

**THE KEYS TO VICTORY**  
Oakland-Tampa Bay matchups, predictions.  
Four-page analysis of today's big game. Sports

**CRUISING TIME**  
Full Travel section coverage  
on the pleasures of the sea

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SPORTS FINAL  
\$1.50

# THE PLAIN DEALER

SUNDAY, JANUARY 26, 2003



**CRUISE**  
Plain Dealer  
www.plaindealer.com

## Ma to Bee

WEATHER ▶ B10  
Sunny  
72/49

**MONDAY MORN.**



"It just shows what we can do when we don't make turnovers and penalties. It just shows you the firepower we have. It can be scary."



**THE ARMS RACE**

**DAVID BRUCE**  
24 attempts  
27 completions  
262 yards  
1 TD  
9 INT.

**TOMMY BRANCH**  
38 attempts  
27 completions  
262 yards  
2 TDs  
1 INT.



**DEUCE'S DAY**

**RECEIVING YARDS**  
70  
**RUNNING YARDS**  
123  
**TOTAL YARDS**  
193  
The 2

**NEXT WEEK**

**WASHINGTON REDSKINS**  
(7-2)  
at  
Washington

**NFL SCOREBOARD**

A.T. Chiefs	21
Salt Lake	17
Oakland	49
Buffalo	31
Tampa Bay	20
Atlanta	6
Arizona	16
Carolina	13
Washington	14
Tennessee	20
Indianapolis	21
Cincinnati	26
New England	13
Kansas City	20
S.F. 49ers	25
Denver	25
San Diego	9

**PHILADELPHIA**

San Francisco	37
St. Louis	13
Baltimore	26
Denver	21

**Monday Night Football**  
Green Bay at Oakland, 8 p.m.

# The Times-Picayune

MONDAY, OCTOBER 7, 2002

## SIDORE Lili STEELE'S



**IN FASCINATION**

Shows' feigns on three recent local battles Sunday. A sellout crowd of 67,734 saw the Saints beat the Steelers.

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much tanker Lumburg burns off the coast of Vermont, on Sunday in this TV image. Spectators blamed the explosion on an oil tanker's owner, contending it was a



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# ENHANCING READERS' EXPERIENCES

An Analysis of How Newspapers in Sacramento,  
New Orleans and Cleveland Deliver Content.

Presented by Dilate Media Strategies (Maegan Carberry,  
Damon P. Carroll, Justin Goldsborough and Allen Kenney).

February 2004

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## EXECUTIVE SUMMARY

In today's world of developing media and cross-media integration, newspapers are striving to meet readers' evolving demands by utilizing bold, unique methods of packaging and presenting the news while still attempting to maintain an image of honesty and trustworthiness. We developed a two-pronged thesis to explain the two topic areas we examined (general content and content for young readers) and how each of the papers (The Sacramento Bee, The Plain Dealer and The Times-Picayune) can improve its content and relationship with its readers.

### General Content Analysis

The Sacramento Bee set a high standard for content by taking chances with visual storytelling, using methods such as photo essays and graphic-enhanced promotions while maintaining a consistent look and covering a wide range of topics. The Plain Dealer and The Times-Picayune have each made strides toward meeting the Sacramento standard, but can still make specific improvements.

### Key Findings

- The Cleveland paper presented an image of knowledge and reliability to its community through its conservative look and feel and its diverse reporting. Yet, the paper needed to take more chances visually and enhance the way it packages the news.
- The New Orleans paper has already begun taking chances with visual presentation, but needed a more organized, consistent look and feel throughout.
- Both papers must realize the importance promotion plays in forming a relationship with readers and employ it more often above the fold and in all parts of their products.

### Young Readers Content Analysis

All three newspapers have opportunities to improve their coverage in this area and their relationships with Generation X and Y readers. Each city studied has a population of more than 120,000 that falls in the 15 to 34-year-old cohort (similar to the 18- to 34-year-old cohort news organizations desire). And with Gen X and Y set to make up more than half of the population by 2010 according to the U.S. Census Bureau, forming a relationship with young readers will be integral to the survival of these papers.

### Key Findings

- The papers focused too much on hard news stories and inverted pyramid-style writing. Stories were often too long to appeal to young readers' on-the-go lifestyles. Furthermore, a majority of the stories were written from the perspective of older generations (Baby Boomers, Pre-boomers). And, the papers did a poor job of representing diversity in their stories.
- Coverage of nightlife activities was almost nonexistent. In addition, weekend guide coverage skewed toward older readers most of the guides were published on Friday, even though many teenagers begin their weekends Thursday night.
- The papers missed opportunities to put more emphasis on images. They used infographics, charts and bullet points well at times, but didn't allow these visuals to guide stories, a tactic that attracts young readers.
- Only The Sacramento Bee had a look and feel like it served — and a brand that could connect with — 18- to 34-year-olds. And none of the papers did enough cross promotion between the Web and the paper, integrated Web content into the paper and vice versa or adequately utilized alternate media.

### Methodology

Our team researched approximately 21 issues of the three newspapers studied (The Sacramento Bee, The Plain Dealer and The Times-Picayune). We developed criteria for our general content analysis based on that of the Media Management Center, the organization for which we conducted this examination. In addition, we created a unique methodology designed to measure how each paper's content and presentation catered toward young readers and how it could be improved in each case.

### Primary recommendations

- The Plain Dealer and The Times-Picayune should adapt reporting, news judgment, packaging and promoting practices to meet the Sacramento standard — a combination of diverse story topics, visual storytelling and graphic-enhanced promotions that created an easy-to read, trustworthy, innovative news

product and helped The Sacramento Bee increase readership in 2002.

- All three papers should adapt reporting and packaging styles (e.g. increased amounts of images and graphics, more “go-and-do information”), use of promotion (especially above the fold) and cross-media integration to reach younglight readers in the 18- to 34-year-old demographic. In addition, the papers should adopt the Media Management Center’s four key concepts for brand development — debatables, updates, guides and enrichment (see young readers content analysis section for more detail) — in order to improve relationships with Gen X and Y members and make their products more user-friendly for young readers’ on the-go lifestyles.

Our additional recommendations for how the three papers studied might better package and present the news can be found in the general content analysis and young readers content analysis sections of this report. We have provided suggestions for each paper immediately following the analysis in each category (e.g. coverage, relevant content, brand appeal). The standards for both methodologies, list of criteria and data collected in both analyses can be found in the appendix.

## SCOUTING REPORT

The Sacramento Bee

Circulation: 350,078

Young Reader Universe: 123,379\*

Diversity breakdown:	White	48.3%
	Black	15.5%
	Asian	16.6%
	Hispanic	21.6%

The Times-Picayune

Circulation: 281,766

Young Reader Universe: 147,710\*

Diversity breakdown:	White	28.1%
	Black	67.3%
	Asian	2.3%
	Hispanic	3.1%

The Plain Dealer

Circulation: 485,543

Young Reader Universe: 136,403\*

Diversity breakdown:	White	41%
	Black	51%
	Asian	1%
	Hispanic	7%

\*15- to 34-year-old population  
Data from 2000 Census

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**THE ARMS RACE**

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TOTAL YARDS	191
TDs	2

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WASHINGTON REDSKINS (7-2) at Washington

**NFL SCOREBOARD**

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Salt Lake	17	Indianapolis Colts	20
Detroit	49	Denver	21
Buffalo	31	Miami	26
Tampa Bay	20	New England	13
Atlanta	6	Kansas City	20
Arizona	16	S.F. 49ers	25
Carolina	13	San Diego	9

Philadelphia 25  
San Francisco 37  
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Cincinnati 26  
Monday Night Football: Green Bay at Chicago, 8 p.m.

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**Lili**  
**TEELE**

**IN FASCINATION**

Shows feelings on three recent local battles Sunday. A sellout crowd of 67,734 saw the Sistas beat the Steelers.

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WASHINGTON — The president's message of resolution against Iraq is being tested tonight as the president's aides try to win support from Congress. The president's aides are trying to win support from Congress. The president's aides are trying to win support from Congress.

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**unrest**

It should be a new job for...  
It should be a new job for...  
It should be a new job for...

