

Team Athena:



Scripps Innovation Challenge No. 7

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Key Partners



Marketing

ImPReSSions

Development and management

School of Electrical Engineering and Computer Science capstone classes

Key Activities



News and social media services

Provide an integrated feed of local news and social media to identify trends, events and concerns

Filtered content

Organize feeds by hashtags, location and key words to identify news source (WOUB), verified users and officials and general community members

Community Engagement

Encourage community members to get involved and provide content through social feeds, push alerts, suggestion tabs and community calendars/deals

Recognition

Reward contributors for engaging with WOUB news and the community

Key Resources



Content

WOUB news radio, television and online stories

Social Media

Facebook, Twitter and Instagram feeds

Community interaction

Application reward and feedback systems

Discounted services

University publishing and development deals offered by IOS and Google Play

Existing WOUB tools

Established broadcast channels, partnerships, online presence and Google Analytics

Value Proposition



Content Congregation

Integrated local news and social media feeds

Application Diversity

Available for both Android and iPhone owners, serving the majority of Appalachian smartphone owners and local news consumers

Conversation

Platforms allowing interaction between news consumers and producers

Reward systems

Recognizing top contributing communities with news features through the application and Newswatch and dinner events

Customer Relationships



Co-Creation

Using both WOUB and user generated content and feedback

Personal Assistance

Face-to-face interaction through WOUB news series, Community Connections, and dinners for top contributing communities

Channels



WOUB

Existing broadcast, social media and online channels

Application Publishers

Google Play and iTunes

Customer Segments



Mobile device users

Android and iPhone smartphone owners

Networkers

Social media users

Younger generations

Users between ages 18 - 32

News consumers

Local news consumers receiving WOUB coverage

Cost Structure

App publication

Through Google Play and Apple iOS (\$124 per year)

Development and maintenance

Capstone class, interns and ImPReSSions (n/a)

Reward system

Community dinners and travel (\$500 per year)

Marketing

Supplies (\$50 per year)

Personel

Existing university and WOUB staff, students (n/a)



Revenue Streams

Calendar promotions

Local business advertising (\$450 per year)

Banner Ads

Local business advertising (\$2,800)



PROPOSAL

Problem: *Balancing technological trends and meaningful relationships*

Rapid advancements made through mobile, technological and social devices have presented a number of challenges for news organizations. Keeping up with the quickly evolving industry and a variety of platforms, companies must find a way to identify trends, manage costs and maintain relationships with users and community members in a quick and easy format.

Viable solution: *A mobile community news source*

A focus on mobile news and social media is key. By supplying an aggregated, geo-specific news and social media application, WOUB would present a platform that eliminates the need to monitor multiple sources for both organization and community members. By allowing continuous interaction through a virtual bulletin board, users would be able and encouraged to contribute to the news cycle.

According to a 2014 PEW Research Center survey, 58 percent of adults in the United States own a smartphone. Demographics are similar to the majority of Appalachians -- 43 percent were smart phone owners, 28 percent of which used Android and 13 percent had iPhones.

Most used their smartphones to consume the news. PEW Research Center's 2014 annual *State of News Media* survey reported more than 66 percent of Americans got the news from their mobile device, 56 percent used their device to read local news, 75 percent also used social media and 50 percent used applications.

In WOUB's Kentucky, Ohio and West Virginia areas of coverage, people are predominantly white with a high school education and lower household incomes. According the PEW research findings, this demographic is not only more likely to read mobile news compared to other platforms, but more than half were also more likely to interact with local news through their digital devices and social media. An on-the-go application makes it easier to stay connected and up-to-date on local news, as well as contribute to continuous conversation. The majority of app downloaders have already established a social media presence, are willing to pay for premium services and geo-location

related content. Because of these existing networks, 73 percent of application downloaders willingly participated with local news online and 76 percent followed local news most of the time. As a result, more than 35 percent felt they had a larger impact on their community.

Similar broadcast stations, like WOSU, have created a local news application as well. Though it is still in early stages of deployment, the organization has already attracted a number of users and advertisers. Further confirming the driving trend in mobile news content, digital media professionals including Raju Narisetti, head of *The Wall Street Journal's* digital network and NPR's mobile app developer, Katie Zhu, resolved that a positive mobile experience is absolutely necessary for the survival of any news organization.

Competitors: *Filling the void*

The product would fill a large news service and marketing gap in WOUB's coverage areas, currently void of successful news applications or mobile-specific resources that engage the community.

News and social aggregation applications, like Banjo and *USA Today*, have similar software approaches in utilizing social media and news feeds. Although these applications provide a taste of two-way communication, they lack the ability to focus on hyperlocal news, true community conversation and feedback.

The majority of nearby competitors including *The Post* and *The Athens News* lack resources needed to develop an app or provide that hyperlocal digital experience. Other organizations such as *The Athens Messenger*, *The Zanesville Times Recorder*, WOWK 13, *The Charleston Gazette* and *Daily Mail*, do offer mobile applications. However, they are a more simplified digital version of printed publications or online stories. The applications have no outlet to encourage news and community interaction. They're also only offered through the iTunes store, though most of their local users own an Android rather than an iPhone, according to PEW surveys. Rather than providing a news application that serves the majority of its population generating a united community network,

they've presented a bland news experience only a small portion of their users can download that's completely lacking of any feedback or local conversation features. See appendix A.

Unlike its competitors, WOUB would capitalize on its larger area of coverage, Ohio University connections, existing relationships with local citizens and businesses, and already established resources, such as television news, social media and online presence. Congregating already constructed social networks in addition to its own, WOUB's application will harness social media's news potential surrounding and generating local news and interests. By encouraging and awarding top contributors, the application would provide a stream of hyperlocal news and, most importantly, an ongoing interactive tool the majority of audience members can download, linking news consumers and producers together.

Key activities: *Integration and interaction*

The goal of WOUB's application is to provide a platform that integrates news and social media, encouraging community members to engage with WOUB in both digital and physical realms.

Modifying Banjo's and *USA Today's* successful approaches, WOUB's application will develop an application everyone can use with a primary focus on hyperlocal news and community engagement. Featuring a stream of news and social media (including Instagram, Twitter and Facebook), users would be encouraged to contribute to developing newsfeeds and content production with the ability to post within the application, share and save content, review WOUB's services and suggest stories or events. See appendix C.

Offering a homepage organized by topic (weather, news, sports, entertainment, trending, radio, calendar and suggestions), the application would contain a digital list of news content for each section. Featuring posts determined chronologically or by trends, individual stories would meld news, social media and advertising together.

