

ELECTION  **2016**

STAY
INFORMED

Digital Opportunity

Cassandra Douglas
Director of Digital and Social Media

Questions: Who, What, Why, When, Where and How?

1. **Where** do we come from?

2. **Where** do we want to go?

3. **Who** do we need to talk to?

4. **What** do we need to tell them?

5. **How** do we need to reach them?

6. **Where and When** do we communicate with them?

Where did we come from?

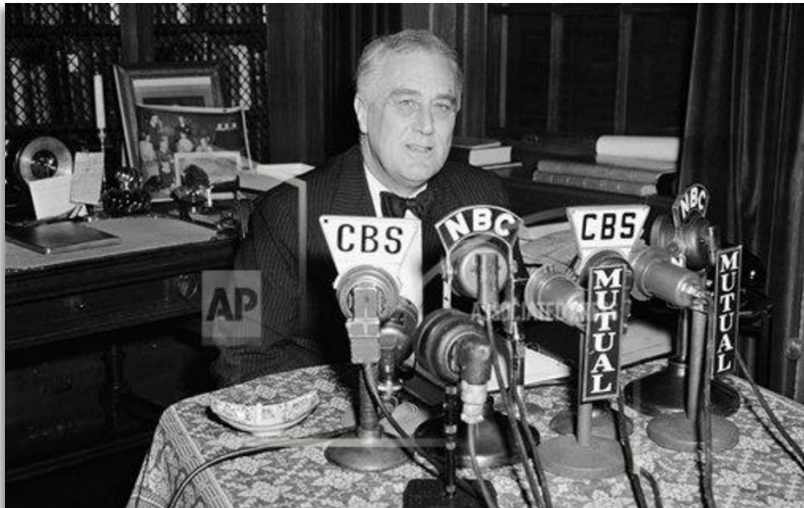


Traditionally, Radio and Television have been the primary platforms used to cover elections

Currently, television is the top way U.S. adults (78%) receive information about the 2016 presidential election. Digital (65%) is now second.

Source: Survey conducted Jan. 12-27, 2016

PEW RESEARCH CENTER



Election coverage flourished on the Radio



Then successfully moved to TV



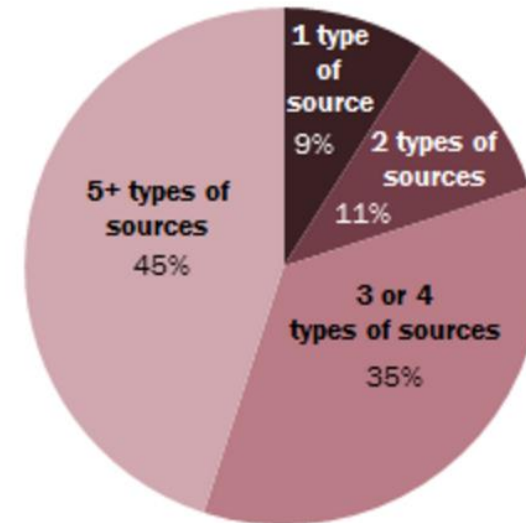
Election coverage has now moved to digital

Most people use more than one source for election news

Almost half (45%) of people surveyed learned from five or more sources – only 9% used just one source

Almost half of those who learn about the presidential election get news & information from five or more source types

Among those who learned about the 2016 presidential election in the past week, % who learned from ...



Source: Survey conducted Jan. 12-27, 2016

PEW RESEARCH CENTER

Digital and Radio among top sources 2016 election information

Digital and Radio rank number 2 and 3 respectively as top resources for 2016 presidential election news

This will soon change.....

TV most common for learning about the presidential election

% of U.S. adults who learned about the 2016 presidential election in the past week from ...

