10) CRAFT A STRATEGY TO GET MORE YOUNG PEOPLE TO CONSUME NEWS

Summary

Fewer and fewer 18-to-34 year olds are reading newspapers, and that negative trend is accelerating among young people. Many newspapers already have apps, Facebook accounts and twitter feeds.

Challenge:
What changes to content would help pull younger media consumers to the news? How would you “hook” people to regularly read the newspaper or visit the online news site? What would be an effective marketing plan for this strategy?

1) The name of your company / organization?

Ogden Newspapers, Wheeling WV
http://www.oweb.com

2) Explain your “challenge.” Be as descriptive as possible, providing relevant background or other information to help student competitors clearly understand the problem to be solved.

What can media outlets, and specifically newspapers, do to engage younger readers? Many newspapers already have apps, Facebook pages and twitter feeds, but what changes to content would help pull younger media consumers to the product? The concept should look at both the end product ideas as well as the “hook” that will get people to both learn about the products. The marketing plans should work to promote the entire initiative.

3) How would you know if a student entry has produced a good solution? That is, how would you measure the effectiveness of the solution (e.g. surveys, online audience metrics, etc.)?

Electronic products we will be measured using analytical software. Print success would be measured by increases in circulation.

4) Are there additional criteria against which the proposed solution should be evaluated? (e.g. well-designed, attractive interface, usability, mobility, low-cost implementation, etc.)?
Implementation of ideas should be possible without large expenses being incurred. Since many small media outlets have limited staffs, the amount of time it will take to implement an idea should be taken into consideration.

5) What resources are available to help inform and guide the student competitors (e.g. data sources, reports, articles, audience metrics, etc.)?

We can provide complete analytics of our web products as far back as 2008 through the use of Google analytics. We can also provide information on numbers of stories, categories, etc., of our sites. On the print side, we can provide the ABC Audit information for our locations being examined.

6) Please provide the name(s) and contact information of someone we may contact if we have questions about your “challenge.”

Art Smith, Online Manager, The Parkersburg News and Sentinel as well as The Marietta Times will serve as primary contact.

Art Smith,
Office Phone: 304-845-1891 ext. 281
Cell and Text: 304-488-6424
Linkedin: www.linkedin.com/pub/art-smith/42/a4/847/
Facebook http://www.facebook.com/artonline
e-mail: asmith@ogdennews.com

You may also contact Dave Frisch, Regional Publisher dfrisch@ogdennews.com - 1-304-231-0416
Challenge # 10

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Written materials¹:

1. Cover page with title, number of the challenge addressed, list of contributors and contact information.
2. One page executive summary w. title – required (12-point type, may be single-spaced)
3. White paper
   a. Required: Title, problem restatement and proposed solution (What is your innovation?), maximum three pages
   b. Required: Measurable aims: how will you know if your solution works, maximum one page.
   c. Required: Project description, maximum of 10 pages total
      i. Required Evidence to support your approach
      ii. Optional Necessary resources to implement your solution. Include channels, methods and any apps you plan to use.
      iii. Required Implementation plan
      iv. Required Timeline
      v. Optional Technical approach/details/steps to creation of working prototype if you plan on creating a new app.
      vi. Optional Testing/Pilot Plan
      vii. Required Strategy and Marketing. Describe the essential components of the strategy you plan to use. Describe your marketing plan.
   d. Required Financial Information – no page limit
      i. Required Proposed budget and budget justification
      ii. Leave Blank
   e. Appendices – optional, no page limit. Note: judges are not required to read appendices.

Presentation Materials²:

1. Set of PowerPoint slides without voiceover – maximum 20 slides as a PowerPoint file OR
2. Link to a viewable set of PowerPoint slides with voiceover – maximum 20 slides, 5 minutes OR

¹ All written materials in the white paper must be in a normal 12-point type, double-spaced, unless otherwise noted. Charts, tables, illustrations and embedded spreadsheets may be single-spaced. Final deliverables of the cover sheet, executive summary and white paper must be three, and only three, separate Word documents or PDF files.
² If the presentation materials are posted on a private website, complete instructions for accessing the site must be given.
3. Link to viewable video presentation, maximum 5 minutes.

**NOTES:** Please note that the sponsor is seeking a conceptual strategy which requires explanation of the hook and the end product. In addition, the sponsor notes that this strategy would need to work with news outlets which have small staffs.