Filtered by topics, events, trends, keywords or hashtags, relevance and location, the application would allow news producers and consumers to see and interact with the news and social

media conversation as it develops. Content placement would be organized by source, first featuring WOUB products, then verified users and community officials before including the general social media feed.

Located in the main menu, the “suggest a story” option allows community members to communicate directly with WOUB and the news production cycle by suggesting potential coverage opportunities. Participation with the news cycle and app management will continue with push notifications, facilitating daily correspondence between users and journalists by posing daily questions, breaking news or comments.

The community calendar will also encourage news interaction and community involvement by promoting local businesses’ events or deals. This provides a more efficient listing compared to WOUB’s existing online calendar.

Communities that are most involved in terms of quality, relevance, and/or popularity of posts will be recognized as the top contributing communities that WOUB serves. Every six months, the top community will be visited by WOUB reporters, hosting a dinner or lunch for community leaders to voice their concerns. The reporter will create a Newswatch program segment, highlighting the community and its discussion as a part of the *Community Connections series*. The top contributing community of the year will also have the opportunity to select a representative to share their insights as a culmination of the *Community Connections series*.

Value propositions: *A united network*

Today’s technology and social media serves as a template feeding consumers’ need for instantaneous, interactive and mobile news they can be a part of.

To remain relevant, news organizations must fight to generate valuable relationships, or a united network, with its community. To do so, WOUB will need to understand its own populace by listening, joining in and creating conversation. While this task is difficult to do while managing multiple platforms separately, the application will simplify the process by congregating already

existing news, user content and officials together. The application will drive digital traffic, telling users where local networks already exist in relation to WOUB's content. Though the application won't engage every user, its constant and dependable stream of news and conversation will compel existing consumers to share content and access individual networks, employing two of the most effective forms of communication -- word of mouth and social media.

Though local competitors have yet to access this market, PEW Research Center reported that more than half of today's adult population has a mobile device, the majority of which use it for local news and social media, especially for demographics in the Appalachian region. Presenting an easy and cheap way to stay connected with community members and local news, Appalachian mobile device and application users are more inspired to contribute to the entire news cycle and make a larger impact on the community. See appendix B.

Customer segments: *Bridging the gap*

As an already established credible news source, WOUB's news application would attract previously underserved demographics and smartphone owners.

In an interview, WOUB's Chief Content Officer, Mark Brewer, said the organization's outreach to the future of local news -- college and young adult demographics -- is very weak. Currently, television and radio stations reach two very specific markets, stay-at-home moms and preschoolers and people in their late 30s or older.

The application would provide a solution that would appeal to younger generations. In the region, the majority of people most likely to own a smartphone, use social media and read local news, are people from 18 to 24 years of age and 25 to 34 years of age. These digital users are also more likely to interact with and contribute to local news and its cycle.

This demographic and market is currently underserved in the news service industry as most local competitors only offer applications for iPhone. However, the PEW Research Center found that the most commonly used smartphone in the region is the Android.

According to a Team Athena survey, of 18 to 24-year-olds, 50 percent of 61 respondents found the majority of their news through social media and 36 percent felt only moderately informed regarding local news. Based on these results, its determined that our target demographic in the Appalachian region is an avid consumer of news media. See appendices D and H.

Community members of demographics similar to Appalachian residents are more likely to interact through social media and local news with their mobile devices. But without a platform to do so, news organizations are unable to foster a valuable relationship with the community, needed not only to produce quality local news, but to survive.

Cost structure: *A collaborative business model*

Phase 1. WOUB will partner with Associate Professor, Chang Liu's established computer science capstone class in Ohio University's School of Electrical Engineering and Computer Science. In doing so, WOUB will cut the cost (\$18,000 to \$90,000) of hiring an outside firm. The class will first develop an Android application and following classes will design the iPhone. See Appendix I.

Phase 2. The application will first be publically published on Google Play for Android products and later the iOS Developer Program.

Phase 3: ImPReSSions, a student public relations firm, will develop marketing, promotion and advertising plans while working with Kelly Martin, WOUB's public information officer and WOUB's Chief Content Officer, Mark Brewer, as well as Kathy Malesich WOUB Media Sales consultant.

Phase 4. Mark Brewer and WOUB's Director of Digital Delivery, Tim Myers, will hire and work with two part-time programming interns (earning course credit), for assistance in app management.

Phase 5: ImPReSSions will help to implement the reward systems including Community Contributor dinners, an event for three top community members and two WOUB reporters every six months.

Phase 6: Each year, the capstone class will work with its client, WOUB's to update the app.

Total cost: \$674 a year. See appendices E and F.

Revenue stream: *Providing and tracking advertisements*

Local businesses will be able to purchase banner ads and calendar promotion space to advertise deals, coupons or events. A banner ad will rotate at the bottom of the page each time the user swipes to a new page within the application. Though actual calendar listings will be free, businesses will have the option to further promote specials, coupons or events. Fair prices for ad space will allow WOUB to cover the cost of app production while promoting its community calendar.

WOUB's website earned about \$22,000 in 2013 from online ad revenue. With an average cost of \$125 an ad per month, it was concluded that approximately 170 ad spots were sold during the year. Based on last year's ad revenue summary, it is estimated that there will be 100 ad purchases for WOUB's application. Based on these projections, WOUB would not only cover the cost of the application but also earn enough to contribute to the funds for other sectors of the non-profit news organization. For this reason, it was determined a pay-wall for users to download the application would be unnecessary. See appendix F.

Diversity Enhancement: *Something for everyone*

Using Athens County to simulate average demographics in the Appalachian region, the area is predominantly populated by white females either 18 years old or over 65 with a high school education and an average household income of approximately \$30,000. Minorities include black and Hispanic peoples as well as people with a college degree.

Though the application will mainly be used to reach previously underserved demographics regarding local news, more than half of each demographic group owns a smartphone, especially for Appalachians. The emphasis for digital local news is similarly important for about half of all demographic groups, including a large range of people ages 18 to 49, people of white, black and Hispanic descent, and all ranges of income and education. See appendix G.

According to PEW research, younger generations may be more likely to access mobile local news information, yet 40 percent of people ages 30 to 49 are also using their phones to get local news

as well. Similar statistics are shown across the board for people of white, black and Hispanic ethnicities, as well as ranging community types and annual incomes.

Despite these similarities, people representing the average Appalachian are more likely to interact with local news and social media. Though more wealthy and educated people have iPhones, people in the Appalachian regions are more likely to own Androids, explaining why an Android version of the application has taken priority.

