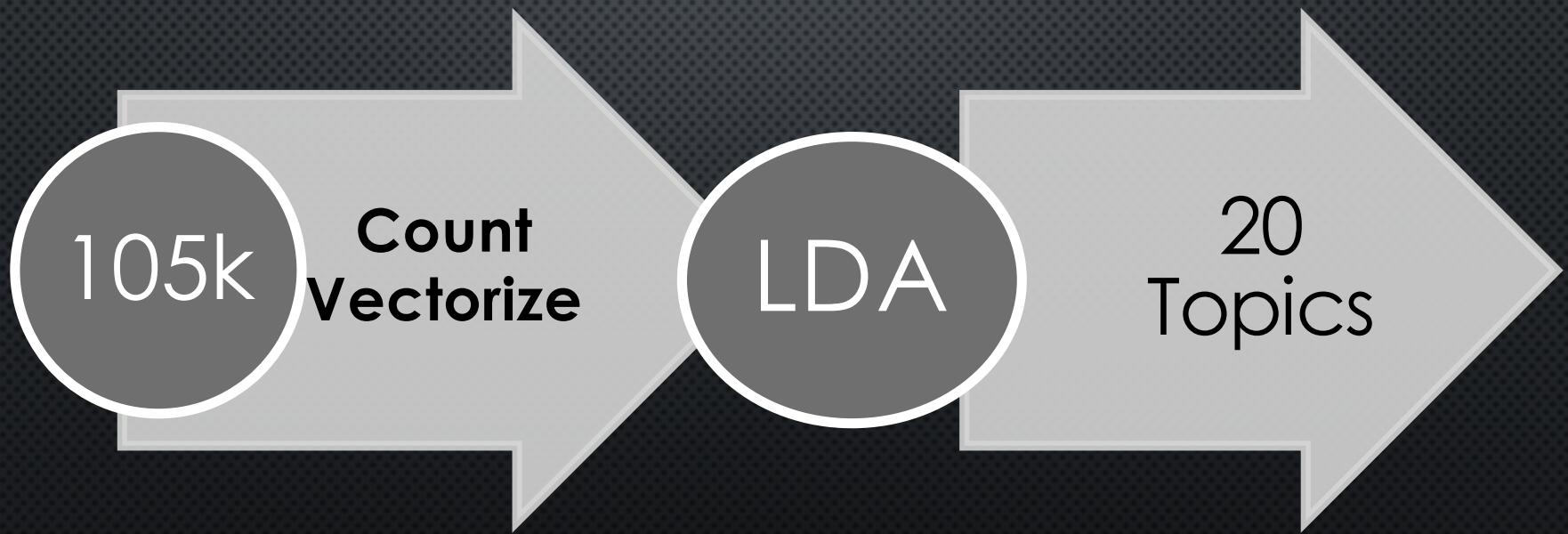
- **HONG KONG - JAPAN ON WEDNESDAY REPORTED A DECLINE IN EXPORTS FOR MARCH, PROVIDING NEW DETAILS OF THE IMPACT THE NATURAL AND NUCLEAR DISASTERS HAVE HAD ON ITS ECONOMY, PARTICULARLY AMONG MANUFACTURERS.**
- **BERLIN — As EUROPE STRUGGLES TO REVERSE A PLUNGE IN FINANCIAL CONFIDENCE, THE WORLD WAITS FOR GERMANY'S CHANCELLOR, ANGELA MERKEL, TO MAKE A FUNDAMENTAL CHOICE.**
- **TRADERS HAVE BEEN OVERWHELMED BY THE PROSPECTS OF A GLOBAL ECONOMIC SLOWDOWN, A EURO ZONE DEBT PROBLEM AND OTHER ISSUES.**

- '0.307*"TRUMP" - 0.224*"POLICE" + 0.219*"MR" - 0.179*"SAID" + 0.145*"REPUBLICAN"
- '-0.252*"GRADUATED" - 0.205*"BRIDE" - 0.191*"UNIVERSITY" -0.175*"LAW" -0.158*"GROOM"
- '0.301*"POLICE" + 0.193*"SAID" - 0.192*"TRUMP" - 0.179*"CHINA" - 0.140*"GRADUATED" - 0.138*"IRAN"
- 0.175*"POLICE" -0.148*"REPUBLICANS" -0.139*"HEALTH" - 0.131*"REPUBLICAN" -0.117*"TAX"

- IRAN: 16
 - POLICE: 13
 - TRUMP: 16
 - OBAMA: 15
 - KNICKS: 9 TIMES
 - YANKEES 10 TIMES



LATENT DIRICHLET ALLOCATION





Score: **0.9352**

ADEN, Yemen (Reuters) — The Yemeni Army battled militants linked to Al Qaeda in the southern town of Zinjibar on Saturday, recapturing important positions in the rebel-held city and killing at least 62 Islamist fighters, a military official said...

