Our challenge is to craft a strategy to get more young people, ages 18 to 34, to consume news for the Ogden Newspaper Company, located in Wheeling, West Virginia. Our strategy is to bring the news to the younger audience in a medium that research shows they are most comfortable with: mobile technology. Through three simple components, our innovative approach will encourage younger readers to consume more news. Our proposal is based on the idea that if younger users are not seeking news out themselves, the Intelligencer/Wheeling News Register will bring it to them.

### Our Innovative Approach:

#### Smartphone alarm clock app
- Allows viewers to customize what content they want to see, the order in which they see it, and the time of day they receive it.

#### Mobile text alerts
- For the “texting generation” and those who do not have smartphones, a personalized text alert system allows users to stay informed. Also used for breaking news.

#### Website revamp
- Because both the text alerts and the app drive users to the website, it is necessary to implement a sleeker, more user-friendly design.

### Mobile Statistics:

- 83% of 18-29 year olds say they place their cell phone on or right next to their bed while they sleep
- 53% of people use mobile devices for checking headlines regularly.
- 52% of smartphone users read the news once per day on their phone.

### Cost Analysis:

- In-house programmer – n/a
- iOS Developer Subscr. - $99
- LSN Mobile Program – TBD
  - based on traffic volume
- Website Redesign – n/a
- Marketing – Est. $1,500