

## Content and Service: Current Drivers of Key Experiences

**For more information:**

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Certain kinds of news content, ad content and service currently play a stronger role than others in helping create key experiences in younger adult readers (under 35).

It's worth considering what is currently at play for two reasons:

- Newspapers may choose to do more of what works
- Newspapers can adopt innovative approaches around what is already having an impact.

But please note: this analysis doesn't imply other kinds of content or aspects of service lack potential or should be abandoned. It just describes what works more strongly now to help create certain experiences.

Also remember that the experiences are felt at a quite moderate level, and the real challenge for newspapers is to substantially change those experiences for the better. In other words, this is a good place to start, not a set of solutions.

The charts that follow pertain to some key experiences in the context of younger adult readers (18-24 and 25-34.) We urge you not to get bogged down in the details – of which there are many. This is not meant to be a precise guide or a playbook. Instead, look for recurrent themes.

The key highlights:

- Mix of news content is important. For instance, hard news, lifestyle and features, and movies, music and art recur as drivers of several experiences.
- Advertising content is an important driver of many of the experiences. We take this as confirmation that while readers distinguish between what is news and what is advertising, on another level they experience them together as “content.”
- Note that “value for the money” involves news, advertising and service.
- Dynamic visual treatment is a recurrent theme. We infer from this that photos deliver content and meaning in themselves and that they bring readers into other content elements.

- Diversity of people in stories and photos is also a common theme, in relation to both news and advertising. From that we infer it's not just a case of people wanting to see people like themselves (although that is certainly true) but also that people want to see the life around them reflected in their local daily newspaper.
- In advertising and news content, things to do (such as recreation and local activities) and ways to get more out of one's life (such as health and fitness) come up often as opportunity topics.

### **Key to the charts**

**Content factors** are topics that have been grouped together through factor analysis. ( See details at: [http://www.readership.org/new\\_readers/data/charts\\_ad\\_content\\_service.pdf](http://www.readership.org/new_readers/data/charts_ad_content_service.pdf) ) They are currently the strongest drivers of the named experience(s) for 18-34 year olds.

**Approach** identifies the characteristics of content that are currently linked with satisfaction with that factor among 18-34 year olds. For definitions of the terms as applied in the content analysis, go to

[http://www.readership.org/new\\_readers/data/story\\_definitions.pdf](http://www.readership.org/new_readers/data/story_definitions.pdf)

**Priority 1 topics** are specific topics within the factors that the analysis indicates should have priority attention. They had higher importance ratings from readers 18-34 but relatively low satisfaction.

**Priority 2 topics** are aspects of content and service that need focus and energy, even though satisfaction and importance levels are relatively high. For more detail on the priority ratings:

[http://www.readership.org/new\\_readers/data/charts\\_ad\\_content\\_service.pdf](http://www.readership.org/new_readers/data/charts_ad_content_service.pdf)

Unless otherwise noted, the results apply to both 18-24 and 25-34 year olds.

**Experiences: Something to talk about**  
**Makes me smarter**  
**Looks out for my civic & personal interests**

Content factors	Current approaches that work	Priority 1 Topics	Priority 2 topics
<b>Hard news</b>	Dynamic visuals Diversity of people Quantity Fewer jumps	<ul style="list-style-type: none"> <li>• <b>Environment</b></li> <li>• <b>Government:</b> international</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Government:</b> local/state; national;</li> <li>• <b>Natural disasters, accidents;</b></li> <li>• <b>War/international</b></li> </ul>
<b>Lifestyle &amp; features</b>	Dynamic visuals Diversity of people National focus	<ul style="list-style-type: none"> <li>• <b>Health</b></li> <li>• <b>Fitness</b></li> <li>• <b>Medicine</b></li> <li>• <b>Science and Technology</b> (18-24)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Food</b></li> <li>• <b>Home, garden, real estate</b> (25-34)</li> </ul>
<b>Community</b>	Fewer jumps Dynamic visuals Diversity of people	<ul style="list-style-type: none"> <li>• <b>Education</b></li> </ul>	None for this age group
<b>Movies, music, art</b>	Diversity of people Quantity Fewer jumps State/region focus (18-24) Non-traditional writing style (25-34)	<ul style="list-style-type: none"> <li>• <b>Music:</b> news and reviews (25-34)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Arts</b> (25-34)</li> <li>• <b>Music:</b> clubs, concerts, acts</li> <li>• <b>Music:</b> news and reviews (18-24)</li> </ul>
<b>Advertising: places to go, things to do</b>	Diversity of people Price included (18-24) Voice is 1 <sup>st</sup> or 2 <sup>nd</sup> person (18-24)	<ul style="list-style-type: none"> <li>• <b>Recreation</b> equipment, outdoor activities, clubs or groups</li> <li>• <b>Activities</b> local entertainment, clubs, concerts</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Entertainment</b> movies, theaters, restaurants</li> <li>• <b>Travel</b> (25-34)</li> <li>• <b>Sports</b> (sporting goods, fitness clubs (18-24)</li> </ul>