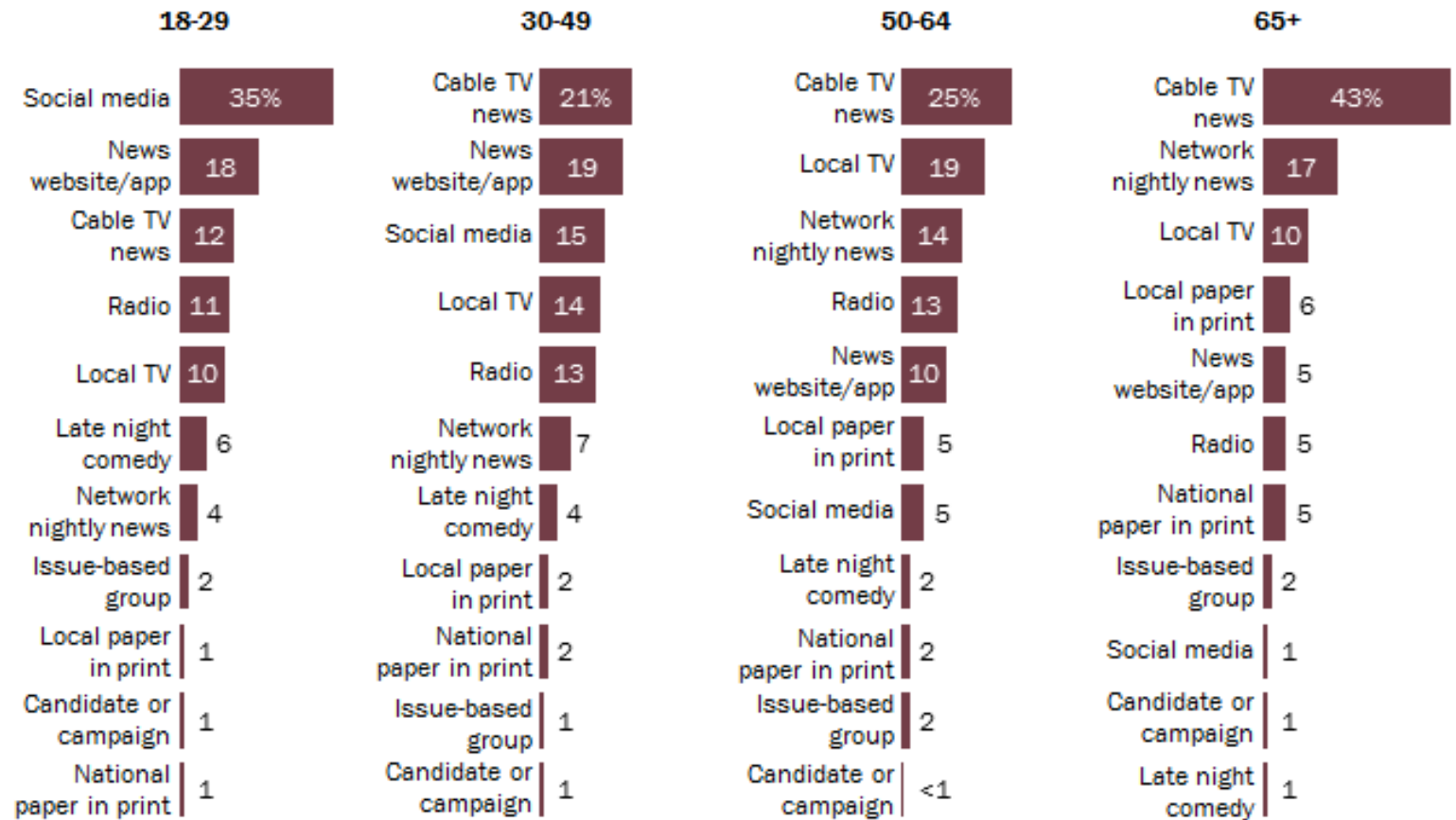
	%
Television	78
Local TV news	57
Cable TV news	54
National nightly network TV news	49
Late night comedy shows	25
Digital	65
News websites or apps	48
Social networking site	44
Issue-based group websites, apps or emails	23
Candidate or campaign group websites, apps or emails	20
Radio	44
Print newspaper	36
Local daily newspaper in print	29
National newspapers in print	23

Baby boomers are driving The appetite for cable election news

About a third of 18- to 29-year-olds name social media as most helpful type of source for learning about the 2016 presidential election

Among those who learned about the 2016 presidential election in the past week, % who say the most helpful type of source is ...

About four-in-ten (43%) of those 65 or older say cable television news is most helpful



Currently,
The majority of PBA's election news coverage occurs on the radio



Gov. Nathan Deal, left, speaks to host Denis O'Hayer of "Morning Edition" about education reform, casino gambling and more.
ALISON GUILLORY / WABE

Where do we want to go?



THE PROBLEM

WABE.ORG election content doesn't align with digital audience habits and expectations

What's missing?

