



BIG BOOK OF

GENERATIONAL ENGAGEMENT

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INTRODUCTION

Among the many attributes that characterize each generation, the manner in which each age group engages with the newspaper varies. From topics of interest to preferred delivery platforms, news media organizations in Pennsylvania will benefit from gaining a better understanding of the best ways to connect with Generation Z, millennials, Generation X and baby boomers.

This publication contains valuable information about generational engagement initiatives shared by members of the Pennsylvania NewsMedia Association and our industry partners. It is our hope that it will provide inspiration and guidance as your organization refines its strategy to interact with members of various age groups.

Many thanks to the following PNA members and industry partners for your contributions.

- AARP
- *Altoona Mirror*
- *Beaver County Times*
- *Bucks County Courier Times*
- *Bucks County Herald* (Lahaska)
- TheBurg (Harrisburg)
- *Butler Eagle*
- *Chestnut Hill Local*
- *The Citizens' Voice* (Wilkes-Barre)
- *Corry Journal*
- *Cranberry Eagle*
- *Daily American* (Somerset)
- *The Daily Item* (Sunbury)
- *The Daily News* (Huntingdon)
- *The Daily Press* (St. Marys)
- Editor & Publisher
- *The Elizabethtown Advocate*
- *Erie Times-News*
- *The Forest City News*
- *Hazleton Standard-Speaker*
- *The Indiana Gazette*
- *The Intelligencer* (Doylestown)
- *The Kane Republican*
- Kid Scoop
- *Lehigh Valley Press/The Times News* (Lehighton)
- LNP Media Group
- Metro Creative Services
- The Mini Page
- *The Morning Call* (Allentown)
- *Observer-Reporter* (Washington)
- PennLive/*The Patriot-News* (Harrisburg)
- *Pittsburgh Catholic*
- *Pittsburgh Post-Gazette*
- *Press And Journal* (Middletown)
- *The Republican-Herald* (Pottsville)
- *The Ridgway Record*
- Second Street
- *The Sentinel* (Carlisle)
- *The Sentinel* (Lewistown)
- *The Times-Tribune* (Scranton)
- *The Tribune-Democrat* (Johnstown)
- Trib Total Media

Increase Revenue Potential With Generational Marketing

Marketing to different generations based on the characteristics defining those age groups is a path to increasing revenue. Targeting specific generational demographics with your print and digital ads, pages, sections and promotions can help your advertisers reach their ideal audience, which translates to more customers. To help get you started, Metro provides a wide selection of ready-to-present-and-sell material for targeting every generation of consumer.

Targeted Print & Digital Sections & Directories

Looking for a place to start? Ready-made covers in the *Creative Library* can spark ideas for special sections aimed at different generations, from kids to college, family to seniors. Even better, use ready-to-sell themed sections and directories to gather all related advertisers and attract specific reader segments for quick selling opportunities.

Ready-made print and digital sections are available in the *MCC Editorial Library*. Each includes top-quality editorial material for popular topics, including family, back-to-school time, seniors, puzzles and coloring books, and more, plus ready-to-sell ad spaces. In addition, directory versions are also available.

Targeted Themed Pages

Use the *MCC Ad Type* menu to search for ad pages such as the themed *Marketplace* or *Directory* layouts that cater to different generations. There are full-page and tabloid-size options available for immediate download. See topics that cover every lifestyle aspect for individual generations, from summer camps and birthdays to weddings, senior living and everything in between.

Captivating Reader Contests

Contests are a great way to reach various age groups based on their interests and seasonal tie-ins. Since your publication controls all aspects of entry and judging, contests are also a great way to build your contact database for future marketing activities, including mobile pushes and social media engagement. Search by selecting *Contest* from the *Ad Type* menu and add relevant keywords.

Engaging Print & Digital Spec Ads

Find a vast array of ads that are aimed at particular age groups, based on advertiser category. Whether you are selling an individual ad, a campaign or looking to partner ads within a targeted section or digital ad complements, take a look at the wealth of ad content immediately available and ready for you to sell.

Ideal Images

Find age-appropriate images for all of your print, online and social media promotions. Keep in mind keywords that can assist in your searches, including: *senior*, *kid*, *teen* and *family* as well as *lifestyle*, *millennial* and *generations*.

Remember that Metro is always ready to help answer your questions and assist with generational promotions or other needs with just a call or email.

Shaping promotions to appeal to specific generations can increase their interest and your potential for additional revenue. **M**



Ads, pages and sections aimed at older generations run the gamut from active seniors to aging needs such as home health care and more.



Family topics can span several generations, and contests can be highly targeted to specific demographics.

GENERATIONAL DIFFERENCES

Silent generation (mature generation) - Born between 1927 and 1945
Little to no knowledge of technology; concerned with home life, household comforts and dealing with effects of aging; consumers of print newspapers.

Baby boomers - Born between 1946 and 1964
Avid consumers not necessarily tied down to specific brands; eager to hold on to youth and remain active; can be technologically savvy.

Gen X - Born between 1965 and 1980
As consumers, they do research first, so claims need to be supported; multiculturalism is the norm for this generation; information and technology is important.

Gen Y (millennials) - Born between 1981 and 1999
Rapidly becoming the generation with highest purchasing power as boomers age; highly active with technology, especially cell phones; believe in lifelong learning; prefer experience over accumulation of things.

Gen Z - Born between 2000 and present (primarily tweens and teens)
Never knew a world without the Internet; strive for peer acceptance and to fit in; generally accept traditional values of mutual respect and trust.



Reach younger generations with appropriate ad content as well as games, puzzles and more.

Designing

FOR THE GENERATIONS

Silent Generation
(Ages 74-91)

Baby Boomers
(Ages 55-73)

Generation X
(Ages 39-54)

Millennials
(Ages 23-38)

Generation Z
(Ages 7-22)

Palette

Q: Do different color schemes appeal to different generations?

A: Absolutely. We don't live in a one-size-fits-all world. A bright, saturated pink that appeals to millennials might be less engaging to a baby boomer. Not only is it important to design to respective generational preferences, it's smart to keep in mind the science behind each generation's age. For example, aging eyes lose the ability to discriminate pale colors, making yellows and other pastels appear white. That isn't to say baby boomers or the silent generation dislike pastels; it's a matter of how they distinguish a color's value.

Q: Do you consider the age of your audience when designing and, if so, how does it impact your work?

A: Always. From colors and imagery to messaging, your design is impacted by your demographic. It does pay to do your research up front so your design process is efficient and effective.

Tonality

Q: Have you found the tone of your work shift depending on the age of your design's audience?

A: Tone is so often overlooked and taken for granted in design. Knowing the tone of the campaign I'm working on is crucial so I am effectively communicating based on the needs of a Generation X or baby boomer who is, say, looking for a retirement community for mom and dad.

Q: Do you find different tones (light-hearted vs. serious, modern vs. traditional, etc.) that are better suited for different generational audiences?

A: Yes, but the lines are blurrier here. I'd say the tone is more subject-driven. That said, humor can transcend generations, but it's often the hardest to successfully communicate.

Typography

Q: When you are adding text to a project, does the age of your audience impact your decisions to ensure the text is legible, readable, and appealing when displayed?

A: Across the board, yes. While a millennial can easily discern smaller, condensed type, someone in the silent generation needs contrast and space visually. My mom is famous for saying if she has to get out her glasses to read type within a design, she saves herself the chore and instead bypasses what's "work" to get through.

Q: Have you found particular fonts or font families better suited to any particular generational audience?

A: There are timeless fonts that we all have access to on some level. Bodoni, Futura, Helvetica, Baskerville, Avenir—the classics. They're like the little black dresses of the design world. These fonts are familiar to people and on some level, these fonts are reassuring to them because of their accessibility. They also complement display fonts, which tend to be trendier.

Messaging

Q: Aside from the restrictions of the medium, do you find different generations have preferences for the volume of copy in a piece?

A: Yes, I've noticed the younger the generation, the less tolerance for words, aka clutter. For example, our weekly newspaper's Google Analytics are telling us while we get traffic across three generations, the stickiness hovers around a minute. In turn, we know when creating digital ads, we should treat them as a billboard with regard to copy and attention span.

Q: Do you find different types of copy work better than others for different generations?

A: Obviously the silent generation & millennials grew up with different priorities and sensibilities, so naturally the tone and the copy itself will vary across generations. A tone of authority and reliability is effective when trying to resonate with older generations. Copy written for the younger segment feels more like an informal, open-ended conversation between trusted friends.

Recommendations

Q: If you were offering advice to another designer, what would be your tips and tricks for them as they start a project to design a piece for each of the generations?

A: If you've spent any length of time working in the creative field, you know that your designs are ultimately governed by the target audience or demographics—yes, the client is always right, but who they want to reach is your goal when beginning a design or campaign.

These basics are my go-to in keeping my designs on the up-and-up:

Silent Generation & Baby Boomers:

Fine print sometimes happens, but I steer clear of type below 9 pt. High contrast works great. Thin, tightly kerned type is not so great. Avoid pastels! I received great feedback with designs containing muted earth tones.

Generation X: I find my designs geared toward this generation are higher impact but simpler and less cluttered. Colors I've utilized are still natural but definitely can be contrasted with some big, bright colors and patterns.

Millennials & Generation Z: Two boldly colorful generations that are challenging to design for! I almost always find they're down for whatever and there's some freedom in designing as long as you're not talking "at" them as an audience. They crave and appreciate originality and authenticity.

Resources

Q: Do you have any resources, paid or free, you would recommend a designer utilizes when creating a piece that is being built to appeal to a particular age group?

A: Number one are the folks at PNA as your ally and resource. The better you know your audience, the better and more efficient your designs will be. They will help you connect the moving parts.

Free image sites I use most:

pixabay.com
Create a profile, which allows you to download additional formats at better quality.

pexels.com

Paid image sites I frequently utilize:

metrocreativeconnection.com

123rf.com

depositphotos.com

All typically offer the most bang for your buck and accommodate different commitment levels with the exception of Metro Creative—that's a subscription-based service.

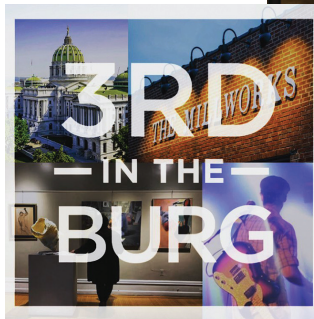
TheBurg engages multiple generations, revitalizes the community with 3rd in the Burg

One of the most important rules for any news organization is to have a current and accurate vision of the community it serves. For TheBurg, you might say it is the vision of the community it serves – and one of the ways it demonstrates this is through the monthly event it runs in downtown and midtown Harrisburg: 3rd in the Burg. Now in its 10th year, 3rd in the Burg is a celebration of Harrisburg's growing arts and cultural scene, as well as a great go-to for a wide array of cuisine. "It's kind of like a community party," said Kelsey Tatge, sales executive, who runs the event. "It has everything – food, arts, culture, and family activities."

3rd in the Burg started in January 2010, and TheBurg's co-publisher, Larry Binda, was involved as a charter member in the venture. As Binda reported, the event started with a few local art gallery owners. These early organizers laid the groundwork for the format and essence of the event, aiming to breathe new life into the heart of Harrisburg. By 2015, the founding gallery owners had either closed or quit the advisory committee for the event, and that's when TheBurg stepped in to take on a larger role. TheBurg took ownership at that time, and around 2018, brought on Tatge as a member of the team to oversee it. One of the first things that Tatge worked on was anchoring strong community supporters as sponsors for the event, like the local Chamber of Commerce and regional visitor's bureau. With the support of sponsors, TheBurg was able to waive the existing fee for the venues involved in the event, significantly boosting participation.

The oversight of the event that Tatge and her team offer is just the start of the symbiotic relationship that has evolved for TheBurg and 3rd in the Burg. "We dedicate a full-page ad to it in every issue," said Binda, "and since so many of the activities and events that take place during the event are key to the community, we have a lot of articles that cover those. I just wrote an article about a best-selling author that will be visiting the community next month and that is scheduled during 3rd in the Burg." The offerings and involvement of local businesses in the event truly run the gamut: a film series geared at young families at a local cinema, live music at local galleries, special discounts and fare at local restaurants. The venues are free to plan the monthly activity as they see fit and gear it to the audience they want to reach.

"It really is a multi-generational event," said Tatge. "I boost the



social posts for an audience between 25 and 65, so that reaches from millennials to Xers to boomers." Tatge and Binda find that these ages are all represented every month at the event, which Binda says is one of the key reasons the event plays such a crucial role in the Harrisburg community. "That's really a part of the revitalization that 3rd in the Burg (and TheBurg) are bringing to the area," said Binda. "We have young families, seniors and single people – all coming together to explore the city."

When asked what the yield of the event has been for TheBurg, Binda explains that it is about his and his team's pledge to be truly embedded in the local community. "It is a soft benefit, as far as financial," said Binda, "but it is ultimately invaluable. In a time when fewer and fewer newspaper staffers are actively engaged in their community, we are committed to true community involvement."

For additional information, please contact
Kelsey Tatge at (717) 695-2621 or ktatge@theburgnews.com.

PROMOTIONAL SPOTLIGHT

Chestnut Hill Local

Passport to the Chestnut Hill experience targets all generations

BACKGROUND

Before I describe the *Passport to the Chestnut Hill Experience* program, I must first give you a little background information. First, the Chestnut Hill Local is owned by the Chestnut Hill Community Association (CHCA). Though we sell subscriptions and have about 80 single copy distribution points, roughly one-third of our total circulation is CHCA members. A subscription to the Local is an important part of the CHCA member benefits. As of last year, a membership was priced at \$50/year. The CHCA allocated \$20 of that to the Local for the subscription. Unfortunately, \$20 covered only about half of the cost to print and distribute that annual subscription. Also, although the Local has done a remarkable job of maintaining its paid subscriber numbers, the CHCA membership had been dwindling year after year after year. This was resulting in net circulation declines for the Local as well.

We decided the best way to increase circulation was to work with the CHCA to increase membership while also increasing the price of membership and thus the allocation to the Local.

We convinced the CHCA to increase the price of membership from \$50 to \$95 and to allocate \$45 to the Local, and in exchange we would create a Passport to the Chestnut Hill Experience that would be an additional membership benefit and increase the overall value of the membership.

THE PLAN

A common complaint among Chestnut Hill businesses has been the lack of foot traffic from locals. And although the CHCA had an arrangement with several Chestnut Hill businesses to offer 10% discounts to all members, few members took advantage of it and businesses saw no benefit from the low discount because most of the people who used the discount were frequent customers anyway. We decided we would approach local businesses and attractions to give a one-time coupon for a free or greatly discounted item, instead of a year-round 10% discount, and place them in a "passport" booklet.

We talked to local businesses about the importance of making a great offer so people who have never set foot in their place of business would be motivated to do so. Businesses stepped up big time. There are offers in the Passport such as a free embroidered key chain; a free half dozen cupcakes from a bakery; a free quarter pound of chocolate from a candy store; a free cocktail or mocktail at two different restaurant/bars; a free pizza and beverage at a local brewpub; and a buy one, get one free ticket to Woodmere Art Museum. Not every offer is free, but every deal is exclusive to CHCA members. The total value of the offers in the Passport, conservatively, is more than \$1,000. So, members saw a \$45 increase in exchange for more than \$1,000 in deals at their local shops and restaurants.

We had dedicated one person on staff to contact the businesses about participation. We held a meeting with members of the Chestnut Hill Business Association and with a group of local shop owners, and we met with local attractions such as the Woodmere Art Museum, the Morris Arboretum, Chestnut Hill College, etc. Those that did not have something to discount or offer were willing to create members-only events. The college agreed to allow tours of its planetarium, which is typically not open to the public. In all, 70 businesses participated in the Passport in the first year. There is no cost for businesses to participate.

Another part of the plan is to approach landlords in the area to purchase CHCA memberships/Chestnut Hill Local subscriptions for their tenants. The Passport

makes this a much more attractive option for tenants. We created a bulk rate: purchase 25 or more memberships for \$75 each. Imagine giving a new tenant or renewing tenant a Passport with more than \$1,000 worth of offers plus a subscription to the local paper. Renters often feel detached from their community, so this is a great way to involve them and get them to check out local businesses, restaurants and cultural attractions. We have a commitment from one landlord to purchase 200 memberships/subscriptions and to host the other five or six major landlords in the area to help encourage them to do so as well.

PROMOTION

We promoted the Passport to the Chestnut Hill Experience with a wrap around the Local for the first four weeks in January, when the effort launched, and expanded distribution to every home in the 19118 ZIP code. The front of the paper, under the masthead, had only one word above the fold: "Belong." The inside promoted all the great things the CHCA does for the community and the back page promoted the Passport and all of the offers included. The next week, the word was "Experience." The following week the word was "Know." The final week we returned to "Belong." Coinciding with that week, the CHCA started distributing yard signs to its members with just the word "Belong." to build buzz around the area. Later the CHCA will send post cards, again with the "Belong." theme to encourage membership.

Our goal is to grow membership by 1,000 this year and we will continue to promote throughout the year.

RESULTS

Through the first month (which is all I have as of the writing of this piece), the CHCA had 95 brand new members, plus another 50 whose memberships had lapsed. They also had about 100 members renew early in order to get the Passport now instead of having to wait until their renewal date. There is also the commitment from the local landlord and we will be looking for similar agreements with real estate agents to purchase memberships as gifts for homebuyers.

FINAL THOUGHTS

Some of you reading this will conclude that this is really a loyalty program common to many newspapers, and you would not be incorrect. A difference is that most often, your loyalty programs are not used to sell subscriptions; they are used primarily for retention. But they are parked on your website and often forgotten by subscribers despite house ads to remind them. The Passport has two main functions: exclusive one-time terrific offers for members/subscribers to increase circulation, and a useful tool for driving foot traffic to local stores.

You might also think, "Well I don't have the same situation as the Local; we're not owned by a community association so we can't sell memberships." True. I don't know of another newspaper that is owned by a community association, but you can partner with membership organizations in your area or you can just go it alone. Most businesses will work with you if there is something in it for them. Most are desperate to see local people in their stores or restaurants. You just need to convince them that they need to make a great offer that motivates people to come in and hopefully, once there, they will buy something else, or they will see items they might come back for. Another option is to coordinate the passport with a "Shop Local" campaign.