GENERAL CONTENT ANALYSIS

## GENERAL CONTENT ANALYSIS

### Overview

#### Overall grades

- Sacramento: 135/135 = A
- Cleveland: 101/135 = C
- New Orleans: 95/135 = C

Our analysis revealed The Plain Dealer and The Times-Picayune have taken certain steps toward meeting the Sacramento standard for reporting and packaging the news. Both papers' strengths lie in different areas — Cleveland in coverage and consistency, New Orleans in packaging of stories and promotions. Yet, the papers exhibited a need to boost their efforts in the following areas:

- The Plain Dealer should take more chances with its visual packaging of the news and teasers. It needs to find a middle ground between consistency and personality.
- The Times-Picayune should standardize its packaging of content and look to provide a more consistent, trustworthy image by covering more topics, providing more stories and creating a consistent design that's easy to read.
- Both papers should work to incorporate more, consistent promotions, including indices, above the fold and to include an increasing number of stories with "go-and-do information." And they should employ feature writing styles more often.
- Both papers should work to increase the relation/interaction between readers and all media the news organization has to offer by increasing the amount of Web and other media referrals and promoting/printing content from the newspaper Web site in the paper and vice versa.
- The Sacramento Bee, although it marks the standard of excellence in this study, should work to incorporate more ordinary people into its stories through quotes or story subject.

As the standard of editorial excellence for resonating with readers, we gave The Sacramento Bee a score of 5 for each criteria and an A (perfect score of 135 points). Both The Times-Picayune and The Plain Dealer were measured against Sacramento's performance for matters of grading. (Note: Although we used The Sacramento Bee as the measuring stick, the paper still had room for improvement in certain areas, which are noted in the sections below).

The following sections consider the results of the analysis by category. For a detailed description of the methodology used to evaluate the papers as well as raw scores, please see the appendix.

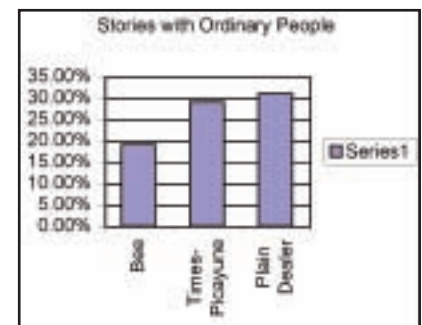
### Relevant Content

#### Section grades:

- Sacramento: 30/30 = A
- New Orleans: 27/30 = A
- Cleveland: 23/30 = C

#### Questions answered in this section:

1. Does story selection reflect an understanding of the target audience?
2. Do the papers publish an acceptable mix of features versus news stories? Local versus national and international stories? Good news versus bad news? Writing styles?
3. Does the paper cover issues of concern to ordinary readers?



Both The Times-Picayune and The Plain Dealer posted high scores when it came to knowing their audience. Each one had a higher percentage of stories quoting or about ordinary people (New Orleans at 29%, Cleveland at 31%) compared with Sacramento's 19 percent. However, each paper lost points for not meeting the Sacramento standard in alternate categories relating to the target audience.

About 42 percent of the stories the Plain Dealer ran were on local subjects, significantly lower than Sacramento (49 percent). New Orleans had 54 percent local stories. However, the Times-Picayune took a hit because its story topic mix wasn't as diverse as that of Sacramento. New Orleans published a higher amount of stories that fell in the realm of high-profile subject matter (e.g. politics/government, pro sports, public safety/legal, conflict) and neglected to pay as much attention as The Sacramento Bee to secondary topics. Cleveland met the standard on this criteria.

The Sacramento Bee provided a diverse mix of news, features and editorials, although we noticed it was a little heavy on the spot news and light on utility news stories. The Times-Picayune and The Plain Dealer were more news-heavy. Almost three quarters (72 percent) of the New Orleans stories were news. However, the Times-Picayune ran the most local news. Cleveland published more national (46 percent) than local news stories, which caused it to fall below the Sacramento standard.

The Times-Picayune matched The Sacramento Bee by posting equal percentages of good and bad news (12 percent), with an overwhelming majority of stories falling in the neutral category. But The Plain Dealer's bad news almost doubled its good news. New Orleans and Cleveland both equaled Sacramento by using a variety of different writing styles.

The Plain Dealer would benefit by running more local coverage in sections throughout the paper other than Metro. The Times-Picayune should diversify its topic mix and make an effort to publish stories covering a new secondary topic (e.g. science, technology) every week. Both papers are too news-heavy and should look to incorporate more features. The Sacramento Bee should look for ways to improve its coverage of ordinary people, considering it actually posted the lowest score for ordinary people stories by 10 percent.

### “Go-and-do Information”

#### Section grades:

- Sacramento: 15/15 = A
- Cleveland: 11/15 = C
- New Orleans: 8/15 = F

#### Questions answered in this section:

1. How often do the papers run stories with “go-and-do information” (information readers use to make plans, get involved, take action or get more information)?
2. How is “go-and-do information” displayed and does it reference alternate media?

None of the papers we observed contained a satisfactory amount of “go-and-do information.” New Orleans had the highest percentage of utility stories (6 percent), but still fell considerably short of an effective number of these stories, which often increase reader interaction with the paper.

Compared to the Sacramento standard for utility stories (3 percent), The Plain Dealer came up short (2 percent) even though our study contained about 500 more Cleveland stories. The Plain Dealer also ran a smaller number of other media referrals (5.96 per day), which commonly contain “go-and-do information.” The Times-Picayune outdid Sacramento in utility stories, but lagged behind in both other media referrals (3.55 per day) and Web referrals (3.05 per day).

Cleveland was given satisfactory scores in both its display of “go-and-do information” and its references to alternate media. The Plain Dealer beat the Sacramento standard in infographics (16.87 per day) and contained almost an equal amount of charts (8.78 per day compared with 9.1). The paper's poor showing in other media referrals was evened out because it exceeded the standard in Web referrals (7.74 per day).

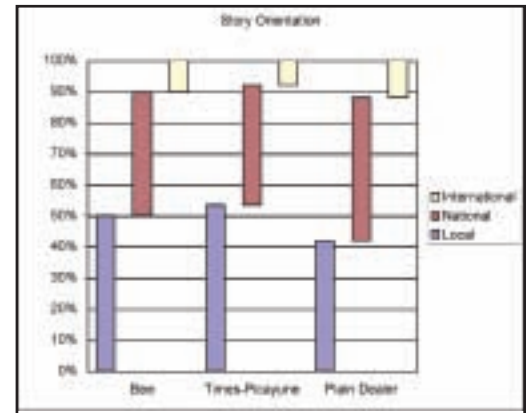
New Orleans struggled in similar promotions areas. While the Times-Picayune far exceeded the Sacramento standard for infographics (22.6 per day compared with 12.33), it was third in charts (5.15 per day), other media refers and web refers.

All three papers would benefit from making an effort to include more stories and infographics with “go-and-do information,” which not only attracts people, but can be a method to refer readers to related media. The papers might look to establish a daily/weekly feature that highlights community events and activities people can “go-and-do” based on their age/generation.

### Promotions

#### Section grades:

- Sacramento: 45/45 = A
- Cleveland: 28/45 = D
- New Orleans: 27/45 = D



Questions answered in this section:

1. Does the paper display promotions that appeal to a variety of readers?
2. Does the paper display same-day teasers and upcoming content promotions on each section front and throughout the paper?
3. Is content promotion displayed in both editorial and advertising?
4. Are teasers eye-catching and specific?
5. Does the paper utilize more content promotion than general brand promotion?

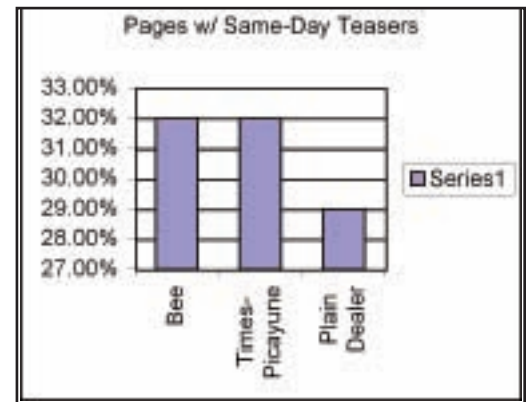
The Sacramento Bee shined when it came to promotions, while Cleveland and New Orleans left much to be desired. Sacramento provided consistency, clarity and variety with its teasers. Promotions in The Times-Picayune and The Plain Dealer were another story.

