



zooming
in to what matters

PR Campaigns
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Research Report

Executive Summary

- *Social Media:*
 - Facebook
 - Strength: Updated multiple times a day with a variety of stories.
 - Weakness: Not much audience interaction; the number of page likers (351,103) versus the number of likes on individual posts are sub-par.
 - Twitter
 - Strength: Updated multiple times a day and coincides with stories being posted on their website.
 - Weakness: There is no audience interaction resulting in a low amount of responses to tweets.
 - Instagram
 - Strength: There is some audience interaction when users post their own photos with #myajc. They have a chance to be reposted.
 - Weakness: Inconsistent updates
- *Website*
 - The AJC website is easy to navigate.
 - According to analytics from Alexa.com, most website visitors don't click any further than the homepage.
- *AJC Mobile App*
 - The AJC Mobile app is customizable and easy to navigate
 - Several glitches causing the app to crash often.
- *Newspaper*
 - The AJC newspaper is easily accessible and can be found in any local grocery store. The paper itself is organized and easy to read.
 - The newspaper is a traditional form of media and is on the decline.
- *AJC's "Unplug, It's Sunday!" campaign*
 - A promotional campaign launched in 2009 to promote the AJC's printed newspapers. Since this is a digital era, online newspapers are more popular than printed newspapers.

Client Communication Platforms Audit

AJC's Facebook Page: (<https://www.facebook.com/ajc>)

AJC's Facebook page contains images, news story links and videos that are added to the page on a daily basis. The AJC seems to post a news story link to their Facebook page every hour, sometimes more than that, to keep the followers updated on what is going on.

Strengths:

- The page gets updated on a daily basis, multiple times a day. This is a strength because not everyone will check the AJC website during the day. When people are out and about, they may just hop on Facebook and see the same news stories posted.
- There are different types of news stories on the page that will cater to many different demographics. This is a strength because every person is different and is into different types of news stories.
- There are 351,103 people who like the page. This is a strength because they have a decent following.

Weaknesses:

- The majority of the AJC Facebook posts did not include any brief summaries to capture the audience's interest in reading the story links being posted. This is a weakness because not everyone wants to click the news story link and be directed to a new page. It can become an inconvenience.
- There isn't much interaction within the page between the AJC and the Facebook commenters. This is a weakness because people like to know that their thoughts and comments are being heard.
- The number of likes they get compared to the number of followers they have is sub-par. This is a weakness because it shows that no one interacts with the Facebook page.
- Facebook is not readily accessible on their website. It is hidden in a popup menu on the very bottom of the website and could be missed very easily. This is a weakness because people may not know they are on social media.



AJC Facebook Page
Click photo to direct to page

AJC Twitter Page: (<https://twitter.com/ajc>)

AJC's Twitter page contains images, videos and news story links that are added to the page on a daily basis. News stories are basically being shared from the AJC's main website to their twitter page to keep the followers updated.

Strengths:

- Just like the Facebook, the twitter page gets updated on a daily basis, multiple times a day. This is a strength because when people login to twitter on the go, they can still get their news stories.
- There are 293,278 people who follow the page. This is a strength because they have a decent following.

Weaknesses:

- Once again, there isn't any interaction within the page between the AJC and the twitter followers. This is a weakness because twitter is big on tweeting to pages and getting replies. Not replying to people may cause them to unfollow.
- Twitter is not readily accessible on their website. It is hidden in a popup menu on the very bottom of the website and could be missed very easily. This is a weakness because people may not know they're on social media.



AJC Twitter Page

Click photo to direct to page

AJC Instagram Page: (<https://www.instagram.com/ajcnews/>)

AJC's Instagram page contains original images, reposted images and 15 second videos that are added to the page on a monthly, recently weekly, basis. Mostly images are shared rather than news stories.

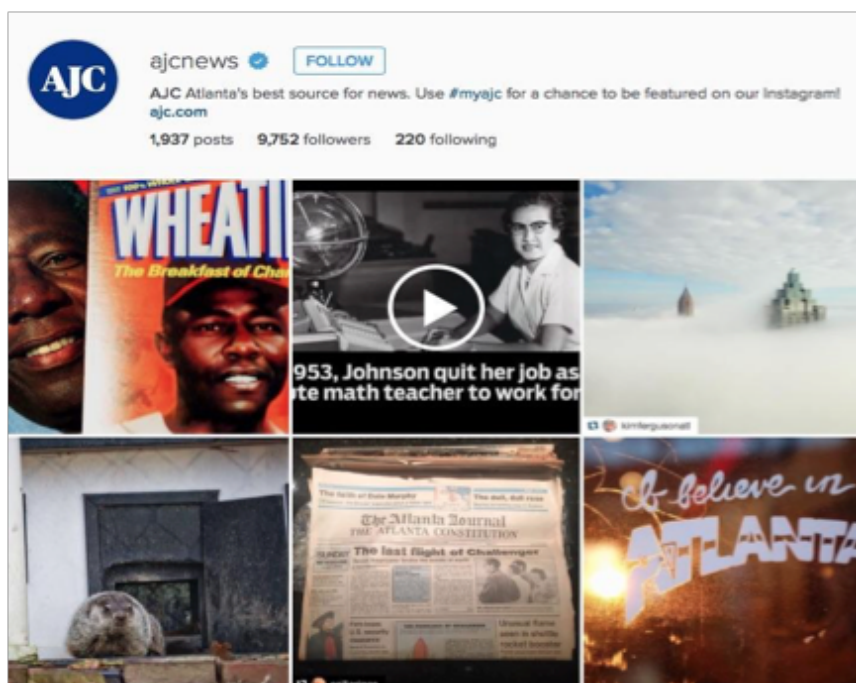
Strengths:

- Instagram reaches to millennials, so although they don't have a huge following, they are still reaching out to them. This is a strength because millennials aren't really reading the news so coming to instagram may allow them to get more into the news.

- Content features clean, professional looking photos that are relevant to news stories and upcoming events. This is a strength because millennials are really into photos and photography when it comes to instagram. These photos draw them in more.
- This page reposts images and videos if the '#myajc' hashtag is used. This is a strength because it is a sense of interaction within the page, unlike the other social media platforms

Weaknesses:

- There are only 9,752 people who follow the page. This is a weakness because there are over 300 million active users on instagram (Statista, 2015). Although we don't know how many of those users are local, other news social media instagram pages (New York Times, Washington Post, etc) have hundreds of thousands to millions of followers.
- Instagram is not regularly updated. The most recent post is from a few days ago, but as you go further back, it jumps from 1 week ago to 5 and 8 weeks ago. This is a weakness because if they want to reach a new audience, they need to have frequent updates like they do with the other social media pages.
- Although the other social media pages aren't readily accessible on their website, there is no mention of the instagram page at all. This is a weakness because a lot of people have no idea that the instagram exists which is why there aren't many followers.



AJC Instagram Page

Click photo to direct to page

[AJC Official Website \(www.ajc.com\)](http://www.ajc.com)

AJC's official website contains news stories, images, videos, blogs and more that are added to the website on a daily basis. The site contains different categories of news which includes news, sports, neighborhoods, life, things to do, blogs, and more.

Strengths:

- The categorized sections at the top of the website makes it easy for visitors to pick what news stories they are looking for. This is a strength because people are impatient and don't necessarily like to visit or stay on websites that are hard to navigate or find what they need.
- The website layout is consistent when viewing via a mobile device. This is a strength because when mobile sites are hard to navigate or not visually appealing, people will be less likely to stay on the site.

Weaknesses:

- The bounce rate of the website is 54.40% which is over half and is up by 7%. According to Alexa.com, the bounce rate is the percentage of visits to the site that consists of a single page view. This is a weakness because this means that over half the people who visit the website go to the home page and don't click any further.
- According to Alexa.com, the website takes 2.534 seconds to load which is considered slow. There are 73% of sites that load faster. This is a weakness because there are a lot of impatient people when it comes to the Internet who may not stick around for the website to load.
- When it comes to the look of the website, there's a lot going on on the homepage of the AJC which makes it feel cramped. This is a weakness because visitors may get overwhelmed and leave the website.



AJC Official Website

Click photo to direct to page

AJC App

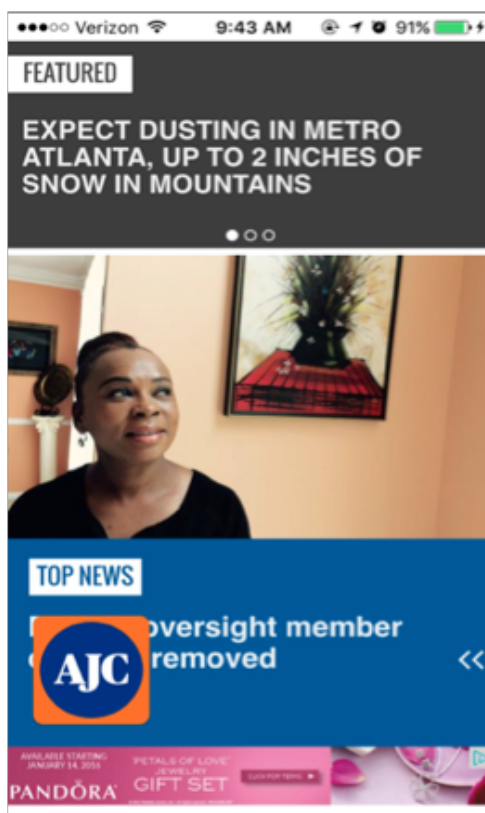
AJC's app consists of news stories, images and videos that are added to the app on a daily basis just like the website. The app contains the same categories of news as the website does.

Strengths:

- When setting up the AJC app, it allows you to go through the same categories on the website and select which ones you want to show up on your app. This is a strength because it gives users the chance to customize their app depending on what kind of news they prefer.

Weaknesses:

- When navigating the app, there are a lot of glitches and sometimes the app even crashes. This is a weakness because after an app crashes once or twice or doesn't load as expected, the app is just going to get deleted and people are left disappointed.
- Based on 59 reviews, the app has 1 ½ stars. This is a weakness because that means there are way more negatives than positives and people aren't happy.
- Although they let you choose the categories you want to show up on the app, those same categories that you deselected still show up. This is a weakness because it takes away the customizable factor and it is frustrating to see news you don't care about.



AJC Newspaper

AJC's newspaper consists of news stories, advertisements, coupons and images. In correlation to the official website, the AJC newspaper has multiple categories that the readers are able to choose from and is broken into sections alphabetically and by topic.

Strengths:

- The newspaper is distributed locally at various locations, and the AJC provides a digital copy of the paper for all readers. This is a strength because people like to know they can go to their nearest grocery store or coffee shop to get the paper or just go online to subscribe for the digital paper.
- The front page of the newspaper is headline news and is consistent with the major stories displayed on the AJC's other communication platforms. This is a strength because for someone who doesn't like to deal with the website knows that they are getting the same news as someone who has the paper and vice versa.
- The newspaper is broken into sections allowing the reader to scan areas of interest quickly. This is a strength because it makes it easier to know which part of the paper to jump to if you don't wish to read the entire thing.
 - The first portion of the newspaper consist of top news, national news, and world. Other areas include opinion and jobs.
 - The paper is also split in alphabetical categories. These include: B -metro, C - sports, D - business, E - Living & Arts (personal journeys, books, dining, advice, travel, etc.), F - TV weekly coupons
- The AJC newspaper has content that appeals to almost everyone covering a multitude of topics. This is a strength because everyone likes different types of news.
- The paper seemingly has order and a method in the organization of the topics. This is a strength because organization is very important when it comes to a physical paper copy.