For additional information, please contact
John Derr at (215) 248-8817 or john@chestnuthilllocal.com.

GETTING TO KNOW GENERATION Z

Born 1997-2012² • Ages 8-23²

Generation Z is the youngest, most ethnically diverse and largest generation in American history, comprising 27 percent of the U.S. population. Gen Z grew up with technology, the internet and social media; however, they spend more time reading physical newspapers without interruption than they do on social media, websites and blogs.¹

CHARACTERISTICS:

Almost half are minorities compared to 22% of baby boomers.³

Digital natives who are **socially driven**.¹

Soon to become the **most pivotal generation to the future of retail** - many will have huge spending power by 2026.³

90% of Gen Z uses media to stay in touch with what's going on in the world.¹

Gen Zers are often compared to baby boomers (currently ages 56 to 74). They share the same values: responsibility, determination, work ethic, dependability, financial security, intelligence and independence.¹

Majority want a family and a primary relationship.¹

Content consumption, media and pop culture have a **significant impact** on their identity.¹⁰



GEN ZERS ARE:

Driven, but stressed.⁴

Practical and serious, but anxious.⁴

Frugal, but ambitious.⁴

Risk adverse.⁴

Communicators who favor face-to-face connections, even if they struggle with social interactions.⁴

Subject to **increased anxiety** and depression.⁴

Sources: ¹MNI Targeted Media; ²Pew Research; ³Insider Inc.; ⁴Teachers Talking i-Gen Post Millennials Rising; ⁵GenZGuru.com; ⁶National Retail Federation; ⁷Pew Research Center; ⁸Deep Focus; ⁹MediaPost; ¹⁰VICE Media; ¹¹Business Insider; ¹²Upfront Analytics; ¹³Reuters Institute

INSIDE THE MINDS OF GEN ZERS:

83% turn to newspapers for trusted information and content.¹

They prefer to **get their news by reading** versus watching it on television.⁷

Gen Zers desire relatable content. 72% say they only subscribe to or watch channels or personalities they can relate to.⁹

Gen Z considers itself **more accepting and open-minded** than any generation before it.¹

They **embrace diversity** and inclusion.¹

The average Gen Zer got their first smartphone just before their 12th birthday. They communicate primarily through social media and texts and spend as much time on their phones as older generations do watching television.¹¹

They are change agents. The following are important to them¹:

- Open-mindedness.
- Social impact.
- Inclusion.
- Authenticity.
- Value.

They prefer **cool products** over cool experiences.⁸



Generation Z
trusts print publications
over other media to deliver
credible information.¹

WHAT ADVERTISERS SHOULD KNOW:

Gen Z accounts for **40% of all consumers.**⁵

98% buy in a store some or most of the time.⁶

89% consider themselves **price-conscious** shoppers.⁵

60% prefer to go into a store over shopping online.¹

60% have a savings account – more than any other generation at this age.⁵

72% say that cost is the most important factor when making a purchase; however, they value quality.¹

More than half of Gen Zers feel that knowing a brand is socially conscious influences their purchase decisions. Showing dedication to social impact by giving proceeds to charity, being environmentally conscious, having strong values or projecting an impact-driven image is an important factor when they make purchases.¹

As consumers, **they are skilled at assessing what they need** as opposed to what they want, and they make purchases based on meticulous research, relying on their peers and online community for guidance.¹

Gen Zers are subject to impulse buying if there's a fear of missing out (FOMO). Simple messages like “limited time only” or “few left in stock” work because they don’t want to feel like they missed out on something.¹

Personalized messages are very important.¹

Gen Z prefers ads that create an **emotional connection.**¹

Advertising messages should be **uplifting and convey a positive message** about how a product or service can make the world a better place.¹²

Social media influencers have the power to convince Gen Z to make purchases.¹³

Sources: ¹MNI Targeted Media; ²Pew Research; ³Insider Inc.; ⁴Teachers Talking i-Gen Post Millennials Rising; ⁵GenZGuru.com; ⁶National Retail Federation; ⁷Pew Research Center; ⁸Deep Focus; ⁹MediaPost; ¹⁰VICE Media; ¹¹Business Insider; ¹²Upfront Analytics; ¹³Reuters Institute

HOW NEWS MEDIA ORGANIZATIONS CAN attract and engage GENERATION Z

DEVELOP TARGETED CONTENT:

- **Three-quarters of Gen Z (75%)** report that original content is important to them. They like to hear about different topics and are open to storytelling in new and creative ways.³
- Gen Z likes to **explore and engage** in a variety of different voices and viewpoints.³
- **Content needs to connect** with Gen Z on an emotional level and showcase authenticity.⁵
- To connect with Gen Z:
 - Have a clear point of view that does not change based on the circumstances or platform.
 - Have a voice that is unique and authentic.
 - Show a willingness to take a stand on issues that are complex and even potentially controversial.¹
- **Be concise.** Gen Zers have little patience for long-winded value propositions. Although this doesn't necessarily mean they have a short attention span, it does mean they make quick decisions about relevance. If you engage their interest, they will stay with you and share their experiences with others, but the customer experience must be superb.⁶
- Gen Z prefers **news formats that are more visual** and easier to consume than an 800-word article. Visual explainers and graphical storytelling test well with the generation.¹
- Their **number one content preference is music** followed by humor, memes/internet culture, gaming, food and dining and drinks.³
- **Pop culture and media play an important role** for Gen Z. To attract this generation, publishers' content should strive to:
 - Embody diversity.
 - Entertain as well as inform.
 - Attract global representation.
 - Empower and support unique voices.
 - Ensure quality.
 - Promote discovery and engagement across platforms.³
- Keep your content **platform-specific.**
 - Gen Z easily navigates between Twitter, Facebook, Instagram and Snapchat. They instinctively know which one to use to tell a particular story and they expect brands to do the same. Don't make the mistake of posting the same message across all social channels.¹
 - Tailor your message to each platform because Gen Z wants to see that you understand them, which is reflected in how they use social media. Your message needs to fit seamlessly and appropriately within specific social channels to create a genuine connection.⁵



Sources: ¹MNI Targeted Media; ²Pew Research; ³Insider Inc.; ⁴Teachers Talking i-Gen Post Millennials Rising; ⁵GenZGuru.com; ⁶National Retail Federation; ⁷Pew Research Center; ⁸Deep Focus; ⁹MediaPost; ¹⁰VICE Media; ¹¹Business Insider; ¹²Upfront Analytics; ¹³Reuters Institute

DEVELOP A SUBSCRIPTION MODEL

- **Nearly all of Gen Z consumers (90%)** pay for their content with, on average, four different content subscriptions.³
- Gen Zers are **willing to pay for content** if it offers better quality (61%), better experience (56%) and is more convenient (50%). Only four in 10 noted the need for an ad-free environment.³
- Gen Z is looking for a **personalized experience** with their subscriptions. 77% welcome personalized and curated video recommendations as a part of their viewing experience.²

UTILIZE SOCIAL MEDIA

- How Gen Z uses social media:¹
 - Facebook to get general social updates.
 - Twitter to get the latest news.
 - Instagram to showcase their aspirational selves.
 - Snapchat to share real-life moments.
- Almost 70% of Gen Zers **can be convinced to visit a brick-and-mortar store** through social media, with 80% citing social media as the reason for trying out a new brand in-person.⁷
- Gen Z uses social media to **cultivate identities and tell stories**, often aimed at specific audiences. They know how to drive a narrative to the right people and create engagement.¹
- Social media influencers have the power to **convince Gen Z to make purchases**.¹

Gen Z uses social media to cultivate identities and tell stories, often aimed at specific audiences.



MEET THEIR NEEDS

- Be sure that websites and ad campaigns are **all mobile friendly**.
- **Produce a video** – even something small that is engaging – especially on mobile: YouTube, Periscope or TikTok.⁴
- **Have Gen Z employees** help craft your tone and message. Integrate them into your teams and give them a voice. Consider partnering each senior level employee with a Gen Z staffer to show them how to use Snapchat and Instagram.¹
- Give Gen Z consumers **opportunities to create user-generated content** around your product or brand.
 - Offer these consumers opportunities to create and share their own content around your product or brand. Don't try to sustain your spin. The less control you maintain over the content, the better. Allowing Gen Z to post what they want to, how they want to, will better support that authenticity.¹

Sources: ¹Reuters Institute; ²MediaPost; ³VICE Media; ⁴Upfront Analytics; ⁵MNI; ⁶Forbes; ⁷Mediakix

WHAT IS

capturing the attention OF GENERATION Z?

Generation Z grew up with the internet, Wi-Fi and smartphones. They are digital natives who live and breathe digital content in a way that no other generation does. They use Google as a verb and watch YouTube as a replacement for television. A new survey from The Manifest reports that on a weekly basis, 89% of Gen Zers use YouTube, 74% use Instagram and 68% use Snapchat.

Here is some information about the platforms they're engaging with day to day.



YOUTUBE

YouTube is a video sharing service where users can watch, like, share, comment on and upload their own videos. The video service can be accessed on PCs, laptops, tablets and via mobile phones.

Seventy-eight percent of Gen Zers watch videos or shows on YouTube each day. Part of the appeal of the platform is the diverse universe of content covering innumerable topics. YouTube does an exceptional job delivering the content users didn't even know they were looking for.¹ It is also the **most-visited website** by people ages 18 to 24.²

Teens are using YouTube to **gain knowledge or learn skills.** It is a particularly popular site because it gives users the feeling of a direct relationship with the content-makers.



A recent Google study showed that **seven in 10 Gen Zers** said watching videos helps them feel more connected.

84% said that they feel overwhelmed by their schoolwork and activities, and **YouTube allows them to decompress.**

Whether they're watching slime videos, learning something new or browsing product videos, **this generation turns to YouTube for "feel good" content that offers an escape** from the stress they deal with on a daily basis.²

Eighty percent of teens say YouTube has **helped them become more knowledgeable**, and almost 70% say it has helped them gain skills that will be an asset to their future.³

Nearly 60% of Gen Zers said **they prefer learning on YouTube** to learning through other apps, textbooks or group activities.⁴

TIPS FOR CREATING VIDEO CONTENT THAT GENERATION Z EMBRACES:

- Avoid content that feeds their already-existing insecurities.
- Publish reviews.
- Create authentic, trustworthy, branded content that includes storytelling.
- Offer an entertaining moment or story that leaves them feeling good.
- Avoid angry and negative content.⁵

Sources: ¹MediaPost; ²Visual Objects; ³Ipsos; ⁴Pearson; ⁵The Manifest; ⁶American University; ⁷Millennial Marketing; ⁸AdAge; ⁹Hootsuite



INSTAGRAM

Instagram - also known informally as IG or Insta - is a free photo and video sharing app available on Apple iOS, Android and Windows Phone. Users can upload photos or videos to the service and share them with their followers or with a select group of friends. They can also view, comment on and like posts shared by their friends on Instagram. Anyone 13 and older can create an account by registering an email address and selecting a username.

Instagram stories disappear after 24 hours and are featured at the top of everyone's Instagram feed. Users can edit their photos and add captions inside the app. Instagram also has "Live" video options similar to Facebook.

Teens are very careful about how they use Instagram. They favor higher-quality images and will delete photos to optimize their "likes" per photo. They don't over post on Instagram and "clog" their feeds. Gen Zers prefer **quality over quantity** and aspirational content engages them best.⁶



TIK TOK

TikTok, originally musical.ly, is a music-based platform that younger members have made their home for sharing short videos featuring lip-synching, dancing, gymnastics, comedy and more. The newness of the app makes it appealing for brands to introduce innovative content to create brand loyalty.⁸

More than 41% of TikTok users are between 16 and 24 years old.⁹



SNAPCHAT

Snapchat is a social media messaging app that allows its users to take a picture, add text and send it to their friends. A key feature of Snapchat is that the messages are temporary. Senders can choose how long they want the image to be viewed, and when time is up, the message is gone forever.

Gen Zers particularly like all of the bonus features that make Snapchat special. To improve their image, users can add filters, draw, change the text color, add emojis and more. Snapchat also supports video, group threads, keeps track of messaging streaks and makes it easy to send snaps to more than one person.

Snapchat also supports "stories," which stay up for 24 hours and play chronologically. Users have access to the stories of their friends, as well as ad-supported content from brands on the "Discover" page.⁷



TWITCH

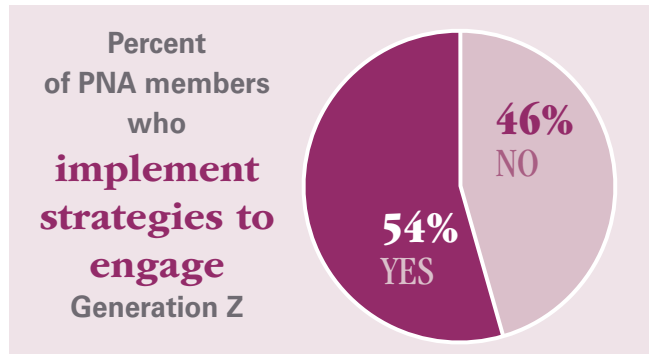
Twitch, an online live-streaming platform owned by Amazon, is popular within the gaming community as it allows users the opportunity to watch famous gamers play live and comment on the action.

While the video game Fortnite fueled its popularity, **Twitch has grown to include more than just gaming streams.** It now hosts a variety of live-streaming categories including talk shows, podcasts and food and drink. Its most popular non-video game category is called "Just Chatting," where viewers come to chat with streamers in real time.

Twitch is thriving in large part because of the **personalized streamer-viewer relationship** its live streams create – a connection that most sites don't offer. As Twitch continues to broaden its offerings, it is poised to become even more mainstream.⁸

HOW PNA members ARE ACTIVELY ENGAGING GENERATION Z

- We have mini workshops with students from local high schools. They are far from overflow, but more kids attend than we originally thought there would be.
- Our news hole is shrinking, but when we can, we devote a page to topics that interest youths.
- We run two advice columns each week – one local, one syndicated – focused on a younger audience.
- Our sports department devotes a lot of space to scholastic athletics, and we also engage this age range with an Athlete of the Week feature.
- We run coloring contests for three age brackets 3 & 4, 5 & 6, 7 to 9.
- We participate in the PNA Foundation's "It Can Wait" contest. (Learn more about this on page 26.)
- We publish letters to Santa each year.
- During our events, we have activities at our booth that focus on engaging children including coloring activities at our Ice Fest and Kid Connection events and sand pails at our Home & Garden Show.
- We offer tours of our facility for scout troops.
- We hire interns for our editorial and advertising departments.
- We participate in a job shadowing program.
- We print items that are written or drawn by students in our newspaper.
- We feature a Student of the Month and Athletes in Focus in our newspaper.
- We cover or print results for youth athletic groups along with competitive cheer photos.
- We design a tab for kids in youth baseball/softball along with high school sports tabs for all seasons, districts and beyond. We even publish posters for high school athletes who reach at least districts.
- We provide coverage of band, concert, musical, senior show and other local events.
- We're working toward using more social media purely for engagement and brand awareness, such as TikTok and Instagram.
- We have implemented focus groups to find out what types of subscriptions/memberships would offer value to this generation.
- Our editorial team also has created a section called Generation (Z)eal. Every Sunday, we dedicate a page of our Opinion section to student journalists in high schools and universities.
- We sponsor the annual Spelling Bee for grades 4 to 8.



- We host an annual "Design an Ad" section for students which includes awards for best essays – this is targeted to grades 4 to 12.
- The *Kid Scoop* page is published each week – (Learn more about this on page 19.)
- We are implementing a new program this year that recognizes outstanding overall high school seniors within the county.
- During the school year, we have a monthly "outstanding student" feature that gets a lot of attention from high school students. The interest is obviously sparked as we share the story on social media since few people in Generation Z read either the print edition or the online edition of our paper.
- Getting photos of students online is one of the best ways we've found to draw them in.
- The high school newspaper is printed as a page in our newspaper once a month during the school year. I promised them when we started this arrangement that I wouldn't interfere with what they were doing other than to look out for legal problems (e.g. libel and copyright issues) or matters of bad taste. For the latter, the faculty adviser would stop anything obviously distasteful, but I'm on the lookout for things like double entendres and making the first letter of each paragraph spell out a swear word. So far, I haven't encountered any problems with poor taste and the one time there was a copyright issue, it was a great learning experience. (PNA's Melissa Melewsy pointed me to the Student Press Law Center as a resource for explaining press law to teenagers; that's a great resource that I probably wouldn't have thought of on my own.) This works remarkably well. In addition to how the hands-off approach provides a better learning experience, it's a lot less work for me to just look over the PDF they submit for legal problems and poor taste. I see some really awful layout and copy-editing decisions, but I only give them advice after publication about how I would have done it differently. Aside from the work with the school newspaper club, we also have very thorough coverage of high school sports.

GENERATION Z

engages with newspapers

Generation Z, or those between the ages of approximately 8 to 23, is the youngest, most ethnically diverse and largest generation in American history. They comprise 27% of the U.S. population. Gen Z grew up with technology, the internet and social media; however, **they spend more time reading physical newspapers without interruption** than they do on social media, websites and blogs.¹

Generation Z trusts
print publications
more than other media to deliver
credible information.¹

The number of Gen Zers
who read a newspaper
increased by 38%
over two years.³



83%
turn to newspapers
for trusted information
and content.¹

They prefer to get their news
by reading
versus watching it on
television.⁵



Nearly
7 IN 10
Pennsylvania adults, ages 18
to 24, each week **read a
daily, Sunday or non-daily
print or digital newspaper**
or visit a newspaper website.²

Generation Z are active shoppers

Gen Zers:

- **Account for 40%** of all consumers.⁴
- Agree that **advertising helps them learn** about new products.¹
- **Appreciate** relevant ads.¹

98% buy in store some or
most of the time.⁵

89% consider themselves
to be **price-conscious
shoppers**.⁴

72% say that **cost is the
most important
factor** when making
a purchase, yet they
value quality.¹

60% of Gen Z shoppers prefer
to **go into a store** over
shopping online.¹



marketing to Gen Zers

Gen Z values and supports brands that are socially conscious.