Despite this divide, community members and demographics of all types are encouraged to use the application through reward and push notification systems. Featuring both traditional local news while combining television, radio and social media, all community members have the opportunity to contribute and react to the news cycle. Social media and mobile device users will be rewarded with featured or trending content, and more traditional news consumers will be rewarded with a chance to highlight their community and concerns. Community members and businesses will also be able to become more actively engaged by suggesting stories or events, and using the community calendar to stay up-to-date on upcoming events, coupons or specials. With our free app, anyone can engage not only with WOUB, but also with the community itself.

Expanding The Idea: Merge Media

The Purpose

Merge Media will operate with clients in all fifty states in the U.S., providing news organizations with advanced application design and customization, encouraging community interaction with the entire news cycle through news and social media feeds. Extensive research of the industry, market and competition was a factor in reaching these results. After creating a vision, conducting demographic research, constructing demand scenarios and forecasting financial analysis, it was concluded that Merge Media is feasible.

Company Vision

Merge Media is a firm dedicated to customize mobile applications for news organizations. The firm will offer each individual demographic analytics, app development, marketing and

business strategies and financial projections. Assessing clients' consumers, resources and relationships, Merge Media will create the best possible plan for every customer. For both journalists and communities, the firm's solution provides a constant connection to generate relevant and quality news. Depending on the needs and resources of each client, pricing will be based on a sliding scale.

Demand

Multiple scenarios were analyzed to justify how successful an application design company would be. Based on PEW State of the media research, it was found the 58 percent of adults in the United States own smart phones. Of those 58 percent of people, 75 percent of them use social media on their mobile device. Local news for smart phone owners is important, that is why 56 percent of smart phone owners use their devices to read local news. Merge Media also found the importance of these elements in the firm's own research of both potential users and company clients, the majority of both parties were interested in the services Merge Media offers. See Appendix K. Merge Media will be able to provide over 2,000 news organizations with an application to meet all of the news and social media needs of their target market, no matter its city, state, news or social media needs.

Financial Analysis

Financial reports were forecasted and analyzed in order to conclude that this opportunity is feasible. Balance sheets, income statements, and cash flow statements were predicted for the first years of business. A capital budgeting analysis was also projected to finalize if the prospect of creating Merge Media is feasible.

The cost for developing an app was estimated to be around \$90,000, if Merge Media provides all technology, staff and resources. This number was reached by taking the average price of competitor prices. To advertise Merge Media, the firm would sign up for Google Ad Words. This would help bring customers to the firm's website just from searching words or phrases like

“How to make an app.” This phrase was searched over 24,000 times a month on average, which could generate multiple customers. The cost of Google Ad Words is determined by how popular the “tags” are for a particular website to become relevant for certain search results. This could cost anywhere from \$15 to \$30 each time someone was to click on the website, if it was promoted to the top by Google Ad Words. The cost for Google Ad Words was estimated to be \$15.33 based off “tags” related to our company. The staff running our company includes; one CEO, four managers, four developers and four project representatives. The total cost for all employees per year will be just below \$1.1 million. The total cost it would take to run our business would be \$1.6 million. The average time it takes one experienced app developer to fully develop an app can take at most 56 days. With a team of four experienced developers, working 340 days a year, the Merge Media team could develop at least 24 apps a year, which would take around two weeks per app. The sale price for the apps we design will be around \$100,000 on average based off sale prices of other app developers. Merge Media would generate about \$2.5 million in revenue, making 24 apps a year.

In one year, the company would generate \$900,000 in profit, which could be used to expand and improve Merge Media. Subtracting the total cost to run our business, \$1.6 million a year, from the total projected revenue, of \$2.5 million a year minimum concludes this. See appendices L and M.

Conclusion

After analyzing the financials and market segments of an app design company and mobile app industry, it was concluded that the feasibility of establishing Merge Media is possible.

Appendices

Appendix A:

News Application Competition

Low: Bargaining Power of Suppliers

WOUB being an established company will help attract many future employees and volunteers to help run the application.

WOUB already has connections that are hard to make for a start up app.

Internship availability will attract students to become familiar with organization and the app.

High: Bargaining Power of Buyers

Customers need a reason to check the app frequently. Less updated content and slow developing news stories can cause the customers to lose interest in using the app.

80%-90% of apps are downloaded and used once before deleted (DigitalTrends, 2013).

Low: Threat of New Entrance

Barriers to entry are low because anyone can make an app.

Most local news company's already have an application.

Hard to gain new customer base.

High: Threat of Substitute Products:

App can easily be replaced with television, news papers, social media, and other news sources that are offered.

Approximately 20,000 apps are added to the app store every month.

S.W.O.T. Analysis

Strengths

Innovative Ideas: New modern design will differentiate WOUB's app from the competition.

All In One: WOUB's app will provide users with news, videos and radio from WOUB. This allows users to access multiple varieties of news in one application.

Weaknesses

Small target area: Due to a limited target audience, it will be harder for the app to expand its customer base.

Local News Only: This app only offers local news, which will not attract customers who are only interested in world news or both local and world news.

Threats

Direct and indirect competition from apps in the surround area: Since this app is designed for the Appalachian region, there are many different news sources available.

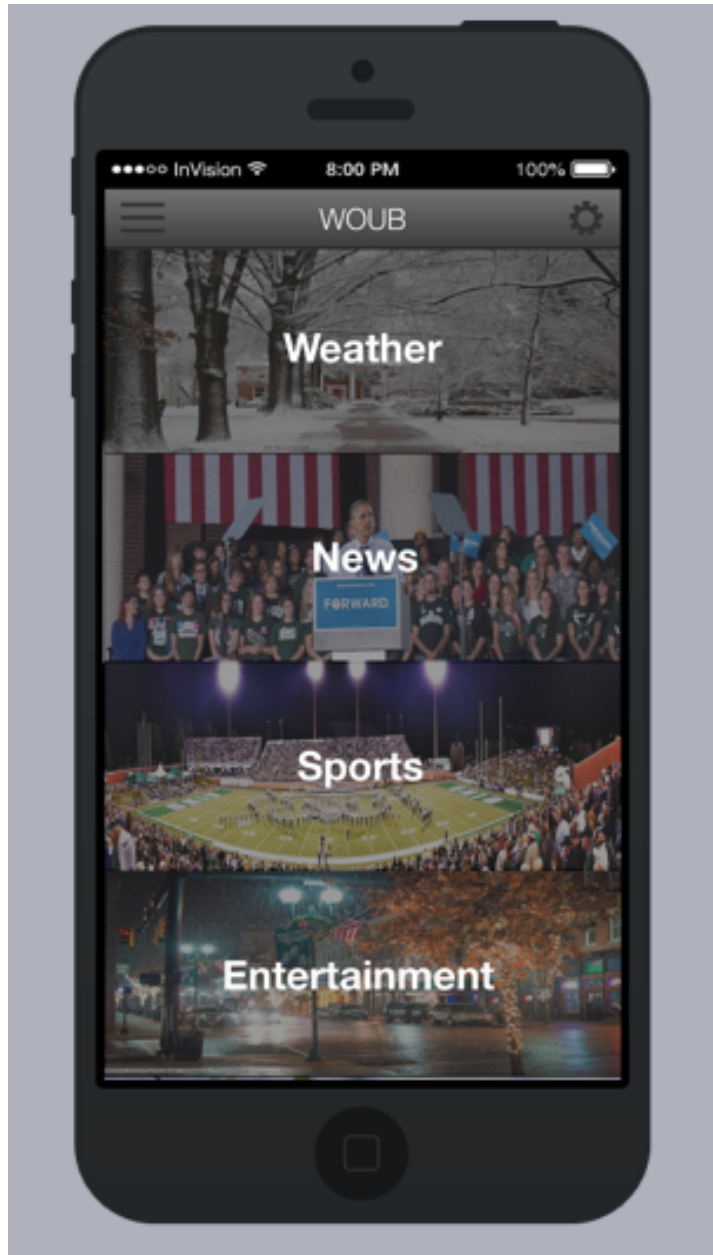
Low Income area: The average income in the target area is \$49,000. This may prevent families from purchasing smart phones.

