7) A NEWSPAPER NEEDS A WAY TO MONETIZE ITS 60,000 TWITTER FOLLOWERS

Summary
We have more than 60,000 followers on Twitter, yet Twitter never is among our top 5 referring websites.

Challenge:
How do we make money off of the time and effort we spend on Twitter?

1) The name of your company / organization?

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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.

We have more than 60,000 followers on Twitter, yet Twitter never is among our top five referring websites. The challenge: How can news organizations monetize Twitter followers and Twitter in general? The links are not often clicked on as the users merely take the scant news that is on the Tweet and move on. And as newspapers move more to paywall or metering websites, even fewer will click on those links. How do we make money off of the time and effort we spend on Twitter?

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.)?

We track our referrals daily and know who is coming to our website. Success is easily defined and determined.

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.)?

Low-cost implementation, because we are gaining no economic benefit from Twitter.

5) What resources are available to help inform and guide the student competitors (e.g. data sources, reports, articles, audience metrics, etc.)?
We have reports showing referrals that can be shared; we have a list of Twitter handles that our staff and news organization uses as well.

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 #7

A newspaper has more than 60,000 followers on Twitter, yet Twitter is never among its top five referring websites. How can the newspaper make money off of the time and effort it is spending on Twitter?

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 (Newspaper seeks implementation in 60 days or less).
   iv. Required: Timeline
   v. Optional: Testing/Pilot Plan
   i. Required: Projection of expenses, if any, for implementation.
   ii. Required: Revenue projections for first, second and third year.
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
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.

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.
NOTES: The newspaper says that links that it provides in tweets to its Twitter followers “are not often clicked on as the users merely take the scant news that is on the Tweet and move on. And as newspapers move to more pay wall and metering websites, even fewer will click on those links.” To assist in preparing your entry, the newspaper is willing to share reports showing referring websites. It also is willing to share its list of Twitter handles used by its staff and the news organization.