Score: **0.9317**

SANA, Yemen (AP) — The death toll from a suicide bombing in southern Yemen rose to 45 on Sunday, officials said, in the latest attack against militias allied with the army...



Score: **0.96397**

Honeywell International said on Friday that its profit rose 10 percent in the third quarter as new products and emerging market growth offset weakness in Europe.

Score: **0.95374**

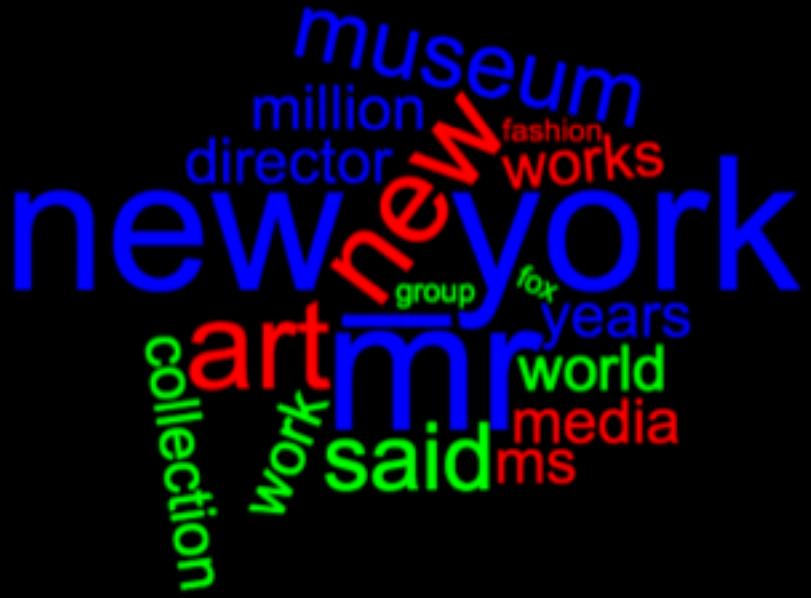
Tiffany & Company reported Thursday that its third-quarter net income fell about 30 percent, citing a higher-than-expected tax rate, economic weakness and high precious metal and diamond costs.



Dr. Marisa Rory Mendel, the daughter of Ilene S. Mendel and Dr. Herbert E. Mendel of Fayetteville, N.Y., was **married** Saturday evening in Syracuse to Joshua Michael Abraham, a son of Harriet Sostman Abraham and Dr. Jerrold L. Abraham, also of Fayetteville.

Dr. Alisse Katherine Hauspurg and Dr. Adam James Janicki were **married** Saturday at Saltwater Farm Vineyard in Stonington, Conn.

Dr. Alexis Jenks Roettinger and Christopher Matthew Markowski were **married** Saturday evening at St. Columba's Chapel in Middletown, R.I.



Michael **Baer joined Starcom USA, Chicago, in a new post**, executive vice president and managing director, overseeing the Hallmark, Lego, Luxottica Group and Walgreens accounts.

Black Bag Advertising, San Francisco, was **acquired by Essence Digital. Financial terms were not disclosed**. The deal is part of expansion plans in the United States for Essence Digital, which is based in London and has an office in New York.

Hanna Adams **joined PJA Advertising and Marketing as an account supervisor**. She had been an account supervisor at Hill Holliday, Boston, part of the Interpublic Group of Companies.

TOPIC FITTING BY YEAR



Year	Middle East Violence	Op-Ed (personal stories)	Energy	Telephone polling results	Finance	Bridge Card Game	Baseball	Culinary	Marriages
2011	0.0663	0.1164	0.0446	0.0742	0.0752	0.0409	0.0326	0.0199	0.0533
2012	0.0600	0.1156	0.0401	0.0702	0.0684	0.0422	0.0321	0.0203	0.0574
2013	0.0601	0.1141	0.0432	0.0748	0.0657	0.0405	0.0329	0.0203	0.0510
2014	0.0647	0.1144	0.0421	0.0710	0.0670	0.0472	0.0272	0.0191	0.0488
2015	0.0628	0.1196	0.0386	0.0627	0.0745	0.0380	0.0268	0.0238	0.0455