A diversity of content made specifically for a digital audience

- ✓ Exciting visuals
- ✓ Interactive tools
- ✓ Easy navigation
- ✓ Search as content
- ✓ Social as content
- ✓ Video



The crowd cheers at the news that President Barack Obama had won re-election, at a state Democratic Party rally Tuesday night, Nov. 6, 2012, in Atlanta.

THE PLAN

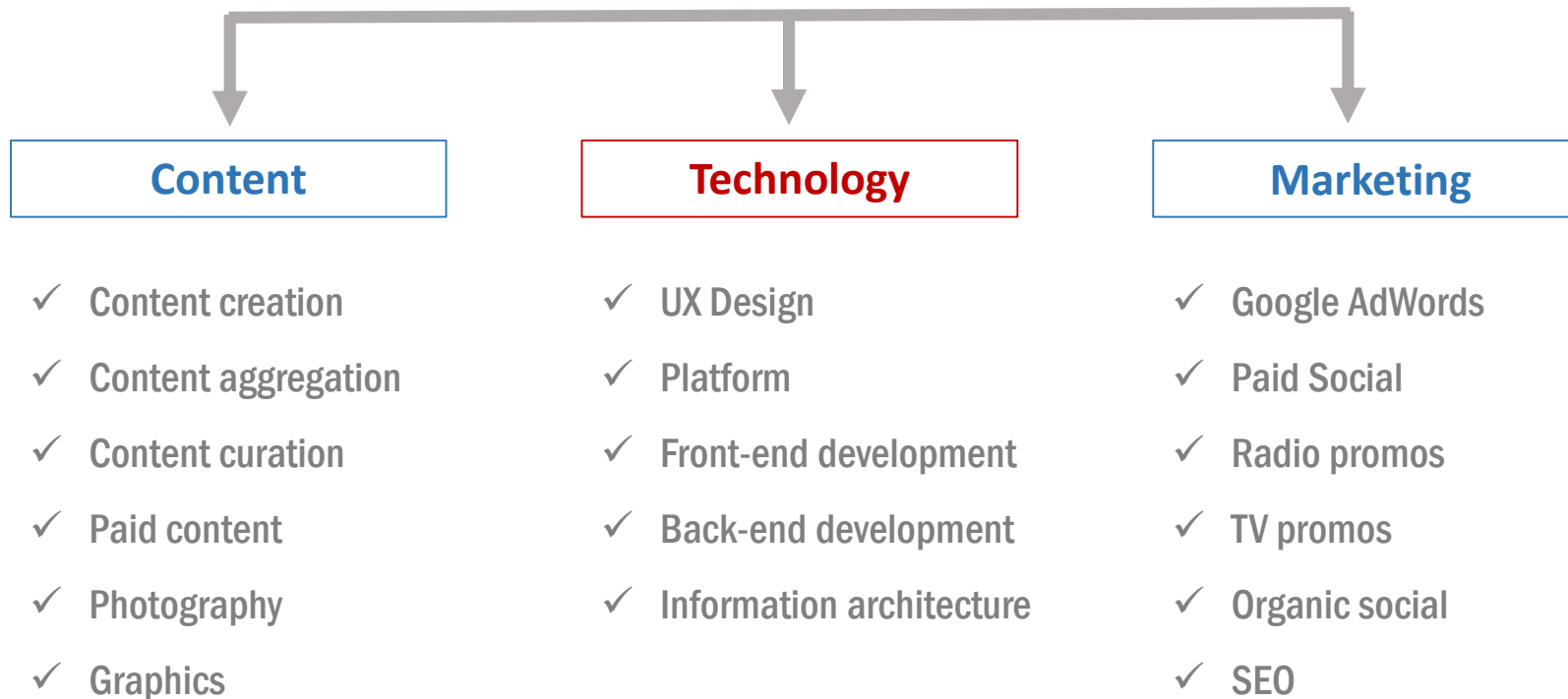
WABE.ORG is a visible & trusted source of election news and information in Metro-Atlanta