Weaknesses:

- The paper is traditional media, and is a medium that is declining since most people read their news digitally. This is a weakness because it brings the sales of the AJC down.
- The newspaper has a lot of information and detailed writing. This is a weakness because many people may not take the time to read through everything since we are living in a digital age.
- The newspaper has multiple sections, and seems to be cluttered. This is a weakness because it is not as simplistic as their mobile app or website.
- Although the newspaper covers a lot of sections, it does not have a lot that would blatantly appeal to millennials. This is a weakness because the only possible relevant section that millennials may find interest in is the "Jobs" section. Furthermore, millennials would not be as interested in reading a lot of content and that's who they are now trying to reach.

Summary of Strengths and Weaknesses of all Platforms

Social Media Platforms:

Facebook and Twitter are updated regularly with images, recent news story links and videos on a daily basis. Both Facebook and Twitter also have a decent amount of followers. Like Facebook and Twitter, you can find post of images and 15 second videos on the AJC Instagram page. The Instagram page is also an instrumental platform for reaching millennials. However, the Instagram page is not regularly updated like Facebook and Twitter. Furthermore, all three of the social media platforms are either hard to locate on the official AJC website, or not mentioned at all.

Official Website and App Platforms:

The AJC website and app both consist of news stories, images and videos that are updated daily. The content on the app always remains consistent with the website's content. However, both the website and the app recently received weak ratings in certain areas. For example, the website has a bounce rate of 54.40% and the app received 1 ½ stars out of 59 reviews.

AJC Newspaper:

Like the social media platforms, the website and the app, the AJC newspaper also consist of news stories, images and more. The newspaper also has a wide range of sections with headers allowing readers to scan areas of interest quickly. The biggest weakness of the newspaper is that it is traditional media and is not a common attraction for millennials.

Like the newspaper, all the platforms could be revised in ways to better appeal to millennials overall.

Client Communication Campaigns Audit

The Atlanta Journal Constitution launched a campaign in October 2009 that lasted until the end of the year to promote the old school Sunday newspapers. The goal behind the campaign was to encourage readers to read the paper and escape from their digital devices for a day. The two campaigns were called, "Unplug. It's Sunday" and "Unplug & Save". The campaign occurred during the holiday season to highlight the value of the paper and market during holiday shopping. The target audience for the campaign was the AJC readers who do not have access to the paper. The objective was to balance their online usage with the paper. Since Sunday is known as the day to relax, it would be an opportunity to do something different from the weekly use of Internet and digital devices. In addition to TV spots to promote the campaign, "Unplug. It's Sunday" targeted mass channels such as radio, print, direct mail, outdoor and banner ads.



“Unplug. It’s Sunday” Commercial
 Click on photo to watch

AJC’s “Unplug, It’s Sunday!” Campaign

Strengths:

- Campaign coincides with the redesign of the papers
- Shopping resource (since it occurred during the holiday season)
- Watchdog journalism
- Two TV spots for advertisement
- Reinforce the value of AJC saving time and money during the holiday season

Weaknesses:

- Digital devices era, problematic because some of the users are dependent on it
- Critical time for the newspaper with a decline of paper use to digital sources.
- With the shift of paper use to digital resource, the company makes less money from online reading than print paper edition.

Summary of Strengths and Weaknesses of Client’s Communication Campaign

The campaign was a good opportunity to increase the purchase of the newspapers, since the campaign goal was to promote the brand value, build readership and grow circulation sales that were declining. However the digital era could be an obstacle to the success of the campaign. Continuing to promote the use of newspaper in parallel of the online resources will grow AJC outcome and the campaign can be directed to another aspect such as reducing the health risk too much time spent on digital devices can brought.

Competitive Analysis

Organization #1: BuzzFeed

Background of organization:

Organization history

Jonah Peretti became inspired to create BuzzFeed in January 2001 while in his postgraduate studies at the MIT Media Lab, he runs his first big experiment on the internet. Peretti shared an email conversation between himself and Nike Inc., as the two disputed whether or not Peretti should be allowed to have the phrase “sweatshop” printed on his personalized Nike iD shoes (Crook). This event led Peretti to wonder if this type of internet success can be done again.

In 2005 after his time at MIT, Peretti worked at an artistic/creative non-profit called Eyebeam, where he met a man named Ken Lerer. Lerer then introduced Peretti to a friend named Arianna Huffington, and the three quickly discovered that they all are interested in starting a new internet media company. Thus, the Huffington Post is born (Crook).

The Huffington Post grew successfully over a course of a year by May 2006, but Peretti decided he wanted a change. He then co-founded Contagious Media, LLC, later changed to BuzzFeed, with Ken Lerer and John Johnson. Peretti divided his time between Contagious Media and the Huffington Post. As his time became stretched between the two companies, Peretti hired Peggy Wang as the first editorial hire at Contagious Media. Wang later goes on to become the Editorial Director of BuzzFeed Life. In November 2006, BuzzFeed officially launched (Crook).

Two years later, BuzzFeed made a number of noteworthy hires, including Eric Harris and Scott Lamb. However the company was not growing enough to meet demands without investors. This dilemma prompted Peretti to create an investor deck with the pitch for native advertising. This new concept became a hit and BuzzFeed (officially named BuzzFeed Inc.) closed a \$3.5 million Series A led by Softbank and Hearst Ventures. BuzzFeed then consisted of nine employees (Crook).

By the end of 2008, BuzzFeed published its first big meme by Scott Lamb titled, “Disaster Girl.” In the beginning of 2009, BuzzFeed started to grow quickly as it took internet native formats, such as gifs, pins, tweets, lists, etc., and treated them as equals to traditional formats, like long-form writing (Crook).

In 2010, BuzzFeed signed its first client, Comedy Central, to promote content, such as Tosh.0. In May 2010, the company closed an \$8 million Series B. By this point, the blog reached 7 million views and was on the lookout for a new president to keep up with the business side of the organization. The company hired Jon Steinberg, formerly of Google, for the job (Crook).

By October 2010, having sponsored content, native advertising, was proving to be the company's strength. This forced BuzzFeed to begin hiring a sales staff, which led to the hire of Steve Loguidice (Crook). In December 2011, BuzzFeed brought on current Editor-in-Chief Ben Smith as a way to make it known that the company was focusing on more journalistic pieces for the blog (Steller).

The company reached some more success and controversy in 2012. In January, BuzzFeed raised a \$15.5 million Series C led by New Enterprise Associates, Lerer Ventures, Heast Interactive Media, Softbank, and RRE. Smith decided to focus on political coverage as the presidential election approached. In doing this, BuzzFeed broke the news that Senator John McCain planned to endorse Mitt Romney for presidency. In March, the attacks began on the company for taking images and ideas from Reddit and other similar websites without properly giving credit to the creators of the original content. Smith responded to these attacks in June 2012, by saying that BuzzFeed altered the images, making them different (Crook). The attacks didn't stand in the way of BuzzFeed continuing to grow, as the company hired Ze Frank as EVP of Videos and launched a Los Angeles bureau.

BuzzFeed closed 2013 with a \$19.3 million Series D led by existing investors along with newest addition NEA. Soon after this, BuzzFeed launches its newest addition to the site BuzzFeed Brews, which consists of interviews with Marco Rubio, Nancy Pelosi, Anthony Weiner, Jerry Seinfeld and others (Crook).

BuzzFeed officially went international in March 2013 with the launch of BuzzFeed in the United Kingdom. By the end of the summer, the company had its own "Saw It on BuzzFeed" category on Jeopardy, and by the end of the year it hit 130 million unique visitors (Crook).

In January 2014 BuzzFeed published "Why I Bought a House in Detroit For \$500." This became, and still remains to this day, the company's most popular long-form feature story with over 1.5 million views. BuzzFeed's most viewed story on the site, however, is actually a quiz titled "What State Do You Actually Belong In?" The BuzzFeed quiz currently has 41 million views (Crook).

In April 2014, Disney reportedly tried to buy BuzzFeed, but is turned down. The same month BuzzFeed Video reached 1 billion views (Crook). The next month, BuzzFeed President and COO Jon Steinberg left the company and was replaced by Greg Coleman. Steinberg is said to have left BuzzFeed due to tensions between he and Peretti.

The company caught more trouble by July 2014, as it was discovered that one of BuzzFeed's writers, Benny Johnson, committed plagiarism more than 40 times on pieces published to the website. All instances of plagiarism are removed from the BuzzFeed's written pieces and Johnson was fired (Crook). The company bounced back the next month after raising \$46 million in all of the time the company had been operational. This brought attention to Andreessen Horowitz capital firm and gave BuzzFeed \$50 million in further funding. For the past three years, the company has continued climbing the ladder of success and as of today, BuzzFeed is worth \$973 million (Worth of the Web).

Organization staffing, leadership and structure:

- Jonah Peretti: Founder and CEO

- Ken Lerer: Executive chairman
- Greg Coleman: President
- Dao Nguyen: Publisher
- Ze Frank: President of BuzzFeed Motion Pictures
- John Johnson: Co-founder
- Ben Smith: Editor-in-Chief
- Mark Frackt: Chief Financial Officer
- Allison Lucas: General Counsel, EVP Legal
- Mark Wilkie: Chief Technology Officer
- Chris Johanesen: Vice President of Product
- Sam Figler: Head of Global Business Development
- Ashley McCollum: Chief of Staff
- Scott Lamb: VP, International
- Melissa Rosenthal: Senior Director of Creative Services

Overview of client products/services/facilities:

“BuzzFeed provides the most shareable breaking news, original reporting, entertainment, and video across the social web to its global audience of more than 200M” (About BuzzFeed).

Client mission and mission statement:

BuzzFeed does not appear to have a mission statement, however the company slogan is, “The Media Company for the Social Age.”

Size and scope of the organization:

BuzzFeed has a staff of 550 employees. The organization serves an audience ages 18 – 34 years old, and more than half of its visitors are female. (ComScore via Digg)

Financial overview:

BuzzFeed is a financially healthy, for-profit organization. The company has countless investors who provide funding for the company. In 2014, Andreessen Horowitz capital firm jumped on board and doubled BuzzFeed’s initial funding for the year by providing \$50 million in funding BuzzFeed is (Success Stories). As of today, BuzzFeed is worth \$973 million (Worth of the Web).

Communication Platforms Audit – BuzzFeed

BuzzFeed’s website: <http://www.buzzfeed.com/>

The website is BuzzFeed’s main platform of communication. All of the content is posted on this website and users can navigate through the content by clicking on various links and pages. The website features many different categories such as current events, hygiene/beauty tips, quizzes, videos and more.

Strengths: BuzzFeed succeeds in organizing its content in a way that makes it extremely accessible. The website is a “feed” of the most recent content in each category and that makes it fairly easy to navigate to the stories or videos that are most relevant to one’s life. While most of the content is geared toward more light-

hearted content, there is a link to the “News” page which features more relevant current events. The website also includes clear links to all of BuzzFeed’s other communication platforms on social media.

Weaknesses: At the top of the website, there are small bubbles with phrases like “lol” and “omg” in them. When you click on these bubbles, it takes you to content that is supposedly related to what is in the bubble. It is fairly confusing to use aside from the “lol” bubble, it is unclear what content would appear when I clicked on each bubble.

Overall, the BuzzFeed website is very creative and very well-laid out. The AJC could definitely model ZoomATL’s website similarly, but make its content a little more specific so that readers know exactly what they are getting before they click on the page.

