13) INVENT WAYS TO GET PEOPLE TO SUBMIT READER-GENERATED CONTENT

**Summary**

Reader-generated content can increase print newspapers and their online news.

**Challenge:**

How can people be encouraged to submit reader-generated content through the web, an app, or other system? What would be the process to get the user content online or in print?

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.

Reader-generated content can add valuable information to both printed newspapers and their online versions. How can the public be encouraged to submit information beyond what we already do? We currently have a variety of ways that we attempt to get this information. The project should examine how to encourage people to submit it, how it should be submitted and finally what to do with it once it has been submitted. The entry also can examine the mechanics of having readers submit content, both via web and app, as well as undetermined systems.

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 increase in submissions and use of reader submitted items.**
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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You may also contact Dave Frisch, Regional Publisher dfrisch@ogdennews.com - 1-304-231-0416
Challenge #13

Reader-generated content – everything for youth soccer video to photos of house fires – can increase a news organization’s engagement with its audience. What new techniques or incentives can be employed to encourage readers to submit information?

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 already is being done to encourage reader-generated submissions.
      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 promote reader submissions, as well as the ease of actually submitting information to the news organization.
      vi. Optional: Testing/Pilot Plan. This would involve testing a prototype before implementing the plan for multiple publications and platforms.
   d. Required: Financial Information – no page limit
      i. Required: Proposed budget and budget justification
      ii. Required: Expense, and revenue projections for you think they are possible.
   e. Appendices – optional, no page limit. Note: judges are not required to read appendices.

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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.
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: A starting point is a thorough examination of how the company currently tries to encourage reader-generated content. What are some compelling, creative new ways to encourage submissions?

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