Highlight your dedication to social impact by giving
proceeds to charity, being environmentally
conscious, having strong values, or project an
impact-driven image in your advertising messaging.¹



Gen Z are subject to impulse buying if there's a fear of missing out (FOMO).

Simple messages like "limited time only" or "few
left in stock" work because they don't want to feel
like they missed out on something.¹

Gen Z prefers ads that create an emotional connection.

Create ads that are uplifting and convey a positive
message about how a product or service can make
the world a better place.⁶



Getting schooled on kids

By Barbara Hough Huesken
Community Liaison, LNP | Lancaster Online

- Honor rolls.
- STEM projects.
- Facility dogs.
- Community service.
- Students of the Month.
- Teacher honors.
- Poetry readings and art scholarships.
- Aspiring actors and standout musicians.

The list of Lancaster County student achievements, school initiatives and teacher accolades was overwhelming, but underreported.

That changed in November 2016 when LNP launched a print Schools section designed to share the good news coming out of local school communities, news previously not circulated because of space constraints. A renewed commitment to community newspapering prompted LNP to dedicate resources to the monthly Schools section that, within two years, went weekly and then expanded its reach to LancasterOnline.

Seventeen public school districts serving Lancaster County students contribute to the section as do private and parochial schools and homeschool organizations. Content focuses on the academic honors, community service, music awards and art achievements of children in kindergarten through grade 12.

In addition, LNP | LancasterOnline launched Generation Z(eal) in its Sunday Perspective section in fall 2019. This content is devoted to the opinions of high school and college-age Lancaster County residents on issues of contemporary concern and debate.

This significant investment in our children, youth and young adults – tomorrow's leaders and decision-makers – demonstrates LNP | LancasterOnline's commitment to educating and informing every corner of our countywide community as we help to foster a fresh generation of news consumers destined to be involved citizens who work to enhance the quality of life for all.

Schools
At E-town
FFA, art and music achievements
© 2019 LNP

2 trumpet players move up to District 7 Jazz Band

High School trumpet players moved up to District 7 Jazz Band. The band will be held March 21-22 at the Lancaster County Center & Technology Center. The band will be held March 21-22 at the Lancaster County Center & Technology Center.

Foundation awards \$28,000 in grants

Local school districts received grants from the Foundation. The grants will be used for various purposes.

WEIRD AND WHIMSICAL

Students transform cereal boxes, pipes and plastic spoons into a robot

Students created a robot from cereal boxes, pipes, and plastic spoons.

generation • Zeal

ABOUT GENERATION Z (EAL)

Generation Z(eal) is devoted to the opinions of young Lancaster County residents. The page takes its name from Generation Z, to which students ages 18 and younger belong. On this page, we amplify the voice of this county's young people on issues that are of concern to them. Each Generation Zeal page is devoted to students from a particular school district (high school, public and private), as well as local colleges. Today's page features the opinion writing of students from Cecilie High School.

Remedying the injustices against African Americans

Since the beginning of time, African Americans have been treated unfairly. They have been denied the same rights and opportunities as white Americans. This is a sad reality that we must address. We must find ways to remedy these injustices and ensure that all Americans are treated equally.

'Voice of the Pioneers' wins drawing

Lancaster-Strasburg teacher's students are among those entered in LNP | LancasterOnline contest

Students from the Lancaster-Strasburg school district won a drawing contest. Their winning entry was 'Voice of the Pioneers'.

OUR STUDENTS. OUR FUTURE.

A WEEKLY SECTION ABOUT LANCASTER COUNTY STUDENTS AND TEACHERS

Alexa is 'listening' as you talk in your home

One of the biggest questions in the world is whether or not Alexa is listening to us. Some people believe that Alexa is always listening, while others believe that it only listens when it is being used. The truth is, Alexa is always listening, but it only responds when it hears its wake word.

Self-driving vehicles aren't ready yet

Self-driving vehicles are a topic of much debate. Some people believe that they are ready for widespread use, while others believe that they are not. The truth is, self-driving vehicles are still in the testing phase and are not yet ready for widespread use.

YOUTH LITERACY CRISIS

An opportunity to grow enduring circulation

By Vicki Whiting

President, Editor and Founder of *Kid Scoop* News

Studies reveal that exposing children to newspaper content at an early age absolutely increases literacy. Children who come from homes with a “print-rich environment” get better grades in school and perform better in life.

According to a report released by the American Academy of Pediatrics (AAP), “Children, Adolescents and the Media,” on Oct. 28, 2013:

Excessive media use has been associated with obesity, lack of sleep, school problems, aggression and other behavior issues. A recent study shows that the average 8 to 10 year old spends nearly eight hours a day with different media. A policy statement by the Academy urges parents to limit their children’s entertainment screen time to less than one or two hours per day and to offer educational media and non-electronic formats such as books, newspapers and board games.

The newspaper at home and in school can offer content that children really like. In print since 1991, some 300 weekly newspapers are publishing the *Kid Scoop* youth feature, which I create. The weekly page uses high-interest topics most kids love to read about: animals, things that are surprising and unusual (world records and extreme facts), sports, historical events and tall tales and legends. Each page includes an activity, such as a scavenger hunt, that takes the children on a search through other parts of their newspaper, connecting them with local news, places and things they know about in their hometown.

Kid Scoop pages incorporate upcoming events such as the census, plus science stories that develop critical thinking skills such as “Fact and Opinion” and “Point of View.” For example, I read that when beavers were introduced into Argentina, these large rodents started causing problems for farmers; the beavers’ dams were flooding farmlands. This news story on the *Kid Scoop* page could prompt a class debate between the beavers and the farmers. Another activity on the page sends the children into the whole newspaper seeking other stories about conflict and resolution. *Kid Scoop* illustrations by Jeff Schinkel are very popular. Teachers and parents love the accompanying word search puzzle related to the beavers (science) and Argentina (geography). A “Travel to Fierro del Fuego” sidebar leads to a search of the newspaper for things to take on a journey.



“The kids are jumping up and down when they see me coming with their *Kid Scoop* page inside the Courier! The teachers love it when the children leap from reading *Kid Scoop* to other parts of the paper. They tell me the *Kid Scoop* learning activities are a fun way for their students to use the Common Core and Texas state standards together.”

HEATHER OTT-ROMINE
sales and marketing manager
Elgin (Texas) Courier

Continued on Page 20

Publishers have asked me where I get my ideas for these pages. It began in my third-grade classroom many years ago when my struggling readers asked questions that the standard textbook wasn't answering. I'm a curious kid at heart, so I began creating fun puzzles with "secret codes" that helped the children decode words. I added a game, mazes, fun facts and math activities related to "our community," which is a standard theme for third-grade learning.

Newspapers that carry *Kid Scoop* develop sponsorships in different ways. Many sponsors are advertisers who want to reach parents and children, such as the school district's law firm or a bicycle store, and corporations, such as large oil companies or utilities that don't typically buy ad space but want to support education.

One *Kid Scoop* publisher wrote a "Partners in Education" letter to all his advertisers when the state's reading scores were at the bottom. My publishers report that *Kid Scoop* is an easy sale to advertisers. A youth content editor wrote some local history books and partnered with community organizations such as the historical society, and their members bought the books. The first book brought in \$100,000. Other sponsors include foundations and even a parks and recreation department in Ohio.

CONTACTS:

Vicki Whiting can be reached through www.kidscoop.com/for PDFs of pages and further information.

Contact for tear sheets of many *Kid Scoop* pages around the country – **Dan "Patio" Dalton** at 909-793-9890.

Note: Kayla Handy, reporter at the *Huntingdon Daily News* interviewed Vicki Whiting in 2018: "Research confirms newspaper relevance in classrooms." *Kid Scoop* appears in the newspaper.

Ellen Creane, who assists Vicki Whiting, is a freelance reporter for newspapers, an ESL college instructor, a former NIE manager at three newspapers, and a marketing communications professional. To reach her for your project, email ellencreane@gmail.com. Also see her LinkedIn profile.

TESTIMONIALS

"*Kid Scoop* sponsorships are sold out every week for the calendar year . . . *Kid Scoop* has attracted advertisers who didn't typically buy ad space. We use *Kid Scoop* because we want kids reading a newspaper."

Steve Fountain, publisher of *Ft. Stockton* (Texas) *Pioneer*



"It has great content, and Vicki Whiting is a trusted advocate for newspaper reading. She's very creative in meeting the needs of community newspapers."

Dawn Kitchell, educational services director, *The Missourian*, in Washington, Mo.



"I love the math parts. The puzzle part is so fun. Really you're the best! And I love the news and how much you get to read. Sincerely, Kathy, 4th grade Georgiana School."

one of a big pile of illustrated children's letters about *Kid Scoop*

received by **Bruce Branum**, publisher of *The Greenville Standard* in Alabama

RESEARCH RESOURCES...

The data is clear that the need for sustained high-interest reading for children and teens is required; reading skills of children and teens are far lower than desired, as many controlled studies reveal, including:

- **67% of U.S. children who do not meet proficiency standards in reading** by nine years of age are four times more likely to drop out of school. (Annie B. Casey Foundation long-term study published December 17, 2019.)

- **“Lower reading scores [in grades 4 and 8] in 2019 than 2017”** (National Assessment of Educational Progress – NAEP – nationsreportcard.gov)

- **“California Students Who Sued Over Their Poor Reading Skills Win \$53M to Help Schools Do Better”** (<https://ktla.com/2020/02/20/california-students-who-sued-over-their-poor-reading-skills-win-53m-to-help-schools-do-better/>)

- **Reading is Fundamental mega study:** “65% of fourth-graders read below grade level, contributing to 8,000 students dropping out of high school every day.” (<https://www.rif.org/about-rif>)

- **The New York Times:** “An international exam shows that American 15-year-olds are stagnant in reading and math even though the country has spent billions to close gaps with the rest of the world.”

(https://www.nytimes.com/2019/12/03/us/us-students-international-test-scores.html?nl=todaysheadlines&emc=edit_th_191203?campaign_id=2&instance_id=14223&segment_id=19237&user_id=e0a2631167f207404aad8c2fb91094cf®_id=508045321203)

- Neurologist Maryann Wolf describes how the brain is changing in her book **“Reader, Come Home: The Reading Brain in a Digital World.”** The Wall Street Journal review stated: “The digital age is effectively reshaping the reading circuits in our brains, argues Ms. Wolf. But there’s hope: Sustained, close reading is vital to redeveloping attention and maintaining critical thinking, empathy and myriad other skills in danger of extinction. Luckily, her book isn’t difficult to pay attention to.”



The Importance of an NIE program

As studied by the Newspaper Association of America
and commented on by Vicki Whiting

The Newspaper Association of America study reported how students in schools with at least some NIE programs saw an increase of 10% in their reading test scores. Significant increases in academic performances more likely occurred in middle schools.

Giving a child the access to appropriate materials to read is a fundamental gap that NIE helps teachers and students try to cross. According to a Reading is Fundamental mega study, giving students access to print materials causes them to read more and for longer lengths of time and improves reading performance.

Conducted by the education research firm Learning Point Associates in 2010, the report shows children in low-income households have less access to reading materials than higher-income peers.

“Low-income children go home and there is nothing to read,” Vicki Whiting said. “They are not going to the library, families aren’t subscribing to the newspaper and when they do go home, they are doing more digital things.”

She believes that just having the newspaper in the classroom available for students to read already leaves an impact.

“What we are seeing in NIE classrooms with directed reading is that more students are excelling and wanting to read,” she said. “With NIE, a teacher can order newspapers to just have available for students to read or take and read at home. A lot of kids will read the paper over lunch and are reading just for fun.”

“A student who reads 20 minutes a day reads 1.8 million words in a school year,” concluded Whiting, “and those students test in the 90th percentile. Students who read five minutes a day read 282,000 words in a school year and scored in the 50th percentile. That’s a difference of 1.5 million words in a year. There is a lot of direct research on what it is about NIE that makes a difference, and that difference is simply getting kids to read.”

<https://www.ncsl.org/research/education/pre-kindergarten-third-grade-literacy.aspx>

Newspapers in Education

Newspapers in Education (NIE) is a joint effort between newspapers and schools to promote the use of newspapers as an educational resource in the classroom. Using the newspaper helps teachers bring real-world application to the subjects they teach. Area businesses, civic organizations and private donors provide sponsorship dollars toward NIE programs so that teachers may use the newspaper as a dynamic and informative teaching tool.

In Pennsylvania, more than 60% of newspapers participate in a NIE program. Below are a few examples you can use when building or revisiting your own program.

The Daily News

Huntingdon, Pa.

Program Name: Newspaper in Education

Average Number of Students Reached: 5,000 (K-12)

Program Description: NIE encompasses the involvement of 110 classrooms (K-12) participating from five area school districts in Huntingdon and Bedford counties, approximately 5,000 students reading The Daily News in the classroom and 50 business partners supporting the program.

Program Goals: NIE provides a creative and efficient teaching tool to help students improve their reading, math and writing skills while igniting their interest in the world and their local community. The program also assists teachers with standardized testing and provides a lifelong impact in encouraging readership and literacy.

The Indiana Gazette

Indiana, Pa.

Program Name: The Indiana Gazette Newspaper in Education Program

Average Number of Students Reached: Approximately 4,500 students

Program Description: Our NIE program has been in existence for 35 years. The following projects are still part of the program:

- NIE Student Supplement – We have been publishing this supplement for the past 35 years. 4,500 students from K-12 participate in a variety of contests, with a 64-page publication as the result.
- Our NIE department co-sponsors an annual high school journalism workshop with IUP's Journalism Department. We have a featured speaker and 12 breakout sessions for the 100 students in attendance.
- School News pages – Every Friday from October through the end of April, we publish two pages of articles written by approximately 40 high school students from 12 local high schools.
- We still deliver close to 800 newspapers to local classrooms on a weekly basis.

Program Goals: The goals of our NIE program are:

- Encourage literacy.
- Encourage students to become educated consumers of news.
- Encourage a lifelong reading habit.
- Encourage students to become responsible citizens.

Newspapers in Education (NIE) is a joint effort between newspapers and schools to promote the use of newspapers as an educational resource in the classroom. In Pennsylvania, more than 60% of newspapers participate in a NIE program.

The Ridgway Record, The Daily Press & The Kane Republican

Ridgway, Pa.

Program Name: Newspapers in Education

Average Number of Students Reached: 450 per week

Program Description: Before the school year starts, we reach out to the teachers to see if they would be interested in using the newspapers in their classrooms. Once they sign up and school starts, we deliver the paper to the school once a week. The teachers use the newspaper as part of their weekly routine and the students work the puzzles, read horoscopes, etc. Once we know how many classrooms and teachers we have for the school year, we start to find sponsors to pay for those papers.

Program Goals: Our goal is to improve literacy among the young children in our community.

Daily American

Somerset, Pa.

Program Name: Daily American News in Education

Average Number of Students Reached: We distribute approximately 3,000 newspapers each week to students, with an additional two classes that receive only the e-edition.

Program Description: We work with all the schools in our county, K-12. We provide bundles of newspapers for classrooms sponsored by local businesses. We run the Mini Page and another NIE page each Tuesday during the school year. The Mini Page runs all year. Every Thursday during the school year, we have two pages of articles written by high school students from the county, called High School Highlights. We have two student advisory board members from each participating school attend two workshops a year for this program. We do a Design an Ad/classroom contests tab each year. We work with our local Red Ribbon (drug & alcohol) committee and produce a tab of the winning entries in their contest.

Program Goals: We strive to provide up-to-date reading material for teachers to prepare our students to be a literate work force and responsible citizens.

ADDITIONAL TOOLS TO HELP YOUR NIE PROGRAM

Newspaper in Education Institute

www.NIEInstitute.org

The mission of the Institute, with subscribing newspapers, is to help teachers improve students' standardized test scores and critical thinking skills using quality NIE curriculum resources and student supplements that support educational use of their local newspaper.

American Press Institute

www.AmericanPressInstitute.org/Youth-News-Literacy

A collection of materials and tools offered by the American Press Institute for newspaper staff operating Newspaper in Education programs:

- Getting started with NIE.
- Best practices toolkit.
- E-edition guide for NIE.
- Weekly and community newspaper guide.
- NIE workshop workbook.

Also, API offers an NIE and young readers initiatives listserv. "Learn from and help others who work with young reader programs across the country." To join the listserv, send an email along with job title, newspaper and full contact information to Kevin Loker <kevin.loker@pressinstitute.org>. Use the subject line "Join Forum."

PROMOTIONAL SPOTLIGHT

Altoona Mirror

Altoona Mirror Kids

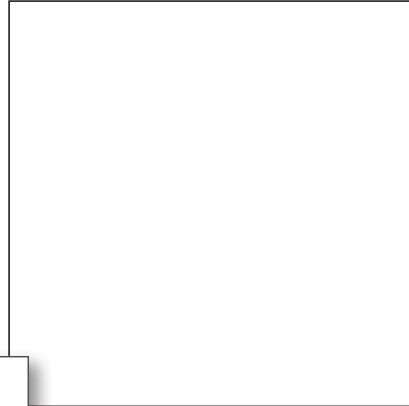
Weather program

The Altoona Mirror offers local students the opportunity to engage with the paper by supplying art for its weather page. The paper collects student drawings of different weather conditions, including sunny, cloudy, windy, rainy, snowy and hot.

Teachers who are interested in participating in the program can contact the newspaper directly and request a copy of the submission form, that includes a 6-inch square box for the students' art as well as a space to provide the student's name, grade level and name of the school. The Mirror encourages teachers to divide classes between seasons and weather conditions when supplying submissions.

Altoona Mirror

Show us the weather



Name _____
 Grade _____
 School _____
 Teacher _____

TODAY'S ARTIST



Gage Baughman
 Fourth grade
 Juniata Gap Elementary

Page A2 ■ Altoona

Today



TODAY

Mostly cloudy.
A slight chance of snow showers. West winds about 22 mph.

High: 30

TONIGHT

Mostly cloudy. A slight chance of snow showers. Breezy, with west winds 17 to 20 mph.