BuzzFeed’s main YouTube channel:

<https://www.youtube.com/user/buzzfeedvideo>

BuzzFeed uses YouTube frequently to post videos that accompany the content found on the main website. The main YouTube page is called BuzzFeedVideo and within that page, the organization also has multiple channels dedicated to different facets of news. The channel also provides links to other BuzzFeed channels including: BuzzFeedFood, AfterParty, BuzzFeedPop, BuzzFeedViolet, BuzzFeedYellow and BuzzFeedBlue. These channels narrow the focus and feature categories such as recipes, relatable videos, and inspiring stories.

Strengths: Just like the website, BuzzFeed excels in keeping their YouTube page up-to-date and organized. BuzzFeed’s other YouTube channels are easily accessible by clicking on the “channels” button, which then navigates to the page that lists all five of BuzzFeed’s other channels. This is a strength because it gives viewers a variety of video categories to choose from

Weaknesses: Similarly to the bubbles on the website, some of the YouTube channels have ambiguous names. This is a weakness because viewers cannot immediately identify what type of content they will be getting from each channel.

If ZoomATL were to start a YouTube channel, it could benefit by setting it up similarly to BuzzFeed’s, but again, should make sure to create clear and unambiguous content.

BuzzFeed’s Facebook page: https://www.facebook.com/buzzfeed?_rdr=p

This platform is used by BuzzFeed to connect with followers and post links to content on some of the bigger communication platforms, such as the main website and YouTube channel.

Strengths: BuzzFeed’s Facebook page does a good job of posting relevant and timely content on their feed that millennials will find most interesting. The feed isn’t

text-heavy and has a lot of pictures and video links. This is a strength because people are able to look for content quickly.

Weaknesses: This page is a little unorganized than the website and the YouTube channel. This is a weakness because it can make specific content a little more difficult for users to sift through.

ZoomATL could strive to make their Facebook page more organized and clean-looking so that users can easily access the content and find what they are looking for.

BuzzFeed's Twitter page: <https://twitter.com/buzzfeed>
Similar to the Facebook page, BuzzFeed utilizes Twitter to further connect with followers by posting interactive content and links.

Strengths: BuzzFeed's Twitter is probably the best way that the organization connects with its followers. This is a strength because users can feel like they are connecting with the content BuzzFeed posts.

Weaknesses: Because Twitter is a feed, the content appears in the order of most recent. This is a weakness because users have difficulty accessing older content.

ZoomATL can model their Twitter account after BuzzFeed's by posting snappy, catchy content that will grab users' attention and then post links to more text-heavy content. With a platform like Twitter, the content should be easier to access than the content posted on a website or even a Facebook page.

BuzzFeed Communication Campaigns Audit

BuzzFeed's communication campaigns are numerous. For this section, BuzzFeed's campaigns have been truncated into categories where efforts seem to trend most.

BuzzFeed on Social Media: (https://www.facebook.com/buzzfeed?_rdr=p, <https://twitter.com/buzzfeed>, <https://plus.google.com/+BuzzFeed/posts>, <https://www.youtube.com/user/BuzzFeedVideo>, <https://buzzfeed.tumblr.com>, <https://pinterest.com/buzzfeed>)

BuzzFeed uses social media to its advantage by offering different pages for BuzzFeed readers to 'like' and subscribe to. A quick search on Facebook will show a reader BuzzFeed Video, DIY, Oz, Partner, Style and a myriad of other choices. Each of these offer different articles and videos BuzzFeed has curated to fit the needs of a targeted reader.

Strengths:

- BuzzFeed social media uses each outlet to individualize a user's experience. This is a strength because every user is different; some like to read and find the articles a great escape while others are more visual and would prefer the simplicity of a video.

● Each of BuzzFeed's accounts have large followings. This is a strength because it shows the reach BuzzFeed has on all of its outlets.

Weaknesses:

● Some users may find all of BuzzFeed's social media offerings overwhelming. This is a weakness because a user may not know where to begin and may turn to a blog or niche news site to find new information.

Newsletters: (<http://www.buzzfeed.com/tools/email/news> and <http://www.buzzfeed.com/tools/email/diy>)

BuzzFeed uses email newsletters to drive readers to their site. Instead of having a generalized newsletter that would likely get ignored, BuzzFeed employs the use of niche newsletter subscriptions to allow readers to choose which newsletters they receive resulting in higher click rates (Beashel, 2015). Some of these newsletters include "This Week in Cats" and "BuzzFeed Food."

Strengths:

- BuzzFeed uses niche newsletters. This is a strength because its users get to choose which newsletters go to their inbox, meaning they won't be annoyed by having either too many emails or emails they don't care about.
- BuzzFeed uses niche newsletters. This is a strength because having newsletters individual users are most interested in results in higher open rates and a higher chance that readers will click a link in the email to go to their site.
- Sign-ups for specific newsletters are located at the end of every article. This is a strength because the reader doesn't have to search for where to sign up for the newsletter.
- Newsletter sign-ups are unobtrusive. This is a strength because readers won't feel as pressured to sign up as they would if they were accosted with a pop-up newsletter sign-up box.

Weaknesses:

- The newsletters require you to click a link to get to the full article. This is a weakness because readers like for things to be easy. Giving them another button to click and making them wait to for the website to load could cause a reader to leave the site (Beashel, 2015).

Email campaigns: (<http://www.buzzfeed.com/adamdavis/sign-up-for-buzzfeeds-best-semester-ever#.tn56NV7Dj> and <http://www.buzzfeed.com/buzzfeedpromotions/sign-up-for-buzzfeed-4-week-get-fit-challenge#.rywmqrnZ3>)

BuzzFeed offers users a variety of subscriptions to short email series such as BuzzFeed Life's "Best Semester Ever" where they send a daily email over 10 days with ways college students can improve their semester.

Strengths:

- The email campaigns send out fewer emails than newsletters. This is a strength because it gives the reader a taste of what the BuzzFeed newsletters are like and could encourage them to sign up for a newsletter.

There are no weaknesses for this campaign.

BuzzFeedVideo: (<https://www.youtube.com/user/BuzzFeedVideo>)

BuzzFeedVideo is the BuzzFeed YouTube channel that offers readers a selection of categories to allow them to view short videos of what they're most interested in. The different categories users can view are:

“BuzzFeedYellow” which shares videos that are “fun, inspiring, interesting videos from the BuzzFeed crew.” Popular videos include “Keith Investigates” and “But I’m Not...”

“BuzzFeedViolet” which has “short, relatable videos that are totally you” and is “the good kind of awkward.” Series are organized by character.

“BuzzFeedBlue” which offers “bite-size knowledge for a big world” through “new facts, hacks, and how-to videos.”

“BuzzFeed Central” which offers “features, news, documentaries” ranging from movie facts, to science facts, to interviews with politicians.

“BuzzFeed Pop” which features videos all things pop culture: movies, video games, celebrities, and TV shows.

Strengths:

- Different channels offer different content. This is a strength because a viewer can go directly to the channel(s) that interests them most instead of sifting through all the content on one channel.
- Each channel has its own schedule for putting out content. This is a strength because viewers always know when a new video is going to come out.
- Each of the channels boasts a large viewership and equally large number of subscribers [Yellow: 5.6 million; Violet: 2.6 million; Blue: 3.7 million; Central: 671 thousand; Pop: 743 thousand]. This is a strength because it shows how well BuzzFeed knows what its viewers want and provides it to them (Marshall, 2015).

Weaknesses:

- It’s not immediately clear which channels show which content. This is a weakness because a viewer may not subscribe to channel if they don’t know what it is.

Content Marketing Programs:

(www.buzzfeed.com/behrr and www.buzzfeed.com/generalelectric)

BuzzFeed has worked with brands to create videos that helps the brands as well as BuzzFeed itself. By using these partnerships, BuzzFeed gets paid for product placements that a) readers will connect with. b) readers will likely share. c) the company will share on their social media outlets. The combination of these three

things allow BuzzFeed to not only reach their own readership, but that of the companies they work with. In the past, a few of the companies BuzzFeed has worked with were Behr, Clean and Clear and General Electric (Castillo, 2014).

Strengths:

- Working with big brands allows BuzzFeed to reach a non-millennial audience. This is a strength because people who may not have heard of or used BuzzFeed before will likely look through it if brands they trust are using it.
- Brands pay BuzzFeed for the publicity. This is a strength because BuzzFeed is essentially being paid to spread their own brand (via above bullet).

Weaknesses:

- Sometimes the content placement misleads the readers. This is a weakness because BuzzFeed doesn't always make it clear the articles were paid for by an outside party, which has caused some readers to mistrust the site (France-Press, 2016).

Emotion-invoking Opinion Articles:

BuzzFeed uses current event articles to drive clicks to their website. In the past, some of these articles have been about the "Black Lives Matter" movement, the November 2015 terrorist attacks, politics and national holidays.

Strengths:

- BuzzFeed understands millennials are passionate and want to be keyed into what's going on in the world. This is a strength because they know to create articles that provide readers new insights into world events.
- BuzzFeed targets readers with articles that articulate what readers are saying in a way that's easy to relate to. This is a strength because creating these articles encourages them to share on their personal social media outlets, effectively reaching a wider audience.

Weaknesses:

- Some of the articles are controversial. This is a weakness because they run the chance of losing readers for a lifetime.

Content Creation:

BuzzFeed aims to put out at least 200 articles a day keeping readers entertained enough to stay on the site.

Strengths:

- Having a lot of articles makes it really easy for readers to get sucked in. This is a strength because the longer a reader stays on the site, the better it is for BuzzFeed on the business end (primarily ad revenue).

Weaknesses:

- With so many articles going out per day, some of them are bound to be duds. This is a weakness because millennial readers have very short attention spans and if they happen to read an article they don't like, they'll leave the site.
- A lot of articles can seem like clickbait. This is a weakness because articles that don't go viral can seem spam-y and won't get clicked on

Paid social media ads:

BuzzFeed uses social media ads to attract new readers to their website, knowing if they get a reader to click on their content, they can likely keep them.

Strengths:

- Paid social media ads provide an additional outlet to reach potential new readers. This is a strength because it gives BuzzFeed a chance to get gain lifetime subscribers.

Weaknesses:

- BuzzFeed is such a household brand that it doesn't really need to pay for advertising. This is a weakness because they are spending money where it doesn't need to be spent.

In summation, BuzzFeed has really figured out how to attract readers, new and returning, to its site. Some of the things ZoomATL can learn from BuzzFeed are:

1. *Give readers what they want.* They want easy, fun and informative. They want it across multiple platforms. They want to share with their friends. They want to be in-the-know.
2. *Make partnerships with well-known brands.* ZoomATL has easy access to brands that would likely love to help them out while getting their name out there—Coke, Snapchat and YikYak to name a few. Reaching out to them could prove super beneficial.
3. *Create content that matters.* Make sure what's being put out is quality writing that steers away from being too clickbait-y.
4. *Don't feel the need to overwhelm with over 200 articles a day,* but keep it consistent. Keep an editorial calendar that readers can depend on.
5. *Offer different newsletters.* Keep readers loyal by giving them exactly what they want and nothing else. Also, don't accost readers with pop-up boxes begging for their emails.

