Scripps Innovation Challenge

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Challenge Description:

Craft a strategy to get more young people to consume news.

Ogden Newspapers, Inc.
Wheeling, WV
Scientifically Speaking...
Generation Text:

- Text often
- Constantly have phone nearby
- Want control over obtaining information
Generation Text Habits:

- **Social Media:**
  - Only 9% of readers take news recommendations from Twitter and Facebook

- **Mobile**
  - 51% of smartphone users use their phone to consume news
  - 83% of adults say they sleep with their phone nearby.

* PEW State of the News Media 2012
Proposed Solution:

- **Mobile Alarm Clock App**
  - Gives users ability to customize what news they get, when they want it.

- **Mobile Text Alerts**
  - Gives news consumers top three headlines via text message.

- **New and Improved Mobile Website**
  - Both options drive users to a revamped mobile website.
News Alarm
Home Screen
This is a default iPhone home screen to start your demos from. In presentation mode, the red icon acts as a button that links to the 2nd slide, where your mockup loading screen should display. You can replace the red button by your own 57x57 icon. Just don’t forget to hyperlink it to slide 2.

If you own photoshop this tutorial might be handy: http://www.photoguides.net/photoshopping-iphone-icons
Alarm 1
12:34 P.M.

Snooze  Turn Off

look to rebuild... More>>
Pens Rally in 2nd, Fall in 3rd, 6-4

February 27, 2013 Sunrise, Fla. – Thomas Kopecky recorded his first career hat trick and Tomas Fleischmann had the go-ahead score for his 100th career goal lifting the Florida Panthers to a 6-4 win... More>>
**Mayor Calls For B&O Tax Change**

*February 27, 2013*  
WHEELING — Mayor Andy McKenzie wants to review the City Charter and overhaul the business and occupation tax structure to help create new opportunities...[More>>](#)

**BASEBALL: Park Victorious, 3-2**

According to John Marshall coach Bob Montgomery, Tuesday evening’s baseball game between the Monarchs and Wheeling Park was just another chapter in a great rivalry. ...[More>>](#)
General Tips:

- Always start by downloading the latest version at MockApp.com.
- Copy the UI elements you need from the Library file and paste them into this template.
- Most UI elements were re-created in Keynote/PowerPoint by grouping multiple items (text boxes, shapes, etc.).
- Editing the text of a UI element (button, etc.) should not require ungrouping but if you do need to ungroup, use SHIFT+OPTION+COMMAND+G in Keynote or CTRL+SHIFT+G in PowerPoint.
- Working with layers: Whatever you paste always goes on top of what was already there. Use the menu functions from the arrange menu (Keynote) or the PowerPoint equivalent to move UI elements to the front or the back.
- Selecting more than one UI element: It's often handy to move, copy or delete several UI elements at once. You can multi-select by clicking while holding down the COMMAND button on the Mac or the CTRL button on the PC.

App Home Screen

- This is where your app starts.
- Feel free to delete the instructions on the iPhone screen and start pasting UI elements from the MockApp library file.
- Have fun using MockApp!

Custom Tab Bar

- Silent alerts
  - Status: OFF
- Custom Tab Bar: ON
- Select Custom Tab Bar
  - West Virginia
  - Local Sports
  - Lifestyles
WHEELING - Mayor Andy McKenzie wants to review the City Charter and overhaul the business and occupation tax structure to create new opportunities as he and other leaders look to rebuild downtown Wheeling.

During McKenzie’s fourth State of the City address Tuesday, he also revived the idea of relocating the city’s Operations Center from its present Clator location to make room for private development - and hinted at the potential for institutions of higher learning to take a greater role in downtown development - during a 30-minute speech before a Capitol Theatre ballroom audience of nearly 200.

"The state of our city remains solid, and your City Council is as committed as ever to preserving and enhancing our abundant quality of life," McKenzie said.

- See more at: http://theintelligencer.net/page/content.detail/id/581908/Mayor-Calls-For-B-O-Tax-Change.html?nav=515#sthash.C9Ne0dOP.dpuf
Text Message Alert System

Good Morning!
February 26, 2013

- Ormet Files Ch. 11 Bankruptcy
- Wheeling Man Found Dead
- Wheeling Budget Proposed

Visit theintelligencer.net for full stories.
Mobile Website Appearance
## Return on Investment:

<table>
<thead>
<tr>
<th>Current Figures:</th>
<th>Desired Outcomes:</th>
</tr>
</thead>
<tbody>
<tr>
<td>App Visits: 31,045</td>
<td>App visits: 40,000</td>
</tr>
<tr>
<td>Website length of stay: 3 minutes</td>
<td>Website length of stay: 8 minutes</td>
</tr>
<tr>
<td>Text alert users: 200+ users</td>
<td></td>
</tr>
</tbody>
</table>

*Estimations based on Wheeling college/university enrollment and age group demographics from 2010 census data*
Implementation:

- Utilize Current Resources
  - In-house programmer
  - Existing iOS Developer Program subscription

- Marketing strategy
  - Utilize website/print space
  - Local colleges and universities
  - Existing community events
    - Ogden Newspapers Half Marathon Classic