Opportunities

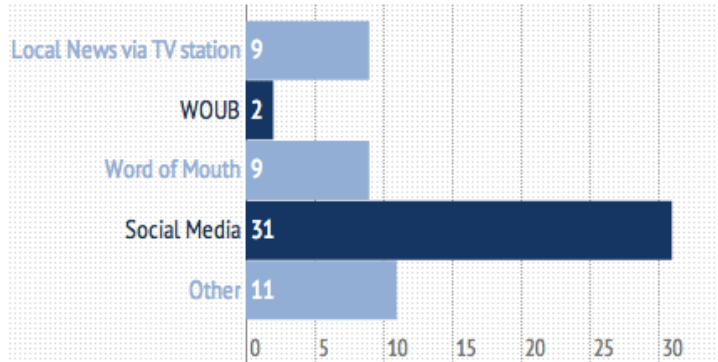
Keep up with technology: As the industry changes, so will the needs of the customer. It is important to implement the new needs of the customer.

Expand: Once WOUB's app knows whether or not it will be a success, it will look to expand content offerings. This will provide users with more news, and a better way to attract a larger target market.

Appendix C:
[Interactive Prototype](#)

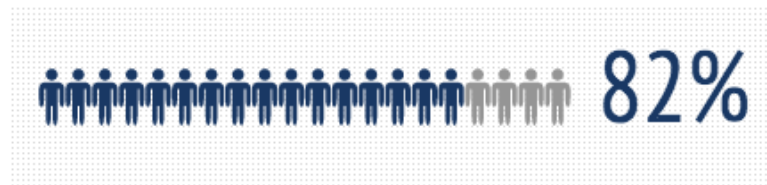


How do you find local news in your residential area?



In the "Other" segment, answers included "The Post" or "local newspapers".

Respondents: 18-24 years old



18-24 years old

Appendix E: Staff Comparisons

Staff	Fall Semester	Spring Semester	Summer Semester
Professor(s)	1	1	1
Capstone Students	20	20	n/a
Intern(s) (Course Credit)	2	2*	2
WOUB Staff	3	3	3
ImPRessions Representatives	6	6	2
Total	32	32	8

*Same Intern(s) from Fall Semester

Appendix F: Revenue Streams and Projected Costs

	Projected Number of Ads/Promotions Sold in One Year				
	Daily	Weekly	Monthly	Yearly	Total
Banner Ads	n/a	n/a	90	10	100
Calendar Promotions	25	15	5	5	50
Total:	25	15	95	15	150

	Projected Prices for Ads/Promotions			
	Daily	Weekly	Monthly	Yearly
Banner Ads Prices	n/a	n/a	\$20	\$100
Calendar Promotions Prices	\$3	\$5	\$10	\$50

	Projected Revenue From Ads/Promotions Sold in One Year				
	Daily	Weekly	Monthly	Yearly	Total
Banner Ads	n/a	n/a	\$1,800	\$1,000	\$2,800
Calendar Promotions	\$75	\$75	\$50	\$250	\$450
Total:	\$75	\$75	\$1,850	\$1,250	\$3,250

Appendix G: User Personas



Michelle Binkley

Age: 20

Occupation: Cashier

Location: Nelsonville, Ohio

Hobbies: Hiking, Tennis, Painting

Goals: Graduate with Honors

Michelle is living with mother in Nelsonville while receiving her higher education from Hocking College. A sophomore studying Advanced Energy, she intends to transfer to the University of Cincinnati to continue her education and live with her boyfriend, Chad. She commutes to campus bi-daily to attend class and compete in intramural tennis matches. Ms. Binkley works at Family Dollar and saves most of her earnings to pay for her education. In between classes and work, she doesn't have much time to socialize, however she remains connected to her friends from high school through various social networks. These social networks are the same locations that she finds information on what's happening in her geographic areas of interest.



Robert Kincaid

Age: 55

Occupation: Retired Attorney

Location: Athens, Ohio

Hobbies: Cooking, Golfing

Goals: Remodel kitchen

In 2009, Robert Kincaid moved back to his hometown of Athens, Ohio to be closer to his family. Robert lives comfortably with his wife, Samantha and their two dogs on the outskirts of town. He is often seen at Athens High School sporting events watching his grandchildren, Caitlin and Keith, play various sports. Recently, Robert has been searching for ways to give back and get involved in his community. He is considering taking a job offer from Ohio University to work in the office of legal affairs to support the cause. Mr. Kincaid has a subscription to the New York Times delivered to his home for news consumption but; he remains indecisive when selecting a source for local news.