Organization #2: Snapchat**Background of the organization:****Organization history**

In 2008, Evan Spiegel and Reggie Brown met during their freshmen year at Stanford University and joined the fraternity Kappa Sigma together. Through Kappa Sig, the two young men met Robert (Bobby) Murphy and the three co-founders of

Snapchat began their journey to developing one of the world's most popular social media apps. Spiegel and Murphy attempted to launch a small company called Future Freshmen LLC in 2009, but it was not successful. It wasn't until April 2011 when the trio stumbled upon the idea for Snapchat when co-founder Brown said to Spiegel, "I wish these photos I am sending this girl would disappear" (Crook & Escher). Spiegel loved the idea and the team began the process of developing Snapchat, however, originally the now popular app was called Picaboo. Picaboo launched in July of 2011, but by the end of the summer the app only had 127 users. While the team of young entrepreneurs tried to figure out why their app was not as successful as they had hoped, a fight broke out between Brown and Spiegel over equity splits. This disagreement led to Brown being ousted from the company (Alpe). Now that Brown was out of the picture and the company had been informed of the existence of photobook company called "Picaboo," Spiegel and Murphy changed the name of their app to Snapchat (Crook & Escher).

In August, Snapchat user numbers skyrocketed. The team realized that they had been discovered by high schoolers who were drawn to the disappearing photo ability after learning the hard way that what goes on the internet, stayed on the internet (Crook & Escher).

A year later, Snapchat grew to 100,000 users and hit 100 million photos sent through the app. Business people have begun to gain interest in the company and Jeremy Liew from Lightspeed Ventures invests a \$485,000 seed round on a \$4.25 million valuation. By December 2012, Snapchat launched on Android and introduced video snaps (Alpe). Facebook attempted to compete with Snapchat by creating a similar app called Poke. This act backfired and only gave Snapchat more publicity. "It was like, Merry Christmas, Snapchat!" said Spiegel (Crook & Escher).

By February of 2013, Snapchat recorded 60 million snaps being sent per day. This led the company to raise a \$13.5 million Series A from the company Benchmark. After seeing all of the company's success, Brown filed a lawsuit against Snapchat for breach of a joint venture. However, the lawsuit did not stop the company from pushing forward and continuing to thrive.

By May 2013, Snapchat reached 150 million snaps per day and in October, the company launched Snapchat Stories. Now even more big brands began taking an interest in the company, including Facebook. Mark Zuckerberg reportedly offered Spiegel \$3 billion for Snapchat, but was quickly turned down (Crook & Escher).

As the trial with Brown continued, text conversations leak out to the public including a conversation where Spiegel admits that Brown did in fact come up with the idea for disappearing messages. Snapchat pressed on and challenged Instagram's new feature Instagram Direct by adding filters, timestamps, and temperature and speed overlays, along with the ability to replay snaps.

In December of 2013, Snapchat hit another slew of obstacles when it was invaded by hackers in which the usernames and phone numbers of over 4.6 million Snapchat users became exposed (Alpe). Then it was discovered that the company was not being honest about its privacy policy, leading to Snapchat entering into a consent decree with the FTC to address concerns involving the company's privacy policy, app description, and in-app notifications (Crook & Escher).

After the company's situation with the FTC was discovered, the internet began to boycott the company. But after a few months and the app's addition of text conversations, video chat, the launch of Our Story, and geofilters, also known as quick image tags that show your location, Snapchat fans return to using the app daily (Alpe). Later in the year, Snapchat even adds the ability to send and receive money from friends through the app. By the end of 2014, Snapchat has also settled its lawsuit with Brown (Crook & Escher).

In January 2015, Snapchat launched Discover, a daily refreshed channel guide that gives disappearing content alongside advertisements. Discover channels include National Geographic, Vice, Yahoo News, People, Daily Mail, Comedy Central, CNN, Cosmopolitan Magazine, BBC News, Food Network, and ESPN. Along with the debut of Discover, Snapchat launched another new feature called Snaptags that creates a QR code for every Snapchat user. The point in giving each user a unique code is to allow adding new followers easier. A user simply needs to point their Snapchat camera at another Snapchat users Snaptag, the app scans the code and automatically adds the user to their list of Snapchat friends (Alpe).

In February 2015, Snapchat partnered with three non-profits and launches a "Safety Center" for its users. The Safety Center featured its target at parents and teachers to teach them about the app, but it also has information for users in general to give anyone any additional information they might want (Alpe).

March 2015 brought new investors to the company, including Alibaba and Saudi Arabian investor Prince Alwaleed Bin Talal. At this point, Snapchat has raised \$648 million from its investors (Crook & Escher). In April, Snapchat replaced Best Friends with friend emoji's that only the user can see. This was a big topic of conversation amongst users and gave the company a lot of good publicity. In June, Snapchat finally found a way to monetize that users will enjoy by having custom geofilters from businesses. McDonald's is the first company to jump on this bandwagon and ran a geofilter advertising campaign (Crook & Escher).

Snapchat's latest new feature is its facial recognition ability. This feature gives a variety of animated selfie lenses that range from giving the user the appearance of looking like an elderly person to making the user look as if their tongue is a rainbow waterfall. Snapchat has over 100 million users, with over 8,000 snaps being sent every second and 5 billion video views a day. Today the company is worth over \$16 billion and is still growing (Alpe).

Organization staffing, leadership and structure:

- Evan Spiegel: CEO, President of the Board and Co-founder.
- Robert Murphy: CTO, Director of the Board and Co-founder
- Mitchell Lasky J.D.: Board member
- Michael Lynton: Board member
- Number of company employees: 51-200

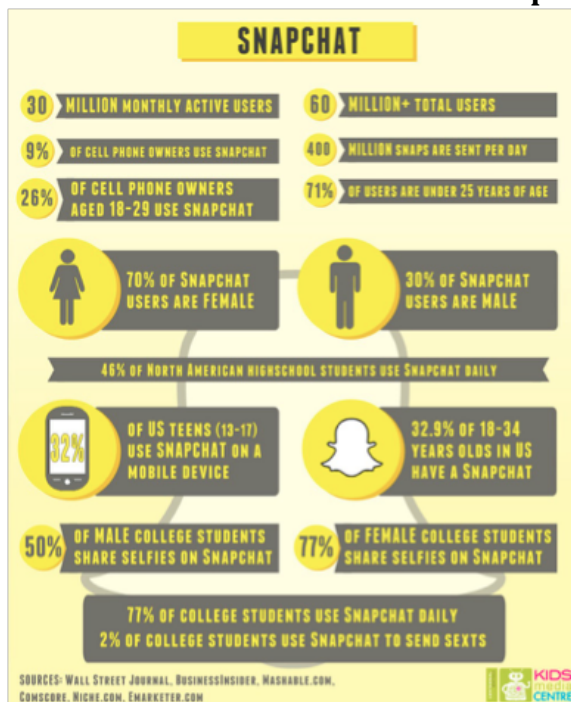
Overview of client products/services/facilities:

The product Snapchat offers is a social media app where a person can essentially send a photo to someone through the app and once it arrives to its recipient, the photo will disappear after a few seconds after viewing it.

Client mission and mission statement:

The company does not have a set mission statement. However, in the company's first blog post, it stated their mission: "Snapchat isn't about capturing the traditional Kodak moment. It's about communicating with the full range of human emotion—not just what appears to be pretty or perfect" (Spiegel).

Size and scope of organization:



Financial overview:

Snapchat is a for-profit organization that is financially healthy and constantly growing. In March 2015, Alibaba and Saudi Arabian Prince Alwaleed Bin Talal became an investor to the company. At this point, Snapchat has raised \$648 million from its investors (Crook & Escher). The company has only been operational for five years, but it is already worth \$16 billion (Kim).

Communication Platform Audit

Snapchat currently has several communication platforms that are used to reach to their audiences for customer services purposes as well as updates of new features for their product. Overall, the company has a strong social media presence. According to Social Mention, for every 10 positive comments about Snapchat, there is one negative comment (Social Mention 2016). Snapchat uses various platforms to communicate to its audience. The following platforms will be analyzed:

- Snapchat Facebook page
- Snapchat Twitter page
- Snapchat App

Snapchat Facebook Page: www.facebook.com/snapchat

Snapchat's Facebook page is used predominantly as a media update for the app users. The page includes links from media outlets about the company as well as

pictures and memes that pertain to the app. Snapchat's Facebook page opened in 2011 and has been active for app users and the company.

Strengths:

- The page has more than 5.5 million likes. This is a strength because the company has connection to its audience.

Weaknesses:

- The page hasn't been updated since 2013. This is a weakness because app users are not able to get the most current information on this page.

Snapchat Twitter Page: <https://twitter.com/Snapchat>

The twitter page is a hotspot where users can review their experience using the app. Very little is actually posted by the company itself, but they do respond to their users, using the snapchat support twitter account.

Strengths:

- This account has 1.1 million followers. This is a strength because it reflects the positive brand recognition.
- The company interacts with their followers frequently on this page. Snapchats uses its twitter page to retweet app users' content. This is a strength because it shows audience members that the company pays attention.
- The post are updated regularly. This is a strength because frequent updates increases the chance on being viewed by audience members. Snapchat is currently at a 54% social media strength, according to Social Mention (Social Mention, 2016).

Weaknesses:

- The twitter account doesn't respond to technological issues with the app. App users have to follow a separate account in order to interact with tech support. This is a weakness because this causes confusion for followers and uncertainty among consumers.
- Most of the tweets from Snapchat's Twitter account are retweets. There isn't new content being produced by the company. This is a weakness because audience members aren't able to informed properly, unless they follow the Snapchat Tech Support twitter page, which only has 121,000 followers (Snapchat Support Twitter, 2016).

Snapchat App

The Snapchat app is a social media app. App users are allowed to take picture and video and send it to anyone of their followers individually or have the option to post it on their story. Snapchat has a feature called Snapchat DISCOVER where news outlets can upload content to Snapchat so users can view and the outlets gain readership.

Strengths:

- The app is interactive. Users can respond to “snaps” and share content to followers.
- Snapchat shares new information and interacts with snapchat users. This is a strength because this action strengthens the bond between app users and the company.

Weaknesses:

- The app doesn’t save content. Snapchat has a 24-hour window for “snaps” to be viewed. This is a weakness because this is a high demand for content to be released. ZoomATL should pay special attention to the way Snapchat is utilized by millennials and create an account on Snapchat or create an in-house app for millennials to use and interact with. They also must learn how to update their social media platforms regularly and properly interact with their target audience.

Competitor/Similar Organization Communication Campaigns Audit

Snapchat Facebook

Upon visiting Snapchat’s Facebook page, we discovered that the Facebook page is mostly used to direct traffic to the download of the App. However, the latest post on the Facebook page was from August of 2013. After further research, we discovered its presence in the release of the page in 2011 was extremely successful, gaining followers and a fan base quickly. When the site was current, the followers exhibited energetic activity through sharing the Facebook page.

Strengths:

- As far as strengths, it was difficult to locate any with Snapchat’s Facebook page.
- When the page was active in 2011, strengths included heavy traffic to the Facebook page, which resulted in a large number of followers, ‘likes’, and potentially directed those followers to downloading the App.
 - 5,566,747 people liked their Facebook page
- Another successful tactic that the Facebook page exhibited in 2011 was linking to the Snapchat Blog. This is brilliant.
 - Followers and new users of the Snapchat App can become familiar with how the app works and how people are using Snapchat.

Weaknesses:

- The Facebook page communication campaign lost all credibility by not keeping the page up to date. This is a huge weakness because of the opportunity missed to communicate Snapchat updates, news, etc.
 - 5,566,747 people liked their Facebook page and they allowed that influence to dwindle by not using Facebook as a continuous communication tactic.

Snapchat Twitter

Snapchat’s twitter is a focal point and strategic platform that reaches most of Snapchat users on social media. Snapchat’s twitter is used to gain followers and promote companies personal campaigns through Snapchat.

