

Washington Media Scholar Foundation Brief
BB Report
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Audience

The identity of the “sunday reader” plays a key role in the actions that we have decided to suggest to you and how we believe the new publication can reach ultimate success. Through research and observation, we have learned a lot about this target audience and how we can best serve them. These readers are generally 50-75 years old. They spend a lot of their time physically with, on the phone with, or thinking about their beloved grandchildren. They often stay updated with news stories, politics, and world events. They are more updated on these topics than younger generations and frequently comment on how the world has changed since their younger days. Through experiencing new health challenges, they strive to stay active and upkeep their aging bodies. Further, with newfound time on their hands, they like to pick up new hobbies and activities. The desire to learn new things through books, classes, and documentaries is especially present with these specific readers. We believe that with all this information, along with further research, this new publication will have a strong launch and will reach the targeted audience that has been described.

New Name Ideas

We recognize that the name of the new paid-subscription magazine is something that needs to be reasonable for what we will be distributing, but also easy to remember and highly recognizable. We also kept in mind that publishing the new magazine would be considered a soft launch for the James Media Group as well as a trial period. That said, we know that James Media has been referring to the Daily Democrat as Saint Cape Magazine and we feel this choice has the qualifications that James Media is looking for. When our target audience sees the advertisements in place, they will have a much easier time remembering a name like Saint Cape Magazine. We have seen the success that the Saint Cape Guide has brought to James Media, and we feel that distributing a new paid subscription magazine under this name would be the most suited choice.

Content Mix Ideas

We’d love to bring exciting news stories, lifestyle suggestions, and entertainment to your new publication that your target audience would be able to enjoy and engage with.

First of all, news stories are of a high priority to the “sunday reader.” They care about staying updated with local stories. Stories should be catered to their interests and expectations as they open this publication. Inspiring community stories would boost community involvement and recognition of public figures. These could include stories about rising new businesses, military heroes, cancer survivors, or dedicated community volunteers. Community members could submit nominees and these special stories would be shared with the public. Another thing to be included in these news stories would be local political news stories such as updates on the mayor, state representatives, or school board information. Lastly, including covid-19 updates such as new case numbers, hospitalizations, and vaccine data would be of interest to this audience. They want to stay up to date on health issues that could affect them or their loved ones. The “Sunday reader” would check back regularly to see patterns and changes to these numbers so

they could adapt accordingly. This age group would benefit greatly by staying up to date on these pieces of important information.

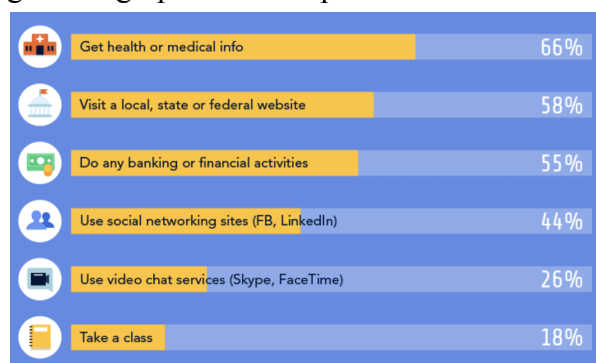
Another segment in the new publication should be related to lifestyle articles. These would include things like new recipes, health tips, and travel advice. The target audience values these things and enjoys getting new information about these topics in their age and stage of life. With new found time, they would be able to try new recipes found in the publication as well as research new travel spots to go to or dream about. Health tips would aid in their latest health challenges. These lifestyle topics would be a huge draw to this new publication for the “sunday reader” and would allow them to engage as they try new recipes, travel, and adjust their healthy living habits.

Lastly, a segment on entertainment would include topics like restaurant reviews, upcoming community events, and book or movie reviews. As stated before, the average 50-75 year old would enjoy these topics and it would allow them to engage with what they find in the publication as well as the community that they live in. Each of their common interests would be addressed in the section and motivate them to come back and check for new pieces of entertainment or upcoming events. It would allow local businesses, restaurants, fundraisers, events, and fun things nearby to reach these audiences.

Types of Advertisers

The first type of advertising that we believe would engage your target audience would be through traditional display advertising in locations that best promote the content found in the new magazine. For example, with the Saint Cape Magazine’s content mix including different health segments or reviews for local restaurants, we found it would be more beneficial to have the advertising displayed at local rec centers as well as specific restaurants. The reason we say “specific” restaurants is because we want to keep in mind the preferences of the target audience. From our research we have found that the people who fit the 50-75 year old age range are “looking for a more peaceful, intimate dining experience” as stated in an article analyzing the dining habits of seniors. This establishes that the best restaurants to find our target audience would be on the more sophisticated and high class end.