BUSINESS GOAL

Increase audience engagement and attract new audience

BUSINESS STRATEGY

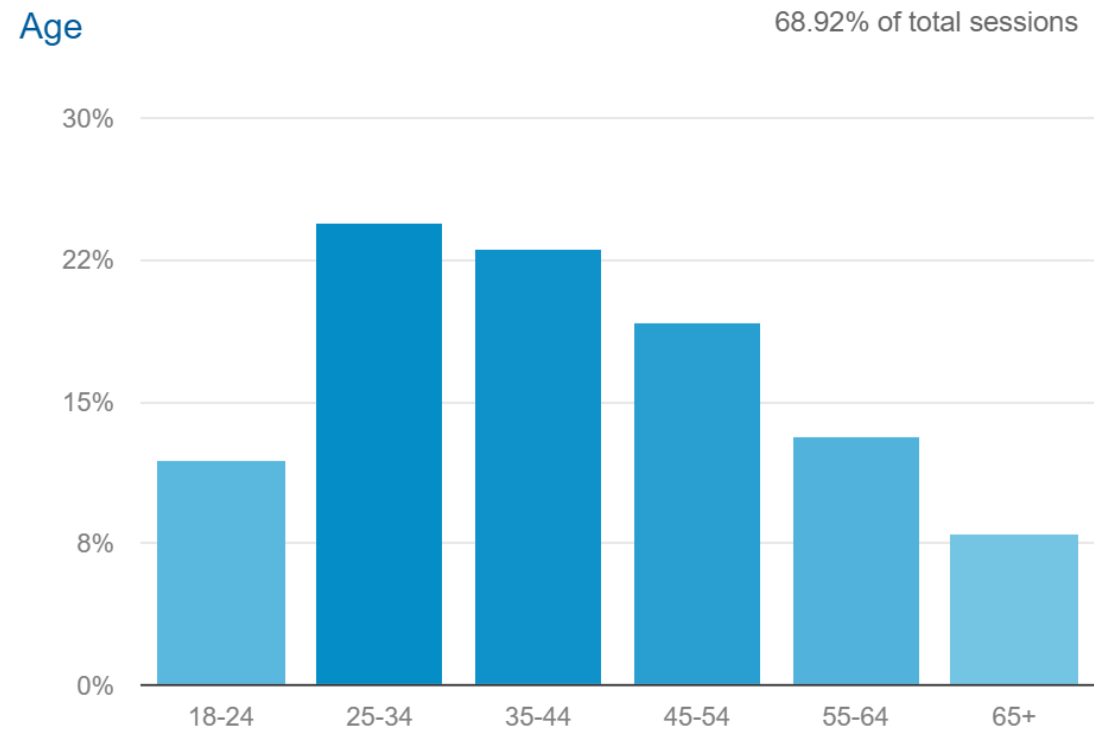
Elevate discoverability and audience growth by investing in 3 key areas



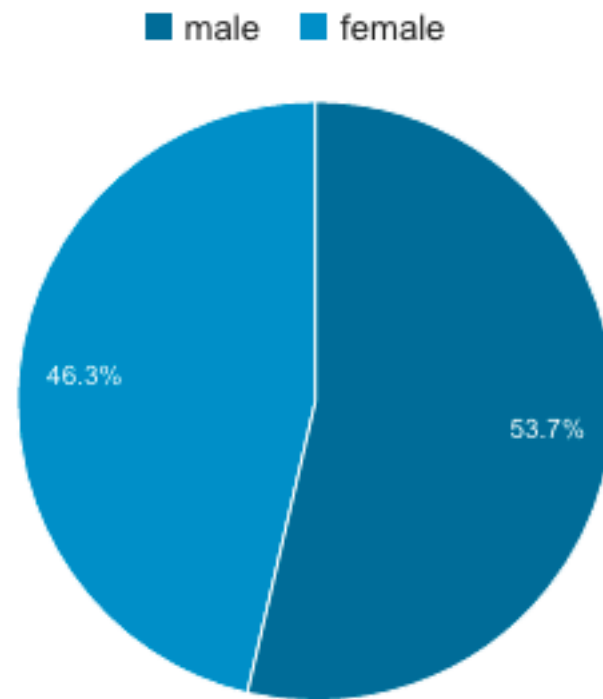
Who do we need to talk to?



What age does wabe.org most appeal to?