Strengths:

- Snapchat's twitter page has 1.16 million followers.
- The account is updated multiple times throughout each day.
- The account users connect Snapchat users through tweets.
 - Snapchat users gain more followers and connect as Snapchat 'retweets' their activity on Twitter.
- Most tweet interaction from the Snapchat account is retweets from their followers. This is a strength because the account is promoting what is new, who is on Snapchat and why you should be on it.
- An overall strength was Snapchat using Twitter's already prominent social media presence to gain its own momentum as a social media outlet.

Weaknesses:

- While the account has a solid fan following, 5,456 tweets since 2011 is weak. It seems as though they have picked up activity within 2015 and 2016, but it is crucial to remain current on Twitter. Twitter's live stream feed requires constant attention.
 - This means that the owner of the account should be interacting three to five times a day.
- A weakness that we previously mentioned as a strength is the Snapchat tweet interaction. This can be considered a weakness because followers hardly see what Snapchat has to say.
 - Snapchat is considered a celebrity. Followers want to hear from them, what's is happening, when they can expect updates, responses when they are unsatisfied. It is important that the account has a voice of its own.

Snapchat Geofilters

These geofilters can only be accessed when you are within certain locations. Snapchat encourages its followers to create the geofilters to express the cities personality. Other snapchat users can engage and use the filters while visiting/exploring.

Strengths:

- Snapchat users are waiting for these. Individuals get excited to see what Geofilters await in each new area they explore. This is a strength because it keeps the oldest users of Snapchat interested and excited to engage.
- Locals design these geofilters. This gives local Snapchat users the opportunity to use their creativity and create a filter that millions use to connect and snap their experience.

Weaknesses:

- A weakness found with the Snapchat geofilters is that not all major cities and locations have them.
 - They are so popular that when they are missing, users become frustrated and disappointed. Snapchat should work on accepting Geofilters in all major areas to promote unity in the community and additional snapchat users.

Snapchat Live

This campaign allows snapchat users to connect around the world. Users submit livestreamed snapchats to the Live Snapchat near them. This gives other followers news and information in real time.

Strengths:

- Snapchat followers can connect with news and information around the world. This is a strength because this millennial age can find this news while having fun on a credible app.
- Snapchat Live gives users access to live news in real time. This is a strength because it is immediate communication to young population, which makes them educated.

Weaknesses:

- Snapchat Live is strong, it was difficult to discover weaknesses in this Communication Campaign.

Snapchat Discover

According to Snapchat's website "Discover is a fun new way to explore stories from different editorial perspectives" (Snapchat, 2015.) It is composed of unique channels, one for each publisher. Each Channel publishes a daily edition filled with hand curated stories that refresh every 24 hours." Snapchat users can get brand new news daily.

Strengths:

- CNN
 - This DISCOVER channel takes News streaming from CNN and selects roughly 15 stories that the millennial target group would be interested in.
 - These stories vary in topics.
 - The articles are never more than 3 thumb scrolls. This is a strength because if users are interested they do not want to be spending too much time reading. They want the information and they want it quick.
 - Another strength is that not all of the news is streamed through an article. Snapchat users can read a quick headline and lead and have their news quick and painless.
- BuzzFeed
 - BuzzFeed has its own Snapchat DISCOVER. This is a strength because it has already established itself as a news outlet.

Weaknesses:

- No one knows about the DISCOVER section. This is a weakness because if no one knows about it they are of course, not going to use it. This is a great news outlet because of the credibility of the Snapchat.
- Connecting Snapchat to ZoomATL

Overall, the strengths of Snapchat can be found in its creativity to include its users in its creation of their app. The overall idea of daily 'snippets' of news is brilliant. ZoomATL should most definitely add a portion that provides quick daily updates. Because ZoomATL is geared toward millennials, ZoomATL should contribute to their quick fast paced life style. Another strength that ZoomATL should consider is getting on Snapchat.

Focus Group Research Report

Executive Summary

The research team held two meetings for focus groups to answer specific questions and ascertain key findings to help ZoomATL develop a more appealing site/app for millennials.

Key Findings (Focus Group No. 1)

- Participants were genuinely interested in the news and sought local, state and global news content.
- These individuals made suggestions to improve ZoomATL features specifically with regard to the website layout, and the viewers' ability to access the site.
- Members wanted to utilize ZoomATL and follow the authors who contribute stories to the site in order to build a connection, and personalize the news they could view based on what appeals to them.

Key Findings (Focus Group No. 2)

- Participants were not as interested in the news as the members in the first group.
- These individuals gathered their news content from social media feeds or from the radio.
- Accessing news sites was not a priority for them.
- After viewing the ZoomATL website, the group felt that the visual appeal could use work.
- While this group does not use The Atlanta Journal-Constitution as a news source, they seemed interested to see the changes made to ZoomATL.

Final Takeaways

- Millennials access news sites mostly through mobile devices and not through television or a computer.

- The news content millennials are interested in varies in genre and can include everything from financial articles to lifestyle tips.
- Millennials want to know whom it is writing the news, so providing them with background on the authors contributing to ZoomATL would lend authenticity and transparency to the site.

Overall, analysis of the research established a better understanding for what millennials want in their news content and how they prefer to access it.

Research Method

Focus Group- used to gather qualitative data about customer perspectives and opinions. The main purpose is to provide data to enhance, change and further develop client product (ZoomATL) targeted at a key consumer (millennial generation).

The research team conducted two focus groups where the participants were asked questions by a moderator in an interactive setting. The individuals interviewed were encouraged to engage in conversation and discuss their thoughts freely with other participants. The research objective was to gather information about how to reach and retain consumers within the millennial generation in a digital market using ZoomATL. Furthermore, the target of the questioning was to determine how might the client best promote the new product. The research team needed to ascertain information about what draws this audience to online content and what they are looking for in their news outlets.

The target audience for the client consists of millennials ranging in age from 18 to 30, so a convenient sampling of individuals fell within that age range and included both males and females. Participants were selected based on these qualifications and their availability to attend the focus group events which were held in the Student Media Conference Room located in the Kennesaw State University Student Center. The two sessions were held Thursday Jan. 28 from 5:15 p.m. to 6:15 p.m. and Tuesday Feb. 2 from 11 a.m. to 12 p.m. The first group had seven participants and the second group had five.

Both sessions were audio/video recorded for the purpose of having direct recollection of exactly what participants said. All individuals involved gave their informed consent to be recorded with the expectation of the footage being destroyed upon completion of the research. Members of the research team also took notes throughout the focus group discussions in order to pinpoint areas of repetition and patterns in statements made by participants. Patterns readily became noticeable regarding topics on content and accessibility.

Summary of Discussion: Focus Group No. 1	Summary of Discussion: Focus Group No. 2
<p>The participants of Group 1 are interested in the news on local, state, and global levels. They are also interested in a multitude of topics such as global or world news, medical news, financial news, and breaking news.</p> <p>The group also had some positive views of the AJC and ZoomATL. The group as a whole thought the idea and concept of ZoomATL was a great addition to the digital market.</p> <p>The group did have a lot of suggestions for improvement. Most of these suggestions were about the layout, design and ability to access the website.</p> <p>Overall, Focus Group No. 1 was interested in ZoomATL and is looking forward to seeing the final product.</p>	<p>The participants of Group 2 are not as engaged in the news as participants in Group 1. Many of the participants do not actively seek the news and instead find stories based on what is posted on social media or talked about on the radio.</p> <p>The group felt that ZoomATL needed improvements in terms of the layout, design, graphics, and especially the logo.</p> <p>This group, unlike Group 1, had a more neutral view of the AJC. While they do not dislike the AJC they also do not use it as a source for gathering news.</p> <p>Overall, the group did not seem as interested in using the final product. However, some members of the group did say they will be interested to see what changes will be made to the website.</p>

Moderator’s Guide: Before the focus group interviews were conducted the research team came up with a moderator’s guide consisting of questions to ask during each session. Below is the list of the questions with direct quote responses from Focus Group No. 1 and Focus Group No. 2.

Question	Focus Group No. 1 Quotes	Focus Group No. 2 Quotes
1. How often do you typically read, watch or listen to the news?	<ul style="list-style-type: none"> • “I read the AJC” • “I read my in-laws Sunday paper but I don’t look for anything in particular” 	<ul style="list-style-type: none"> • “Once a week” • “When I see something on social media”
2.) Where do you typically get your news?	<ul style="list-style-type: none"> • “Twitter” • “Scrolling through social media” • “AJC, Wall street journal” • “Buzzfeed, Social Media” 	<ul style="list-style-type: none"> • “Twitter and other social media” • “Radio”
3.) Why do you prefer those outlets?	<ul style="list-style-type: none"> • “Convenience” • “Quick, easy and available anytime” 	<ul style="list-style-type: none"> • “Easy access and reading” • “Convenience”

	<ul style="list-style-type: none"> • “Twitter gives quick summary and easy-to-read titles” 	
4.) What type of news content do you typically view?	<ul style="list-style-type: none"> • “International” • “Financial” • “Breaking News” 	<ul style="list-style-type: none"> • “Lifestyle” • “Global or world news”
5.) What online news sources do you primarily visit?	<ul style="list-style-type: none"> • “Twitter, Social media, not a specific website” • “AJC, Wall street journal” • “Buzzfeed, Social Media” • “BBC because you get a whole different outlook” 	<ul style="list-style-type: none"> • “CNN, Fox, Local News Twitter Feeds” • “I don’t normally go to any sites”
6.) What type of method do you uses to access news? (newspaper, phone, laptop, tablet, word of mouth)	<ul style="list-style-type: none"> • “iPhone or smartphone” • “Laptop” 	<ul style="list-style-type: none"> • “iPhone” • “laptop or iPad”
7.) Is there any particular type of news you would like to see more of?	<ul style="list-style-type: none"> • “Global” • “Financial stuff related to college” • “Medical” • “Unbiased Stories” 	<ul style="list-style-type: none"> • “Lifestyle” • “Tips for Success” • “Feature stories on interesting local people”
8.) What is your impression of the AJC?	<ul style="list-style-type: none"> • “Classic” • “Everyone knows about it” 	<ul style="list-style-type: none"> • “Local newspaper that is well-known” • “a newspaper that my parents read”
9.) Do you access any of The AJC social or online platforms?	<ul style="list-style-type: none"> • “I follow them on Twitter” • “Website in my writing class” 	<ul style="list-style-type: none"> • “I don’t” • “I didn’t know they had any online platforms other than their website”
10.) How might The AJC get your attention by launching a new product?	<ul style="list-style-type: none"> • “Tweets” • “Snapchat story” 	<ul style="list-style-type: none"> • “Twitter” • “Videos on Facebook”

11.) Do you have any thoughts you like to share about this site?	<ul style="list-style-type: none"> • “I like the organization” • “If it was an app I would view it along with the other apps I read in the morning” 	<ul style="list-style-type: none"> • “The logo could be better with more pictures of less white space” • “it looks kinda boring”
12.) Is there anything in particular you like about ZoomATL?	<ul style="list-style-type: none"> • “The Categories” • “Enjoy the layout” • “Background is bland” 	<ul style="list-style-type: none"> • “I like that it is specific to millennials • “The content could be interesting”
13.) Is there anything in particular you don't like about ZoomATL?	<ul style="list-style-type: none"> • “Would be better as an App” • “Too many visuals” • “Visuals are overwhelming” • “I couldn't tell it was specific to Atlanta on arrival to the site” 	<ul style="list-style-type: none"> • “I Would like to see better images or use of images” • “I would like to see a design more unique than BuzzFeed squares”
14.) Do you have any suggestions for ZoomATL?	<ul style="list-style-type: none"> • “Make into an app” • “Make categories customizable” • “Customizable interface based on users preferences” • “Real-time updates” • “Add ‘share’ button, links to social media sites and section for comments” 	<ul style="list-style-type: none"> • “I would like content about the college I attend” • “Articles like study tips or easy recipes for college students” • “Lifestyle articles” • “Layout of a magazine or blog would be better”
15.) How likely are you to visit this site?	<ul style="list-style-type: none"> • “I would likely visit the site, but use an app more” • “I would prefer text or email alerts that linked me to the site” • “I would use an app with push notifications” 	<ul style="list-style-type: none"> • “I would not visit the site as it currently looks” • I might if the layout was different or if I could see it on my phone”

Focus Group Final Thoughts

Closing Thoughts: Focus Group No. 1

- The group really wanted to see this website as an app.
- They also wanted it to be as customizable as possible in terms of choosing what type of stories they would see on the home page.
- They wanted to be able to see other "Zoom" locations information
- Many members of the group said they would trust news that came from people that were older than the 18-30 age range
- Many members of the group wanted to see news stories that are unique and not seen on typical sites
- The group also wanted to see text updates with links to the stories on the website
- Overall the group thought ZoomATL was a good concept and idea but would rather see it as an app.