Sacramento ran at least one graphic-oriented teaser above the fold in the region where many papers print skyboxes. In addition, the paper incorporated specific teasers on the front for different sections, along with a same-day promotion on the bottom of the fold each day called “Inside the Bee” and a box of four-day upcoming teasers with photos on the back page of the front section.

New Orleans’ promotions showed signs of meeting the standard as well as its liberal tendency to take risks and its acknowledgment of the importance of packaging. Sometimes the paper incorporated cutouts, art and other graphics in its teasers. But other times the paper’s teasers were plain or it had two for one section on the front. And sometimes it had no teasers on the front page above the fold — just the masthead. In addition, New Orleans was inconsistent with graphical teasers on inside pages.

Cleveland was all over the place with its promotion. One day, readers would find two graphic teasers on the front placed as skyboxes. The next day the masthead would stand alone. Furthermore, The Plain Dealer’s inside sections rarely contained any graphical promotion. Instead Cleveland opted for an index in the top right corner, showing its conservative tendencies.

Sacramento displayed same-day teasers on each inside section (18.33 per day) – three under the section name and one (usually graphic-oriented) to the right or left of the section name. In addition, it always ran same-day teasers as skyboxes on the front page and upcoming teasers (5.05 per day) on the back of the front section and spread throughout the paper.



Cleveland and New Orleans matched The Sacramento Bee in terms of displaying same-day promotions on each section front, and almost matched Sacramento’s same-day teasers throughout the paper (The Plain Dealer had 16.48 a day and The Times-Picayune had 17.3). Both lost points for lack of consistency with same-day promotion on the inside sections. Cleveland always ran the teasers in the top right corner of the inside sections, but the number varied and they were rarely accompanied by graphics. New Orleans used images in its teasers more often, but was inconsistent with placement and number.

Sacramento exceeded expectations with upcoming teasers placed in the front section, but these promotions disappeared as readers made their way through the rest of the paper. However, The Times-Picayune and Plain Dealer barely scratched the surface on upcoming promotion (1.6 per day and 1.83 per day respectively), which appeared in both most often in weekly sports infographics.

Not only did Sacramento set a high standard with its consistent same-day and upcoming promotion, but the paper did a satisfactory job of promoting within stories, through Web refers (5.4 per day), other media refers (7.24 per day) and through house ads (2.48 per day). While New Orleans had almost triple the amount of house ads Sacramento had (7.6 per day) and The Plain Dealer maintained a consistent Cleveland.com Web refer in the top left corner of each section (7.74 Web refers per day), both papers suffered in most other aspects of editorial and ad promotion.

Sacramento utilized a significant amount of brand promotion through house ads and sacbee.com refers. But the volume and consistency of the paper’s editorial promotion provided effective entry points for readers and made a larger impact on readers than brand ads.

While The Plain Dealer’s editorial promotion was lacking, it did stand out over the paper’s brand promotion, which was interspersed between sections. The Times-Picayune lost points for not meeting the Sacramento standard of effective editorial promotion and for running too many house ads (More per day than Sacramento and Cleveland combined).

The Plain Dealer and The Times-Picayune would benefit from incorporating more graphical same-day teasers and from running more upcoming teasers, which can make or break a potential readers decision to buy the paper. Each should enhance promotion by including skyboxes seven days a week. The Times-Picayune should also have its Web site prominently displayed adjacent to each section head like The Sacramento Bee and The Plain Dealer do. And all three papers should increase Web referrals and publish content from the paper's Web site in the paper, thus building a relationship between the two media, since many readers likely use both. Finally, The Sacramento Bee does an extremely effective job of upcoming promotion in its front section, but needs to continue it throughout, perhaps by running the "Coming in the Bee" teasers on the back of each section.

## Ease of Use

### Section grades:

- Sacramento: 25/25 = A
- Cleveland: 22/25 = B
- New Orleans: 19/25 = C

### Questions answered in this section:

1. Is the body and agate type clean and readable?
2. Does the paper have a logical structure with sections in the same place daily?
3. Are regular features in the same place each day?
4. Are all sections labeled consistently?

Sacramento and Cleveland both did a first-class job keeping body type simple, clean and readable. Each used a thick typeface, bolded a majority of story headlines and was consistent with presentation of section heads. New Orleans ran into problems immediately with its masthead. The font, which resembled a gothic script, was difficult to read. The Times-Picayune also lost points because it often employed different size type for its section heads (e.g. the paper often used a larger font for the Living section head than the New Orleans section). Finally, Cleveland's and Sacramento's body type simply looked cleaner to the naked eye. The Plain Dealer is the epitome of easy to read.

Sacramento's agate type was clean and not too small. Plus the paper did an effective job of using headings to divide up the subjects and help the reader navigate. Cleveland and New Orleans both ran an acceptable agate type and design. However, New Orleans lost points because the type could be bigger and certain sections with agate type appeared slightly jumbled (e.g. The Times-Picayune's Money section). The Plain Dealer's agate type (Business section) was less attractive compared with the Sacramento standard because of the packaging and use of headings.

Sacramento and Cleveland both had a logical structure and consistent feel. Each paper ran the same core sections seven days a week with special sections interspersed. New Orleans did the same with most of its sections. However, the title and days of publication for its Metro section would confuse most readers. The Times-Picayune ran a Metro section seven days a week. But depending on the day of the week, it was called Metro or New Orleans. It goes without saying that this structure lacks logic and regularity.

The papers showed consistency and logic with their placement of regular features. Comics, puzzles and TV listings appeared near the back of Life sections, weather was placed on the back of Sports sections and the Classifieds appeared as the last separate section.

In addition, the papers did a satisfactory job of consistently and clearly labeling sections except for New Orleans' name-changing Metro section, which cost the paper points. However, one thing it did that the other papers should adopt was place its index above the fold on A1. Cleveland lost points because its index was below the fold. And Sacramento's index, which appeared on page A2, should be moved to A1 and placed above the fold.

When a non-subscriber is making the decision whether or not to purchase a paper, he or she usually makes that decision based on what the person sees above the fold. The papers need to take this readership habit into consideration and make sure readers can view a synopsis of what the paper has to offer that day. If a paper doesn't run an index and other promotions above the fold, the reader is more likely to pass on a purchase.

All three papers would benefit from slightly increasing the size of their agate type and packaging it with bold headings and labels the way The Sacramento Bee does to increase clarity. Each paper should also run a combination of same-day teasers and upcoming teasers above the fold to attract potential readers and those who don't buy the paper on a regular basis. Lastly, The Times-Picayune must pick one name — either Metro or New Orleans — for its Metro section.

## Brand

### Section grades:

- Sacramento: 20/20 = A
- Cleveland: 15/20 = C
- New Orleans: 14/20 = C

### Questions answered in this section:

1. Does the paper have personality and provoke thought?
2. Does the paper project an image of knowledge and honesty?

Sacramento set a high standard for personality. A diverse color palette allowed the paper to experiment with a variety of colors. And the paper employed a multitude of visual storytelling and graphical teasers that created a series of entry points for readers both on the front of sections and throughout the inside pages. The Sacramento Bee's ability to blend color, pictures, graphics and teasers while maintaining consistency make it a reader-friendly product. It is able to provoke thought and provide interesting content while still taking chances and trying new things visually. In the future, it might be wise for the paper to experiment with typefaces — the one area it seems to be conservative — more often.

After looking at New Orleans, we saw the paper had a personality it was still trying to refine. The Times-Picayune experimented with different graphics (art, pictures, cutouts) but often lacked regularity. Sometimes it looked as if all the visual elements being employed had simply been scattered across the page, creating an interesting but confusing atmosphere for readers. Furthermore, it seemed as if more energy was being put into taking visual chances than developing stimulating content. The paper covered high-profile news topics (e.g. politics and worldwide conflict) well, but we often struggled to find adequate coverage of secondary topics (e.g. science, technology). In addition, it looked as if the paper sometimes opted for a house ad instead of a story.