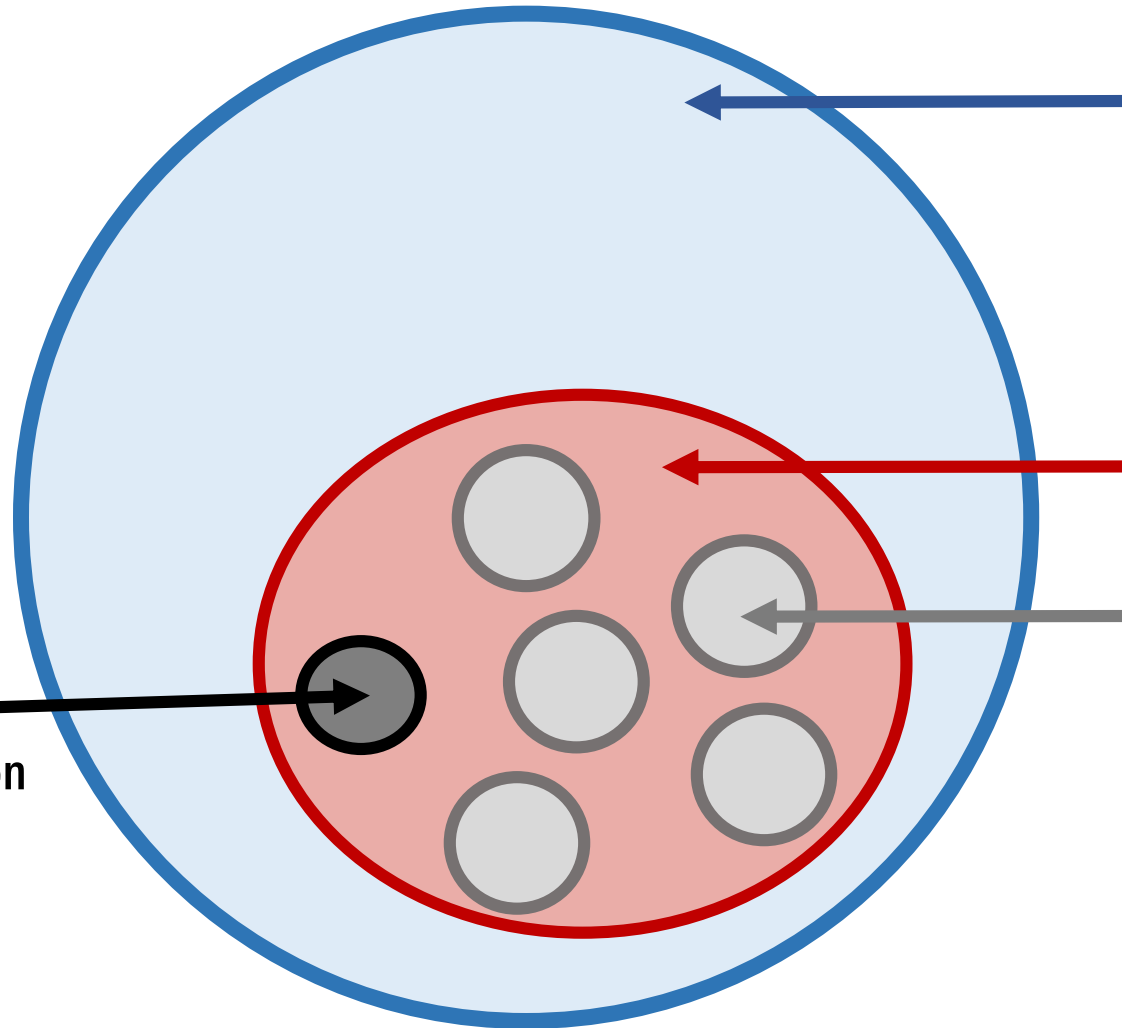
What gender does wabe.org most appeal to?



TARGET PROFILE

Demographic
Psychographic
Interests
Aspiration

...want to be very informed about election news and views, share information



People 25-34

- 54% male, 46% female
- Living in metro-Atlanta
- \$60K-\$100K annual income
- Highly educated

...who avidly consume content about news, politics, campaigns and elections but wabe.org is not currently a main source

....and are interested in:

- Movies
- Arts & Entertainment
- Technology
- Traveling
- Cooking
- Sports
- Online video

Matt

Top level

- 27 year-old living in Atlanta
- Director of IT (earns 60K-100)

Activities

- Loves to travel
- Photography
- Avid reader
- Sports Fan
- Enjoys cooking and watching cooking shows

When it comes to digital

- Technophile
- Gets most news online
- Regularly checks social feeds throughout the day



SAMANTHA

Top level

- 32 year-old living in Atlanta
- Real Estate Agent (earns 60K-100)

Activities

- Consuming pop culture news
- Attending sports events
- Travelling
- Trying new food and drink recipes

When it comes to digital

- Uses multiple devices throughout the day
- Gets most news online
- Heavy app user



What do we need to tell them?