Closing Thoughts: Focus Group No. 2

- The group did not enjoy the website layout
- The group wanted to see more lifestyle type information
- Many of the group members saw the AJC as a newspaper that was geared towards their parents
- Group members said they were not likely to visit this website unless it was an app
- Group members gave suggestions to use a real skyline photo of ATL instead of the current logo
- Many people enjoyed the idea of having content written by millennials for millennials
- They also wanted to see real pictures not just stock photos
- A blog or online magazine layout would be more appealing than the current design
- Suggested that millennials design a corresponding app to go with the website

Discussion and Analysis of Research Findings

How Participants Receive News

Some interesting findings from the focus groups were that the majority of people received their news from social media. They loved the fact that this medium provided news that was quick, short, easily accessible and fit their preferences. The most common social media outlets/blog sites utilized were BuzzFeed, WSB on Twitter and Fox News on Facebook. Catchy headlines and eye-catching pictures drew the readers to the story and persuaded them to click on the links. They liked being given the option to click a headline and then be provided with a story rather than having the full story already on display. Everyone from the focus groups agreed that news content through social media or blogs is easier to access through their cell phones (Apple or Android) and rarely accessed through their computers or laptops.

News Content Preference

They favored content that included local news within a 50 mile radius involving crime, updates about international breaking news (ex. What happened to the Ebola virus?), lifestyle articles pertaining to college students and millennials and the occasional story about rescued animals. Female focus group participants loved the idea of having D.I.Y. projects and tutorials as an option to view. Participants felt certain news topics would have more credibility depending on who wrote the article, so they would appreciate writers from both an older demographic and writers within the millennial age range. They agreed that breaking news deserved a text alert with one-to-two sentences accompanied with a link for more information.

The AJC Impression

The overall impression participants had of the AJC was that it's "classic" and iconic to the Atlanta-Metro area. Although the participants implied they had the utmost respect for the AJC, only one reported reading the AJC newspaper and felt it was user friendly. They mentioned that they would trust the AJC more if their writers had a bio so readers could know more about whom they're getting their news from. Having a "Featured Writer This Week" along with a short bio would gain participants' attention.

ZoomATL Impression

Pros-

- It was easy to navigate because of the categories.
- They liked the Atlanta silhouette.
- They would likely visit the site, but the app would be more viewed.

Cons-

- The background is bland.
- It wasn't obvious it was specific to Atlanta upon arrival to site.

Suggestions

- Have top stories for each category.
- Constant/refreshed updates on new stories similar to Facebook or Twitter feed.
- Add "Writers" tab with their names as hyperlinks to their social media platforms to create familiarity and lend more credibility.
- Readers want to customize their own web display and related stories. Similar to Pandora's music customization. (Making a profile is suggested).
- In the "Neighborhoods" section, add a review section for people to correspond and share their opinions on restaurants and events etc.
- Also in "Neighborhoods" section, add subheads of other Atlanta-Metro areas (ex. Buckhead, Midtown, College Park.) to show news/events in every readers' specific area.
- It needs to be made into an app as well.
- Add a share button to link to Facebook and other social platforms.
- Give readers the option to receive text notifications for upcoming events in their area.

- Provide a “Change City” tab for readers to see news for other locations. (Helpful if they’re traveling out of town.)

How these findings help the client

In terms of how to present news it would be in the AJC’s best interest to know what kind of content their competition is posting, how readers take to it and how the AJC can go above and beyond these set expectations. Knowing the content that millennial readers are interested in will allow the AJC to analyze their content, expand their writers and make the necessary changes to create an amazing and unmatched product. After analyzing these findings the client will be able to create a product that is succinct, appealing to the eye, mobile friendly and unique in content.

This data will help the AJC create appeal with their product by showing that thinking outside the box in terms of the type of content will best suit their target audience. Being known as a “classic” news source for Atlanta citizens is an amazing accomplishment, but when the AJC incorporates these findings they’ll be recognized as “groundbreaking” and “revolutionary.” Adding short bios for each writer will convey a trustworthy appeal and keep readers coming back. Knowing what readers want to see and be exposed to will allow the client to gain new readership, be the talk of the town and set a new standard as to how news should be presented.

How to make ZoomATL a success

The participants’ suggestions provided a wide array of ways to modernize the ZoomATL website. They all agreed that with the suggested changes made they’ll visit the website and refer it to others. With their suggestions in place ZoomATL will be like no other news source out today. These findings help the client observe what readers are looking for in their news sources and know how to grab their attention. The goal is to increase the AJC’s market share of the millennial audience within the digital market, and make the ZoomATL product a primary news source for millennials. The client will reach their goal if the necessary changes are made.

Visual Interpretation of Findings

Below is an image the researches have created to visually represent the findings of our focus group.

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Limitations & Suggestions for Future Research

Weaknesses & Limitations Incentives

Overall there weren't many weaknesses within the primary research and the core research was solid. Although the sample size was on par with that of an average focus group it could have been larger. Unfortunately all subjects couldn't make the focus group due to miscellaneous reasons, but we did anticipate there being some people that wouldn't show. We could have had a better incentive for more people to show. For future focus groups a monetary incentive would probably yield better results.

Tone Setting

While conducting the focus group for ZoomATL the research team carried out the questioning in a thorough fashion and kept a relaxed environment to make participants feel welcome. The moderator included all subjects and made sure each person was involved in the discussion. One improvement on setting the tone would have been to ask warm up questions that had nothing to do with the focus group. For example, what is your favorite book, favorite color, or favorite television program? Simple questions of that nature would have gotten everyone acquainted and established some minor rapport.

Follow up

After the focus group discussion, all subjects were properly thanked and shown appreciation for using their free-time to come and participate in the focus group. One way to expanded on this idea would be to send out personalized thank you emails to all of the participants. It is a small gesture, but those same people might be willing to participate in another focus group held by the research team in the future based on that alone.

Future Research

If any of the ideas taken from the focus group are implemented into ZoomATL it would benefit the AJC to do a follow up focus group and see how well the new features are doing. This would allow the AJC to cater to the consumer and continuously perfect the ZoomATL product.

As time changes, people also change. The interest of people within the millennial generation may differ from year to year. Just so the product does not become stagnant and dated the AJC should continue to find out what millennials want, what makes them tick, and how to use that to their advantage.

Appendix A

Moderator's Guide

INTRODUCTION

Hi everyone. Welcome and thank you for participating in our group discussion today. My name is _____ and I will be moderating our discussion along with my classmates _____.

As you probably already know, this is an open discussion for our PR Campaigns class about *The Atlanta Journal Constitution's* new website geared towards millennials, ZoomATL.

We are hoping to hear your ideas and opinions, whether they are positive or negative, about *The AJC* and the new ZoomATL.

During our discussion today, there are no right or wrong answers. We are simply here to hear your opinions.

GUIDELINES

Before we begin, we want to make sure that everyone has signed the two copies of the informed consent form. Please keep one copy for yourself and give the second copy to me if you have not done so already. Also, please help yourselves to the refreshments that are on the table. This is a relaxed and informal discussion, so make yourselves comfortable. This should last about an hour.

This session is being taped, so it is important that only one person speaks at a time. Your comments are confidential, so please voice your opinions.

Are there any questions at this point? Let's get started. Let's first go around the room and introduce ourselves so we can get to know everyone. Please state your name and your major.

Warm-up questions:

1. *First, I'd like to know how often do you typically read, watch or listen to the news?*
2. *Where do you typically get your news?*
3. *Why do you prefer those news outlets?*
4. *How did you learn about these news outlets? (If they are confused, ask – For example, did you initially subscribe to their print publications? Did an article pop up on your Facebook or Twitter feed?)*
5. *What online news sources do you primarily visit?*
6. *How do you access these online news sources?*
7. *What type of news content do you typically view?*
8. *Is there any particular type of news that you'd like to see more of?*

AJC questions:

9. *What is your impression of The Atlanta Journal-Constitution?*
10. *Do you access any of The Atlanta Journal-Constitution's social or online platforms? If so which ones?*

11. How might the AJC get your attention when launching a new product?
 Zoom ATL questions: Now, I want to show you a news website the AJC is thinking about launching that will feature content developed by and for readers ages 18-30. (Show them the ZoomATL site.)
12. Do you have any thoughts you'd like to share about this site?
13. Is there anything in particular that you like about ZoomATL?
14. Is there anything about ZoomATL that you don't like?
15. What kind of content would you like to see on this site?
16. How likely would you be to visit this site?

CLOSING

Are there any other comments or concerns anyone would like to make regarding our discussion today?

Thank you all for participating in our discussion today. We got some really great information that will help us in our development in ZoomATL.

Please turn in your consent forms before you go! Feel free to grab any more food before you leave.

Thank you again.

Kennesaw State University
 School of Communication & Media

Research Study: ZoomATL Campaign for The Atlanta Journal-Constitution as part of Dr. Kristen Heflin's Public Relations Campaigns Course (PR 4465)

FOCUS GROUP CONSENT FORM

What is the Research?

You have been asked to take part in a research study about a new digital product developed by *The Atlanta Journal-Constitution*. Given the decline of print news in recent years the purpose of this study is to find out the best ways to gather and retain members of the millennial generation in online news products.

Why have I been asked to take part?

You are between the age of 18 and 30.

We would like you to take part in a discussion on how to promote a new digital news product.

We will talk about the online news sources you currently use, the type of content you view regularly and how *The AJC* might best promote their new product.

Voluntary Participation

This discussion is *voluntary*—you do not have to take part if you do not want to. If any questions make you feel uncomfortable, you do not have to answer them. You may leave the group at any time for any reason.

Risks

We do not think any risks are involved in taking part in this study.

Benefits

There are no benefits for taking part in this research.

Privacy

Your privacy will be protected.

Your name will not be used in any report that is published.

The discussion will be kept *strictly confidential*.

The other participants in the group will be asked keep what we talk about private, but this cannot be assured.

Regulators, sponsors or Institutional Review Board Members that oversee research may see research records to make sure that the researchers have followed regulatory requirements

If the tape recorder is used, it will only be used to remind staff what participants said.

Audiotape Permission

I have been told that the discussion will be recorded only if all participants agree. I have been told that I can state that I don't want the discussion to be recorded and it will not be. I can ask that the recording be turned off at any time.

I agree to be audio recorded Yes No

Payment

There is no payment offered for this focus group however we will provide coffee and doughnuts.