Cleveland was the model of consistency. It was reader-friendly while covering an assortment of topics. But personality wasn't its strong suit. The Plain Dealer seemed to be on the brink of incorporating more visual storytelling and graphical teasers, but these bold moves were only seen on an experimental level and hadn't become mainstays in the product. It was obvious Cleveland was more worried about reporting the news in a thought-provoking manner, which it did well, than taking visual chances. This conservative attitude likely inhibits the paper from reaching young readers, who could learn a lot from the thorough, well-developed reporting the paper has to offer.

When it comes to knowledge and integrity, Sacramento has accomplished what all papers should be shooting for — the ability to connect with readers, teach them something and draw them in by showing personality without losing credibility.

The Plain Dealer's conservative attitude earns its readers trust and presents an aura of knowledge about international conflict and next week's city council meeting. Yet, the people who write and edit Cleveland's paper must take into account how they are presenting the news. The paper also often gives off an old fashioned or stodgy aura. It doesn't matter how honest or knowledgeable the paper consistently is if people are turned off by its appearance.

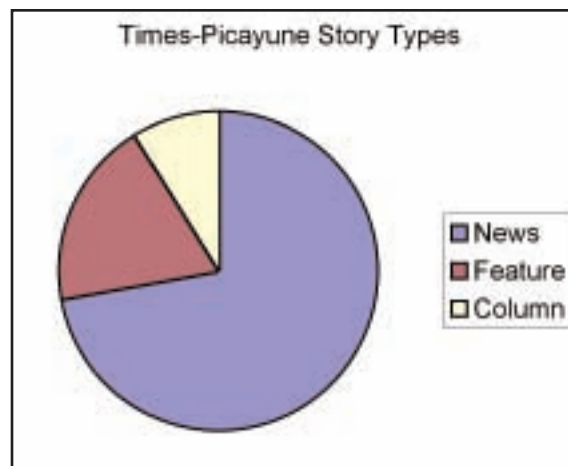
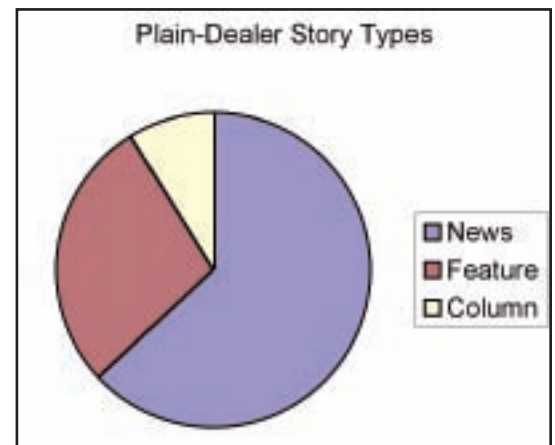
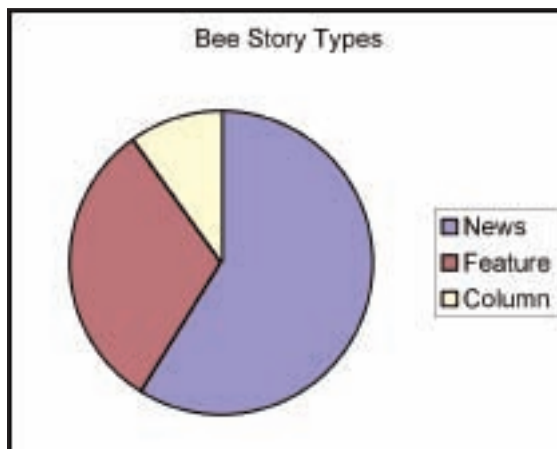
New Orleans' problems come from the opposite end of the spectrum. The continual changes and visual chances its writers and editors choose to take may excite or connect with some readers, but they no doubt discourage others and affect their relationship with the paper. It's good the Times-Picayune feels it can take chances in how it presents the news. But it is still searching for the consistency that will solidify readers' trust in it. The Plain Dealer would benefit from being more bold with graphics and images, especially where promotions are concerned. The Times-Picayune should be more consistent with its artwork and how it packages the news it covers. The Sacramento Bee has mastered the art of having a personality and also serving as a well-respected, reliable news source. Both The Plain Dealer and Times-Picayune should look to some of The Sacramento Bee's visual storytelling (e.g. photo essays, graphical teasers) and continue striving to cover the wide variety of topics Sacramento covers in a consistent and timely manner.

## Implications

People have always read the paper to increase their knowledge of current events and because they form a connection with the product. But today, many readers want more out of their paper. They want a visual storytelling experience that teaches them but is still fun to read. And they want a paper that becomes a staple in their lives. They want a product they trust; one that is published for and by people like themselves.

The Sacramento Bee has met a majority of the criteria that form such a relationship with readers. Its colorful yet consistent. Informative and still interesting. The Plain Dealer and The Times-Picayune seem to be moving in the right direction, but neither is where it ultimately needs to be.

For more data on the papers' young reader performance, see the appendix.





## YOUNG READERS CONTENT ANALYSIS

### Overview

#### Overall grades

- Sacramento 108/170 = D
- Cleveland 89/170 = F
- New Orleans 82/170 = F

The analysis revealed that the three newspapers have significant opportunities to expand and improve their content for young readers. Although they excelled in areas like coverage of local content, distribution of non-inverted pyramid style writing and incorporation of images, the papers exhibited a need to boost their efforts in the following areas:

- The papers need to look and feel like they serve young people by being more energetic, visual and efficient.
- The papers should integrate their print content with companion and original Web reporting and promotion.
- An effort should be made to include more diverse images, as well as stories about race and ethnicity.
- Story selections and treatments should come from a younger person's perspective.
- The papers should increase the perceived value of their product by maximizing space, for example using more infographics and guides for trivia, updates and other quick bits.
- The papers should be a tool for empowering active lifestyles, including actionable "go-and-do information" whenever appropriate.

The following sections consider the results of the analysis by category. For a detailed description of the methodology used to evaluate the papers as well as raw scores, please see the appendix.

### Coverage

#### Section grades:

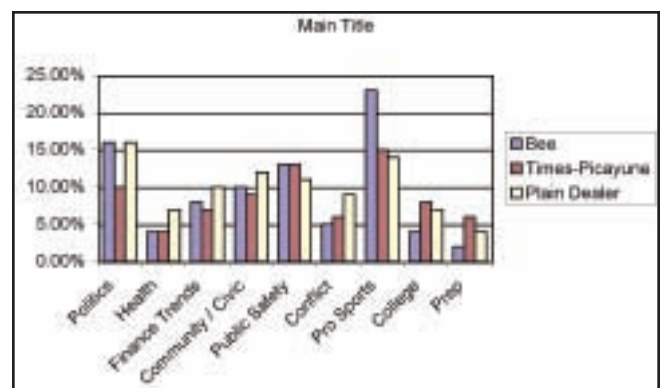
- Sacramento 48/70 = D
- Cleveland 43/70 = D
- New Orleans 39/70 = F

Questions addressed in this category:

1. Do stories include a variety of "go-and-do information," and diversity? Are stories relevant to young readers?
2. Do personal finance stories focus on advice for beginners?
3. Do family stories focus on parents with young children?
4. Do community stories emphasize local news and events?
5. Do health stories focus on topics relevant to young adults?
6. Do recreation stories suggest activities for readers with young children?
7. Do nightlife stories highlight a variety of social scene options for readers without children?
8. Do music and movie stories and concert and event listings reflect diverse types, tastes and ages?
9. Does the paper publish a special weekend guide including topics of interest to Generations X and Y and is the guide published in advance of the weekend?

The papers showed strength in their local news, music and movie coverage. They made adequate use of "go-and-do information", and the papers published a special weekend guide. However, the areas that brought down their scores were a lack of relevant topics and treatments, a lack of diversity and nonexistent late night coverage.