Appendix H: Survey Report

Last Modified: 03/16/2014

1. What is your gender?

#	Answer	Response	%
1	Male	26	42%
2	Female	36	58%
3	Other	0	0%
4	Prefer not to answer	0	0%
	Total	62	100%

#	Answer	Response	%
1	Male	26	42%
2	Female	36	58%
3	Other	0	0%
4	Prefer not to answer	0	0%
	Total	62	100%

Other

Statistic	Value
Min Value	1
Max Value	2
Mean	1.58
Variance	0.25
Standard Deviation	0.50
Total Responses	62

2. What is your age?

#	Answer	Response	%
1	14-17 years old	0	0%
2	18-24 years old	51	82%
3	25-34 years old	6	10%
4	35-44 years old	1	2%
5	45-54 years old	3	5%
6	55-64 years old	0	0%
7	65+ years old	1	2%
	Total	62	100%

Statistic	Value
Min Value	2
Max Value	7
Mean	2.35
Variance	0.89
Standard Deviation	0.94
Total Responses	62

3. Ethnicity Origin (or Race): Please specify your ethnicity.

#	Answer	Response	%
1	White	57	92%
2	Hispanic/Latino	2	3%
3	Black or African American	2	3%
4	Native American or American Indian	1	2%
5	Asian / Pacific Islander	0	0%
6	Other	1	2%
7	Prefer not to answer	2	3%

Statistic	Value
Min Value	1
Max Value	7
Total Responses	62

4. Education: What is the highest degree or level of school you have completed?

#	Answer	Response	%
1	Primary school to 8th grade	0	0%
2	Some high school, no diploma	0	0%
3	High school graduate, diploma or the equivalent (for example: GED)	3	5%
4	Some college credit, no degree	39	63%
5	Trade/technical/vocational training	0	0%
6	Associate degree	6	10%
7	Bachelor's degree	12	19%
8	Master's degree	2	3%
9	Doctorate degree	0	0%
	Total	62	100%

Statistic	Value
Min Value	3
Max Value	8
Mean	4.85
Variance	1.99
Standard Deviation	1.41
Total Responses	62

5. What is your employment status? Are you currently...?

#	Answer	Response	%
1	Employed for wages	22	35%
2	Self-employed	5	8%
3	Out of work and looking for work	2	3%
4	Out of work but not currently looking for work	1	2%
5	A homemaker	0	0%
6	A student	32	52%
7	Retired	0	0%
8	Unable to work	0	0%
	Total	62	100%

Statistic	Value
Min Value	1
Max Value	6
Mean	3.77
Variance	5.65
Standard Deviation	2.38
Total Responses	62

6. What is the zip code of your current residence?(If student, please put zip code of where you currently live on/off campus).

Text Response

45701

45701

45701

45701

45701

45701

45701

45701

45701

43209

45701

45701

98597

45701

45701

11249

27244

78702

45503

45701

43062

45701

45701

11213

45701

45701

40204

45503

45701

45701

43068

43062

45701

45701

34234

45702

45701

45701

45426

43204

45701

27514

43201

45701

23139

45056
43201
44106
43201
45701
45701
43221
45701
45701
43056
45701
45502
28031
45701
45780

Statistic	Value
Total Responses	60

7. What topics of news interest you? (Check all that apply)

#	Answer	Response	%
1	Weather	38	61%
2	Local	52	84%
3	National	53	85%
4	International	45	73%
5	Politics	30	48%
6	Entertainment	34	55%
7	Sports	17	27%
8	Other	12	19%

Other
Art
Happy things :)
Weird
Technology, Design
Science
THE SCIENCES
Environmental
music, health, tech/science, culture, art/intellectual/science
Science
Authors, artists, musician interviews

Statistic	Value
Min Value	1
Max Value	8
Total Responses	62

8. Through what source do you obtain most of your news? (Check all that apply)

#	Answer	Response	%
1	Social Media	50	81%
2	News website	41	66%
3	Live Broadcast	15	24%
4	Newspaper	17	27%
5	News App	21	34%
6	Other	6	10%

Other
Reddit
Alternative media
Newssource
reddit
Paper
Imgur

Statistic	Value
Min Value	1
Max Value	6
Total Responses	62

9. How important is local news to you?

#	Answer	Response	%
1	Extremely	8	13%
2	Quite	20	33%
3	Moderately	22	36%
4	Slightly	8	13%
5	Not at all	3	5%
	Total	61	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	2.64
Variance	1.07
Standard Deviation	1.03
Total Responses	61

**10. How do you find local news in your residential area?
(If student, think of current residence while at school).**

#	Answer	Response	%
1	Local news via television station	9	15%
2	WOUB	2	3%
3	Word of mouth	9	15%
4	Social media	31	50%
5	Other	11	18%
	Total	62	100%

Other
The Post
The Post
Local newspapers
POST
The Post
Athens News newspaper
News Station Facebook App
newspaper

Statistic	Value
Min Value	1
Max Value	5
Mean	3.53
Variance	1.56
Standard Deviation	1.25
Total Responses	62

11. What platforms and/or devices do you use to access news that is published digitally?

Text Response

Twitter

cell phone, laptop

Laptop, smart phone

iPad/Droid cellphone/MacBook laptop

My twitter feed serves as a news filter.

Laptop, phone

iPhone, Mac, iPad

My smartphone or laptop

iPhone, iPad, laptop

Twitter, facebook, my phone, my laptop, idk email n shit

cell phone

My laptop

npr news app, twitter, the atlantic, computer at work, iphone, laptop

Iphone

cell phone browser to access news website

Phone

Cellphone, computer

I use the interwebies to do my news sourcings

Iphone, computer

Firefox on Desktop/Laptop, Chrome on Nexus 5

Chrome Browser on laptop , iPad Mini, iPhone

Cell phone or ipad

my smartphone and my laptop

Android Phone, Windows PC

iPhone, Windows desktop

Phone or laptop

iPhone, computer

iPhone

iPhone, Macbook

Telephone, computer

laptop

iPad, desktop

ipad and iphone. Very rarely do I use my desktop computer.

Laptop computer

websites

BBC (App), The Guardian (App), New York Times (Online), Al Jazeera America (Online)

N/A

Television, Smart Phone, and Computer

iPhone. I find national & international news via the BBC News app and local news via

The Post & The Athens News's twitter accounts

Macbook, iPhone 4s (Apps such as Flipboard, iCitizen, reddit, Twitter), desktop PC

Twitter, facebook

Twitter, the Internet

Computer

Laptop, tablet, smartphone

computer

iPhone
Smart phone, tablet, and laptop.
Phone, Laptop
Cell, laptop
iPhone/Facebook
Computers
Computer and phone
iPhone apps
iPhone
Cell phone iPad laptop

Statistic	Value
Total Responses	55

12. Do you own a smart phone?

#	Answer	Response	%
1	Yes	56	90%
2	No	6	10%
	Total	62	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.10
Variance	0.09
Standard Deviation	0.30
Total Responses	62

13. Are you influenced by the opinions of your peers on social media in general?

#	Answer	Response	%
1	Extremely	0	0%
2	Quite	3	5%
3	Moderately	22	35%
4	Slightly	23	37%
5	Not at all	14	23%
	Total	62	100%

Statistic	Value
Min Value	2
Max Value	5
Mean	3.77
Variance	0.74
Standard Deviation	0.86
Total Responses	62