Characteristics of in-paper content promotions that contribute to the three named experiences:

- Focused on health, fitness, medicine; politics, government, war; community announcements (25-34)
- Target women, African-Americans; Hispanics/Latinos (18-24)
- Stand-alone (for instance, not a part of a rail or skyboxes)

Aspects of newspaper composition that contribute:

- Fewer pages, weekdays and Sundays – a smaller total package
- Proportionately more space for ROP and classified ads on Sundays (25-34)
- Fewer weekday national ad inserts
- More classified inserts on weekdays
- Proportionately more space for “other” classifieds on weekdays (that is, other than jobs, real estate and autos; includes pets, garage sales, collectibles, household goods and services, etc.) (25-34)
- Fewer auto classifieds on weekdays; more on Sundays

## Experience: Ad usefulness

Content factors	Current approaches that work	Priority 1 topics	Priority 2 topics
<b>Advertising: food, clothing, basics</b>	Diversity of people Showing product (18-24) Placement on section fronts	<ul style="list-style-type: none"> <li>• <b>Apparel</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Department stores</b></li> <li>• <b>Discount stores</b></li> <li>• <b>Food, groceries</b></li> <li>• <b>Inserts (25-34)</b></li> </ul>
<b>Advertising: Classifieds</b>	No information available	None for this age group	<ul style="list-style-type: none"> <li>• <b>Jobs</b></li> </ul>
<b>Advertising: auto and technology</b>	Diversity of people Placement on section fronts (18-24)	None for this age group	<ul style="list-style-type: none"> <li>• <b>Auto (18-24)</b></li> <li>• <b>Electronics</b></li> </ul>
<b>Advertising: places to go, things to do (25-34)</b>	Diversity of people Black & white ads	<ul style="list-style-type: none"> <li>• <b>Recreation</b> equipment, outdoor activities, clubs, groups)</li> <li>• <b>Activities</b> local entertainment, clubs, concerts)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Travel</b></li> </ul>

Aspects of newspaper composition that contribute:

- More auto classified on Sundays
- Fewer real estate classifieds on Sundays

### Experience: Value for the money

Content factors	Current approaches that work	Priority 1 topics/aspects	Priority 2 topics/aspects
<b>Hard News</b>	Dynamic visuals Diversity of people Fewer jumps	<ul style="list-style-type: none"> <li>• <b>Environment</b></li> <li>• <b>Government:</b> international</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Government:</b> local/state; national;</li> <li>• <b>Natural disasters, accidents;</b></li> <li>• <b>War/international</b></li> </ul>
<b>Features and lifestyle</b>	Diversity of people	<ul style="list-style-type: none"> <li>• <b>Health</b></li> <li>• <b>Fitness</b></li> <li>• <b>Medicine</b></li> <li>• <b>Science and Technology</b> (18-24)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Food</b></li> <li>• <b>Home, garden, real estate</b> (25-34)</li> </ul>
<b>Advertising: classified</b>	No information available	None for this age group	<ul style="list-style-type: none"> <li>• <b>Jobs</b></li> </ul>
<b>Advertising: places to go, things to do</b>	Diversity of people Black & white ads (18-24) Phone number	<ul style="list-style-type: none"> <li>• <b>Recreation</b> equipment, outdoor activities, clubs, groups</li> <li>• <b>Activities</b> local entertainment, clubs, concerts</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Entertainment</b> movies, theater, restaurants</li> <li>• <b>Travel</b> (25-34)</li> <li>• <b>Sports</b> sporting goods, fitness clubs (18-24)</li> </ul>
<b>Subscriber: value, quality, options</b>	No information available	<ul style="list-style-type: none"> <li>• <b>Cost of home delivery</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Completeness</b></li> <li>• <b>Accuracy of bill</b></li> </ul>