In terms of topics and treatments, all three papers faced similar issues. While local news coverage was significant (Sacramento 49%, New Orleans 54%, Cleveland 42%), stories tended to focus too heavily on hard news topics. Politics/Government, Public Safety/Legal, Conflict and Community Civic stories accounted for almost half the topic distribution, while stories about personal finance, the environment, jobs, arts and nightlife received minimal play. Although young readers appreciate stories about these hard news topics, the stories did not typically maximize entry points like infographics or bullet points and tended to be lengthier than desirable. Story dispositions marked "good news"



also remained low (Sacramento 12%, New Orleans 12%, Cleveland 7%) and relied too heavily on inverted-pyramid style writing. More importantly, the stories that did divert from these criteria tended to be written from the perspective of a reader in a more advanced phase of life. For example, stories about personal finance assumed a considerable familiarity with the stock market and investments instead of providing advice for beginners. Health stories were about ailments affecting older readers instead of nutrition and exercise tips.

The papers also did a poor job of representing diversity. Almost a third of Gen Y is made up of minorities and many members also come from immigrant families. Coverage of diversity issues was low, with Cleveland (a majority-minority community) leading the charge at 1.87 diversity stories per day. Sacramento had .71 diversity stories per day, and New Orleans (also a majority-minority community) had .5 stories per day.

Coverage of late night or other nightlife activities was atrocious all around. New Orleans had the highest story average at .15 late night stories per day (accounting for 0% of its overall coverage), with Sacramento next at .14 stories and Cleveland at .9 stories. Although weekend guides purported to encourage late night activities, the coverage skewed toward older readers with more disposable income. Coverage of bars (including drink specials and special events) as well as affordable dining options was near nonexistent. Likewise, the weekend guides were published on Fridays when most young people begin their weekend nightlife on Thursdays.

The papers would benefit from beefing up arts, late night and diversity coverage, as well as applying non-inverted pyramid techniques to traditional hard news stories. An aggressive overhaul would also consider repositioning existing weekend guides or creating new ones to be distributed on Wednesdays or Thursdays.

## Presentation

### Section grades:

- Sacramento 31/40 = C
- New Orleans 25/40 = D
- Cleveland 25/40 = D

### Questions addressed in this category:

1. Are stories a manageable length for readers on the go and do they depart from inverted pyramid style?
2. Are images large and clear and do they reflect racial diversity?
3. Is the masthead dynamic and the promo rail prominently displayed?
4. Does the paper make good use of graphics, charts and bullet points and does it utilize visual storytelling through photo essays and illustrations?

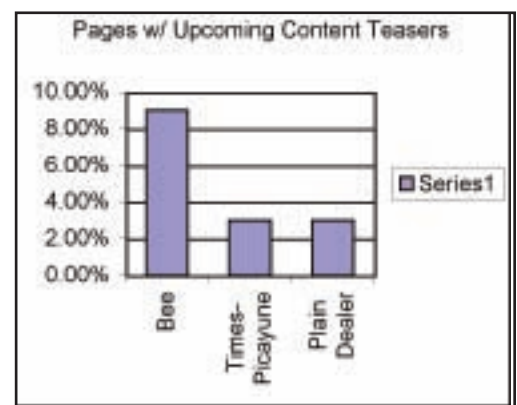
Presentation provided a rich opportunity for improvement. The papers succeeded at incorporating many images in their delivery and did a decent job at times of promoting same-day and upcoming content. However, the most important entry points (e.g. the front pages) were inconsistent, underplayed and lacked diversity. Likewise, the primary function of images could be used more aggressively.

The foremost problem for New Orleans and Cleveland were a lack of dynamic visuals above the fold. It doesn't matter how many great, relevant stories there are on inside pages if young readers can't identify them. Sacramento did a great job at this, often including cutout images with promotions as entry points.

New Orleans and Cleveland were also not especially energetic. The fonts and color palettes were subdued and overly simple. The mastheads were also too formal, and thus foreboding.

Young readers value "go-and-do information". Whenever possible, this information should be specially packaged within specific stories to emphasize key points and other actionable information. While the papers used infographics (Sacramento 12.33 per day, New Orleans 22.6 per day, Cleveland 16.87 per day), they did not always include actionable information.

Diversity was a serious problem, with about two-thirds of all images on the front pages of each section featuring white faces. Sacramento, whose actual white population totals 48.3%, showed white faces on section fronts 60.4% of the time. New Orleans, with a 28.1% white population, displayed white faces 63.7% of the time. And Cleveland, with an actual white population of 41%, displayed white faces 70.2% of the time.



All three papers scored points for including stand-alone photos, photo essays and illustrations, but there was plenty of opportunity to put more emphasis on the images. Young readers enjoy visual storytelling, where art, photos, graphics or other tools act as the primary vehicle of communication. Although the papers did a good job of using graphics, charts and bullet points, they were typically used to compliment stories, not guide them.

The papers would benefit from instituting consistent above-the-fold promotion, including more diverse images, and making efforts at visual storytelling. Aggressive overhauls would include making changes to font and color palette selections, or even complete redesigns.

## Multimedia

### Section grades:

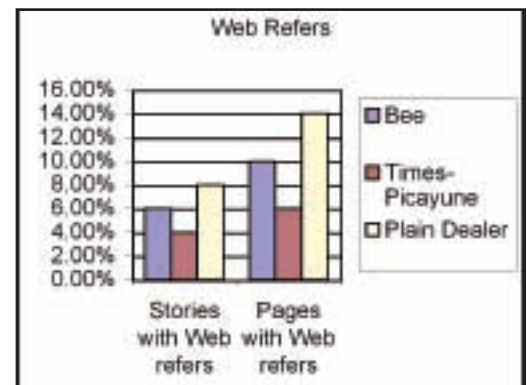
- Sacramento 10/15 = D
- Cleveland 10/15 = D
- New Orleans 8/15 = F

Questions assessed in this category:

1. Does the paper include Web referrals in the majority of its stories and are they prominent?
2. Does the paper include referrals to additional media outlets?
3. Does the paper encourage reader interaction, using the Web to facilitate and does it run Web material in print form?

All three papers had Web sites and referenced them in the print products. In Sacramento, 10 percent of pages had Web referrals compared with 6 percent in New Orleans and 14 percent in Cleveland. However, young readers are especially interested in Web content, and often seek out information from both Web and print sources. The challenge for these papers is to develop a more targeted integration strategy that occurs at the single-story level as opposed to generic Web promotion.

To achieve this integration strategy, the papers should write companion pieces that explore interesting aspects of stories in the print product and promote them within the Web stories. Another way would be to print results from polls, blogs or other Web content in a special section in the print product. Likewise, answers to trivia questions and other bits from the print product could be posted online, inviting the reader to move between the two products.



## Brand Appeal

### Section grades:

- Sacramento 19/45 = F
- Cleveland 11/45 = F
- New Orleans 10/45 = F

Questions assessed in this category:

1. Does the paper look and feel like it serves 18- to 34-year-olds?
2. Does the masthead reflect a consistent, respectable but intriguing tone?
3. Does the front page consistently represent racial diversity and make use of entry points (e.g. skyboxes, indices, promo rails, cutouts, photos)?
4. Does the paper target young readers with a special section?
5. Does the paper use debatables to lay out both sides of an argument?
6. Does the paper use updates so readers can scan for changes in high-profile stories?
7. Does the paper use guides to provide information and point readers to relevant information in other media?
8. Does the paper use enrichment to provide readers with trivia, interesting facts, background and history they can use in every day conversation?

This category was really about achieving reader loyalty through simple but consistent techniques. Research shows that young people want to see people who look like themselves; they want to read objective stories and make up their own minds; they like quick information; they like having the option to learn more later; and they like

information that is just for fun or entertainment. Capturing this with deliberation was a problem for all three papers.

Only Sacramento could be said to “look and feel like it serves 18- to 34-year-olds.” Its vibrant design and high-impact use of standard and above-the-fold promotion was a good model for what a young, reader-friendly publication should accomplish. If New Orleans and Cleveland are serious about reaching young readers, they should seriously consider a redesign, or at least the institution of a consistent front page promotion system.

In terms of representing images of young, diverse people, the papers are considerably far behind. Rarely were young people of any race or ethnicity depicted on the front page of a section.