Questions

I have been given the opportunity to ask any questions I wish regarding this evaluation. If I have any additional questions about the evaluation, I may call Dr. Kristen Heflin at 470-578-7972.

Please write your name below and check yes or no. If you want to take part Sign your name at the bottom.

NAME

Yes, I would like to take part in the focus group.

No, I would not like to participate in the focus group.

SIGNATURE

DATE

Notes Focus Group 1

1. Camo Scarf: Twitter, social media, not specific website of network

Blonde: AJC, Wall Street Journal (handheld)

Red Head: Network Apps, news channels

Watch, read or listen to the news: Majority said read

2. Red shirt: Buzzfeed, social media

Camo hat: Twitter

Posts links

NC State: Twitter gives quick summaries and easy-to-read title

3. Camo scarf: visuals are not something that is always needed

Grey sweatshirt: photo would grab attention longer

Camo hat: headline would grab attention longer

4. Access Info

Majority of the people said they use an iPhone to read news

5. Type of news content

NC State: "you want something bubbly-happy or graphic, there's no in between for our age..."; a lot of news is bias according to their agenda

6. If news was different...

Blonde: What I do like about the AJC... you're able to view people's opinion, knowing that it is opinion-based

Red head: BBC, you get a whole different outlook

7. Trusting age

Trust someone that's older (majority)

Blonde: the older range would have a completely different perspective

8. News you'd like to see more of

Black shirt: financial news, not as biased

Red head: not dramatized news, nice to know more about what's going on in the world

Majority: want to know more about things before they explode, less about Kim K

Camo shirt, red head: medical news

9. Access AJC

Camo scarf: comics

Blonde: you need initial information before something explodes

10. Worry

Camo hat: the way they give the news creates fear; e-mail

Red head: simple and quick, to the point, with link

11. Impression of the AJC

Camo scarf: classic, well-known

Camo hat: depends on if the author isn't being bias

Red head: profile about author may help

Blonde: author's past works

NC State: I like the persuade stories, universal ideas

12. ZOOM ATL

Red shirt: trust news from the younger range, because we are the ones that is going to be controlling it soon; where our generation sees the world is going is more significant where it's coming from

Camo scarf: international would be cool

13. Go to the site now

Red shirt: I would check it out, now; I like how its organized

Majority: if it was an app, I would view it along with all of the other apps that I read in the morning before I get up; if it was more customizable

Camo scarf: both types of stories (simple and complex)

NC State: no bashing

Majority: comment; reading them

14.App:

Share button; real time

Camo scarf: no amber alert

NC State: push notification

Solomon: know when stocks are low

15.Opinion

Both are important

Would use both, prefer app

Solomon, Redhead: bring the "about us" to the top

Grey sweatshirt: weather shirt like the iphone option gives

Blonde: I would want to see the weather

Red shirt: I don't think they should make the categories too broad

Camo hat: "College 101", freshmen would come in

More Notes (Focus Group 1)

Focus Group Notes

- AJC News paper
- Actual network apps CNN/Fox/...
- Most people read the news.
- Social Media.... Twitter.... Direct Links...Quick Summary
- Tweets are in abundance.... Attention Getting Headlines over visuals
- Phones are more accessible to get the news.
- Too extreme, because news outlets are biased.
- Majority Agreed on News that is happening close to me would be more entertaining and worthy.
- Millennials would trust older people with creating the news, but with events they would rather have millennials create the content.
- Less dramatized news...everyone agrees.
- More original, fresh news, News that other outlets wouldn't have gotten a hold of.
- More stories that are updated. Follow up stories
- News stories being quickly sent out through Email alerts, text messages, with links...straight to the point.
- Background, and history on authors would ease the minds of the readers. Past works, help build rapport with audience
- Limit opinions...More fact based stories
- Female...Thinks we are the future, so younger people should control the news.
- Mixed news, Categories, International News.
- Suggested.... more trending stories/Real time...Blocks update as more newsworthy stories are happening. Constant flowing stream
- Authors works, Social media names, Bio, at the bottom of the story
- Customizable interface that adjust to the reader. Based on types of news that you want to see
- Background is Kind of Bland.
- Adding in reviews, Comments, within the stories

- Location Services based on which part of Atlanta you're in...Should Be optional customization.
- Everything should be Connected
- Mixed Reviews based on the page design. Should be made into an App
- Share button, Link to other social media sites
- Breaking news push notifications
- No abrupt Notifications.... Amber Alert.... Weather Warnings
- For College, Job Postings, Life Hacks, Advice Stories, Self Help
-

Notes: Focus Group 2

How often do you typically read, watch or listen to the news?

- A few times a week
- once a week
- don't watch or listen to news as often as I should
- I may update myself on current events for about an hour or two a week
- Don't go looking for it just see what shows up on my social media

Where do you typically get your news?

- Twitter feed
- online sites
- Radio
- TV (Channel 2 Action News, Fox 5, 11 Alive or CNN)
- Local news websites
- Social media

Why these sites?

- easy access and reading
- Convenience
- They are local
- keep me updated on news
- CNN keeps me updated around the world.
- I enjoy reading about things that are going on elsewhere, but ultimately, I'm more concerned with local news at the moment.

How did you learn about these news outlets?

- Articles pop up on feed

- hearing about it while driving
- I was exposed to more news from CNN by being a COMM student
- being told my professors to stay up to date on the news

What online news sources do you primarily visit?

- CNN/FOX/Local news twitter feeds
- Don't normally go to sites
- CNN and Channel 2 Action News
- Nothing specific
- Anything of Facebook or twitter that comes up
- Whatever I hear on the radio when driving

How do you access these online news sources?

- They help me stay up to date with what is going on
- I don't look at the news online
- Either through my laptop, tablet, or smart phone
- Smart phone was the overall answer that was agreed upon as most used

17. *What type of news content do you typically view?*

- Lifestyle said by three different participants (female)
- Local news
- weather
- odd/interesting discovery.

18. *Is there any particular type of news that you'd like to see more of?*

- Lifestyle
- Tips and life hacks
- Less horrible and sad stories
- More positive stories
- Community stories that are happy or helpful

AJC questions:

What is your impression of The Atlanta Journal-Constitution?

- local newspaper that is well known

- newspaper that my parent's read
- popular newspaper
- longstanding credibility in Atlanta
- Well-known

Do you access any of The Atlanta Journal-Constitution's social or online platforms? If so which ones?

- Two people said no
- One said they didn't know they had online platforms
- Occasionally look at AJC website but rare

How might the AJC get your attention when launching a new product?

- Target age group with relevant content
- advertising on social media
- Promotional work through apps like Facebook, Instagram and Twitter.
- advertise or possibly talk to KSU to have partnership

Zoom ATL questions:

Do you have any thoughts you'd like to share about this site?

- Site looks like the logo could be better with more pictures or less white space
- looks kinda boring
- Its visually pleasing
- content that people in that age group would want to read
- good start
- needs better execution of idea

Is there anything in particular that you like about ZoomATL?

- like that they are targeting millennials with content we care about
- I like how social media is advertised for them on the website
- like the layout and topics for content.
- more positive topics than depressing ones is a plus
- categories are good

Is there anything about ZoomATL that you don't like?

- Group agreed that they need better imaging

- Better use of colors
- One person said there wasn't anything they didn't like

What kind of content would you like to see on this site?

- Many participants said lifestyle
- news from schools we attend like college closings when it happens
- study tips for college students
- life hacks
- food
- local places to have fun

19. How likely would you be to visit this site?

- Three said someone likely
- Two said not at all likely
- One said likely but only with updates/changes
- One said they like it as is and would see it ("right up my ally")
- One wasn't sure (because of it being a website not app)

Executive Summary

This report provides an analysis and evaluation to learn how millennials keep up with the news, what news they pay the most attention to, and what they would like to see in the news to get them more actively involved in paying attention to the AJC's up and coming "ZoomATL" webpage. Methods of analysis were conducted through a survey with a convenience sampling of 342 people ages ranging from 18 to 30. The results indicated that 48 percent of millennials receive their news from social media, and fewer than 45 percent said they viewed the news for 0-2 hours a week. It is recommended that AJC's new "ZoomATL" webpage expand on all of its social media outlets. It is also recommended that the "ZoomATL" webpage's content is brief and entertaining to keep the viewers engaged.

Research Methods

Our research method we used was conducting a survey to obtain our results. Utilizing the survey method was the best way to reach multiple people in a short amount of time. The results from the survey helped our team determine the best way to get millennials to view AJC's new "ZoomATL" webpage. Through this research, we hoped to learn how millennials keep up with the news, what news they pay the most attention to, and what they would like to see in the news to help them become more actively involved in keeping up with today's news. The information

gathered from the survey will help us aid our client in getting the data they need to make their new webpage successful. Our survey size was large, with our responses grossing a few hundred. The distribution method left our sample size up to how many individuals decided to take the survey.

We decided to use convenience sampling as our method because instead of going out and finding 200 people to survey, posting it on social media gave us a better chance to receive more feedback. This sampling method also gave us more diversity because we didn't pick the people ourselves. The survey acquired 342 responses in 11 days. We created our survey using Survey Monkey, and each team member shared the survey link to our personal Facebook pages asking family and friends to take it in hopes to reach our targeted audience. Each team member is a millennial aged college student, and most of our social media friends and followers are in the same age range. We posted the survey to our Facebook pages on January 27, 2016, and closed our results three days prior to our turn in date, February 6, 2016, to give our team an ample amount of time to review the results. For our survey, we used mostly close-ended questions with answers varying from check all that apply to select one. Our final question was open-ended for our respondents to tell us what they want out of their news. We used the data collection system provided by Survey Monkey to tally and review our results.

Results of Primary Research

Our survey consisted of 10 questions, and we received 342 respondents.

Question 1: *What is your age?*

- a) 18-19 – 13.27% (45 respondents)
- b) 20-21 – 22.71% (77 respondents)
- c) 22-23 - 33.63% (114 respondents)
- d) 24-26 – 18.29% (62 respondents)
- e) 27-30 – 12.09% (41 respondents)

Three people opted out of answering question number one, so we received 339 responses for question one.