14. Are you influenced by the opinions of your peers on Twitter?

#	Answer	Response	%
1	Extremely	0	0%
2	Quite	2	3%
3	Moderately	8	13%
4	Slightly	16	26%
5	Not at all	35	57%
	Total	61	100%

Statistic	Value
Min Value	2
Max Value	5
Mean	4.38
Variance	0.71
Standard Deviation	0.84
Total Responses	61

15. Are you influenced by the opinions of your peers on Facebook?

#	Answer	Response	%
1	Extremely	0	0%
2	Quite	1	2%
3	Moderately	14	23%
4	Slightly	26	42%
5	Not at all	21	34%
	Total	62	100%

Statistic	Value
Min Value	2
Max Value	5
Mean	4.08
Variance	0.63
Standard Deviation	0.80
Total Responses	62

16. What news app features are most important to you?

#	Answer	1	2	3	4	5	6	Total Responses
1	Bookmarking/Saving for later	15	6	7	4	9	9	50
2	Sharing/posting news links to social media sites	10	10	8	5	8	12	53
3	Breaking news push notifications	13	6	11	14	3	5	52
4	Absence of distracting advertising (pop up ads, etc)	7	10	9	10	6	8	50
5	Easily understandable app navigation	6	8	8	7	14	7	50
6	Video/image-friendly interface	1	5	10	15	10	12	53
	Total	52	45	53	55	50	53	-

Statistic	Bookmarking/Saving for later	Sharing/posting news links to social media sites	Breaking news push notifications	Absence of distracting advertising (pop up ads, etc)	Easily understandable app navigation	Video friendly interface
Min Value	1	1	1	1	1	1
Max Value	6	6	6	6	6	6
Mean	3.26	3.51	3.06	3.44	3.72	3.44
Variance	3.75	3.49	2.53	2.74	2.70	2.70
Standard Deviation	1.94	1.87	1.59	1.66	1.64	1.64
Total Responses	50	53	52	50	50	50

**17. What features are important to you in a news app?
Please list any other not listed in Question 26.**

Text Response	
All were listed in previous question	
Comments section for user feedback	
Combination of national and international news	
Obviously a news app has to be simple to understand with an interface that can be figured out in a few minutes. Interactivity, especially in iPad-related apps, is also very important to me. In addition to video/image-friendliness, a good news app should also have graphics-friendliness because they really add to a lot of stories.	
I want a clean, fast app.	
interactivity	
I would like to see the good, bad, and feel that it's unbiased or at the very least factually based information.	
Share feature	
The ability to "download" a number of stories and be able to read them offline (as in, when there is no wifi or data service).	
"related articles"	
stream of articles/ snippets	
Reliable	
Content based on your interests	
i don't care as long as the news itself is interesting, unbiased, and relevant	
Having a breaking news section is very important. I hardly ever go into the individual sections to read the news.	
interactive media	
Having a way to track specific topics and current events you find interesting	
Push notifications, and good interface	
the less clicks to get to news I care about, the better, ability to subscribe to issues/topics, credible news sources, intuitively sorts news by what I view most often.	
Keywords that get point across quickly	
A way to easily sort through and search the news.	
Minimalist design, content	
Short article synopsis for each article to allow readers to quickly navigate the articles that suite them.	
News that is catered to my preferences	
Bug free	

Statistic	Value
Total Responses	25

18. How important is having multiple perspectives on a single news topic to you?

#	Answer		Response	%
1	Extremely		24	40%
2	Quite		22	37%
3	Moderately		8	13%
4	Slightly		4	7%
5	Not at all		2	3%
	Total		60	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	1.97
Variance	1.12
Standard Deviation	1.06
Total Responses	60

19. Do you consider yourself an informed member of your local community? (If student, please consider local community near school).

#	Answer		Response	%
1	Extremely		6	10%
2	Quite		17	28%
3	Moderately		21	34%
4	Slightly		10	16%
5	Not at all		7	11%
	Total		61	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	2.92
Variance	1.31
Standard Deviation	1.14
Total Responses	61

20. Are you aware of WOUB?

#	Answer		Response	%
1	Yes		34	56%
2	No		27	44%
	Total		61	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.44
Variance	0.25
Standard Deviation	0.50
Total Responses	61

21. Do you use WOUB's services?

#	Answer	Response	%
1	Yes	15	25%
2	No	46	75%
	Total	61	100%

Statistic	Value
Min Value	1
Max Value	2
Mean	1.75
Variance	0.19
Standard Deviation	0.43
Total Responses	61

22. Overall, how satisfied are you with WOUB's current services?

#	Answer	Response	%
1	Very Dissatisfied	1	2%
2	Dissatisfied	0	0%
3	Somewhat Dissatisfied	0	0%
4	Neutral	44	75%
5	Somewhat Satisfied	6	10%
6	Satisfied	7	12%
7	Very Satisfied	1	2%
	Total	59	100%

Statistic	Value
Min Value	1
Max Value	7
Mean	4.34
Variance	0.78
Standard Deviation	0.88
Total Responses	59

23. What changes would most improve WOUB's services?

Text Response

More promotion. I never know about things happening for WOUB and their online reporting presence is weak.

In general, I would start trying to appeal to a more worldly audience. For instance, when programming, think about the thousands of individuals in the area who don't want to hear folk music or banjo, but rather want to hear the more traditional NPR station which caters to the classical or even dare I say a balance. Also, It's wholly inappropriate to broadcast sporting events on WOUB when ads aren't appropriately censored as this is purported to be a listener (and Scripps College) supported entity. Overall, I would say that WOUB needs to start reflecting ALL of its many customers needs.

Is there an app?

Better means for mobile listening to NPR

I would have more photos people being beautifully themselves.

More social media exposure

They should cover a more extended variety of content. Very rarely is there content related to music, art, sciences, etc. And too much sports.

i'd have to know what it is.

I wish they advertised some of the cool things they do on campus more. There are probably a ton of amazing project by WOUB that I have never heard of.

I do not use WOUB.

Wider dissemination of news/information, more public presence

n/a

If I knew what it was.

Make more people aware!!

N/A

Not sure

Statistic	Value
Total Responses	16

Appendix I: Estimated cost comparison

	Kinvey	WOUB	Kolletive Mobile	Kolletive Mobile (Without Designs)
Development	\$73,845	n/a	\$35,000	\$47,000
Marketing	n/a	\$50	n/a	n/a
Community Engagement	n/a	\$500	n/a	n/a
App store Cost	\$124	\$124	\$99	\$99
Total:	\$73,969	\$674	\$35,099*	\$47,099*

*iOS Only

Appendix J: Presentation materials

- [Digital Canvas Summary](#)

<http://canvanizer.com/canvas/G-WRqRkRzRI>

- [Prototype](#)

<http://invis.io/Z6PR5Z5W>

- [Video](#)

https://www.youtube.com/watch?v=_oqx17P1ssU&rel=0

Appendix K: Merge Media Client analysis

PAGE 1

Q1 Export ▾

What news organization do you represent?