The papers also struggled with dispensing quick bits of information. This could easily be accomplished through branding techniques like introducing guides that highlight key information on every page. Graphics that feature debatables, trivia or updates on an ongoing story (often accompanied with Web and other media refers) are also a way to increase the perceived takeaway of the reading experience.

The papers would benefit from instituting page-based quotas for highlighting key information and other bits. They should include more lighthearted stories and stories about young people - and promote them on the front page. An aggressive overhaul would consider the creation of a special section or stand-alone product specifically for young readers that focuses on their interests in a format more in synch with their screen-saturated eyes and growing tendencies to cross media.

### Implications

By 2010, members of Generations X and Y will make up more than half of the total U.S. population. If young readers are not attracted to the paper, news organizations risk losing them to other media sources.

In New Orleans, there are more than 147,000 15- to 34-year-olds. There are more than 123,000 in Sacramento, and more than 136,000 in Cleveland. These people are all potential readers. Combined with a solid marketing effort, all three newspapers could boost their circulations and build relationships with new readers by making both subtle and aggressive adjustments to their existing products.

For more data on the papers' young reader performance, see the appendix.

**THE KEYS TO VICTORY**  
Oakland-Tampa Bay matchups, predictions.  
Four-page analysis of today's big game. Sports

**CRUISING TIME**  
Full Travel section coverage  
on the pleasures of the sea

\*\*\*\*\*  
SPORTS FINAL  
\$1.50

# THE PLAIN DEALER

SUNDAY, JANUARY 26, 2003



**CRUISE**  
Plain Dealer  
www.plaindealer.com

## Ma to Bee

WEATHER ▶ B10  
Sunny  
72/49

**MONDAY MORN.**



"It just shows what we can do when we don't make turnovers and penalties. It just shows you the firepower we have. It can be scary."

**THE ARMS RACE**

**DAVE BRUCE**  
24 attempts  
27 completions  
1 TD  
9 INT.

**TOMMY BRANCH**  
38 attempts  
26 completions  
2 TD  
1 INT.

**DEUCE'S DAY**



**RECEIVING YARDS**  
70  
**RUNNING YARDS**  
123  
**TOTAL YARDS**  
193

**NEXT WEEK**

**WASHINGTON REDSKINS**  
(7-2)  
at  
Washington

**NFL SCOREBOARD**

A.T. Chiefs	21
Salt Lake	17
Denver	49
Buffalo	31
Tampa Bay	20
Atlanta	6
Arizona	16
Carolina	13

Washington	14
Tennessee	20
Indianapolis	21
Cincinnati	26
Miami	13
New England	20
Kansas City	25
S.F. 49ers	25
Denver	9

Philadelphia	25
San Francisco	37
St. Louis	13
Baltimore	26
Denver	21

# The Times-Picayune

MONDAY, OCTOBER 7, 2002

## SIDORE Lili TEELE'S



**WIN' FASCINATION**

Shows' feigns on three recent local battles Sunday. A sellout crowd of 67,734 saw the Sissos beat the Steelers.

## at sl of

much tanker Lumburg burns off the coast of Vermont, on Sunday in the TV image. Sissos blamed the explosion on an oil slick's owner, contending it was a



## U.S. Iraq ana

ident seeks to force in Congr...  
The president will ma...  
democracies like ours...  
and are not rushed to

APPENDIX

## CONTENT ANALYSIS CHECKLIST

Paper:

Date:

Day:

Section:

Total pages:

For each story in a section, use the following guides to categorize the story. Things to note: 1) news briefs count as one story; 2) skip classifieds; 3) you don't have to chart jumped stories, but note their images

### STORY CHECKLIST

1. Is the story a ...

- News
- Spot
- Utility
- Issue
- Feature
- Trend
- Analysis
- Issue
- Profile
- Human Interest
- Columns/Editorials

2. Is the story ...

- Good news
- Bad news
- Neutral

3. Is the story ...

- Local
- National
- International

4. Is the story written in ...

- Inverted pyramid
- Non-inverted
- feature
- q-and-a
- bullets
- other

5. What category does the story topic fall under?

- Politics/Govt.
- Education
- Health
- Finance trends
- Personal finance
- Community civic
- Professional sports
- College sports
- Prep sports
- Recreation
- Film
- Music
- Arts
- Community events
- Recipes/Food
- Science/Environment
- Technology
- Diversity

Jobs  
Homes  
Auto  
Relationships/Dating  
Late night  
Weather  
Public Safety/Legal  
Accidents  
Religion  
Conflict  
Style

6. Does the story cover ordinary people?

For each page of a section, use the following as guides to chart images and promotions.

PAGE CHECKLIST

1. How many images are ...

Photos  
Art  
Charts  
infographics  
other

2. How many promos are ...

same-day teasers  
upcoming teasers  
Web referrals  
Other media referrals  
House ads

How many of the people on the front page are white? (ratio)

## STANDARDS OF YOUNG READERSHIP

The following information exhibits a Level “5” treatment of content in terms of conduciveness to young readers.

### Coverage

\*Story selection includes a variety of “go-and-do information”. “Go-and-do information” is 1) specially packaged to stand out; 2) dispersed throughout stories; and 3) references other information sources.

\*Coverage reflects diversity. 1) The racial composition of images should reflect the racial breakdown of readership locale; and 2) Stories about diversity should appear in each day’s paper.

\*Story angles are relevant to young readers. Topic selections, headlines and story ledes should 1) convey relevance to young readers; and 2) reflect the interests of people in the beginning stages of their adult lives (i.e. parenting, recreation, community events, dating and relationships and late night).

\*Personal finance stories focus on advice for beginners, including starting Roth IRA, negotiating a home loan and initial stock market investments.

\*Family stories focus on parents with young children, including stories about budgeting for daycare, local education, and child health and safety tips.

\*Community stories emphasize local news and events.

\*Health stories focus on young adults, including stories about nutrition, exercise, relevant medical research and handling emotions.

\*Recreation stories suggest activities, taking into account that some young readers have children.

\*Nightlife stories highlight a variety of social scene options for readers without children, including bars and clubs, movies, dining, poetry readings and theater.

\*Music stories reflect a diverse array of types, tastes and ages.

\*Movie stories reflect a diverse array of types, tastes and ages.

\*Concerts and events reflect a diverse array of types, tastes and ages.

\*Paper publishes a special weekend guide that includes topic of interest to Gen X and Y.

\*The weekend guide is published in advance of the weekend (e.g. Thursday).

### Presentation

\*Stories are a manageable length for readers on the go. Readers should see a mix of story lengths, including 1) stories that end on the page; and 2) variation from 300, 600 and 1500 words.

\*Stories depart from inverted pyramid writing. Stories should often 1) use a feature-style approach; 2) use graphics or other images as a primary tool for storytelling.

\*Images are large and clear.

\*Images reflect racial diversity.

\*The masthead is dynamic. The masthead should be striking and include the following elements: 1) a bold and engaging font; 2) skyboxes and teasers; and 3) teasers with images.

\*The promo-rail is displayed prominently. The paper should 1) have a promo rail; and 2) it should be displayed above the fold.

\*The paper makes good use of graphics, charts and bullet points.

\*The paper utilizes visual storytelling through display of photo essays and illustrations. The paper should 1) use stand-alone photos; 2) use graphics/photos as primary elements of storytelling; and 3) use more than one image.

### Multimedia

\*The paper includes Web referrals in a majority of its stories. The paper should package Web referrals separately from stories so they will be easily noticed.

\*Web referrals are made prominent in the story.

\*The paper includes referrals to other media outlets.

\*The paper encourages reader interaction and uses the Web to facilitate. The paper should pose contests,

polls and questions in print to be answered online.

\*The paper should publish Web material in print form.

## Brand Appeal

\*The paper must look and feel like it serves 18- to 34-year-olds. The paper should be colorful, visual and bold. It should employ images of Gen X and Y members. And impact teasers, photos and content should be packaged above the fold.

\*The masthead and fonts reflect a consistent, respectable but intriguing tone.

\*The front page consistently represents racial diversity.

\*The front page makes use of entry points, including skyboxes, indices, promo-rails, cutouts and photos.

\*The paper specifically targets young readers with a special section.