Low: 19

FRIDAY

Partly sunny

High: 33
Low: 18

SATURDAY

Mostly cloudy

High: 30
Low: 20

SUNDAY

Mostly sunny

High: 40
Low: 28

Facebook: /AltoonaMirror Twitter: @AltoonaMirrorPA Subscribe: 946-7480 Web: www.altoonamirror.com

Thursday, February 27, 2020



TODAY'S ARTIST



Gage Baughman
 Fourth grade
 Juniata Gap Elementary

ALMANAC

Temperatures			
Yesterday	Average	Records	
High 53	High 40	High 66 (1951)	
Low 26	Low 23	Low -12 (1963)	
Precipitation			
As of 8 p.m. at Blair County airport			
Yesterday		.001"	
February		.155"	
Year		.450"	
Sunrise/sunset			
Today's sunrise		6:52 a.m.	
Today's sunset		6:01 p.m.	
Friday's sunrise		6:50 a.m.	
Friday's sunset		6:02 p.m.	
Moon phases			
New	First	Full	Last
March 24	Monday	March 9	March 16

Programs help newspapers engage with Gen Z

The Pennsylvania NewsMedia Association Foundation offers a variety of interesting programs and contests to help newspapers across the commonwealth connect with Gen Z. All PNA members are encouraged to promote these opportunities to actively engage the next generation of newspaper readers.

IT CAN WAIT CONTEST

Engage with your community • Emphasize safer driving • Encourage young writers

Each year, the Pennsylvania NewsMedia Association Foundation, Pennsylvania's newspapers and AT&T join together to host a statewide "It Can Wait" editorial contest to raise awareness about the dangers of distracted driving. The contest is open to all Pennsylvania high school students and offers a \$500 prize for the column or editorial that best answers the question, "Why is it important to take the 'It Can Wait' pledge to drive distraction free?"



PNA members are encouraged to host local contests in the fall and winter to determine which entries are submitted to the PNA Foundation in consideration for a statewide prize. Through the generous support of AT&T, the Foundation donates \$100 to local winners' cash prizes for the first 20 PNA-member newspapers to contact the Foundation about holding these contests. Final statewide judging occurs in February.

Since the Foundation began the contest in 2015, hundreds of students have entered and more than 25 PNA-member newspapers have hosted local contests. Statewide winners are recognized each spring at the Keystone Media Awards luncheon. State legislators have also celebrated winning students at special ceremonies at their local offices.



Alayna McClain of Bermudian Springs High School, York, was the first-place winner for the 2019 It Can Wait Awards.

STOP CYBER BULLYING CONTEST

WRITE A WRONG!

Beginning in 2020, the Pennsylvania NewsMedia Association Foundation and Pennsylvania's newspapers, along with AT&T, are collaborating to host a statewide editorial writing contest to raise awareness about the dangers of cyber bullying. According to DoSomething.org, about 37% of young people between the ages of 12 and 17 have been bullied online and 30% have had it happen more than once. Ninety-five percent of teens in the U.S. are online with a mobile device, making it the most common medium for cyber bullying. This writing contest encourages positive change.

The "Stop Cyber Bullying" contest is open to all

Pennsylvania high school students and offers a \$500 prize for the column or editorial that best explains "Why cyber bullying is dangerous and should not be tolerated." The Foundation encourages PNA members to hold local contests, with a monetary or other prize of their choosing, to encourage high school students to enter. Thanks to the generous support of AT&T, the PNA Foundation will donate \$100 to local winners' cash prizes for the first 10 PNA-member newspapers to contact the Foundation about their local "Stop Cyber Bullying" contests. Statewide winners are recognized each spring at the Keystone Media Awards luncheon.

STUDENT KEYSTONE MEDIA AWARDS



The Student Keystone Media Awards contest recognizes high school and college journalism that provides relevance, integrity and initiative in serving readers. Any student at any public, private or parochial Pennsylvania high school, college, or university who has had his or her material published in the school newspaper may enter the contest. Students who have had their work published on a digital news website may enter the contest provided the website meets the criteria as outlined in the contest rules.

Each year, more than 1,000 young journalists enter the contest across four divisions and 17 categories. Hundreds of awards are presented at a spring awards luncheon. PNA members can support the efforts of these aspiring journalists by promoting the contest to local high schools and educators, reaching out to colleges in the distribution area, listing local winners in the newspaper and attending the awards luncheon to engage with winners.



For details about any of these programs, email
foundation@pa-news.org.

PROMOTIONAL SPOTLIGHT

PennLive

PennLive Media Day celebrates Gen-Z athletes

PennLive has created a unique online-only event that not only celebrates top-notch high school athletes from 35 different schools in the region, but also provides sponsors the opportunity to reach these students directly. The PennLive Media Day - held once each fall, winter and spring - showcases both male and female athletes from sports including, but not limited to football, wrestling, swimming, track and field, baseball and basketball.

"We reach out to the athletic directors from each school district so they can put us in touch with the coaches for each sport, and from there we ask the coaches to bring the athletes they would like to highlight from their teams," said Kelly Gambini, sales director at PennLive. "Sometimes they are the MVPs, sometimes they are the up-and-comers, and sometimes they are athletes the coaches feel represent the true spirit of the sport the best for their team."

The athletes and their coaches then come to the PennLive headquarters for the day-long event that includes written and videoed interviews and photo shoots, all with the skilled PennLive editorial team. "It is a unique, once-in-a-lifetime opportunity for many of the athletes," said Gambini. "To be interviewed by our talented editorial team and have professional photographs – it means a lot to them."

Media Day sponsors get involved with the activities for the athletes as well. This year, Geisinger was a key supporter of the event. In addition to financial support, Geisinger featured a photo booth with fun props where students could pose as doctors and other medical staff. "The student athletes had such a fun time dressing up and posing with the photo booth frame," said Gambini. "Then Geisinger, PennLive, and often times, the kids themselves, would post the pics on social media." In addition to the photo booth, PennLive staff sets up activities for the athletes like cornhole and trike races that they can participate in between the designated interview, photography and videography stations.

"We see such a large audience take to the site to explore the articles and photos from each event," said Gambini. "With over 6 million unique monthly site visits – the value to the athletes, their families, and the community overall, really shows."

It is exactly that holistic community support that drew one of the most recent sponsors, Papa John's Pizza, which joined the event as the food sponsor. "They sent hot, fresh pizzas every hour, and throughout the course of all three events, they fed over 1,300 students," said Gambini. "That level of support is tremendous to us, but more importantly, to the kids." In addition to the delivered pizzas, the company also provided "swag bag" stuffers that included a coupon for a complimentary pizza for each athlete. The sponsorship was fruitful for Papa John's, which charted a 14% growth in sales in the weeks following the event.

"We have taken an event that was born from our editorial department and developed it as a successful, cross-generational event," said Gambini, "We are providing a program of great value to our local high school athletes, schools, and their supporters – as well as our sponsors."



For additional information, please contact
Kelly Gambini at **717-215-6124** or **kgambini@pennlive.com**.

PROMOTIONAL SPOTLIGHT

PennLive/The Patriot-News



PennLive/The Patriot-News finds great insights into Generation Z via intern programs

Sometimes cross-generational industry activities shed light on aspects we weren't aware of, and that was one of many things that Paul Vigna, managing producer of PennLive/The Patriot-News, has learned from his work on the company's intern program. Paul works with the editorial interns for PennLive/The Patriot-News through the summer, spring and fall intern programs. "In general, we have been surprised at some of the candidates we get who aren't as skilled digitally as we expected," said Vigna. "But then others have brought us ideas and skills that we have learned from. So, in that respect, the learning process can go both ways."

And that was just the first of several key things that Vigna noted as strong takeaways from the intern programs. Vigna noted one of the differences that he and his team have learned through the review and interview process is between the students who applied for the summer program versus the spring and fall programs. "We handle all of our intern programs in the same way, but we have learned that the types of applicants we receive for each program varies, and often times based on the time of year they are applying for internship," Vigna said. He added that while many students who come in for the program in spring and fall are from nearby colleges and universities, the students who apply for the summer program are often from places farther away and carry with them more polished resumes as they are also more often upperclassmen. What lends to this schema further is that the summer internship is a paid gig, while the spring and fall programs are unpaid and are more regularly used as a credit for the underclassmen who apply and participate.

Vigna noted how integral his relationship and communication with the college counselors and advisors is to the process as well. "You need to have a good relationship with the internships and counseling departments at nearby colleges and universities," said Vigna. He noted that knowing and providing the editorial expectations of the interns is invaluable to the process. "We find that if we provide a list of what the internship will entail and what our base expectations are for them, this helps to align every person involved in the process from the beginning," he said.

What is perhaps most interesting, is the shift in the response Vigna and his team have seen in the students who are involved as interns from Generation Z, versus their not-so-distant Millennial peers who have recently joined as staff at the paper. "We have seen a few Millennial new hires come in with a lack of awareness as to what 'normal work' looks like on an editorial team," said Vigna. "They can be unaware that there is a process of working through the day-to-day stories and proving themselves to the point that we can think about including them on larger stories or allowing them to work on their own enterprise ideas." This is not as much the case with the Gen Z interns, who have the direct guidance of expectations and potential "next steps" as they prove themselves and progress in their editorial work.

"Many of these interns, we find, are very self-aware. They know their specific skill sets and are ready to use them," Vigna said.

For additional information, please contact
Paul Vigna at (717) 255-8404 or pvigna@pennlive.com.

INDUSTRY INSIGHT:

Why news orgs should be collaborating with student journalists

By Matt DeRienzo

Editor & Publisher

If I were running a college journalism program right now, I'd be losing sleep over some pretty basic questions. Are there far more students pursuing journalism than there will be jobs available in the field? And how will journalism students gain real-world experience as part of their education as both unpaid internships (because they're bad) and paid internships (because there's not enough money) disappear?

Running a newsroom, I worry about not having a strong enough pipeline of future journalism talent, and not playing a role in how our future employees are trained. Is the "teaching hospital" approach to journalism education threatened by the newspaper industry's tumult?

But then there are the numerous examples of college (and even high school) programs putting theory into practice through student media outlets and projects that are actually filling gaps in local news coverage and scooping traditional media outlets.

Student media is so important in college towns such as Ann Arbor, Mich., Columbia, Mo., and Phoenix that any analysis of the country's "news desert" problem and potential solutions would be incomplete without considering such outlets.

Their strength should show traditional news organizations that collaboration with students (and educators) can lead to improvement and expansion of their own journalism. It's not a luxury or some kind of charitable pursuit.

It could be a tough case to make at budget time, but when direct staff reporting resources in the newsroom have shrunk, why wouldn't we invest in programs that leverage a network of outside contributions to local journalism?

A good start would be taking student journalism more seriously. When students at Arizona State beat the entire Washington press corps on news that a diplomat at the center of Trump administration foreign policy controversy was stepping down, they were widely credited and celebrated. If the college paper scoops you, link to them, amplify their work, send them some audience, encourage more.

What if news organizations worked with college journalism programs that require a senior year capstone enterprise or investigative reporting project, agreeing to publish them, and working intermittently with students to provide guidance and editing? The standard for a passing grade could include the news organization feeling that it's worthy and ready to be published.

Working out a formal relationship with student media outlets in which you have permission to reprint the best of their work is another option.

Enlisting the best student journalists in your world as paid

freelancers or stringers could give a news organization and them a paid internship-like experience in lieu of a more formal program.

In Michigan, local independent online news site East Lansing Info has enlisted a "local news militia" —citizens of all ages—who cover public meetings and other issues. This includes local high school and Michigan State University students who receive training from the organization's editors and are paid for their work.

In Chicago, the local news site City Bureau pays residents to attend, take notes, and/or record city and neighborhood government meetings. Paying students to do some of the "feet on the street" work, and pairing them with a professional journalist for the final product, would be an interesting model.

Journalism professors who want to teach their students about the Freedom of Information Act and original sourcing are sitting on what could be a "shoe leather army." How about partnering with a news organization to have students test noise levels at local party spots, file Freedom of Information Act requests with every police department in the state, track down every former client of a business that has been accused of defrauding people?

In Pelham, N.Y., longtime journalist Rich Zahradnik serves as an advisor to the Pelham Examiner, an online local news site owned by students.

Student media outlets struggle with funding and business models, too. In some cases, it would make sense for traditional news organizations to more fully partner with college programs by taking over their web hosting, printing or advertising sales.

The one thing that should be clear: News organizations with zero connection with or investment in student journalism leave are missing opportunities to bolster the journalism they're doing now and failing to invest in the journalism that they'll be seeing in the future.



Matt DeRienzo has worked in journalism as a reporter, editor, publisher, corporate director of news for 25 years, including most recently as vice president of news and digital content at Hearst's Connecticut newspapers, and previously serving as the first full-time executive director of LION Publishers, a national nonprofit that supports the publishers of local independent online news organizations.

Since 1884, Editor and Publisher has been the authoritative voice in news publishing. E&P is read by more than 16,000 news publishing executives each month via web, email and print. To learn more, visit editorandpublisher.com.

E&P
EDITOR & PUBLISHER

The Mini Page teaches children to use the newspaper

By Lisa Tarry

Senior Editor of *The Mini Page*

In 1969, educator Betty Debnam became aware of a need among teachers for a “mini-unit” to teach from. With her journalism background, Debnam conceived of *The Mini Page* – a weekly newspaper for children that would address a different subject with each issue. She focused on social studies – history, government, geography, interpersonal skills – and at first wrote and edited *The Mini Page* on her own. Her local newspaper, the *Raleigh News & Observer*, gave her children’s newspaper a chance, and *The Mini Page* took off.

In the 1970s, Universal Press Syndicate (now Andrews McMeel Syndication) offered *The Mini Page* to editors around the country. During the next four decades, the thriving Newspapers in Education organization, which provides free copies of daily newspapers to schools for use in the classroom, embraced *The Mini Page* and integrated it in their programs. As a result, millions of students grew up reading *The Mini Page* and, by default, learning to use their communities’ newspapers.

While *The Mini Page* has always been targeted loosely at elementary school children, the page has attracted readers and fans of all ages, from preschoolers to grandparents, who enjoy the puzzles and games along with the educational material (and who might remember reading the page as a child). In fact, much of our regular feedback comes from senior readers who appreciate a reminder of lessons they learned in school decades ago. Teachers who have used *The Mini Page* in their classrooms for years still depend on it for timely, updated information that goes beyond social studies, covering science advances, explorations of remote lands and other planets, our changing planet, the arts, sports and holidays.

“Earlier this year I taught a two-month course on the U.S. government and the Constitution, Bill of Rights, etc. I used many Mini Page articles to help the adults understand our system. The writing is factual and easy for English learners to understand.” – Judi Strickland



“The recent article about “Home, Sweet Sod Home” was fantastic. This is what I like about reading your articles. Information, information, information. A lot of it lost over the years to technology. But your articles are fantastic. I will send this article to my grandchildren for their future reference in the event they want to do a project.” – Vince Daly

“Wonderful. This reminds me so much of my youth, except it’s in color! Thank you both so much, I am really stoked to see this come out during my time here, it’s kind of a life-comes-full-circle thing...” – Joshua Chamot, National Science Foundation

The Mini Page has also been used in reading programs for adults throughout the many years of its publication.

As editor of *The Mini Page* for 13 years, I believe much of its appeal has to do with the interactivity of the page. While it still lands with most readers in paper form, *The Mini Page* encourages children to share material, collaborate on a puzzle or ask questions with other students, teachers, parents and

grandparents – and not just in the moment, but throughout the week. The page always provides resources where readers can explore a subject further through websites, videos or books. These, too, can be shared with other students, friends or family members.

Although *The Mini Page* has changed over the years – we did a major redesign in 2015 that reduced our newsprint “footprint,” saving papers money – it still delivers a clear, unbiased, fact-based explanation of each week’s subject that can be understood and enjoyed as much by an 8-year-old as by her 70-year-old grandfather – both of whom can have a little fun along the way with puzzles, jokes and an easy, tasty recipe. It’s a formula that Betty Debnam instituted in 1969, and even with updates to the look and layout, it’s the formula that continues to work today in hundreds of newspapers across the country

For more information about *The Mini Page*, please contact Lisa Tarry (ltarry@amuniversal.com) or go to http://syndication.andrewsmcmeel.com/text_features/minipage.