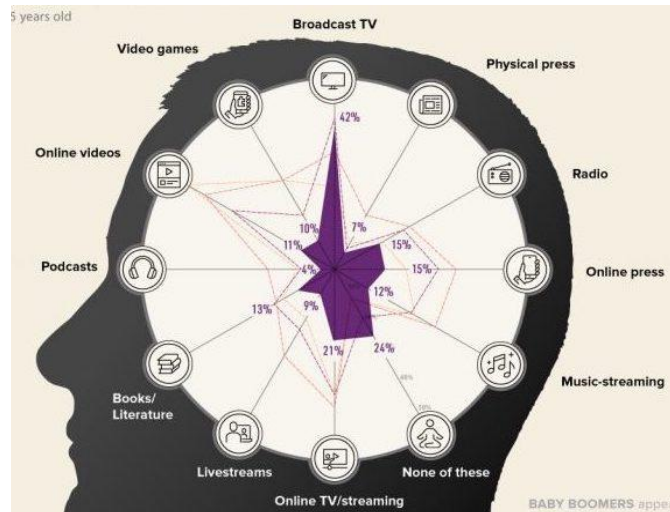
That said, we also wanted to find ways to spread awareness of the magazine’s website so we did some more research on the internet habits of the typical Sunday reader. Most of what we found categorized how this age demographic would spend their time online.



As shown in the graph above, there are different things online that our target audience will migrate towards, so we utilized this information in the types of advertising. From this point forward, it is a matter of finding appropriate websites that will attract the people who would be interested in the magazine's content mix, similar to how we decided on the locations to display advertisements. For example, different local news channel's websites or online classes that are locally based. We feel confident that this will reach the appropriate audience as well as an effective way to link the magazine's website.

Media Plan Analysis

Our media plan will allow for the publication to receive attention and success as it is launched. After researching the target audience we have chosen media vehicles that we believe will achieve this goal. Below we have attached a graph based off of a study from 2020 that allowed us more insight while determining the media plan. We recognize that through engaging, dynamic, and informational advertising, the launch can be strong and effective.



The WSC-TV NBC Channel 2 Broadcast would be a great source for the launch of the new publication and the promotion of it. There are certain segments that we would suggest using more than others. This vehicle can be useful in reaching our target audience that watches TV often. They use this vehicle for updates on the news and entertainment. Through research, we know that individuals ages 50-75 are most interested in certain segments that we will want to utilize to spark interest in the launch of the new publication. First of all, the morning news and Today Show breaks would be super important to this promotional plan as well as the wheel of fortune and jeopardy, and evening local and network news. These programs and times of days are super popular within this audience and would ensure that they receive the information. Another important program will be the late local news. We decided that while these "sunday readers" watch the news often, they may or may not be up late at night. While targeting this still a fair amount, we will reach those that stay up late but not waste too much money on those that might have an earlier bedtime or other obligations at that time. Daytime and entertainment talk aren't popular programs within this target viewer because they are busy with other things during

the day and prioritize other programs. NBC primetime is an expensive program to spend on that wouldn't actually reach the viewers that we want and wouldn't be worth it. Allocating more funds to more effective avenues would greatly benefit the launch without wasting valuable funds.

We believe that the Daily Democrat print advertising would be the most useful vehicle for us to promote the new publication. As commonly known and based on research, we know people aged 50-75 often read the newspaper and other print resources. We decided to allocate the most views and funds to this vehicle in order to take advantage of this interest. We don't want to overdo it and push people away but, we believe that it would benefit the publication greatly by utilizing this source to our advantage. With about 6-8 exposures of this information, the audience would become informed and excited about the new publication but not annoyed or deterred by it. The most important would be the Sunday print but, from our data, we know that these readers are also highly likely to read on other days as well. Allocating lots of views to Monday-Saturday would have similar results and promote the publication to the right audience effectively.

As for WSCTV2.com Digital and WJAM-FM Radio Broadcasting we felt that based on the research provided to us by James Media, these two mediums are less of a priority for our target audience as opposed to DailyDemocrat.com digital in which the target audience is more likely to engage with. This is why we administered more views and funds to DailyDemocrat.com digital and less to WSCTV2.com Digital and WJAM-FM Radio Broadcasting. Though we still feel that they can be helpful, they are not as favorable as the other mediums, like television broadcasting, when it comes to who we are targeting for the magazine. Finally, we decided not to provide any promotional impressions and funds to James Outdoor due to the way it is utilized through billboard advertising. We feel that this will not be as resourceful in regards to what the magazine is as well as the audience we are trying to reach.

Other Promotional Ideas

We feel that the best way to draw attention to the new magazine in a city like Saint Cape is by highlighting the ideas said in the content mix portion. For example, promoting the inspiring community stories that are submitted by community members and shared with the public. We are confident that it is through highlighting these types of community building segments that will attract people to the new magazine.

Further Information and Sources

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