Research shows the following brand concepts build readership: (pull-out infographics that stand on their own)

\*The paper uses talking points (debatables) to stimulate readers' thinking on a certain topic area without taking any angle or judgment. It lays out both sides of an argument.

\*The paper uses updates to provide a way readers can quickly scan the news for major changes in high-profile stories. It's like a cliff notes for news generally placed on the front page or section fronts.

\*The paper uses guides to provide specific information about particular subjects, pointing readers to relevant information in other media.

\*The paper uses enrichment (In the know) to provide readers with trivia, interesting facts, background and history they can bring up in conversation.

## THE SACRAMENTO STANDARD

The Sacramento Bee was one of few papers to increase readership in 2002. We evaluated The Bee's content and used it as a standard of editorial excellence in resonating with readers. The following reflects the data we generated to set the standard:

Total Pages Charted: 1196

Total Stories Charted: 1771

### Story Orientation:

Local	49%
National	39%
International	10%

### Story Type:

News	59%
Spot	40%
Utility	3%
Issue	16%
Feature	31%
Trend	3%
Analysis	9%
Issue	6%
Profile	9%
Human Interest	4%

### Story Disposition:

Good	12%
Bad	12%
Neutral	75%

### Story Style:

Inverted Pyramid	49%
Non-Inverted Pyramid	46%
Feature	33%
Q-and-A	2%
Bullet	2%
Other	10%

### Ordinary People

Bee:	
Stories	19%
Stories per day	16.29

### Community Events

Bee:	
Stories per day	1.9

### Utility

Bee:	
Stories per day	2.71

### Total Images

Bee:	
Stories w/ images	279%
Pages w/ images	413%
Per day	235.29

## Photos

Bee:

Stories w/ photos	108%
Pages w/ photos	160%
Per day	91.05

## Art

Bee:

Stories w/ art	20%
Pages w/ art	29%
Per day	16.52

## Charts

Bee:

Stories w/ charts	11%
Pages w/ charts	16%
Per day	9.1

## Infographics

Bee:

Stories w/ graphics	15%
Pages w/ graphics	22%
Per day	12.33

## Other Media Referrals

Bee:

Stories w/ OMRs	9%
Pages w/ OMRs	1%
Per day	7.24

## Web Referrals

Bee:

Stories w/ Web refers	6%
Pages w/ Web refers	10%
Per day	5.4

## Same-Day Teasers

Bee:

Pages w/ SDTs	32%
Per day	18.33

## Upcoming Content Teasers

Bee:

Pages w/ UTs	9%
Per day	5.05

## HOUSE ADS

Bee:

Pages w/ Has per day	4% 2.48
-------------------------	------------

## Topic Mix

Bee:

Politics	16%
Educ.	2%
Health	4%

Fin Trends	8%
Per. Fin	3%
ComCiv	10%
Pro Sports	23%
College	4%
Prep	2%
Rec	2%
Film	2%
Music	2%
Arts	3%
ComEvents	2%
Recipes	3%
Science	2%
Tech	2%
Diversity	1%
Jobs	2%
Homes	1%
Auto	1%
Dating	1%
Late Night	0
Weather	1%
Pub Safe	13%
Accidents	1%
Religion	1%
TV	1%
Conflicts	5%
Style	1%

## Diversity

Bee: (actual whites from Census: 48.3%)

60.4% White

1% story diversity

1% diversity per page

0.71 diversity per day

\*Black 15.5%; Asian 16.6%; Hispanic 21.6%

## CONTENT BREAKDOWN

The following information highlights key findings from the newspaper charting effort:

### Total Circulation:

Bee:	350,078
Times-Picayune:	281,766
Plain Dealer:	485,543

### Total Pages:

Bee:	1196
Times-Picayune:	1077
Plain Dealer:	1286

### Total Stories:

Bee:	1771
Times-Picayune:	1606
Plain Dealer:	2296

### Story Orientation:

Bee:	
Local	49%
National	39%
International	10%
Times-Picayune:	
Local	54%
National	39%
International	8%
Plain Dealer:	
Local	42%
National	46%
International	12%

### Story Type:

Bee:	
News	59%
Spot	40%
Utility	3%
Issue	16%
Feature	
Trend	3%
Analysis	9%
Issue	6%
Profile	9%
Human Interest	4%
Column	10%
Times-Picayune:	
News	72%
Spot	57%
Utility	6%
Issue	8%
Feature	
Trend	3%
Analysis	4%

Issue	1%
Profile	6%
Human Interest	5%
Column	9%

### Plain Dealer:

News	63%
Spot	48%
Utility	2%
Issue	13%
Feature	
Trend	5%
Analysis	7%
Issue	3%
Profile	10%
Human Interest	4%
Column	9%

### Story Disposition:

Bee:	
Good	12%
Bad	12%
Neutral	75%
Times-Picayune:	
Good	12%
Bad	12%
Neutral	77%
Plain Dealer:	
Good	7%
Bad	13%
Neutral	80%

### Story Style:

Bee:	
Inverted Pyramid	49%
Non-Inverted Pyramid	46%
feature	33%
q-and-a	2%
bullet	2%
other	10%
Times-Picayune:	
Inverted Pyramid	48%
Non-Inverted Pyramid	51%
feature	23%
q-and-a	2%
bullet	10%
other	16%
Plain Dealer:	
Inverted Pyramid	54%
Non-Inverted Pyramid	46%
feature	30%
q-and-a	3%
bullet	5%
other	9%