GETTING TO KNOW MILLENNIALS

Born 1981-1996² • Ages 24-39²

Millennials, also known as Generation Y, account for one-quarter of the population in the U.S., making them the largest living generation. They embrace technology and digital solutions and are loyal newspaper readers. Three-quarters of Pennsylvania adults, ages 25 to 39, each week read a daily, Sunday or non-daily print or digital newspaper, or visit a newspaper website.¹

CHARACTERISTICS:

Millennials are an **ethnically diverse generation** who are open-minded.³

Millennials have been described as the **most educated and knowledgeable** generation in history.³

Millennials are **digitally fluent** having witnessed the rise of the internet and mobile devices.¹¹

More than nine in 10 millennials (93%) own smartphones.²

86% of millennials use social media.²

Millennials are **more likely to have a post-secondary degree** along with massive student loan debt.¹¹

Some millennials have **returned home to live with their parents** because of their income and debt.¹¹

Millennials earn **20% less than their baby boomer parents** did at this point in their lives.¹²

Millennials are **delaying or foregoing marriage** and have been somewhat slower in forming their own households.²

In addition to making less money than their parents, millennials also **own less property**. Renting is more common than buying a home, and car services are more popular than buying a car.¹²



MILLENNIALS ARE:

Soft-hearted. They value social issues far ahead of economics.⁵

Health conscious. They are dedicated to having a work-life balance and make lifestyle choices that prioritize mental and physical health.³

Optimistic. They desire the same lifestyle as their baby boomer parents.¹¹

Nonmaterialistic. Three out of four millennials prefer cool experiences over cool products.⁴

Connected. A staggering 91% of millennials buy based on recommendations from friends.¹⁸

Sources: ¹2019 Release 2 Nielsen Scarborough Report. Copyright 2020 Scarborough Research. All rights reserved; ²Pew Research; ³Forbes; ⁴Deep Focus; ⁵Brookings Institute; ⁶Wordstream; ⁷Harris Poll; ⁸Kissmetrics; ⁹Bazaarvoice; ¹⁰Morris Creative; ¹¹American University; ¹²Adespresso; ¹³Millennial Marketing; ¹⁴Edelman; ¹⁵Coda Ventures; ¹⁶NAA; ¹⁷Horizon Media; ¹⁸Adespresso; ¹⁹Valassis

INSIDE THE MINDS OF MILLENNIALS:

Millennials rank newspapers as the **most trusted source of news** and information.¹⁵

They prefer to **get their news by reading** versus watching it on television.²

65% of millennials **trust paid news and information** more than free media.¹⁵

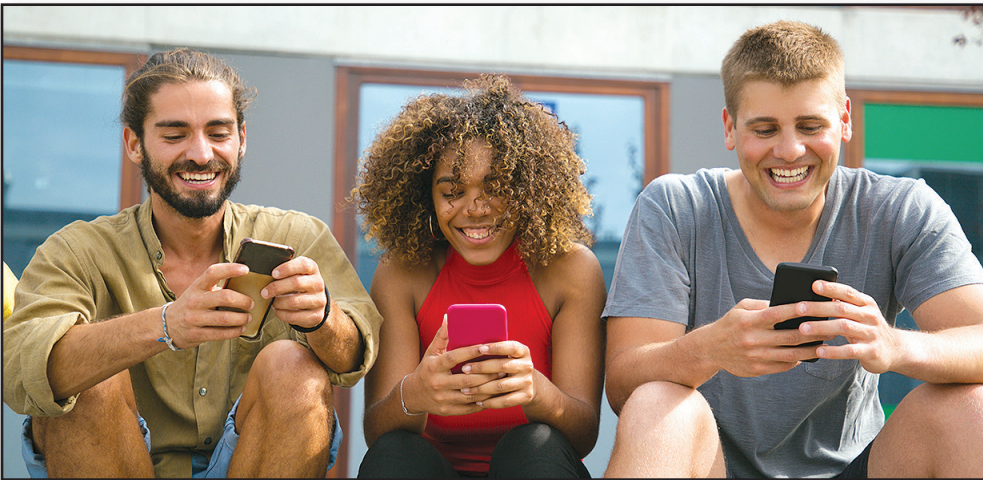
Millennials love the next big thing. They are drawn to trendy coffee shops, restaurants and the latest in technology.⁶

89% of millennials trust recommendations from friends and family more than claims by the brand.⁸

Millennials are **masters in the art of multi-tasking.** They digest mass quantities of information at a time.¹⁰

60% of millennials **prefer to purchase generic brands** over name brands if it means saving money.¹³

67% of millennials believe they **have a responsibility to share feedback** with a brand about their experience.¹⁴



FELICIA ZEGLER

Assistant to the Publisher
Bucks County Herald

How do you consume the news?

I pair a cup of coffee with the morning news each day. I'll also frequent several news sites, along with Facebook, to get an overview of the top stories that pique my interest.

What stories do you read first in your regular news source?

I gravitate toward entertainment stories or stories that have a strong emotional pull.

What makes an advertisement appealing to you?

I take notice of ads that make use of bright colors or clever headlines.

WHAT ADVERTISERS SHOULD KNOW:

74% respond to advertisements in print newspapers.¹⁶

72% read newspapers to **learn about products** with which they are not familiar.²

94% of millennials use coupons¹⁹ and newspapers are their number one source to get them.¹⁶

Ads that evoke feelings of **financial security, responsibility and self-reliance** perform best with millennials.¹⁸

77% of millennials already do or are willing to participate in rewards and loyalty programs.⁷

63% percent of millennials would be more likely to "check-in" to a business on social channels if it meant they'd **receive a coupon or discount**.⁶

This generation is the **most responsive to online shopping opportunities** and recommendations from family and friends and are motivated by shopping ease.⁶

84% of millennials report that **user-generated content** on company websites at least somewhat influences what they buy.⁹

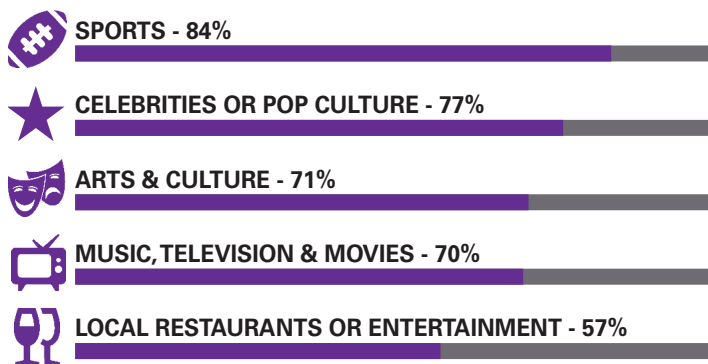
81% of millennials expect companies to make a **public commitment to charitable causes** and citizenship.¹⁷

HOW NEWS MEDIA ORGANIZATIONS CAN attract and engage MILLENNIALS

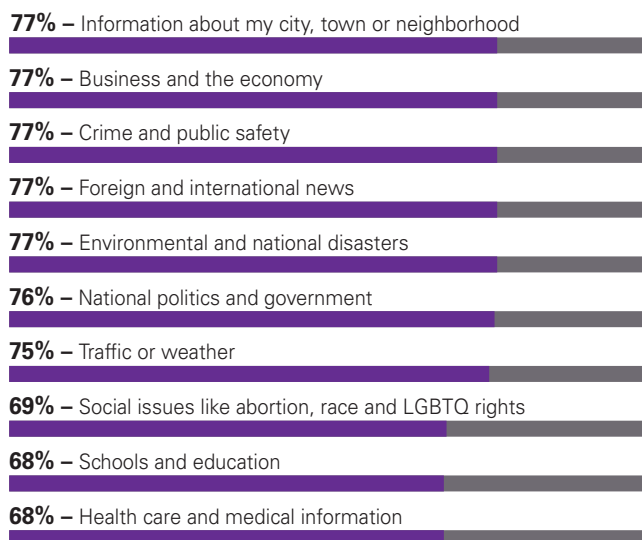
DEVELOP TARGETED CONTENT

- Millennials are **regular news consumers** who rely on journalism for information, entertainment and guidance on how to vote.¹
- Millennials follow an average of **10 different news and information topics**, including:²
 - Music, television and movies.
 - Hobbies.
 - Traffic and weather.
 - Sports.
 - Cooking.
 - Jobs.
 - Crime and public safety.
 - How-to information.
 - National politics.
 - Science and technology.
 - City, town and neighborhood.
 - Health and fitness.
- **Push long form content.** Instead of cutting up a story into many small cuts, try experimenting with long form content.³
- **Answer millennials' questions.** Along with providing the details in a story, provide additional information that answers "the why." Use sources such as Reddit, Facebook and Twitter to see what topics are trending that will inspire content creation.³
- **Offer differing opinions.** Nearly nine in 10 millennials report seeing diverse opinions in news, and three-quarters of those investigate opinions different than their own.²
- When millennials dig deeper into news, the **most important qualities that make a destination useful** are that they know the source well and that the digital source is transparent and rich with references and links.²

Percent of millennials who **use print and digital newspapers to gather information** on the following lifestyle and entertainment topics:²



Percent of millennials who **embrace original news reporting sources** for hard news topics:²



CHRISTINE DOMBROSKI

Cultural Advertising & Marketing Consultant
Trib Total Media

How do you consume the news?

I follow several news outlets on Facebook and use the Fox News & NBC News apps daily. I enjoy following current events both locally and politically. I also read the Valley News Dispatch when I am in the office as well as the Shaler Journal every week to keep up with local community news.






What stories do you read first in your regular news source?

Local community news is typically my first stop either in print, online or on TV. Since it's political year I find myself following national news closer and catching up with news 3-5 times a day versus just in the mornings when I get ready for work.

DEVELOP A SUBSCRIPTION MODEL

Millennials are **unlikely to develop brand loyalty in their media habits**. They don't want to restrict themselves to a few titles they pay for. Consider new ideas such as the ability to pay for that day's digital paper.⁶

UTILIZE SOCIAL MEDIA

- Millennials are **drawn into news that they might otherwise have ignored** because peers are recommending and contextualizing it for them on social networks.²
- Social media platforms **millennials use for news**:²
 -  **88%** get news from Facebook.
 -  **83%** get news from YouTube.
 -  **50%** get news from Instagram.
- **Reach millennials based on what they care about.** The seven key values that matter most to millennials on social media include:⁴
 - Animal rights.
 - Sustainability.
 - Environmental protection.
 - Anti-racism.
 - Inclusiveness.
 - Feminism and LGBTQ rights.
- Millennials tend to lean toward social media **for what might be considered "soft news" or lifestyle topics**, such as popular culture, music, film and television, local restaurants and entertainment, and style and beauty.²
- Millennials **actively participate in news consumption on social media feeds** by posting news stories, commenting on them, liking or favoring them and forwarding them to others.²
- **It is essential to be proactive on a social media platform**, especially when it comes to comments, questions and complaints. Millennials lose interest if their message is not acknowledged within 60 minutes.⁵
- Millennials **consume 63% of live streaming videos**, so incorporate this tactic into your social media strategy.⁵



MEET THEIR NEEDS

- **Podcasts are becoming just as popular as Netflix shows** to millennials – consider adding this to your offerings.⁷
- Millennials want **clean, efficient reading without having to scroll past images** and pause automatic videos.⁸
- **Ask millennials to comment** on a subject matter to increase engagement.³
- Provide the **raw, uncut footage of debates and stories** to avoid the label of being polarizing.³
- Provide more of the type of news **millennials like to explore more deeply**.²
 - 37% read more "news you can use" such as how-tos.
 - 36% read more hard news.

JOE NOVAK

Advertising & Marketing Consultant
Trib Total Media

How do you consume the news?

I usually consume the news through apps on my phone (TribLive, Apple News). Occasionally I watch coverage of live or important events on TV or streaming.

What stories do you read first in your regular news source?

Local news & weather. Whatever stories are at the top of the page usually and then anything specific I may search for.

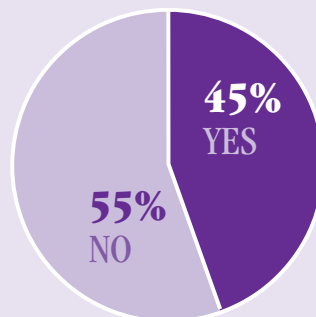
What makes an advertisement appealing to you?

It has to add value to my purchase. I know when I want a certain product or service, but I may refrain from purchasing immediately. So retargeting or behavioral targeting doesn't really push me. But when those ads add some extra incentive to purchase, such as a discount or added bonus, then I'll usually buy.

HOW PNA members ARE ACTIVELY ENGAGING MILLENNIALS

- Along with the other newspapers within our organization, we publish a digital entertainment guide and directory highlighting nightlife and entertainment options.
- We're focusing on more social justice reporting and cocktail/night out reporting to appeal to the interests of millennials.
- We're implementing focus groups with millennials to assess not only what we could be doing more of but what we should be doing LESS of – or what reporting would resonate with millennials if the approach was changed.
- We're letting millennials within our organization take the lead on social media engagement and brand awareness projects on TikTok and Instagram.
- We do a wedding-themed issue targeted to millennial women who are getting married.
- We publish two outdoorsmen issues that include hunting and fishing content that is intended for millennial men.
- We publish a family tab with information and stories about family-focused activities and events.
- We include reviews of movies, music and entertainment to appeal to millennials.
- We dedicate editorial coverage to adult sports leagues such as bowling and football.

Percent
of PNA members
who
**implement
strategies to
engage
Millennials**



- We have increased the number of our digital features to attract millennials.
- We have a website, MadeinPGH.com, that serves millennials.
- We frequently cover projects and activities that are carried out by and for young adults.
- Editorial, marketing and circulation are working together to target growth areas and determine what kinds of subscription passes/membership offerings might appeal to millennials.

STEPHEN DELLECAVE

Controller • Times Shamrock



How do you consume the news?

The majority of my news consumption happens through my phone, by watching national cable news, and by listening to the radio. More specifically as it relates to using my iPhone, I scroll through Facebook and Instagram newsfeeds multiple times daily and click on news stories of pages I choose to follow. I typically use Facebook to follow Times Shamrock newspapers. I also use Facebook for state news via Capital-Star, a free non-profit, web-only edition. I use Instagram for local, national, and political news. Like newspaper news consumption, I enjoy Instagram because a photo, or photos, is accompanied with a short headline or news bit, which can be expanded upon by following links to the external source which is usually the official app or website. At work, I do use the Times Tribune website since I'm using a desktop. I also listen to a national business/political news radio station on their website via my work desktop.

What stories do you read first in your regular news source?

I'm interested in local and national politics, local and national business, tech and travel. Obituaries are sadly an important part of news habits as well.

What makes an advertisement appealing to you?

For me, an advertisement should be a quick, right-to-the-point snapshot of the goods or service being offered. That said, short words or phrases, coupled with visually appealing art and photos, is most appealing to me. I prefer advertising to be passive and the option to ignore or engage an advertisement should be equal (i.e., listening to three and a half minutes of severe side effects for a medication on television is very unappealing). Humor and wit in advertisements are effective and appealing!

MILLENNIALS ENGAGE WITH NEWSPAPERS

Millennials, also known as Generation Y, are those between the ages of approximately 24 and 39. They account for a quarter of the population in the U.S. making them the largest living generation. Millennials embrace technology and digital solutions and are loyal newspaper readers.

Millennials rank newspapers as the **MOST TRUSTED SOURCE** of news and information² – making them the savvy choice for retailers to connect with these valuable consumers.

THREE-QUARTERS

of Pennsylvania adults, ages 25 to 39, each week **read a daily, Sunday or non-daily print or digital newspaper**, or visit a newspaper website.¹



Millennials prefer to get their news **by reading it** versus watching it on television.³

65% of millennials **trust paid news and information** more than free media.²

MILLENNIALS ARE ACTIVE SHOPPERS:

94% use coupons and newspapers are their **number one source** to get them.⁴



72%

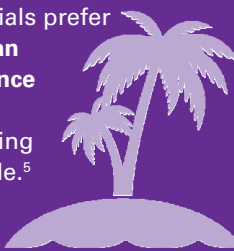
read newspaper **to learn about products** with which they are not familiar.³

74% respond to advertisements in print newspapers.⁴

MARKETING TO MILLENNIALS

THREE OUT OF FOUR

millennials prefer to **buy an experience** over something desirable.⁵



Millennials are more likely to **stay loyal to a brand** because of loyalty rewards than any other generation.⁶

81%

millennials expect companies to make a **public commitment** to charitable causes and citizenship.⁷



Ads that evoke feelings of **financial security, responsibility and self-reliance** perform better with millennials.⁸

TOP ACTIONS

TAKEN BY MILLENNIALS AFTER RECALLING SPECIFIC NEWSPAPER ADS:³

GATHER
more information.

SAVE
ad for
reference.

ASK
someone about
the product.

VISIT
advertiser's
social media.

SEARCH
online for the
product.

DEVELOP
a favorable opinion.

VISIT
advertiser's
website.

RECOMMEND
the product.

SHARE
the ad.

CONSIDER
purchasing
the product.

Sources: ¹2019 Release 2 Nielsen Scarborough Report. Copyright 2020 Scarborough Research. All rights reserved;
²Coda Ventures; ³Pew Research Center; ⁴NAA; ⁵Eventbrite; ⁶Yes Lifestyle Marketing; ⁷Horizon Media; ⁸Adespresso

PROMOTIONAL SPOTLIGHT

Second Street

Photo contest gathers 5,800+ opt-ins for newsletter

WMEE-FM uses a cutest baby photo contest to grow a database for a segmented newsletter targeting local moms

2017 Second Street Award – Best List-Builder Campaign Winner

Case Study Highlights:

- 5,800+ opt-ins for new newsletter
- 1,900+ photo submissions
- Hundreds of hot leads for future advertisers

The Idea

Radio station, WMEE-FM in Fort Wayne, Ind., has a history of running great contests and promotions. This year, the station put forth a big initiative for prioritizing its email database and even set a goal to create and build a new email newsletter: the Mom Squad. WMEE knew it could leverage the power of promotions to grow this database; it just had to figure out the right contest.

For years, the station has run a Most Beautiful Baby contest. It's become a staple for the station's programming on an annual basis. Sharing pictures of cute babies is a surefire way to draw in the moms in your area, so this seemed like a perfect fit.

The Execution

The station set up its photo contest in two distinct phases: submission and voting. Having two phases allowed the station multiple opportunities to reach out to its audience at different stages of the contest.

The station's number one goal of the contest was to grow the database of its brand new Mom Squad newsletter. Not only did WMEE include an opt-in for the newsletter, but it also added two specific survey questions to know more about the moms it was adding to its database. This valuable information would help the station tailor its content to fit its new audience.

Beyond growing the Mom Squad newsletter, WMEE also had a goal of growing and enriching its full email database. By also including survey questions about users' automotive purchase habits, WMEE was able to gather valuable data it can then use when reaching out to automotive advertisers in the future – a frequent sponsor with the station.

To ensure excellent participation, WMEE needed to have a great prize. The baby who received the most votes would receive \$500, a studio photography session and be the face of the 2018 WMEE Baby Fair and Family Expo – a huge annual event in Ft. Wayne. WMEE framed the contest by saying, "It's your baby's chance to become a star!"



The Results

The results of the contest were outstanding. More than 1,900 photos were entered, and more than 13,000 people cast a vote for who should win.

When it came to achieving its goal of enriching its email database, WMEE knocked it out of the park. From this one contest alone, the station was able to add more than 5,800 people to its brand new Mom Squad newsletter. Plus, by including the automotive questions, the station identified that 10% of its users were interested in buying a new car – excellent data for the sales team to take to prospective advertisers.

All in all, this campaign was a resounding success for the station and proves the point that having an advertiser isn't necessary for a promotion to make a huge impact for your company.

For additional information, please contact
Lauren Ruser at lauren.ruser@secondstreet.com.

PROMOTIONAL SPOTLIGHT

The Tribune-Democrat (Johnstown)



The Tribune-Democrat Bridal Showcase develops with the generation it serves

If you consider the average age of a bridal show attendee, as MaryAnne Rizzo, director of advertising sales at The Tribune-Democrat, has done for the past 15 years of the Johnstown Bridal Showcase, you will note that the generation that was once the early-20s to mid-30s target audience has changed – from Xers to millennials. “We started marketing the show years ago with a mixture of print and online,” said Rizzo, “and we’ve evolved to nearly all digital, and online-only registration this year.” Rizzo said this evolution was based almost completely on the generation of the target audience and the outreach that serves them best.