Our Proposition

ELECTION ★ **2016**

STAY
INFORMED

OUR MESSAGE

STAY INFORMED on the 2016 election with WABE

REASONING

Public radio audience believes that listening makes them smarter and gives them deeper insight – which gives them something to talk about.

According to a recent study these are the reasons people listen to public radio:

56% believe Public Radio makes them smarter

79% Public Media audience wants a deeper perspective into the news

30% say it gives them something to talk about

Competition



30 pba.org



11 11alive.com



tunein.com



2 wsbtv.com



gpb.org



wfdd.org



cc ccmr.com



FOX 5 myfoxtlanta.com



w weta.org



AJC ajc.com

The biggest competitor

The biggest competitor in the local digital space for elections is a unified effort between AJC.com, The Women League of Voters and WSB.

2016 Voter Guide

2016 Online Voter Guide

The League of Women Voters of Georgia, The Atlanta Journal-Constitution and WSB-TV are pleased to once again partner in producing the 2016 Georgia Voter Guide, the most comprehensive guide for voters to learn about candidates for elected office.

The 2016 Online Voter Guide is a non-partisan resource for voters in Georgia. The League, the AJC, and WSB-TV do not endorse candidates and thoroughly believe that voters should judge candidates based on their own merits, ideas and platform. We work very hard to provide an intelligent, equitable forum where that can occur.

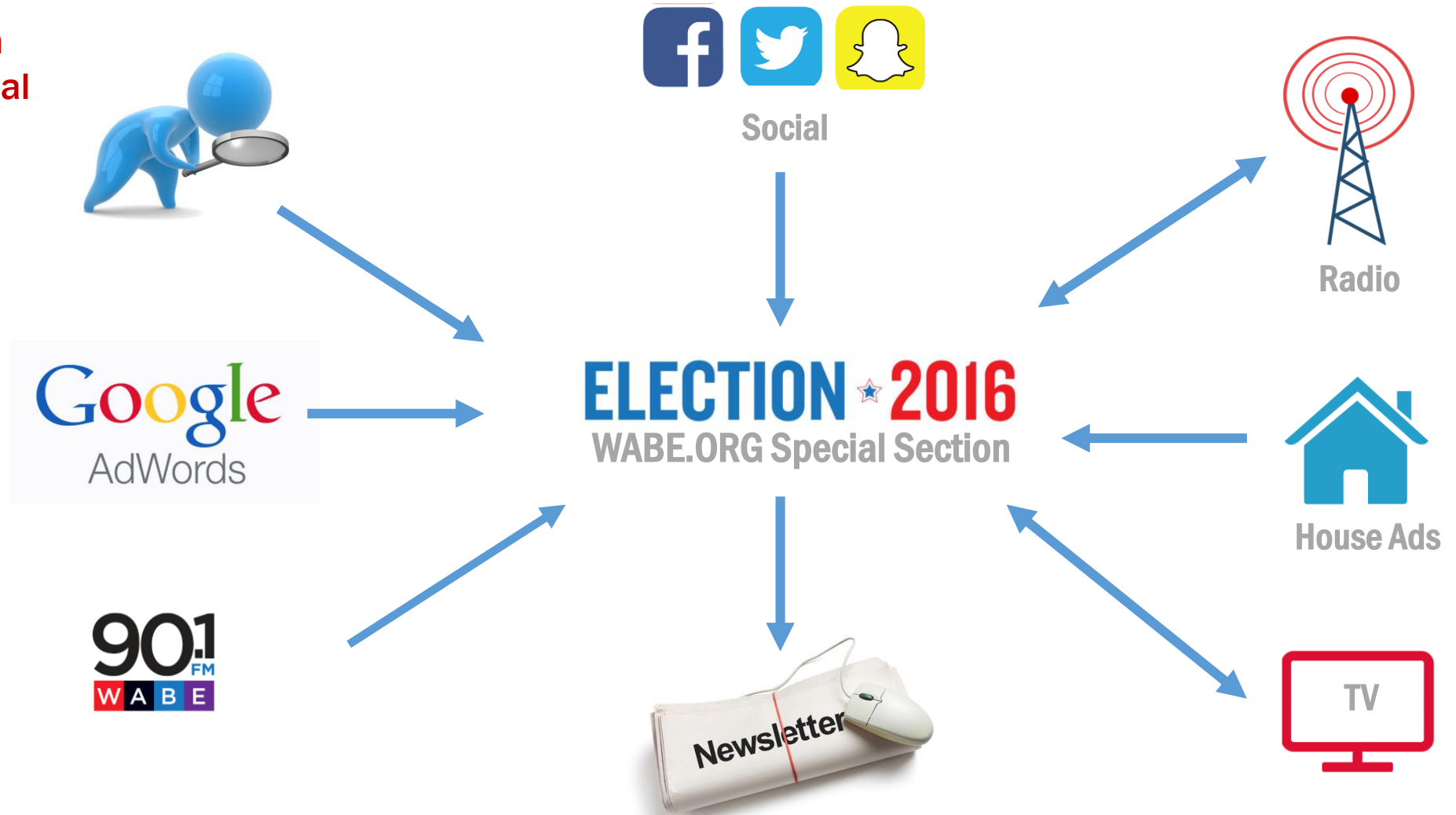
We are currently updating the Georgia Voter Guide for the November 8 2016, General Election. Please check back the first part of October for the General Election edition of the Georgia Voter Guide.

