4) MAKE LOCAL NEWS RELEVANT FOR YOUNG TV VIEWERS

Summary

Social media platforms, like Facebook and Twitter, have enhanced audience engagement with local television newscasts. Still, fewer and fewer 18-to-34 year old viewers are watching and that negative trend is accelerating among young people.

Challenge:

Come up with the content and the delivery system to engage the next generation while continuing to serve the existing dominant demographic of Baby Boomer and Gen X/Y viewers. In short, how can local news be made relevant for future viewers? And how can any solution eventually be monetized?

1. Name of company/organization?

WJW Fox8, owned by Local TV LLC (see: http://www.localtvllc.com)
Cleveland

2. Explain your challenge.

As an industry, one of our biggest challenges is to find a delivery system and style to our newscasts that meet the needs of the Millennial generation and beyond. The traditional method of live over-the-air (OTA) broadcasts supplemented by traditional web content, social media and mobile applications is not engaging this younger generation. The adult 18-34 audience is not watching traditional news as has been shown in Nielsen Media research. Although Facebook, Twitter and other more modern touch points have enhanced our product, we have clearly not gone far enough to engage the younger audience. In order for our product – local news – to remain relevant, we must be sensitive and flexible in responding to the changing needs of our audiences while continuing to serve the Baby Boom and Gen X/Y viewers who are our dominant demographic.

The Challenge: Determine the content and delivery system that will engage our future audience and enhance our relevancy as a community news source while continuing to serve our traditional audience.

Content: What are their priorities in local news content? Are the traditional weather and breaking news priorities consistent with the interests of this audience? How important is interactivity via social media? Is engagement important, i.e., news with an opportunity to participate and respond?
**Distribution:** How and where do our future viewers wish to consume local news? Computer screens, tablets, mobile phones and other devices are just a few of the options.

We hope that students will think well out of the box in terms of possible solutions. In the end, we need a recommendation for how to make local news relevant to technology age customers while still providing traditional deliverables to our current viewing customers. Ideas might include specialized segments, targeted topics, separate live streams, etc. If part of the solution is an app, a detailed description or diagram of the look and flow would be appreciated.

3. How would you know if a student entry has produced a good solution?

   We would vet the solution through the use of focus groups and market testing both inside our facilities and out.

4. Are there additional criteria against which a proposed solution should be evaluated?

   It has to be executable, at least the early stages of the solution, with current or newly emerging technology. We are not a tech company and although we have the resources to develop solutions, our core business is news and entertainment for our audiences. Also, at some level we have to be able to monetize the solution without charging viewers for entry, which has proven completely ineffective.

   Any technology interaction would need to be attractive in both aesthetics and cost-point to a young male or female audience (18-35). Also, any cost-point would need to specify the valuation of the solution to the end user.

5. What resources are available to help inform and guide student competitors?

   We can provide Nielsen and Rentrak viewership data and trends, Scarborough psychographic data, internet and mobile trends, articles and research on Millennials that have been done in addition to access to our team to ask questions during the development.

6. Name and contact info

   Greg Easterly  
   Vice President and News Director  
   WJW- FOX 8  
   216-432-4200
Challenge #4

Come up with the content and the delivery system to engage the next generation while continuing to serve the existing, dominant demographic of Baby Boomer and Gen X/Y viewers. In short, how can local news be made relevant for future viewers? And how can any solution eventually be monetized?

Written materials:

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. Why do you think your solution will be successful?
      ii. Required Necessary resources to implement your solution. What methods, channels, or apps are necessary to support your solution?
      iii. Required Implementation plan
   iv. Required Timeline
   v. Optional Technical approach/details/steps to creation of working prototype, if a new app is part of your plan.
   vi. Optional Testing/Pilot Plan (sponsor will also test)
   vii. Required: Strategy and Messaging. Describe the essential components of the strategy you plan to use. If you plan to use particular messages, include information about what messages and how you plan to use them.

4. Required: Financial Information – no page limit
   i. Required Proposed budget and budget justification
   ii. Optional Expense/ Revenue projections for 3 years
5. Appendices – optional, no page limit. Note: judges are not required to read appendices.

See page 2:

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:** Please note sponsor's need to monetize the solution without charging viewers.

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