8) CONVINCE OLDER NEWSPAPER READERS TO EMBRACE DIGITAL PRODUCTS

Summary

The core readership of our print product is aging and our readership surveys show this population is not using our digital products and they are not comfortable with digital delivery of the news.

Challenge:
Create innovative ways to familiarize an older audience with newer digital products in a way that would be appealing to that demographic.

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.

The core readership of our print product is aging and our readership surveys show this population is not using our digital products and they are not comfortable with digital delivery of the news. As our company evolves into a multimedia organization with greater emphasis on digital products, we don’t want to leave this loyal, older audience behind. We are looking for ways to help this older audience become comfortable with our digital products. The solution should provide a feedback mechanism to evaluate the success of the initiative so that we can make short-run adjustments.

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 will use the mechanism provided by the students to determine short-term effectiveness. We will know it works in the long run if subsequent readership surveys show an increase in the use of digital products by seniors. As we monitor our reader feedback, we should also see more positive feedback from the seniors regarding digital delivery.
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.)?

As mentioned above and most importantly, the ideas need to be appealing to a senior audience. A relatively low-cost implementation that could be rolled out quickly would be important (we can’t afford iPads for all senior readers!)

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

Read the Pew Project for Excellence in Journalism, “The Demographics of Mobile News Habits,” from December of 2012 (http://www.journalism.org/sites/journalism.org/files/DemographicsFinal1.pdf). They could also review other Pew studies. Scarborough Prime Next studies could also be helpful if they have access.

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 #8

The core readership of a newspaper's print product is aging and its readership surveys show this population of seniors is not using the newspaper's digital products and are not comfortable with the digital delivery of news. The newspaper is seeking creative ways to familiarize an older audience with never digital products in a way that would be appealing to that aging demographic.

Written materials\(^1\):

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. Note that the company seeks “low cost implementation that could be rolled out quickly.”
      iv. Required: Timeline
      v. Required: Initial pilot plan that will provide quick feedback on whether it’s working so that short-term adjustments can be made before full implementation.
   d. 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 Materials\(^2\):

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: The company notes that any solution must rely on seniors using whatever existing digital products they have ("We can’t afford iPads for all seniors readers"). The company says it will know if the proposed solution works “in the long run if subsequent readership surveys show an increase in the use of digital products by seniors. As we monitor our reader feedback, we should also see more positive feedback from the seniors regarding digital delivery.”

For background research, the company suggests the Pew Project for Excellence in Journalism study, “The Demographics of Mobile News Habits,” from December of 2012. Other Pew studies also may be helpful.