Rizzo and her team have crafted an event that brings together vendors from every aspect of the wedding-planning process, such as clothing, entertainment, food and décor. According to Rizzo, the showcase’s vendors say they have grown to deeply value the event. “In the past, there were some other organizations that hosted their own bridal shows, and several of our vendors paid for and attended those without realizing it wasn’t our show,” said Rizzo. “The vendors were sorely disappointed by the small crowds and lack of leads and sales they garnered from those imposter shows.” This information led Rizzo to buy the Johnstown Bridal Showcase URL, www.johnstownbridalshowcase.com, and to create and

populate the site with up-to-date and accurate information including testimonials, pictures and interviews from recent shows. “We want them to be sure they have the right show,” said Rizzo. “They depend upon this event to secure bookings and leads for not only the current year, but sometimes several years in the future.”

These keen marketing efforts and initiatives of Rizzo and her team have led to the continued growth and success of the event with more than 325 tickets sold for the 2020 event. The team has arranged trade deals with local radio and tv stations for features that market to both vendors and attendees, and has employed the use of Google Ad words. In addition, Rizzo and her team use promotion on the bridal showcase website, The Tribune-Democrat website and the sister magazine publication website. The bridal showcase has an Instagram account and the team regularly posts to both that account and The Tribune-Democrat’s Facebook account. Considering the popularity of football with the current generation, Rizzo says the perfect date for the showcase is the last Sunday of January each year. “We’re not competing with the playoffs or the Super Bowl,” said Rizzo. “We won’t lose people if Pittsburgh makes the playoffs.”

For additional information, please contact
MaryAnne Rizzo at (814) 532-5162 or marizzo@tribdem.com.

PROMOTIONAL SPOTLIGHT

Trib Total Media

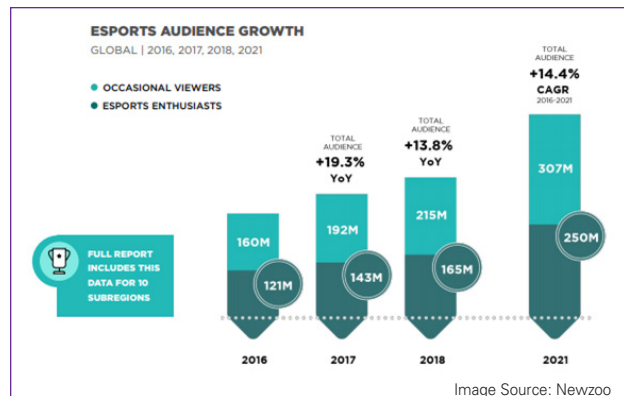


Trib Total Media reaches untapped audiences with eSports

In 2015, Trib Total Media began an innovation process to identify markets and business lines that would be important for the company's long-term success in the news media industry. "That process and research brought us to, among other things, eSports," said Joe Lawrence, general counsel at Trib. "We identified eSports as a market that would likely be growing as an industry as well as involving an audience demographic that has been elusive."

Trib Total Media's affiliate 535media was introduced to the South Korean eSports media company Inven by 535media's Director of Innovation Dr. Don Marinelli. The two companies formed Inven Global English (InvenGlobal) to reach North American and other English-speaking markets and InvenGlobal launched its beta website in 2016. InvenGlobal provides media coverage of eSports and related interests and collects traditional ad revenue. It has also found success in generating profits from sponsored content, marketing consultation and event promotion.

Google Analytics from 2019 identifies that, demographically, traffic to the InvenGlobal site has been primarily from men, 92%, versus 8% from women, and effectively reaches people ages 18 to 34. "In this regard, millennials and Gen Z comprise 89% of InvenGlobal's audience," said Lawrence. The site is getting 54% mobile traffic and 44% desktop (mostly with 1920 x 1080 screen resolution, which is most popular with gamers). The most popular affinity categories of the InvenGlobal audience are gamers, movie lovers, technophiles, hard-core gamers, fast-food cravers, value shoppers, music lovers, role-playing game fans and action game fans.



"The number of both occasional viewers and enthusiasts of eSports has been rising steadily in the U.S. and this is beginning to reflect the larger global picture," said Lawrence.

InvenGlobal will be conducting a Series A capital raise this year as it prepares for increased capacity to take advantage of the many opportunities that this growing market, and the company's established brand, have provided. It has retained Revlyst <http://www.revlyst.com/> to assist with the Series A capital raise.

"The 18- to 34-year-old audience is one that most publications are not engaging, nor have they found a way to," said Lawrence. "Through our investment in InvenGlobal, we are not only reaching and engaging them, we are proactively planning for a robust future of engagement with this audience."

For additional information, please contact
Joe Lawrence at (412) 320-7914 or jlawrence@triblive.com.

Gen Z & millennials think baby boomers have made the world worse

YPulse • Reprinted with permission

The Generational Blame Game is in full swing, with stereotypes, memes, and combative headlines being hurled from all sides. Our newest trend report explores what Gen Z and millennials really feel about older generations...

The generational strife between Gen Z, millennials, and older generations is no secret. Headlines like “millennials Are Too Lazy To Eat Cereal” and “millennials Want Money, But Not Hard Work” are often written by Xers or baby boomers—many of whom have also helped to spread stereotypes about younger generations (snowflakes, etc.) It’s no wonder tensions are high. Many—65%, in fact—of millennials and Gen Zers think that the way they’re treated by other generations is unfair. But how far does the generational divide go?

We dug into what Gen Zers and millennials really feel about older generations (and each other) in our most recent trend report, Generational Blame Game. Perhaps unsurprisingly, many millennials are not thrilled with the generations that came before them. Almost six in 10 millennials (and five in 10 Gen Zers) believe that baby boomers have made the world worse for their generation—a statistic made clear by the explosion of “OK boomer” memes (and hoodies and stickers and videos). That’s far more than those who believe that Xers have made the world worse for their generation – so it’s clear who the generational strife is mostly aimed at.

YPulse explored what these generational tensions mean in the workplace as well as outside of it. We found that young employees believe that they get along better with coworkers their age and that they value the idea of balancing hard work with time to rest and recover—more so than other generations. This makes a lot of sense for a generational cohort often referred to as the Burnout Generation. In fact, more than half of employed 19-37-year-olds believe that they work harder than their older coworkers.

However, all hope is not lost. We found that a majority (58%) of both millennials and Gen Zers disagree that people from different generations will never be able to understand each other, and about two thirds of people ages 13 to 37 believe that they do understand older generations.

YPULSE

INFOGRAPHIC SNAPSHOT

TREND SPOTLIGHT: Generational Blame Game



Gen Z and Millennials are struggling to find common ground with older generations. Millennials especially feel they've been treated unfairly and are dealing with the negative impacts of older generations.



65%
of Gen Z & Millennials agree: **My generation is treated unfairly by other generations**

57%
of Millennials say **Baby Boomers have made the world worse for their generation** (51% Gen Z)

41%
of Millennials say **Gen Xers have made the world worse for their generation** (34% Gen Z)

The Workplace Issue

Generational strife might have been crystalized in recent memes, **but it's long been apparent in the workplace.** Young employees are sensing the generational differences in their workplace, with the majority stating they get along better with employees their age and that they value work/life balance more than other generations



61%
of employed 19-37-year-olds have co-workers their age or older

According to them...



GETTING TO KNOW GENERATION X

Born 1965-1980² • Ages 40-55²

Generation X is the smallest generation that jokingly views themselves as the neglected or forgotten middle child sandwiched between the wealthy, retiring baby boomers and the more diverse, more liberal millennials. While Gen Xers are juggling childcare and homeownership, they are also reaching the peak of their careers.

Gen Xers are also newspaper readers. More than three-quarters of Pennsylvania adults, ages 40 to 54, each week read a daily, Sunday or non-daily print or digital newspaper, or visit a newspaper website.¹

CHARACTERISTICS:

Work-life balance is a high priority.³

Grew up with **broken families, more two-income households**, daycare and less supervision.⁴

Generally viewed as **peer-oriented and entrepreneurial** in spirit.⁴

Saving for college, home ownership, starting a business and retirement.⁵

Have **less disposable income** than older generations due to lingering college debts and the cost of caring for their children and parents.³

Grew up in a time of economic recession and may have to work much harder than their parents to achieve the same level of financial success.³

Pessimistic about having enough money to retire.⁵

More likely to be **politically loyal**.⁵

Most dedicated to lists when shopping, but most likely to make the most unplanned purchases.⁵

More on par with **technology adoption and use** with millennials.⁵

Nine in 10 own smartphones.²

Grew up **without the online shopping experience**, so they still enjoy a trip to the store, but have also fully embraced online shopping.⁵



GEN XERS ARE:

Powerful – Generation X controls more than 30% of the purchasing power in the U.S. economy which is more than that of millennials.⁶

Ambitious – Gen Xers value hard work and take time for family activities.⁷

Family-oriented – most have started families and are concerned about making smart decisions for their family's safety and security.⁸

Financially stable and responsible – they are at the top of their highest earning years.⁸

Savvy - most Gen Xers are parents and prefer brands that are authentic.²

Happy – two-thirds report being “satisfied” or “very satisfied” with their lives.⁹

Influential - Gen Xers have impact over both household and company decisions.⁸

INSIDE THE MINDS OF GEN XERS:

Gen Xers rank newspapers as the **most trusted source of news** and information.¹⁰

75% of Gen Xers read newspapers to learn about products with which they are not familiar.¹⁰

59% of Gen Xers **trust paid news and information** more than free media.¹⁰

Gen Xers are twice as likely to say that newspapers are their most important news source compared to YouTube.¹¹

When Gen Xers consume news, **60% is entertainment** and 40% is informational.¹¹

41% of Gen Xers said that most journalism isn't relevant to them.¹¹

40% of Gen Xers believe that most news they read is fake.¹¹



**MICHELE
RICCA**

Multi-Media
Account Executive
Gannett

How do you consume the news?

I get my news first on my phone by the alerts I have set up to the following outlets: ESPN, CNN and Fox News. I chose these outlets because of my interests but also because I get good conversation starters from them.

What stories do you read first in your regular news source?

Local sports is my first read of the day. I like to know what's going on in the sports world in my community or a sporting event that is local to me.

What makes an advertisement appealing to you?

I take notice if it has a catchy phrase that sticks in my head and the colors stand out.

WHAT ADVERTISERS SHOULD KNOW:

Gen Xers have **more traditional values** so appealing to their need for financial security, family mindedness and personal well-being is a sensible strategy.³

Gen Xers are more likely to buy a service or product that **somehow benefits society or the environment**.⁵

Gen Xers are more likely to **spend more on brands** that contribute to social causes.⁸

Gen Xers are known for their loyalty. Create a reward program to encourage repeat purchases, whether it's a discount after a certain amount of purchases or free samples.⁸

According to the U.S. Department of Labor, Gen X **outspends all other generations** when it comes to housing, clothing, eating out and entertainment.

This generation is known to be **more skeptical** than those younger and older than them, so it's vital to be consistent and authentic in your marketing message.³

Gen Xers prefer **short, concise copy**.¹²

Gen X women favor **sentimental advertising messages** that focus on milestone events, everyday family activities, humor that is safe and in no way "inappropriate," and ads that feature real world settings and relatable situations.³

Gen X men prefer **advertising messages that are dialogue driven and cool and calm**; feature football, cars and projects around the house; humor that is low-key and subtle; and characters in ads that are masculine, skilled (not inept) and authentic.³

68% of Gen Xers use coupons, so it's wise to include one in your ad.⁵

Generation Xers tend to **research businesses on the company's internet after seeing a newspaper ad**. Be sure your company's information and messaging are consistent across all directories, social platforms, and most importantly, your website.⁸

Sources: ¹2019 Release 2 Nielsen Scarborough Report. Copyright 2020 Scarborough Research. All rights reserved; ²Pew Research; ³Marketing Insider Group; ⁴Business Insider Intelligence; ⁵Wordstream; ⁶American Express; ⁷Marketing Artfully; ⁸Shullman; ⁹Coda Ventures; ¹⁰Brodeur Partners; ¹¹Media Post

HOW NEWS MEDIA ORGANIZATIONS CAN attract and engage GENERATION X

DEVELOP TARGETED CONTENT

- Generation X prefers **shorter and concise articles** with approximately 300 words, although 20% prefer reading content that has more than 500 words.¹
- Gen Xers are **most interested** in news related to the environment, their local town, politics, business, health and education.¹
- **Gen X loves video.** Videos are also more likely to be shared over social media than links and articles. A well-made video can add a more human element and help news media organizations connect in an authentic way. Use videos across multiple channels, including social media, your website and email.²
- **Improve your mobile reach** to Gen Xers by implementing the following²:
 - Make sure your site loads quickly on mobile. Otherwise, people will get impatient and leave.
 - Make sure links and buttons are spaced apart so that people don't accidentally hit them.
 - Make sure text is easy to read on mobile.
 - Make sure the page fits the screen.
 - Have someone on a different device (tablet or a different phone size) view the site and look for the same factors.

JAMES MCGINNIS

Data/Investigative Reporter
Bucks County Courier Times, Burlington
County Times, The Intelligencer

How do you consume the news?

In the morning, I check the Associated Press news app on my cell phone.

What stories do you read first in your regular news source?

Stories about health, technology and the global economy.

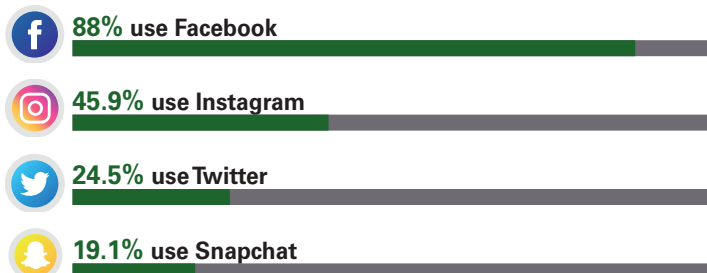
What makes an advertisement appealing to you?

I like advertisements that are smart and funny. If an advertisement is smart or funny, I'll probably watch it again and again.



UTILIZE SOCIAL MEDIA

Generation X is **highly engaged** on social media:³



The top reasons Generation X uses social networks include:⁴

- To share pictures and updates.
- To get news conveniently.
- To get advice and how-tos.
- To get news because of distrust or dislike of mainstream media.
- To expand professional network.

To better connect with Gen X on social media, consider these tips²:

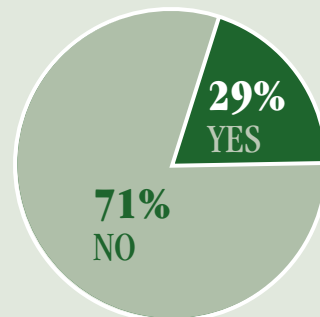
- Add a description to your Facebook page's "About" section.
- Make sure your address, website, phone number and hours are correct.
- Add a call-to-action to your Facebook Page.
- Manage your Facebook reviews.
- Post regularly (at least weekly).
- Try Facebook advertising.

Sources: ¹Convince and Convert; ²RevLocal; ³eMarketer; ⁴TheManifest

HOW PNA members ARE ACTIVELY ENGAGING GENERATION X

- We have a regular column about craft beer, something that GenXers tend to enjoy.
- Our publisher is a Gen Xer and her writing emphasizes aspects of her daily life that relate to this generation – she's able to relate to the audience she's serving.
- We have a whole business feature dedicated to Gen X.
- We offer specific giveaways to fit the lifestyle of this demographic.

Percent
of PNA members
who
**implement
strategies to
engage
Generation X**



JO CIAVAGLIA

Enterprise and multimedia reporter
Bucks County Courier Times, Burlington
County Times, The Intelligencer



How do you consume the news?

Voraciously. I subscribe to multiple online newspapers as well as my local print newspaper; I also read multiple news outlets online (TV, NPR, Cable news).

What stories do you read first in your regular news source?

Local news in the Philadelphia area and suburbs followed by features and food.

CRAIG VELTRI

Product and Platform
Development Manager
Gannett | USA TODAY
NETWORK



How do you consume the news?

I consume national and local news on television, mostly on channels 3, 6 and 10. I like news in video format, presented well and not just read to me. I subscribe to emails of my interest such as Digiday Daily. News on LinkedIn interests me as well. After news happens, I Google it and click on non-advertisement stories. News that is recommended to me by Pocket in Firefox browser sometimes gets me to click-through and read as well.

What stories do you read first in your regular news source?

Stories I read first are mostly educational on topics that interest me. News in my town, business news, digital trends, cars, exercise, eating right, weird news and travel. I usually skip over politics when I see it.

What makes an advertisement appealing to you?

When an advertisement is curated to my interests through retargeting. HTML5 animated ads get my attention more than a static ad. Classic IAB standard size ads I tend to ignore 300 x250, 728x90 etc. When I see discounts in emails that I subscribe to such as Groupon and Best Buy.

GEN XERS

Engage with Newspapers

Generation X is the smallest generation that jokingly views themselves as the neglected or forgotten middle child sandwiched between the wealthy, retiring baby boomers and the more diverse, more liberal millennials. **They control more than 30 percent of the purchasing power in the U.S.** and are known for their brand loyalty. Gen Xers are also avid newspaper readers who actively respond to the ads they see.



THREE-QUARTERS

of Pennsylvania adults, age 40 to 54, each week read a daily, Sunday or non-daily print or digital newspaper, or visit a newspaper website.

75% of Gen Xers read newspapers to **learn about products** with which they are not familiar.²



59% of Gen Xers **trust paid news and information** more than free media.²

TOP ACTIONS

Taken by Gen Xers after Recalling Specific Newspaper Ads:²

- **GATHER** more information.
- **VISIT** advertiser's website.
- **DEVELOP** a favorable opinion.
- **SAVE** ad for reference.
- **RECOMMEND** the product.
- **ASK** someone about the product.
- **SHARE** the ad.
- **CONSIDER** making a purchase.
- **VISIT** advertiser's social media.
- **SEARCH** online for the product.

