12) HOW CAN NEWSPAPERS MAKE MONEY FROM THEIR ARCHIVES?

Summary

In many cases individual newspapers have been publishing for well over 100 years. This provides an extremely valuable record of community life. In most cases the newspapers are available on microfilm.

Challenge:

How could this material be made available, searchable, and produce a revenue stream?

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.

In many cases, individual newspapers have been publishing for well over 100 years. This provides an extremely valuable record of community life. In most cases the newspapers are available on microfilm. What are some unique ways of using this wealth of information? Logical solutions could include online archives. Finding solutions to do this in a low cost manner would open up a wealth of historical information. Ideally, the effort would result in a searchable database of the entire body of work by a publication, an effort that would not only have a benefit for the newspaper but also for research centers such as colleges. The challenge should examine revenue possibilities as well as unconventional ideas. Ordering a copy of the front page from the day you were born would be one example. Challenge should take into account the cost vs. benefit of the proposed system.

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 the analytics of how much the information was accessed as well as how much revenue was generated by the system.
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.

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Cell and Text: 304-488-6424
Linkedin: www.linkedin.com/pub/art-smith/42/a4/847/
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You may also contact Dave Frisch, Regional Publisher dfrisch@ogdennews.com - 1-304-231-0416
Challenge #12

Many newspapers have been publishing for more than a century and, as such, their archived editions provide a valuable historical record of community life. In most cases, the newspapers are available on microfilm. What are some ways to make this information searchable in a way that can produce a revenue stream?

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, including a good understanding of what archival material exists and in what form.
      ii. Required: Necessary resources to implement your solution, keeping in mind that the company seeks ideas that do not incur large expenditures.
      iii. Required: Implementation plan
   iv. Required: Timeline for implementation.
   v. Optional: Technical approach/details/steps to creation of system for the public to search archives and purchase archival material.
   vi. Optional: Testing/Pilot Plan. This would involve testing a prototype before implementing the plan for multiple publications.
4. Required: Financial Information – no page limit
   i. Required: Proposed budget and budget justification
   ii. Required: Expense/Revenue projections for one, two and three years.
5. 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

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.
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: Keep in mind that many publications serving smaller communities have limited staffs; thus, the cost of your plan must be modest.