Question 2: *How interested are you in the news?*

- a) Extremely interested – 7.89% (27 respondents)
- b) Very interested- 26.9% (92 respondents)
- c) Somewhat interested- 57.02% (195 respondents)
- d) Not interested- 8.19% (28 respondents)

Question 3: *Where do you get your news?* (Check all that apply)

- a) Twitter- 37.43% (128 respondents)
- b) Facebook- 80.12% (274 respondents)

- c) Snapchat- 14.33% (49 respondents)
- d) Buzzfeed- 33.92% (116 respondents)
- e) Local Television (i.e., WSM, 11 Alive, Fox 5)- 52.05% (178 respondents)
- f) National Television (i.e., NBC, ABC, CBS)- 47.37% (162 respondents)
- g) Cable Television (i.e., CNN, MSNBC, Fox News)- 36.55% (125 respondents)
- h) Local News Websites (i.e., AJC.com, 11alive.com)- 35.09% (120 respondents)
- i) National News Websites (i.e., nyt.com, huffingtonpost.com) 33.63% (115 respondents)
- j) Local Newspaper- 10.23% (35 respondents)
- k) National Newspaper- 5.26% (18 respondents)
- l) Other- 15.20% (52 respondents)

Theme 1: Search Engines

- Google, Google News, Bing, Yahoo

Theme 2: Apps

Question 4: *What types of news of you find interesting?* (Check all that apply)

- a) Political -59.06% (202 respondents)
- b) Sports - 40.94% (140 respondents)
- c) Money - 29.82% (102 respondents)
- d) Health -58.77% (201 respondents)
- e) Weather -59.94% (205 respondents)
- f) Entertainment/Style -63.74 (218 respondents)
- g) Travel- 44.44% (152 respondents)
- h) Opinion -26.02% (152 respondents)
- i) World- 58.77% (201 respondents)
- j) Local -58.48% (200 respondents)
- k) Other -2.05% (7 respondents)

Question 5: *How many hours a week do you pay attention to the news?*

- a. 0-2 hours- 44.28% (151 respondents)
- b. 3-5 hours -37.24% (127 respondents)
- c. 6-8 hours- 12.32% (21 respondents)
- d. More than 8 hours 6.16% (21 respondents)

Question 6: *Where do you get most of your news?* (Check only one)

- a) Twitter- 8.82% (30 respondents)
- b) Facebook- 39.12% (133 respondents)
- c) Snapchat- 0.88% (3 respondents)
- d) Buzzfeed- 2.06% (7 respondents)
- e) Local Television (i.e., WSM, 11 Alive, Fox 5)- 9.71% (33 respondents)
- f) National Television (i.e., NBC, ABC, CBS)- 7.06% (24 respondents)
- g) Cable Television (i.e., CNN, MSNBC, Fox News)- 7.06% (24 respondents)
- h) Local News Websites (i.e., AJC.com, 11alive.com)- 5% (17 respondents)
- i) National News Websites (i.e., nyt.com, huffingtonpost.com) 9.12% (31 respondents)

- j) Local Newspaper- 0.59% (2 respondents)
- k) National Newspaper- 0.88% (3 respondents)
- l) Other- 9.71% (33 respondents)

Theme 1: The Skimm

Theme 2: Reddit

Theme 3: Search Engines

· Google, Google News, Bing, Yahoo

Question 7: *Where do you get your local news? (Check all that apply)*

- a) The Atlanta Journal Constitution- 21.11% (72 respondents)
- b) Fox 5-47.80% (163 respondents)
- c) WXIA (11 Alive) (NBC)- 26.69% (91 respondents)
- d) Creative Loafing- 2.35% (8 respondents)
- e) CBS 46- 7.92 (27 respondents)
- f) WSBTV (ABC)- 31.38% (107 respondents)
- g) I do not consume local news- 14.37% (49 respondents)
- h) Other (please specify)- 8.5% (28 respondents)

Theme 1: Local Paper or Channel 2 Action News

Theme 2: Word of mouth

Theme 3: Social media, i.e. Twitter, Facebook

Question 8: *If a local newspaper created a news website specifically for readers 18-30, with content created by reporters ages 18-30, how likely are you to visit this website?*

- a) Very likely- 25.51% (87 respondents)
- b) Somewhat likely-
- c) Not likely- 16.42% (56 respondents)

Question 9: *How do you like to receive information about new products and services? (Check all the apply)*

- a) Emails- 35% (119 respondents)
- b) Social media posts- 70.88% (241 respondents)
- c) Blogs- 17.06% (58 respondents)
- d) Word-of-mouth- 62.65% (213 respondents)
- e) Events-17.94% (61 respondents)
- f) Print ads- 10.59% (36 respondents)
- g) TV ads- 33.24% (113 respondents)
- h) Radio ads- 17.35% (59 respondents)
- i) Social media ads- 38.82% (132 respondents)
- j) Outdoor ads- 7.06% (24 respondents)
- k) Other (please specify) -2.94% (10 respondents)

Theme 1: Internet: Google

Theme 2: App Notifications

Question 10: *What kinds of news are you most interested in receiving? (259 people completed this question, and 83 opted to skip it)*

Theme 1: Political

Theme 2: Entertainment and Fashion

Theme 3: Local News and Daily Happenings

Theme 4: World and National news

Theme 5: Health and Sports

Discussion and Analysis of Research Findings

For our study, we had 342 people aging 18-30 voluntarily take our survey. The most interesting and insightful part that we feel can be the most useful for our company is when we asked, “Where do you get most of your news?” We told them to only check one that applies. Out of 342 respondents, 133 people said they received most of their news from Facebook. An additional 33 people said that they received their news from either Twitter or Snapchat, both extremely popular social media resources. With the three of those social media outlets, 48 percent of millennials receive their news from social media. In a similar question we asked, “Where do you get your news? Select all that apply.” Out of 342 responses, we received the same data, as 274 people said Facebook, 128 people said Twitter, and 49 people said Snapchat. Although not surprising, we found it extremely interesting how much millennials rely on social media to view the news.

We believe that these findings are helpful to the client because now they know primarily what source to use when targeting this age group. When asked how many hours do people view the news on a weekly basis, with the choices of 0-2 hours, 3-5 hours, 6-8 hours, and more than 8 hours, just under 45 percent said they viewed the news for 0-2 hours a week. This causes us to believe our client needs to start with at least two things when trying to target millennials. First, they need to expound upon social media and all its inhabitants, and then they need to make their news short and direct to ensure the viewer's engagement.

Limitations and Suggestions For Future Research

With a healthy sample size of 342 survey results, the overall participation in the survey was more than satisfactory. While the concept of surveys being dispersed online via email or social media is seemingly limiting, the sample size to only those with Internet access, this was by design. Sole online distribution was done intentionally for two reasons. First, online mediums are the quickest and most efficient methods to reach mass amounts of people almost instantly, and second, online distribution mimics the distribution method of the “ZoomATL” agenda and therefore shows the impact of the Internet and its availability to the masses in the demographic in question by the AJC. Millennials make up the vast majority of overall Internet users. With information at their fingertips, millennials are no strangers to constantly being in contact or surfing the Web.

With over 300 completed surveys in a matter of days, it shows the online marketing to the millennial demographic is going to be extremely successful, and with links to Facebook or Instagram, that success has the potential to grow exponentially. As of 2014, 99 percent of millennials had smartphones, 93 percent had home access to the

Internet, and 53 percent were tablet owners (Statista 2015). Those numbers are only expected to rise as technology has become a regular part of the millennial lifestyle. A single question addressed the age of the survey participant and the following 14 questions centered on news consumption and the topics favored by the participant. This was in attempt to gain a better understanding of what a millennial audience looks for in their news outlets. Due to the nature of the survey and the desired information being sought out, these were the most effective, simple, and straightforward types of questions that could have been asked. A more effective research method for determining the success of “ZoomATL” could be placing a prototype link on Facebook (or the other popular social media outlets determined in this survey) and tracking button clicks and site visits.

Tracking the most frequently visited topics and the average time spent on each informational link would also be helpful in determining which topics garner the most attention from the site visitors. If this link appears on a Facebook page and the user clicks on it, all of the user’s public Facebook information would also be available to the “ZoomATL” staff, and therefore give the best indicators as to who is using the site, when (in reference to time, in order to show the most popular times to post new “breaking” stories to gain the most viewership), how (in reference to which type of connected device: mobile or computer) and where (in reference to location, Facebook offers “check-ins” to show the locations of the users) individuals are using the “ZoomATL” website.

Appendix B

Millennials News Usage Survey

1. What is your age?

18 - 19

20 - 21

22 - 23

24 - 26

27 - 30

2. How interested are you in the news?

Extremely interested

Very interested

Somewhat interested

Not interested

3. Where do you get your news? (check all that apply)

Twitter

Facebook

Snapchat

BuzzFeed

Local Television (i.e., WSM, 11 Alive, Fox 5)

National Television (i.e., NBC, ABC, CBS)

Cable Television (i.e., CNN, MSNBC, Fox News)

Local News Websites (i.e., AJC.com, 11alive.com)

National News Websites (i.e., nyt.com, huffingtonpost.com)

Local Newspaper

National Newspaper

Other (please specify)

4. What types of news of you find interesting? (check all that apply)

- Political
- Sports
- Money
- Health
- Weather
- Entertainment/Style
- Travel
- Opinion
- World
- Local
- Other (please specify)

5. How many hours a week do you pay attention to the news?

- 0-2 hours
- 3-5 hours
- 6-8 hours
- More than 8 hours

6. Where do you get most of your news? (check only one)

- Twitter
- Facebook
- Snapchat
- BuzzFeed
- Local Television (i.e., WSM, 11 Alive, Fox 5)
- National Television (i.e., NBC, ABC, CBS)
- Cable Television (i.e., CNN, MSNBC, Fox News)
- Local News Websites (i.e., AJC.com, 11alive.com)
- National News Websites (i.e., nyl.com, huffingtonpost.com)
- Local Newspaper
- National Newspaper
- Other (please specify)

7. Where do you get your local news? (check all that apply)

- The Atlanta Journal Constitution
- Fox 5
- WXIA (11 Alive) (NBC)
- Creative Loafing
- CBS 46
- WBSTV (ABC)
- I do not consume local news
- Other (please specify)

8. If a local newspaper created a news website specifically for readers 18-30, with content created by reporters ages 18-30, how likely are you to visit this website?

9. How do you like to receive information about new products and services? (check all the apply)

- Emails
- Social media posts
- Blogs
- Word-of-mouth
- Events
- Print ads
- TV ads
- Radio ads
- Social media ads
- Outdoor ads
- Other (please specify)

10. What kinds of news are you most interested in receiving?

Question	Respondants	Answers/# of responses	Fill-In Responses
1	339	18-19: 45 20-21: 77 22-23: 114 24-26: 62 27-30: 41	N/A
2	342	Extremely Interested: 27 Very Interested: 92 Somewhat Interested: 195 Not Interested: 28	N/A
3	342	Twitter: 128 Facebook: 274 Snapchat: 49 Buzzfeed: 116 Local TV: 178 National TV: 162 Cable TV: 125 Local News Websites: 120 National News Websites: 115 Local Newspaper: 35 National Newspaper: 18 Other: 52	Internet, Radio, ESPN, Flipboard, WOM, Mashable, Instagram, Apps on Phone
4	342	Political: 202 Sports: 140 Money: 102 Health: 201 Weather: 205 Entertainment: 218 Travel: 152 Opinion: 89 World: 201 Local: 200 Other: 7	Science and Technology, Celebrity, Animals
5	341	0-2: 151 3-5: 127 6-8: 42 More than 8: 21	N/A

6	340	<p>Twitter: 30 Facebook: 133 Snapchat: 3 Buzzfeed: 7 Local TV: 33 National TV: 24 Cable TV: 24 Local News Websites: 17 National News Websites: 31 Local Newspaper: 2 National Newspaper: 3 Other: 33</p>	<p>Radio, Apple News App, Reddit, Google News, Mashable, The Skimm</p>
7	341	<p>AJC: 72 Fox 5: 163 WXIA: 91 Creating Loafing: 8 CBS 46: 27 WSBTV: 107 I do not consume local news: 49 Other: 29</p>	<p>Local Newspaper, Channel 2 Action News, Radio, Social Media, News Apps</p>
8	341	<p>Very Likely: 87 Somewhat Likely: 198 Not Likely: 56</p>	<p>N/A</p>
9	340	<p>Emails: 119 Social Media Posts: 241 Blogs: 58 Word of Mouth: 213 Events: 61 Print Ads: 36 TV Ads: 113 Radio Ads: 59 Social Media Ads: 132 Outdoor Ads: 24 Other: 10</p>	<p>Google News, Youtube, Apps, Podcast Ads,</p>

10	259	N/A	Health, Local and World News, Educational, Political, Stock Market Updates, Entertainment, Sports, Science and Technology, Fashion, Age-related News, Weather, World News
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Appendix C

The URL for the “Millennials News Usage Survey” is
www.surveymonkey.com/r/Y6PTLPT
Login: clancas5 Password: survey123

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