Gen Xers rank newspapers as the **MOST TRUSTED** source of news and information.²

MARKETING to Gen Xers

Sandwiched between the baby boomers and millennials, Gen Xers are dealing with the joys and challenges of middle age including managing their career, raising children, caring for elderly parents and planning for retirement.

Engage Gen Xers with advertising messaging related to:

Providing for their families –

Pitching products and services as lasting values or once-in-a-lifetime experiences or heirlooms to hand down will resonate.³



Playing it safe – Gen Xers want reassurance and security – emphasize products and services that will protect their homes/planet/families/money.³



Taking care of themselves –

Health and well-being is important – focus on supplements, healthy foods, exercise equipment and apparel, weight-loss products and fitness classes.³

Sources: ¹2019 Release 2 Nielsen Scarborough Report. Copyright 2020 Scarborough Research. All rights reserved;

²Coda Ventures; ³Shullman Pulse

PROMOTIONAL SPOTLIGHT

Bucks County Herald



The Sesame Classic & the Bucks County Herald speak to a maternal generation in charge

Cross-generational events can often lead to the truer target audience, and that is exactly what the Bucks County Herald has learned as it enters its third year of partnership with the Sesame Classic. “The real target audience for a family event like this is the matriarchal figure in the home,” said Joe Wingert, publisher, “and that fits perfectly with our readership.”

Each year the Sesame Classic is held in late May at Sesame Place, a local waterpark that is a largely well-known Mid Atlantic attraction, especially for families with young children. The event features three races: a 1-mile fun run, the classic 5k, and a 100m kids’ sprint. More than 800 runners of all ages register for the event each year and perks for registration range from a Sesame Place T-shirt to a 1-day pass to the park for the day of the event. Wingert and his team provide regular advertising for the event via the publication as well as on social media. “We see that the largest demographic represented in activity with our social media is women between the ages of 35 and 54. We’re getting to the right audience,” he said.

The Sesame Classic is in its 22nd year and is administered by the Levittown Kiwanis Club as a fundraiser for scholarships for local private and public high school athletes. In recent years, the

Club has raised more than \$500,000, which is then provided to 18 local college-bound athletes. The Club reaches out to local sports coaches and works with them to identify outstanding athletes in all sports who also have excellent academic performance. Wingert and his team then work with the Club to host an awards dinner shortly after the race to formally recognize the young scholar athletes and award them with the scholarships.

“This year we’re creating a special section for the event,” said Wingert, “and that helps our advertising team build relationships with local supporting businesses.” The Sesame Classic fundraising and special section afford the Herald’s ad team with a great opportunity to create and develop relationships with the supporting companies as it requests donations for the scholarships associated with the event, and, at the same time, tailor ads to help promote those businesses in the upcoming special section. Every aspect, again, is aided by the unique reach of the publication. “We’ve found a really superb way to pique the interest of our largely millennial and Xer-based audience,” said Wingert. “And naturally the businesses that seek these audiences are more inclined to support this cause and grow their relationships with us.”

For additional information, please contact
Joe Wingert at (215) 794-1096 ext. 120 or jgwingert@buckscountyherald.com.

PROMOTIONAL SPOTLIGHT

Second Street

Ballot drives 2,900% increase for email newsletter sign-ups

Sauk Valley Media created a high school sports ballot to connect with their readers on a deeper level and grow their local sports newsletter

2018 Second Street Award – Best List-Builder Campaign Winner

Case Study Highlights

- 2,900% list growth in just eight weeks.
- 1,000+ votes per week.
- Tons of shares on social media from readers.

The Idea

For our newspapers, the topic of high school sports is always a big win with our community. People are passionate about their local teams and we're already doing a ton of sports coverage around them, but we wanted to get the community involved at an even deeper level.

When I spoke with Ty Reynolds, the sports editor of Sauk Valley Media, we brainstormed ideas to get our audience involved more in our prep sports coverage. Based on what I had seen that worked for other markets, Ty and I created a two-fold plan. We'd start with an Athlete of the Week ballot and use this promotion as a way to help launch a brand new email newsletter: the Sauk Valley Sports Update.

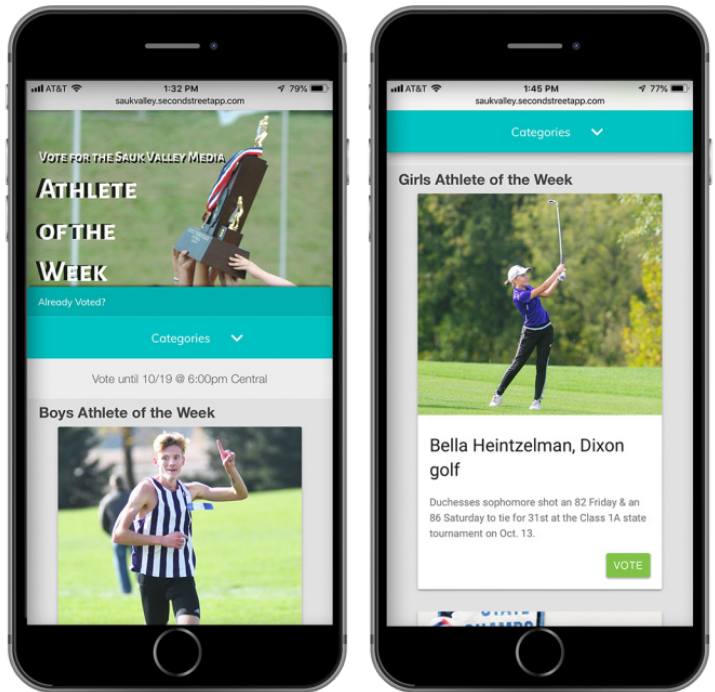
The Execution

Sauk Valley Media already offers a lot of high school prep coverage for its readers. With multiple high schools in the community, readers are invested in learning about the wins and news of the athletes at their favorite schools.

An Athlete of the Week ballot would allow the team at Sauk Valley Media to tap into the passion of its readers and allow them to have a stronger role in the content the paper is producing. By giving its readers a chance to weigh in on their favorite athletes, the paper would get insight into which stories to publish, and the readers would be even more invested in the content from the paper.

Once they were set on the ballot, Ty and the team at the paper determined the logistics for setting it up. The team decided to award both a top female and top male athlete of the week. At the start of each week, a team from the paper would submit three or four nominees for fans to vote on.

But we didn't want to just stop at the ballot.



The other part of our plan was to ensure our readers were getting the high school prep coverage they most wanted delivered directly to their email inbox. In partnership with the ballot, we kicked off an entire newsletter dedicated to our local high school sports.

Each week, our Sauk Valley Sports Update sends subscribers the top local sports content – influenced by the results of the Athlete of the Week ballot whenever possible.

To grow this newsletter and curate our audience, we simply added an opt-in to our Athlete of the Week ballot registration form. We figured the same people who were entered in the ballot would likely also be interested in the newsletter.

We recognized there was a huge number of high school athletes and families left out of the sole high school football category. When we started the ballot and newsletter, we wanted to include every sport happening right now, giving equal opportunity to the star volleyball player as the star quarterback to win Athlete of the Week.

The Results

The Athlete of the Week ballot was an immediate hit with Sauk Valley Media readers. The first week landed more than 1,100 votes and each subsequent week landed almost as many if not more votes.

The email newsletter took off like wildfire. The Sauk Valley Sports Update started with only 100 opt-ins, and quickly grew to more than 3,000 after just seven weeks of running the Athlete of the Week ballot. This made it the largest gain in newsletter subscriptions across all Shaw properties in 2018. We cannot wait to see what future success is in store for us.

For additional information, please contact
Lauren Ruser at lauren.ruser@secondstreet.com.



RON DACANAY

Art Director
Bucks County
Herald

How do you consume the news?

I follow news sites, mainly local, on Facebook and Twitter. I also go on community news sites regularly to read what's going on close to home. I'm also interested in national and world news but not as much, just to see what's going on outside my little world.

What stories do you read first in your regular news source?

I follow the local sports teams regularly so sports is what I look for first, then community news.

What makes an advertisement appealing to you?

Sales on things I'm interested in, mainly clothes, and hobbies I do. Also, I have 2 kids, a boy and a girl, so I'm always looking for things they want and need. But mostly if an advertisement has some code to get "20 percent off your first purchase," I'm clicking on that site.

How do you consume the news?

I consume the news by subscribing to a free email called "The Daily Skimm," which provides highlights and headlines of news stories marketed toward women. Facebook news feeds are where I read most local news stories, including Levittown Now and the Courier Times. If I'm interested past the blurb that is on my newsfeed, I follow the links to get more information. I also belong to Facebook groups centered around things I enjoy (reading, music, beer etc.) and members will talk and post about current events in those online forums.

What stories do you read first in your regular news source?

Most news sources have been leading with political updates since the primaries have begun. I skim those and delve deeper into anything that sparks my interest. Most recently,

I have been reading about the impeachment and the coronavirus. After that, I like to keep tabs on local breweries and upcoming local events, specifically those with live music. As a musical theater fan and teacher, I frequently check out theater reviews and happenings at broadwayworld.com - with my group of friends, I need to be in the know for all things Broadway!

What makes an advertisement appealing to you?

My eye is usually drawn to ads with a clean look and clear message - and I skim to see location (for relevance) first. Having a relevant picture is helpful in catching my attention, especially when scrolling through Facebook or Instagram feeds. Bold colors speak to me more than a light or pastel palette, especially when combined with a good photo!



AIMÉE ROBIDOUX

Digital Account Coordinator
Bucks County Courier Times,
Burlington County Times,
The Intelligencer



LARRY HOLEVA

Executive Editor
The Times-Tribune
The Citizens' Voice
Standard-Speaker
Republican Herald
The Examiner

How do you consume the news?

As editor of the newspaper I'm probably not a typical consumer of news. My day is filled with following news from sources everywhere. I start my day with reading the e-editions of all four of our dailies. I also read the front pages of the Pennsylvania newspapers and the competing newspapers within our region. I get news alerts from all of our dailies and the television stations within the market. I subscribe to the Washington Post e-edition and The Athletic and consume news from both daily. I also have a Sirius subscription and listen and follow network news on radio and later in the day on television. I also connect

with media from around the country and link to their stories from social media, Facebook, Twitter, Instagram, etc.

What makes an advertisement appealing to you?

Design appeals to me most in advertisements. I'm looking for something that is fresh and interesting from a design standpoint. I admit that my ad consumption is primarily local, but ads served directly to me through social media tend to be the items that most interest me from health and fitness shoes and apparel to sportswear and travel.

GETTING TO KNOW BABY BOOMERS

Born 1946-1964² • Ages 56-74²

Baby boomers are the wealthiest generation and account for half of consumer spending.¹ They are nearing or enjoying retirement and are watching their millennial children start families. Many are empty nesters who are likely to spend their money on hobbies and luxury items.

Boomers are also newspaper readers. Eight in 10 Pennsylvania adults over the age of 55 each week read a daily, Sunday or non-daily print or digital newspaper, or visit a newspaper website.²

CHARACTERISTICS:

44% identify themselves as conservative, 33% moderate and 21% liberal.⁴

Boomers value education, loyalty and authenticity, so any kind of content or product that fulfills that goal will be of interest to them.⁵

Baby boomers are **very loyal** to their favorite brands.⁶

64% of baby boomers **compare products by price**.⁷



BABY BOOMERS ARE:

Powerful – 70% of the disposable income in the U.S. is controlled by baby boomers.⁸

Ambitious – 65% of baby boomers plan to work past age 65 or do not plan to retire.⁹

Family-oriented – Baby boomers buy products and services for others, not just themselves. Boomers love to invest in educational products and services, especially for their grandchildren.⁵

Financially stable and responsible – Baby boomers tend to be careful with their cash and seek out the best deals to ensure they get value for their money.⁶

Adventurous – Baby boomers are traveling and taking up new hobbies.¹⁰

Sources: AARP; ²2019 Release 2 Nielsen Scarborough Report. Copyright 2020 Scarborough Research. All rights reserved; ³Pew Research; ⁴Gallup; ⁵Quicksprout;

⁶Marketing Insider Group; ⁷BRP Consulting; ⁸Nielsen; ⁹Transamerica Center; ¹⁰Media Space Solutions; ¹¹Coda Ventures; ¹²NAA; ¹³The Manifest; ¹⁴Securian;

¹⁵Neustar; ¹⁶Ace Metrix; ¹⁷Keap; ¹⁸Salesforce; ¹⁹Fona; ²⁰DMN3

INSIDE THE MINDS OF BABY BOOMERS:

Baby boomers rank newspapers as the **most trusted source of news** and information.¹¹

84% of baby boomers have **taken action as a result of seeing an ad** in a print newspaper in the past 30 days.¹²

86% of baby boomers use social media each day.¹³

96% of baby boomers use Facebook at least once a week.¹³

52% of baby boomers use **YouTube at least once a week**.¹³

67% of baby boomers believe that **adult children have a responsibility to provide financial help** to elderly parents in need.³

Groceries, housing costs and medical expenses top the list of expenses that nearly a third of midlife adults contribute toward as they provide financial support to aging parents.¹

Half of midlife adults are **still providing money to their adult children** age 25 or older for basic expenses.¹

Baby boomers have a **strong future purchase interest for vehicles** with advanced features such as automatic parking, emergency breaking, lane change detection and collision avoidance.¹

About half of baby boomers **own a smart TV** and 9 million more plan to buy one within the year.¹

23% of baby boomers are **embracing technology-enabled, lifelong learning** by taking online classes for certificates or degrees, in addition to how-to tutorials.¹

Most baby boomers expect to take **three to four domestic trips this year** and one or two abroad, and plan to spend \$7,800 on travel.¹

Baby boomer travelers prefer dining out, taking tours, personal sightseeing and visiting museums.¹

65% turn to a financial advisor and 39% turn to news outlets as their primary source for investment advice.¹⁴

Baby boomers tend to
use social media
for interpersonal reasons
like reconnecting with friends
and getting family updates.¹⁴



JEFF SOHINKI
Major Accounts Manager
Gannett

How do you consume the news?

Nearly all my news consumption has become digital, and for that I first look at top stories on aggregators like Google News. That works me down the rabbit holes to news sites where I'll pick up other stories as well. With limited TV time, I'll watch news channels to "flesh out" what I've read, albeit knowing much of that is opinion.

What stories do you read first in your regular news source?

I tend to gravitate toward political stories first. In a highly polarized political and news environment, this is, to me, both informational and "shock and awe" entertainment.

What makes an advertisement appealing to you?

Simply put, relevance to the product or service being advertised, cleverness in how I'm drawn to read the ad or engage with the client's site and brevity and simplicity in the copy and overall construction. In an ever-quickening world with voluminous daily messages, that's an art that few copywriters understand or employ.

WHAT ADVERTISERS SHOULD KNOW:

59% said newspapers were **instrumental in starting their consumer product search**.¹⁵

Many baby boomers are retired and are ready to spend. They respond to products and services that can positively impact their life and make it easier/better/healthier, etc.¹⁰

Baby boomers **engage with ads that describe the quality** of the product or a relatable problem it can solve.¹⁶

Ads that emphasize product convenience, provide statistics on a product's success or offer information about a sale or discount are also popular with baby boomers.¹⁶

Heartwarming advertising messages resonate best with baby boomers. They like ads that feature family, love and togetherness.¹⁶

Use humor in your advertising wisely. Avoid any jokes that might require background knowledge of a recent trend or fad.¹⁷

Avoid political undertones when targeting boomers. They think advertising should not mix with politics, even if they agree with the brand's stance on an issue.¹⁶

Seven in 10 boomer women say they wish ads had **more realistic images of women**.¹

Baby boomers trust the recommendations of their peers, friends and relatives. Therefore, reviews, testimonials and recommendations are important.⁶

86% are members of a brand loyalty program to get points and rewards.¹⁸

Baby boomers **expect exceptional customer service.** Go the extra mile to cater to their needs.¹⁰

77% of boomers will purchase something **based on its value** followed by 42% who had a positive experience in the store.¹⁹

Baby boomers take action **based on what they see on social media,** and most of the time that action is focused on finding more information.²⁰



58% of boomer women are **more likely to purchase** products from brands that **use women who look like them** in their advertising than they are to purchase from brands that do not.¹



DAVE JANOSKI

Managing Editor
The Citizens' Voice

How do you consume the news?

My local newspaper and its website first and foremost. Sunday and digital subscriptions to the New York Times. Digital subscription to the Washington Post and I usually pick up the Wall Street Journal Weekend Edition. I follow a wide range of reporters and commenters on Twitter and regularly watch CNN, MSNBC, Fox and BBC to get a balanced view. I don't like tailored news feeds that try to anticipate my interests. It's limiting.

What stories do you read first in your regular news source?

Local issues and politics in my hometown newspaper. International news in the NYT. Washington Post for national politics.

What makes an advertisement appealing to you?

Brevity, cleverness and clean design. Too much type just makes the eyes glaze over.

BABY BOOMERS

Engage with Newspapers

Baby boomers are the wealthiest generation and account for half of consumer spending. They are nearing or enjoying retirement and are watching their millennial children start families. Many are empty nesters who are likely to spend their money on hobbies and luxury items.

Boomers are also avid newspaper readers who actively respond to the ads they see.