How do we need to tell them?



How will we reach them?

The election guide will be promoted on digital and traditional platforms



What is the product?

WABE.ORG special Section will serve as a hub for tools and local and national election content

Local content



Searchable voter guide



Election countdown clock



Search as content



National content



Interactive tools



What will we tell them?

WABE.ORG is your source for offers the latest news and informative tools to navigate the **2016 Election**

- ✓ Local stories
- ✓ Local candidates guide
- ✓ Historical Voting Map
- ✓ Live Interactive Map
- ✓ Interactive Quiz
- ✓ Where to vote
- ✓ Social media

The screenshot shows a website interface with a search bar at the top containing the text "Filter:" and four dropdown menus. Below the search bar is a grid of six candidate profiles, each with a photo, name, title, and a circular icon with a letter. The profiles are:

- DAVID SCOTT**: United States Representative, Democrat (D)
- BARRY LOUDERMILK**: United States Representative, Republican (R)
- TIM ECHOLS**: Public Service Commissioner, Republican (R)
- TOM PRICE**: United States Representative, Republican (R)
- ANNE ELIZABETH BARNES**: Supreme Court Justice, Independent (I)
- CHRIS MCFADDEN**: Supreme Court Justice, Independent (I)

Learn about local Candidates

Learn about local candidates in our searchable database – search on county, state or national level

← All Filter: 🔍




DAVID SCOTT

United States Representative

State, District 13

Short Bio

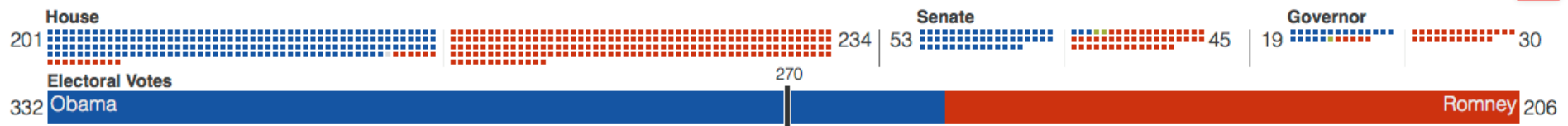
David Scott is running for re-election as U.S. representative in District 13. Scott has served in the U.S. Congress since 2002 in the Financial Services Committee, the Agriculture Committee, the NATO Parliamentary Assembly and other groups within Congress, working to protect agriculture, support the military and assist struggling homeowners. In Georgia, Scott hosts an annual health fair that gives free cancer screenings.

