11) DESIGN A MULTI-PLATFORM PLAN TO ENGAGE YOUNG READERS

Summary

Newspapers have not traditionally marketed themselves. Fewer young people are subscribing. At one time, “the power of the press” was widely appreciated.

Challenge:
What can newspapers do to bring back “the power of the press” as a means to engage young people? Is more comprehensive coverage the answer? If so, how do we provide it? If not, how do we produce content young people value?

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.

As a newspaper industry, we do an excellent job of helping businesses successfully market and brand their products. Internally, we papers do little or nothing to promote ourselves — especially in regard to the inherent value of our multimedia market shares in our communities. Our “challenge” is centered on helping to define the modern-day “Power of the Press.”

The “challenge” initiative might involve developing a marketing campaign for print, online and mobile applications. The campaign would need to be one that not only would target a younger demographic but also would spell out ways to engage these younger readers. We want them to personally interact with and/or contribute to our news platforms.

Questions to which we want answers include:

• How do we harness the “Power of the Press?”

• How do we reclaim our position as the top media source for having the most comprehensive coverage when compared to other media outlets?
• Is comprehensive coverage what younger readers value?

• If not, then what do they value with news coverage and how can newspapers best fill that role? It’s the old business school strategy of: You don’t create a product and then find a need for it. You find a need and then create a product to satisfy it. That’s how you make a profit. That’s how you become financially successful.

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.)?

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 as to numbers of stories, categories, etc., for 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

Heather Goodwin Henline
Publisher and General Manager, The Inter-Mountain Newspaper
520 Railroad Ave. Elkins, WV, 26241
304-636-2121, ext. 104
hhenline@theintermountain.com

You may also contact Dave Frisch, Regional Publisher
dfrisch@ogdennews.com - 1-304-231-0416
Challenge #11

Not enough young people are engaging with newspapers, whether print or digital. At one time, “the power of the press” was widely appreciated and admired. What can newspapers do to bring back “the power of the press” as a means to engage young people? Is comprehensive coverage what younger readers value? If not, then what do they value with news coverage and how can newspapers best fill that role? The Ogden Newspapers group would like a marketing campaign for print, online and mobile applications that not only targets younger readers but also suggests ways to engage them. That engagement should include not only providing them with content that appeals to them, but also interacting with them personally and also finding ways to get them to contribute to our news platforms.

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. Required: Necessary resources to implement your solution
      iii. Required: Implementation plan, with specific ideas for targeting younger readers and engaging them on multiple platforms.
      iv. Required: Timeline. Lay out a how long implementation will take.
      v. Optional: Testing/Pilot Plan. If you have a phased approach based on initial results, describe your initial phase and the process and timing for how it might be modified to make it better.
   d. Required: Financial Information – no page limit
      i. Required: Proposed budget and budget justification

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.
e. Appendices – optional, no page limit. Note: judges are not required to read appendices.

**Presentation Materials**

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**
3. Link to viewable video presentation, maximum 5 minutes.

**NOTES:** The company can provide extensive audience data.

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2 If the presentation materials are posted on a private website, complete instructions for accessing the site must be given.