8 IN 10

Pennsylvania adults, over age 55 each week **read a daily, Sunday or non-daily print or digital newspaper**, or visit a newspaper website.¹

59% say newspapers were **instrumental** in starting their consumer product search.⁴

84% of adults 55+ have **taken action** as a result of seeing an ad in a print newspaper in the past 30 days.²



Baby boomers rank newspapers as the **MOST TRUSTED** source of news and information.²

TOP ACTIONS Taken by Baby Boomers after Recalling Specific Newspaper Ads:²



MARKETING TO BABY BOOMERS:



Heartwarming advertising messages resonate best with baby boomers. They like ads that feature family, love and togetherness.⁶

Highlight your product or service's benefits and how they can make boomers' lives easier, better or healthier.⁵

Use humor in your advertising wisely. Avoid any jokes that might require background knowledge of a recent trend or fad.⁷

58% of boomer women are more likely to purchase products from **brands that use women who look like them in their advertising** than they are to purchase from brands that do not.⁸



Baby boomers **trust the recommendations of their peers, friends and relatives.** Therefore, reviews, testimonials and recommendations are important.⁹

86% of baby boomers are **members of a brand loyalty program** to get points and rewards.¹⁰

Sources: ¹2019 Release 2 Nielsen Scarborough Report. Copyright 2020 Scarborough Research. All rights reserved;
²Coda Ventures; ³NAA; ⁴Neustar; ⁵Media Space Solutions; ⁶Ace Metrix; ⁷Keap; ⁸AARP; ⁹Marketing Insider Group; ¹⁰Salesforce

HOW NEWS MEDIA ORGANIZATIONS CAN attract and engage BABY BOOMERS

DEVELOP TARGETED CONTENT

- Baby boomers prefer articles with **fewer than 300 words**.¹
- Baby boomers prefer **informative, relevant headlines**.²
- Baby boomers are more likely to **engage with text articles**.³
- **Baby boomers love facts**. When creating content for them, provide statistics, charts and graphs.⁴
- They also enjoy information related to **wellness, travel and experiences**.³
- Language is important when writing for baby boomers. Be **slightly more formal** than when writing for a younger audience and avoid overusing slang, abbreviations and pop-culture references.²
- **About 60% of baby boomers spend time reading blogs** and online articles as a source of information and intrigue, and about 70% enjoy watching videos about products and services.⁵
- **Provide easier reading and viewing** access such as larger text and increased contrast.²
- **More than 80% of baby boomers own smart phones**, so websites should be mobile responsive.⁶
- As baby boomers struggle with disabilities as they grow older, including diminished hearing and eyesight, **captioning ensures that your videos are accessible** and ADA compliant.⁷



Baby boomers are
most interested
in news related to the environment, the
local town, national politics, economy,
crime, health and education.¹



CAROL SCHRAMM

CPA, CGMA,
Finance Director • Gannett

How do you consume the news?

I read our paper daily and Sunday, the WSJ daily and Saturday, listen to NPR during the day, watch CNN, local ABC station and MSNBC and read Newsweek Magazine digitally. Occasionally, I will follow a story on social media, but this is not my preferred choice as I don't really know the source.

What stories do you read first in your regular news source?

I read the daily paper front to back and take the stories as they come along. On weekends, I will read the special sections first and then the news.

What makes an advertisement appealing to you?

It has to first catch my eye, quickly identify what it is they are selling and then who is marketing the service/product. It should be well thought out or have a clever theme/idea.

UTILIZE SOCIAL MEDIA

Baby boomers are **highly engaged** on social media:

84% say that social media is likely to improve thier lives.⁵

86% use social media each day.⁸

96% use Facebook at least once a week.⁸

Baby boomers are **19% more likely** to share content on Facebook than any other generation.⁹

52% use YouTube at least once a week.⁸

27% use Pinterest regularly.⁵



The **top reasons** baby boomers use social networks include:¹⁰

Watch videos.

Reconnect with friends.

Get family updates.

Sources: ¹Convince and Convert; ² Marketing Insider; ³Contently; ⁴Media Space Solutions; ⁵Forbes; ⁶AARP; ⁷RevLocal; ⁸TheManifest; ⁹Pew Research; ¹⁰Securian; ¹¹Great Senior Living; ¹²Citipost Mail; ¹³Blueleadz



JOHN WALSH

Multimedia Advertising Account Executive
The Intelligencer &
Bucks County Courier Times

How do you consume the news?

Newspapers and television outlets are my primary source. I usually will look for more in-depth writing in my newspaper if I first hear a story on TV or radio. Local news stories and political insights are my top priorities.

What stories do you read first in your regular news source?

Local news stories and political features are the ones that are at the top of my priorities.

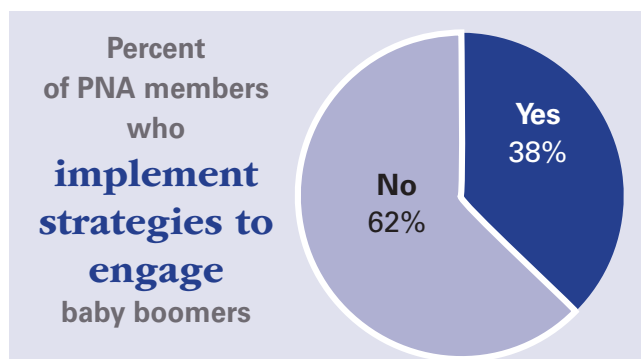
What makes an advertisement appealing to you?

A clean look that is easily readable when looking at a print ad. The electronic ads capture my attention when they are cleverly written and produced.

To better connect with baby boomers on social media, consider these tips:

- Create informative videos that move at a slower pace than the high-intensity, gif-like videos.¹¹
- Limit internet slang since boomers only understand about 37% of it.¹¹
- Baby boomers have a “can do” attitude and like to share their opinions. Including polls and quizzes in content will appeal to this desire.¹²
- 95% of boomers will opt for email over a text message, so encouraging newsletter signups will help increase interaction and build awareness.¹²
- About half of baby boomers say they’ve never used a hashtag. If you use a hashtag, keep it to a single word.¹³

HOW PNA members ARE ACTIVELY ENGAGING BABY BOOMERS



- We publish a “Senior Living” tabloid five times per year that contains age-appropriate content and advertising.
- We have a whole section dedicated to how religious organizations impact our region.
- We publish a “Senior Spotlight” feature.
- We publish senior center information.
- We publish books about items from the past, including sports, towns, schools and neighborhoods.
- We have a retired publisher who is a part of that generation. He provides public meeting write-ups and tips of interest to the majority of our readers who are baby boomers.

How do you consume the news?

I’m a long-time journalist, so I consume news in a multitude of ways. I have several digital subscriptions (Washington Post, New York Times), read a few free sites regularly (Slate, PA Capital-Star) and scroll through Apple News almost daily. In general, I prefer news sites that format themselves like a newspaper and whose reporting I can trust to be informative and objective. I’m a big podcast listener, mostly news and public affairs podcasts. Sometimes, I can be suckered into hitting a link off of Facebook, though less and less over time. Like any good journalist, I scroll through Twitter, but find myself less interested in that platform, as well.

What stories do you read first in your regular news source?

I read whatever most interests me at the time. That may be national news, political news, commentary, even local news and sports. I’m much less interested in pop culture and celebrity news. I deeply appreciate a well-reported and well-written feature story.

What makes an advertisement appealing to you?

I only pay attention to local advertising, especially ads presented in an interesting and creative way. I place high value on print advertisements, less value on digital advertisements and basically no value on social media advertisements. There’s nothing worse than getting stalked around the internet simply because you once Googled a product or service.



**LAWRANCE
BINDA**

Co-Publisher/
Editor-in-Chief
TheBurg

INDUSTRY INSIGHT:

To slow decline, newspaper print editions should act their age

By Matt DeRienzo

Editor & Publisher

Flat is the new growth, many would say, when it comes to declining volume of daily newspaper print circulation, especially as success has been found in raising prices among the most loyal subscribers.

So maybe it's time for publishers to radically lean in to serving and retaining their most loyal print readers—the elderly.

I've read a lot of lengthy, handwritten or typed-and-snail-mailed letters from print edition subscribers in their 70s and 80s, usually written in response to a price increase or renewal notice. After nominal objection to price, their real passion spills out.

Why can't we deliver the paper to their doorstep like we used to (they're not as mobile as they used to be and worried about an icy driveway in the winter), or get it there at a consistent time to fit their early morning breakfast routine?

Why are our bills so confusing? Why is putting the paper on hold while they're in Florida such a frustrating process now? Why do they have to wait on hold to talk to someone from out of state who doesn't seem familiar with our newspaper and can't actually make a decision if they have a special request? Why can't they get someone in charge on the phone?

Why do we keep making the size of type smaller (since we haven't changed anything, it might actually be that their eyesight is getting worse)? Can't we hire a proofreader and do something about all those typos and grammar mistakes?

Newspaper publishers have gone through stages of dealing with the print decline—trying to make print editions appeal to a younger audience with youth sections, edgier content and splashier and more colorful layouts; trying to incorporate all kinds of tie-ins and promotion of online content in the print edition, hoping that the combination of experiences breeds loyalty; and neglecting print altogether as they focused on growing a less lucrative digital audience.

Fast-forward and you have a remaining core group of print subscribers who are older than ever, and print editions that are mostly frozen in whatever stage of tweaking when publishers stopped thinking about their evolution. You also have a limited but perhaps significant pool of older, engaged people in your community who have canceled their subscriptions in recent years because we failed them.

It's time to zero in on what they want in a print edition, and that means questioning some assumptions about print's relationship to the broader digital news ecosystem.

A Pew Research Center study of daily print newspaper

readership found that as much as half of this audience reads the news in print only. So assuming that they've already read a story that just missed the previous day's print edition could be wrong. Assuming that they get their world-nation news elsewhere could be wrong. Most likely, they're looking for as well-rounded a picture of the news of their community, region, state, nation and world in print as possible.

Maybe the formula for print subscriber retention includes increasing newshole to provide more national wire content and late previous-day box scores (that we all pay for anyway) and increasing the size of type to be friendly to aging eyeballs.

What other kinds of content will inform and delight an older print audience? History and nostalgia, longer features, puzzles. They have leisure time to spend on these things that a younger audience does not.

Why aren't we treating the obituary pages, from a design and editing perspective, as one of the most important sections of the newspaper? We might joke about it, but what could be more important than the deaths of loyal readers' contemporaries? And if a Tim Conway or Doris Day dies, it deserves major treatment. These are the stars of our readers' youth.

The same kind of thought process could be applied to local news and information. It will likely lead to quite a divergence between newspapers' print editions and digital presence, but end up serving both audiences more effectively.

The cost implications of the distribution and customer service element of the problem could be more difficult to fix given how much publishers have changed the cost structure to hold on to profits in recent years. But if our most loyal readers are canceling because of it, we've got to admit that we've made that tradeoff and are choosing to wind down the print business one frustrated senior citizen at a time.



Matt DeRienzo has worked in journalism as a reporter, editor, publisher, corporate director of news for 25 years, including most recently as vice president of news and digital content at Hearst's Connecticut newspapers, and previously serving as the first full-time executive director of LION Publishers, a national nonprofit that supports the publishers of local independent online news organizations.

Since 1884, Editor and Publisher has been the authoritative voice in news publishing. E&P is read by more than 16,000 news publishing executives each month via web, email and print. To learn more, visit editorandpublisher.com.

E&P
EDITOR & PUBLISHER

Do images of older Americans reinforce stereotypes?

Media image landscape: Age representation in online images

By Colette Thayer, Laura Skufca

AARP Research • Reprinted with permission

The photos of older people that you see online aren't always an accurate reflection of what they typically look like or do, according to a recent AARP study. Not only can those images mislead people of all ages, visual depictions of the 50-plus crowd are often missing altogether.

To get a sense of how older adults are depicted, researchers reviewed a random sample of more than 1,000 online images from brands and thought leaders posted on news sites and social media with at least one million followers.

Although 46% of the U.S. adult population is older than 50, only 15% of images containing adults include people in that age segment, the study finds.

In fact, images suggest homogeneity of adults ages 50 and older and exaggerate stereotypical and outdated physical appearance characteristics. For instance, though data show that 31% of adults age 50-plus have colored their hair in the past six months, only 15% of images are shown with people who have nongray hair. Also, 73% of images of adults 50-plus show people with wrinkles and 12% have age spots, while just 15% show people with clear skin.

Snapshots of younger adults online are often more varied and vibrant compared to older adults, especially those older than 65.

The analysis shows that seven in 10 images of people older than 50 depict them in isolated situations—often seated alone, with a partner or with a medical professional where they were the recipients of care. They are most often shown as dependent with others “taking care of them.” Younger adults are often standing in the workplace, giving speeches or actively participating in the world.

Based on what's posted online, older Americans are apparently not very tech savvy. Just 5% of images of people older than 50 depict them interacting with technology, despite data showing that people 50-plus will spend upwards of \$84 billion on tech products by 2030. And when an image does feature both older Americans and technology, the typical setup involves a younger person teaching an older person how to use it.

Thirty percent of the U.S. labor force is age 50 or older, yet only 13% of images of 50-plus adults involve a work setting. This contrasts sharply with the 55% of images of people younger than 50 shown at work.

Visual representation of older people affects the attitudes,



expectations and behaviors of people of all ages. Inaccurate and stereotypical portrayals may have unintended consequences and contribute to ageism, including in the workplace.

A random sample of 1,116 images was drawn from more than 2.7 million images downloaded from professional and semiprofessional domains and social distributions for brands and thought leaders, defined as having at least one million followers. The media sources consisted of public digital and social content on news sites, blogs, Facebook, Instagram and Twitter in 2018.

Natural language processing technology was used to find images using topical guides chosen to be reflective of online images. The topics were selected based on the hypothesis that adults age 50-plus were likely to be over- or under-represented in them (continuing education, family, finances, healthy living, medical, recreation, technology, travel, volunteering and workplace).



For more information, please contact Colette Thayer at cthayer@aarp.org or Laura Skufca at lskufca@aarp.org. For media inquiries, please contact media@aarp.org.

PROMOTIONAL SPOTLIGHT

The Morning Call

The Morning Call's Prime Expo offers something for two generations in the community

If ever a newspaper found a way to provide a service to more than one generation in its community under one program, The Morning Call's Prime Expo is that program. Christine Campbell, marketing manager, and her team have managed to create and foster this event - now in its fourth year in 2020 - that brings readers and other local community members each year, primarily from the Silent and Boomer generations. And the Prime Expo is no small event, with attendance figures at more than 3,000 in 2019. The event is free to the public and supported entirely by sponsorship dollars.

"We started the show by using the 'Successfully Aging Conference' program available through the ASAE," said Campbell. "But we found by our third year that we were ready and needed to make it our own." While the Successfully Aging Conference format and program provided a great tool to launch the expo, Campbell and her team found that by breaking away and evolving the conference into their own format, they were able to better cater to their region and readers' unique needs. "We were able to simplify and create new opportunities for our advertisers," said Campbell, "and we diversified our seminars and tailored them more specifically for our audience."

The show is certainly an all-hands-on-deck event for The Call, as Campbell said that more than 20 different staff members are pulled from different departments to execute the show each year, but the yield for readers and advertisers proves worth it for the paper. "Many of the advertisers and sponsors are specific to this event," said Campbell, "and

where they aren't, we are given a unique opportunity to grow those relationships."

Campbell and her team have also proved knowledge of the readership in the communications and marketing strategy for the show. The print-media plans through paper and print are intense, while the digital-marketing initiative is measurably smaller. The show is promoted at other similar conferences via attendance and supplementary print promotion and handouts are provided to the show sponsors. Another great aspect has been the team's ability to learn new and interesting facts about these generations within the readership via feedback from the show. "In 2018, we received feedback that the show-goers would have appreciated marketing materials that featured greater representation of minorities and the LGBTQ community," said Campbell. "We took that information and applied it to our 2019 materials, and we have actually received specific acknowledgement and gratitude from the community for doing so."

Through observations and feedback, Campbell and her team are looking to continue to develop the offerings and support for the show, and further grow the show with ideas like golf-cart transport through the parking area, tweaked entertainment ideas and additional use of the outside space. The team is also further researching and considering ways to speak to the two generations that make up the bulk of the audience. "This is a show that needs to offer something for me, and also for my mother," said Campbell, "and we're going to work to make that happen."

For additional information, please contact
Jim Ottinger at **610-554-8415** or **jottinger@mcall.com**.



BRIDGET WINGERT

Editor • Bucks County Herald

How do you consume the news?

I subscribe to New York Times home delivery, Wall Street Journal and the Allentown Morning Call online, and at work, printed editions of the Inquirer and Intelligencer. I also subscribe to the New Yorker and Atlantic Monthly in print. I am a casual user of Facebook and Twitter. I watch PBS and BBC news on television.

What stories do you read first in your regular news source?

I read news sections first, commentary pages second, then obituaries, classified ads and a bit of sports.

What makes an advertisement appealing to you?

Uncluttered ads catch my eye. I think of IBM and Tiffany and many automobile ads.

ADVOCACY

Protect your rights through lobbying efforts. Advocating for the interests of news media organizations is a critical part of PNA's mission. Our government affairs team works tirelessly to improve open meeting, open records and public notice laws, and closely monitors every bill going through the state capitol that could impact your business.

Promote your organization and the industry. In addition to advocating at the state and federal levels, PNA also provides you the resources to promote professional journalism and real news to your community. Through ad campaigns and topical editorials, PNA supports and celebrates the work of local journalists.

LEGAL ASSISTANCE

Obtain complimentary legal advice. PNA's Legal Hotline offers members the opportunity to talk with our on-staff legal team about a variety of topics that impact our industry. PNA attorneys routinely provide members with advice on HIPAA, open records, the state Sunshine Act, use of independent contractors, libel, telemarketing, copyrights, the Pennsylvania Shield Law and legal advertising.

RESOURCES

Increase revenue using sales support materials. PNA maintains an extensive library of attractive and easily customizable sales and marketing sheets, including more than 50 advertising category-specific flyers, to aid your team in gaining new advertising business. With just a couple of clicks of the mouse, your sales professionals are able to personalize and share polished and informative marketing materials with their clients and prospects.

Stay apprised of industry information. PNA produces several publications that provide updates on member news, legislative updates, advertising and marketing trends, and the latest happenings in the news media industry. Sign up to receive Headlines & Deadlines, Legal Update, Front Pages and our Big Book series.

Events & Training Each year, the Pennsylvania NewsMedia Association and the Pennsylvania NewsMedia Association Foundation provide conferences and training throughout the state for the various departments of our member news media companies. In addition, convenient teleconferences and webinars that vary in topic are held on a regular basis. If you are unable to attend or find yourself needing information at a later date, PNA webinars are recorded, archived and available for purchase.

Contests & Awards The PNA and PNA Foundation host numerous contests and awards throughout the year that recognize individuals and organizations for their recent work.

Acquire media identification for staff. Pennsylvania press passes and automobile hang tags help you gain access to accident and incident scenes. While a press pass and hang tag is not a government ID, it has been widely publicized to law enforcement agencies as a way to help police and other emergency personnel quickly identify and verify media personnel.





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