3) CREATE AN APP TO ENGAGE MILLENNIALS IN LOCAL TV NEWS BROADCASTS

Summary

Fewer and fewer 18-to-34 year old viewers are watching local TV news, and that negative trend is accelerating among young people.

Challenge:

Find and implement a way, or ways, to engage this audience to get them to watch local newscasts in greater numbers. If elements of television news can be connected to a live, on-line interactive app, that might generate greater interest among viewers of all ages.

1) The name of your company / organization?

KDVR-TV Fox 31 / KWGN Channel 2
Denver, CO

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.

The Millennial Generation does not watch local television news. We would like to find and implement the best way to engage this audience through social media and mobile interactivity and to get them to watch our local newscasts in greater numbers.

A recent Nielsen study revealed that more than 80% of television viewers have a mobile device (phone, tablet or laptop) in easy reach while watching television.

We think that if we can connect elements of our television news with a live, on-line interactive app for those mobile or portable devices that we will find a greater interest among more viewers, especially Millennials.

If an app were to be a vehicle for the innovation, then we would appreciate a description, or a diagram of how the app would look and work.

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.)?

**Audience metrics for online and broadcast would be measured daily.**

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.)?

**Solution should be attractive both in aesthetics and cost-point to a young male or female audience (18 to 35)**

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

**We have a depth of research material from multiple sources to help guide the innovation.**

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

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Challenge #3

A television station seeks a way to engage young “millennial” viewers through a “live, online interactive app” that will allow them to view the station’s broadcasts on mobile or portable devices through social media and/or mobile interactivity.

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. The broadcast station says that any proposed app should provide “a description or diagram of how the app would look and work.”
      ii. Required: Necessary resources to implement your solution, as well as identifying hurdles to implementation.
      iii. Required: Implementation plan.
      iv. Required: Timeline
   v. Optional: Initial pilot plan that will provide quick feedback on whether it’s working so that short-term adjustments can be made before full implementation.
4. Required: Financial Information – no page limit
   i. Required: Proposed budget and budget justification. What will this program cost?
   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: Broadcast station can provide you with research material to assist you in preparing your proposed solution.