In-paper promotion characteristics that contribute:

- Promotions target women
- Topics promoted: health, fitness, medicine; commuting, transportation (25-34)

Aspects of newspaper composition that contribute:

- Fewer pages on weekdays and Sundays
- More space for ROP ads on weekdays
- Fewer auto classifieds on weekdays; more Sundays
- Fewer national ad inserts Sundays (18-24)

## Experience: Good service

Service Factors	Priority 1 aspects	Priority 2 aspects
<b>Subscriber: quality, value, options</b>	<ul style="list-style-type: none"> <li>• <b>Cost of home delivery</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Completeness (inc. advertising inserts)</b></li> <li>• <b>Accuracy of bill</b></li> </ul>
<b>Subscriber: convenience, pleasant interaction</b>	<ul style="list-style-type: none"> <li>• <b>Easy to get missed paper redelivered</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Treated well when I contact the newspaper (25-34)</b></li> </ul>
<b>Subscriber: delivery</b>	<ul style="list-style-type: none"> <li>• <b>Placed where I want it</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Good condition</b></li> <li>• <b>Early enough to be useful</b></li> </ul>
<b>Non-subscriber: convenience</b>	None for this age group	<ul style="list-style-type: none"> <li>• <b>Available when I want it</b></li> <li>• <b>Can find it at location convenient for me</b></li> </ul>
<b>Non-subscriber: quality</b>	<ul style="list-style-type: none"> <li>• <b>Completeness (inc. advertising inserts)</b></li> </ul>	None for this age group

## *Experience: Discriminates and Stereotypes*

Three content factors currently contribute to this readership-inhibiting experience among 18-24 year olds and 25-34 year olds.

- Stories about minorities: It is felt there are too few stories about African-Americans, Hispanic/Latinos and Asian/Pacific Islanders.
- Coverage of minorities: Coverage of these groups are felt to be too negative.
- Coverage of teens/young adults: Coverage of this group is felt to be too negative.

Although this report focuses on what contributes to key experiences in younger adult readers, we also note the following details:

- Not surprisingly, people want to read about people like themselves in their local daily newspaper. When asked about the importance of coverage of different groups, African-Americans, Asians/Pacific Islanders and teens/young adults rated coverage of their own groups as most important. (Coverage of Hispanics/Latinos was close to the top with that group.)
- There is less interest coverage of groups to which one does not belong.
- Members of minority groups feel there are not enough stories about the specific groups to which they belong and that coverage is too negative. African-Americans are likely to feel this the most.
- White non-Hispanics feel that the amount and tone of coverage about themselves is about right.
- All groups feel there are not enough stories about Asians/Pacific Islanders.
- All groups except White non-Hispanics feel coverage of African-Americans is too negative.

Data from the content analysis suggest part of the reason why those feelings and perceptions might exist.

On average, about 70% of people mentioned in stories and 75% in photos are White non-Hispanic. African-Americans and people of Hispanic or Latino origin each make up about one-eighth of all people mentioned, with Asian and Pacific Islanders less than 3%.

People of color tend to appear in some stories more than others. African-Americans are more likely to appear in stories about Sports, Crime / Legal and Ordinary People; people of Hispanic or Latino origin in stories about Sports, Auto and Ordinary People; and Asian and Pacific Islanders in stories about Science / Technology and Ordinary People.

On the front page, close to 80% of people mentioned in stories are White non-Hispanic. People of Hispanic or Latino origin and African-Americans average about 9% of all people mentioned in Page 1 stories, with Asian and Pacific Islanders less than 3% of the people. The pattern for photos is similar.

### ***Experience: Too Much***

The reader statements that comprise “too much” indicate that the size of the newspaper, the scope of its content and the length of stories contribute to this readership-inhibiting experience:

“I wish this newspaper had fewer pages.”

“It has too many special sections.”

“It tries to cover too much.”

“Too many of the articles are too long.”

Findings from the content analysis support this interpretation. The following general characteristics are associated with the “too much” experience in younger adults:

- more pages in both weekday and Sunday paper
- more sections
- size of story package
- volume of real estate classifieds on Sundays
- volume of retail inserts on weekdays.

Younger adults are more likely to have the “too much” experience with large circulation papers than with mid-size and small papers.