Answered: 5 Skipped: 0

Responses (5) | Text Analysis | My Categories

PRO FEATURE ✕

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Categorize as... ▾ | Filter by Category ▾ | 🔍 ?

Showing 5 responses

I am self-employed, but I write often for Livestrong.com
4/9/2014 10:23 PM [View respondent's answers](#)

Independent Restaurateur Magazine
4/8/2014 3:55 PM [View respondent's answers](#)

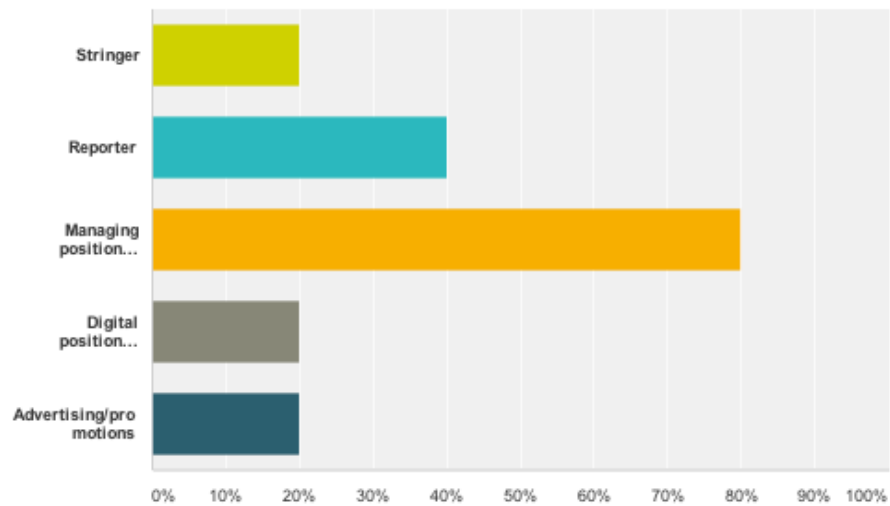
New York Times
4/8/2014 3:43 PM [View respondent's answers](#)

I've worked at the post
4/8/2014 3:36 PM [View respondent's answers](#)

Deadspin.com
.....

What is your position within the news organization?

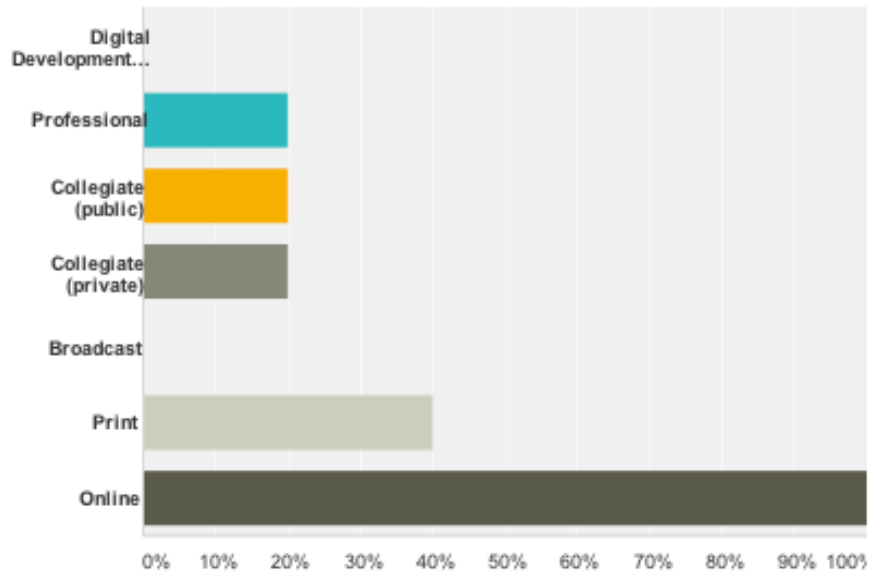
Answered: 5 Skipped: 0



Answer Choices	Responses
▼ Stringer	20.00% 1
▼ Reporter	40.00% 2
▼ Managing position (editor/executives)	80.00% 4
▼ Digital position (website/application team)	20.00% 1
▼ Advertising/promotions	20.00% 1
Total Respondents: 5	

What type of company is your news organization?

Answered: 5 Skipped: 0



Answer Choices	Responses
▼ Digital Development Firm	0.00% 0
▼ Professional	20.00% 1
▼ Collegiate (public)	20.00% 1
▼ Collegiate (private)	20.00% 1
▼ Broadcast	0.00% 0
▼ Print	40.00% 2
▼ Online	100.00% 5
Total Respondents: 5	

Briefly describe what audience/demographic your organization serves (age, race, annual income). Is there a gap in demographics served by your organization?

Answered: 5 Skipped: 0

● Responses (5)

🔍 Text Analysis

📁 My Categories

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Filter by Category ▾

Search responses



Showing 5 responses

Adults, all races and income levels. Their common concern is health and fitness.

4/9/2014 10:23 PM [View respondent's answers](#)

restaurant owners - mostly 40+ Caucasian men.

4/8/2014 3:55 PM [View respondent's answers](#)

General interest world-wide audience

4/8/2014 3:43 PM [View respondent's answers](#)

The Post serves many demographics. Newspapers are delivered to middle schools and many Athens businesses. So there's more than the typical college student. Faculty and Athens residents also frequently read the publication, both online and in print.

4/8/2014 3:36 PM [View respondent's answers](#)

Male, 25-34, \$50-100k. We work hard to cover more issues of interest to women, but we have other sites within our own company that cover that.