Official Website 


CANDIDATE QUIZ

GA VOTING


Interactive Map



President | House | Senate | Governor | Counties | Your Location



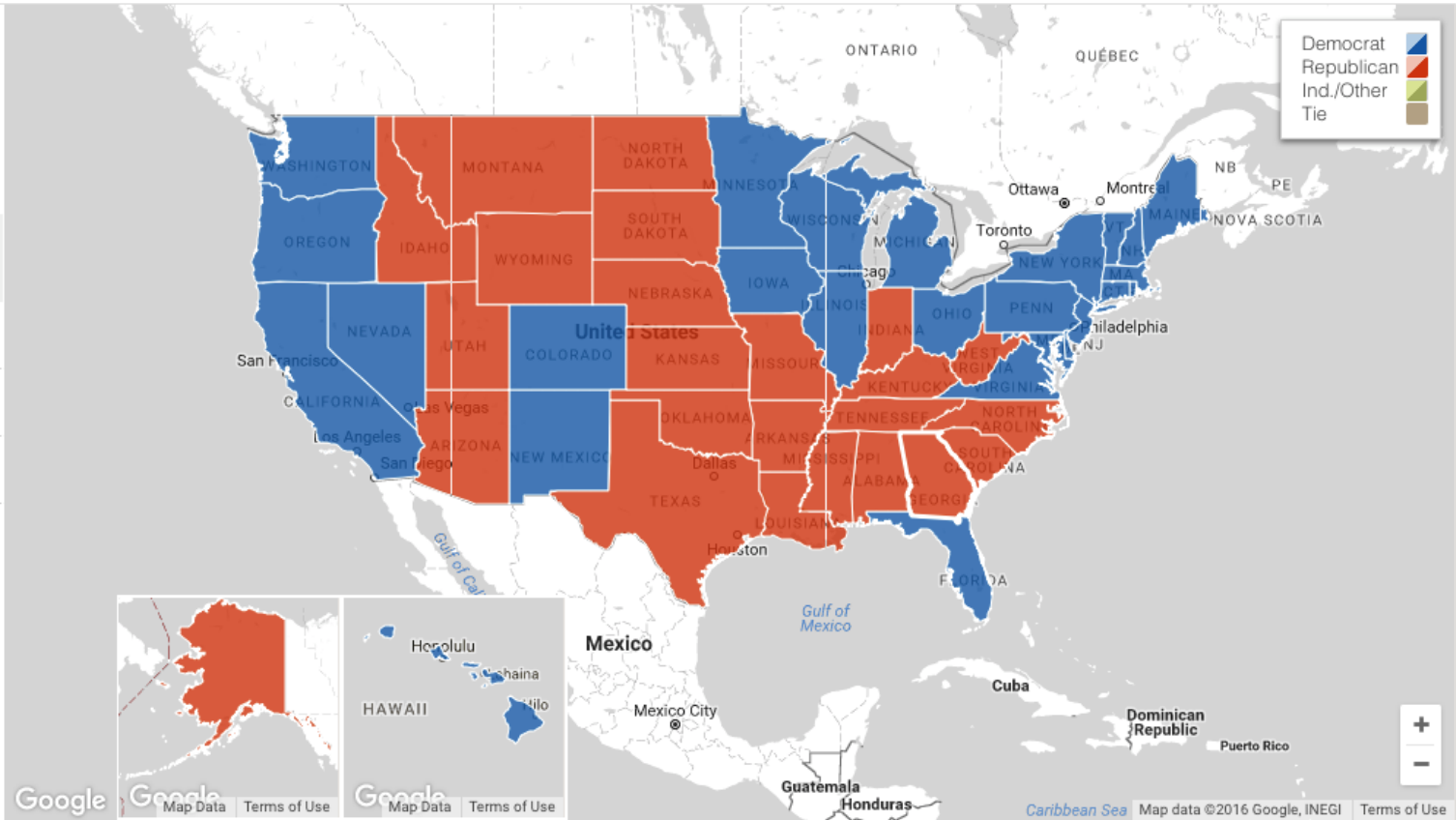
OBAMA ✓
51%
 62,615,406 votes



ROMNEY
48%
 59,142,004 votes

Georgia
 16 electoral votes
 100% reporting

Mitt Romney ✓	53.4%
GOP	2,070,221
Barack Obama	45.4%
Dem	1,761,761
Other	1.2%
	45,056



The Content

WABE.ORG special Section will serve as a hub for tools and local and national election content

Local content



Searchable voter guide



Election countdown clock



Search as content



National content



Interactive tools



Timeline

8/8/16: Push Elections Stories Page Live (v1)

8/15/16: Women in Politics AP Feature is Live

8/22/16: AP Election Buzz (Google Trends/Twitter) Graphic is Live

9/13/16: New Logo Created

9/22/16: Updated Election Center Homepage is Live

9/27/16: Metro Atlanta Candidate Database is Live

10/4/16: Historical Map/Data from AP is Live

10/11/16: Candidate Matching Quiz is Live