CHALLENGE #4

Summary
Create a way to repurpose news content in a manner that appeals to millennials.

Challenge:
One of the biggest problems in local news is its short shelf life. Once a story breaks, its value to the audience decreases rapidly. What can be done to the news product to extend its shelf life and grab a different audience? Can it be repurposed in a different or creative way? Is there a longer news value when news elements can be combined or extracted?

WBNS-TV (Columbus) is looking to launch a YouTube and web video series that repurposes news content and appeals to millennials. Each video must be less than 90 seconds, fairly simple to produce, yet entertaining enough to encourage social sharing.

Deliverables:

- A summary of the problem within its context
  In order to ensure your solution is truly innovative, you need to investigate the problem. Are there any existing similar technological approaches to what you propose? If so, how does your solution try to recreate, improve on or differentiate itself from a previously successful approach? What observations, studies, industry research, or communication best practices support your approach to the problem? Alternatively, can you provide credible research from existing surveys or other analyses to support your idea?

- A viable solution
  Produce either a sample video or a storyboard of the video the gives a good description of what it would contain. Each part, segment, and shot should be explained as to why it was included and how it benefits or appeals to the audience. What are the key elements each future video should include to ensure they capture your target audience? A focus group, or a survey with demographic data, would be preferred for evaluation.

- A workable business model
  Your entry should address the cost of development, implementation and marketing, as well as any potential revenue streams.

- A strategy to reach diverse audiences
  Special attention should be given to ways for engaging underserved and underrepresented audiences.
Resources:

Please use contemporary demographic and psychographic data on millennials and their interests. These links may help get you started:
Pew Research Center’s “State of the News Media” annual report:
http://stateofthemedia.org

U.S. Census Bureau data: http://www.census.gov
New York Times survey on TV viewership by millennials:
http://mashable.com/2013/10/11/millennials-online-videos/