4/8/2014 3:28 PM [View respondent's answers](#)

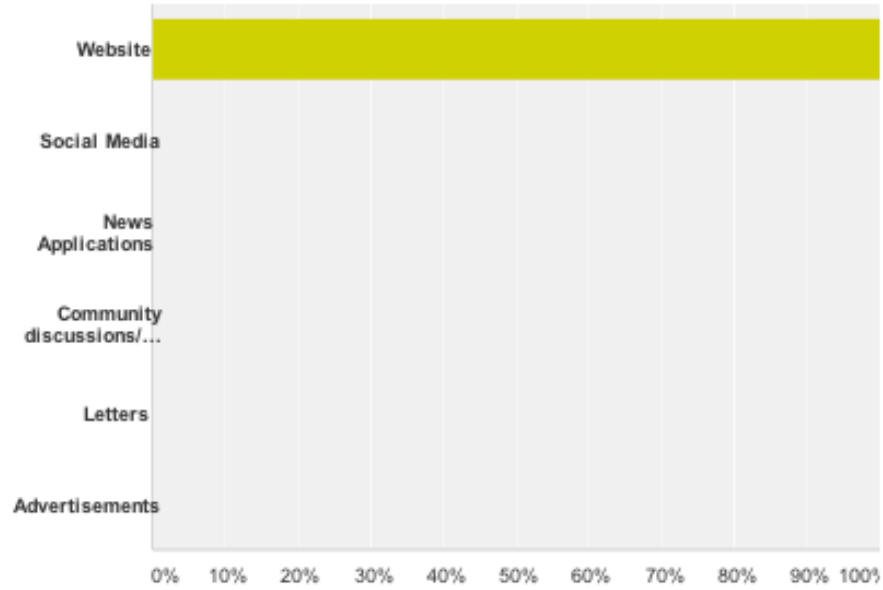
Q5

Customize

Export ▾

How does your organization currently reach out to customers? Where do you receive the largest community response?

Answered: 3 Skipped: 2



Answer Choices	Responses
Website	100.00% 3
Social Media	0.00% 0
News Applications	0.00% 0
Community discussions/forums and events	0.00% 0
Letters	0.00% 0
Advertisements	0.00% 0
Total	3

What resources does your organization currently have to utilize a digital presence? (funds, relationships or partnerships, marketing tools, technologic materials, digital presence/response measurement systems).

Answered: 5 Skipped: 0

● Responses (5)

☰ Text Analysis

🔍 My Categories

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Filter by Category ▾

Search responses



Showing 5 responses

The company offers followers interactive fitness plans

4/9/2014 10:23 PM [View respondent's answers](#)

email list, social media accounts, website visitor tracking

4/8/2014 3:55 PM [View respondent's answers](#)

All of the above

4/8/2014 3:43 PM [View respondent's answers](#)

The Post is funded primarily through advertising.

4/8/2014 3:36 PM [View respondent's answers](#)

We are a digital, online-only company.

4/8/2014 3:28 PM [View respondent's answers](#)

If your organization does have a digital presence how much does it cost to develop, market and maintain? How much revenue does it generate (and how)?

Answered: 4 Skipped: 1

● Responses (4)

☰ Text Analysis

📁 My Categories

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Upgrade

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Categorize as... ▾

Filter by Category ▾

Search responses



Showing 4 responses

I don't know. That's above my pay grade.

4/9/2014 10:23 PM [View respondent's answers](#)

Our revenue is from advertisers, most of whom have been with the publication for years already, so I don't know that anything we do online contributes to revenue.

4/8/2014 3:55 PM [View respondent's answers](#)

Difficult to say. NYTCo. is a \$2 billion + company and makes a small profit on that revenue.

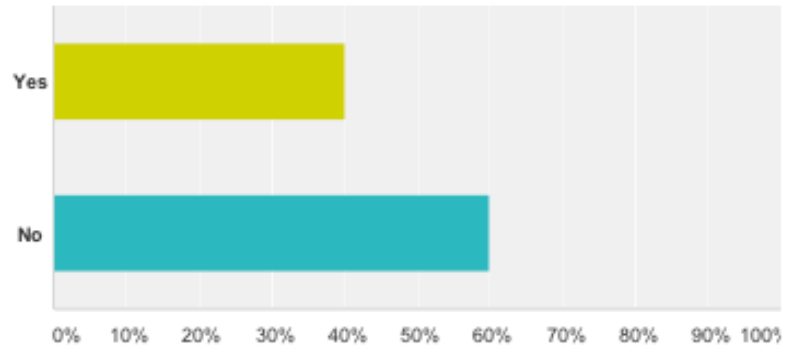
4/8/2014 3:43 PM [View respondent's answers](#)

Roughly \$6,000, though a lot more could be spent if funds were available.

4/8/2014 3:36 PM [View respondent's answers](#)

Would your organization benefit or consider hiring an outside firm to provide services including research, application development and management, and marketing and business plans based on org. resources?

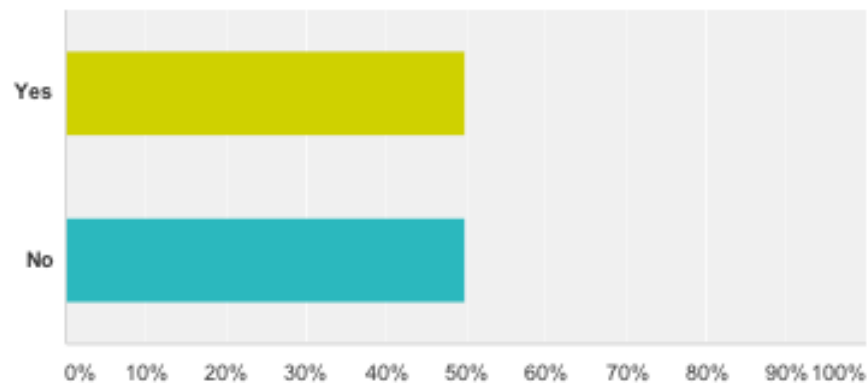
Answered: 5 Skipped: 0



Answer Choices	Responses
▾ Yes	40.00% 2
▾ No	60.00% 3
Total	5

Based on your organization's audience, would an application combining both the newsfeed and filtered social media (relating to coverage) with a reward system for users, engage and attract consumers in previously underserved demographics? (a.k.a would it engage readers and boost participation and user generated content?) See prototype: <http://invis.io/Z6PR5Z5W>

Answered: 4 Skipped: 1



Answer Choices	Responses
▾ Yes	50.00% 2
▾ No	50.00% 2
Total	4

[Comments \(2\)](#)

Showing 2 responses

It's hard to understand the concept fully without more information.
4/8/2014 3:36 PM [View respondent's answers](#)

Only because our product team is specifically tasked with doing this.
4/8/2014 3:28 PM [View respondent's answers](#)

Appendix K: Merge Media total cost

Days/Workers Less	Days/Workers More
7	14
Days Worked	
340	
Apps Made Most	Apps Made Least
49	24
Total Revenue Most	Total Revenue Least
\$ 5,015,000	\$ 2,507,500

Appendix M: Merge Media full application cost (projected with full services without sliding scale)

	Less Days to Make	More Days to Make	Avg	Days Worked	Most Apps Made	Least Apps Made
Days to Make App	28	56		340	12	6
Sale Price of App			\$ 103,250			

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