## Ordinary People

Bee:		
Stories	19%	
Stories per day	16.29	

Times-Picayune:		
Stories	29%	
Stories per day	23.4	

Plain Dealer:		
Stories	31%	
Stories per day	31.04	

## Community Events

Bee:		
Stories per day	1.9	

Times-Picayune:		
Stories per day	2.05	

Plain Dealer:		
Stories per day	2.43	

## Utility

Bee:		
Stories per day	2.71	

Times-Picayune:		
Stories per day	4.85	

Plain Dealer:		
Stories per day	1.87	

## Total Images

Bee:		
Stories w/ images	279%	
Pages w/ images	413%	
Per day	235.29	

Times-Picayune:		
Stories w/ images	171%	
Pages w/ images	256%	
Per day	137.6	

Plain Dealer:		
Stories w/ images	115%	
Pages w/ images	205%	
Per day	114.39	

## Photos

Bee:		
Stories w/ photos	108%	
Pages w/ photos	160%	
Per day	91.05	

Times-Picayune:		
Stories w/ photos	112%	
Pages w/ photos	167%	
Per day	89.75	

Plain Dealer:		
Stories w/ photos	72%	
Pages w/ photos	129%	
Per day	71.87	

## Art

Bee:		
Stories w/ art	20%	
Pages w/ art	29%	
Per day	16.52	

Times-Picayune:		
Stories w/ art	12%	
Pages w/ art	18%	
Per day	9.45	

Plain Dealer:		
Stories w/ art	13%	
Pages w/ art	24%	
Per day	13.39	

## Charts

Bee:		
Stories w/ charts	11%	
Pages w/ charts	16%	
Per day	9.1	

Times-Picayune:		
Stories w/ charts	6%	
Pages w/ charts	10%	
Per day	5.15	

Plain Dealer:		
Stories w/ charts	9%	
Pages w/ charts	16%	
Per day	8.78	

## Infographics

Bee:		
Stories w/ graphics	15%	
Pages w/ graphics	22%	
Per day	12.33	

Times-Picayune:		
Stories w/ graphics	28%	
Pages w/ graphics	42%	
Per day	22.6	

Plain Dealer:		
Stories w/ graphics	17%	
Pages w/ graphics	30%	
Per day	16.87	

## Other Media Referrals

Bee:		
Stories w/ OMRs	9%	
Pages w/ OMRs	1%	
Per day	7.24	

Times-Picayune:	
Pages w/ OMRs	7%
Per day	3.55

Plain Dealer:	
Stories w/ OMRs	6%
Pages w/ OMRs	11%
Per day	5.96

### Web Referrals

Bee:	
Stories w/ Web refers	6%
Pages w/ Web refers	10%
Per day	5.4

Times-Picayune:	
Stories w/ Web refers	4%
Pages w/ Web refers	6%
Per day	3.05

Plain Dealer:	
Stories w/ Web refers	8%
Pages w/ Web refers	14%
Per day	7.74

### Same-Day Teasers

Bee:	
Pages w/ SDTs	32%
Per day	18.33

Times-Picayune:	
Pages w/ SDTs	32%
Per day	17.3

Plain Dealer:	
Pages w/ SDTs	29%
Per day	16.48

### Upcoming Content Teasers

Bee:	
Pages w/ UTs	9%
Per day	5.05

Times-Picayune:	
Pages w/ UTs	3%
Per day	1.6

Plain Dealer:	
Pages w/ UTs	3%
Per day	1.83

### House Ads

Bee:	
Pages w/ Has	4%
Per day	2.48

Times-Picayune:	
Pages w/ Has	14%
Per day	7.6

Plain Dealer:	
Pages w/ Has	4%
Per day	2.39

### TOPIC MIX

Sac:	
Politics	16%
Educ.	2%
Health	4%
Fin Trends	8%
Per. Fin	3%
ComCiv	10%
Pro Sports	23%
College	4%
Prep	2%
Rec	2%
Film	2%
Music	2%
Arts	3%
ComEvents	2%
Recipes	3%
Science	2%
Tech	2%
Diversity	1%
Jobs	2%
Homes	1%
Auto	1%
Dating	1%
Late Night	0
Weather	1%
Pub Safe	13%
Accidents	1%
Religion	1%
TV	1%
Conflicts	5%
Style	1%

### N.O.:

Politics	10%
Educ.	2%
Health	4%
Fin Trends	7%
Per. Fin	2%
ComCiv	9%
Pro Sports	15%
College	8%
Prep	6%
Rec	3%
Film	1%
Music	1%
Arts	3%
ComEvents	3%
Recipes	2%
Science	1%
Tech	1%
Diversity	1%
Jobs	1%

Homes	1%
Auto	0
Dating	2%
Late Night	0
Weather	7%
Pub Safe	13%
Accidents	1%
Religion	2%
TV	1%
Conflicts	6%
Style	0

CPD:

Politics	16%
Educ.	4%
Health	7%
Fin Trends	10%
Per. Fin	2%
ComCiv	12%
Pro Sports	14%
College	7%
Prep	4%
Rec	3%
Film	2%
Music	3%
Arts	4%
ComEvents	2%
Recipes	2%
Science	3%
Tech	4%
Diversity	2%
Jobs	3%
Homes	2%
Auto	1%
Dating	1%
Late Night	0
Weather	2%
Pub Safe	11%
Accidents	2%
Religion	2%
TV	3%
Conflicts	9%
Style	0

Diversity

Bee: (actual whites from Census: 48.3%)

60.4% White  
 1% story diversity  
 1% diversity per page  
 0.71 diversity per day

\*Black 15.5%; Asian 16.6%; Hispanic 21.6%

Times-Picayune: (actual whites from Census: 28.1%)

63.7% white  
 1% story diversity  
 1% diversity per page  
 .5 diversity per day

\*Black 67.3%; Asian 2.3%; Hispanic 3.1%

Plain Dealer: (actual whites from Census: 41%)

70.2% white  
 2% story diversity  
 3% diversity per page  
 1.87 diversity per day

\*Black 51%; Asian 1% Asian; Hispanic 7%

Dating

Bee:

1% story  
 2% page  
 1.14 per day

Times-Picayune:

2% story  
 3% page  
 1.65 per day

Plain Dealer:

1% story  
 3% page  
 1.43 per day

Late Night

Bee:

0% story  
 0% page  
 .14 per day

Times-Picayune:

0% story  
 0% page  
 .15 per day

Plain Dealer:

0% story  
 0% page  
 .9 per day

Recreation

Bee:

2% story  
 3% page  
 1.62 per day

Time-Picayune:

3% story  
 4% page  
 2.3 per day

Plain Dealer:

3% story  
 5% page  
 2.96 per day

Personal Finance

Bee:

3% story  
 4% page  
 2.48 per day

Times-Picayune:  
2% story  
3% page  
1.5 per day

Plain Dealer:  
2% story  
4% page  
2.04 per day

## Education

Bee:  
2% story  
3% page  
1.5 per day

Times-Picayune:  
2% story  
3% page  
1.5 per day

Plain Dealer:  
4% story  
8% page  
4.48 per day

## Health

Bee:  
4% story  
7% page  
3.71 per day

Times-Picayune:  
4% story  
7% page  
3.6 per day

Plain Dealer:  
7% story  
12% page  
6.6 per day

## Movies

Bee:  
2% story  
3% page  
1.48 per day

Times-Picayune:  
1% story  
2% page  
.95 per day

Plain Dealer:  
2% story  
3% page  
1.96 per day

## Music

Bee:  
2% story  
3% page  
1.48 per day

Times-Picayune:  
1% story  
2% page  
1.15 per day

Plain Dealer:  
3% story  
5% page  
2.65 per day

## GENERAL CONTENT SCORING RESULTS

A final grade has been assigned based on the numerical averages of the paper's performance in each of the following categories. On a scale of 1-5, with 5 representing the performance level of The Sacramento Bee, the newspaper's performance was rated with regards to the following:

Sacramento: 135/135 = A

New Orleans: 95/135 = C

Cleveland: 101/135 = C

\*A= 121-135; B = 108-120; C= 94-107; D = 81-93; F = 0-80

### Relevant Content [New Orleans (27/30); Cleveland(23/30)]

Story selection reflects awareness of target audience and provides a variety of information for the target.

New Orleans: 4

Cleveland: 4

There is a reasonable mix of spot news, trend/issue/analysis, lifestyle, profile, human interest and utility news.

New Orleans: 3

Cleveland: 4

There is good coverage of local news.

New Orleans: 5

Cleveland: 3

There are a reasonable number of fun/entertainment stories.

New Orleans: 4

Cleveland: 4

The news coverage makes use of writing styles besides inverted pyramid, especially feature style, but also q-and-a, quick-read bullet points, etc.

New Orleans: 5

Cleveland: 5

The paper identifies issues of concern to ordinary readers.

New Orleans: 5

Cleveland: 3

### “Go-and-do Information” [New Orleans (8/15); Cleveland(11/15)]

Wherever possible, stories include “go-and-do information” (information readers can use to make plans, get involved, take action or get more info).

New Orleans: 3

Cleveland: 3

“Go-and-do information” is usually displayed in visible boxes or other graphic manner, not buried in the story.

New Orleans: 3

Cleveland: 4

“Go-and-do information” references other media.

New Orleans: 2

Cleveland: 4

## Promotions [New Orleans (27/45); Cleveland(28/45) ]

Page 1 promotions appeal to a variety of target readers.

New Orleans: 3

Cleveland: 2

Same-day content promotion items appear on each section front.

New Orleans: 5

Cleveland: 5

Same-day content promotion items appear throughout paper.

New Orleans: 4

Cleveland: 4

Content promotions appeal to a variety of target audiences.

New Orleans: 3

Cleveland: 3

Upcoming content promotion scattered across paper.

New Orleans: 2

Cleveland: 2

Content promotion is accomplished with both editorial (refers, skyboxes) and advertising (house ads)

New Orleans: 3

Cleveland: 2

Content promotions are eye-catching, using art and text in design that attracts attention.

New Orleans: 2

Cleveland: 4

Content promotions are specific as to story, section and page number, not generic promotions of sections, pages or themes.

New Orleans: 3

Cleveland: 3

Content promotion is the dominant type of promotion in the paper; general brand promotion is secondary.

New Orleans: 2

Cleveland: 3

### Ease of use [New Orleans (19/25); Cleveland(22/25) ]

Body type is clean, readable, attractive

New Orleans: 3

Cleveland: 5

Agate type in sports, business and classified is clean, readable, attractive

New Orleans: 4

Cleveland: 4

The newspaper has a logical and regular structure, with particular sections in the same place every day.

New Orleans: 3

Cleveland: 5

Regular features, such as weather, comics and puzzles, TV listings, classifieds, appear in the same place in the newspaper each day.

New Orleans: 5

Cleveland: 5

All sections are indexed and clearly and consistently labeled.

New Orleans: 4

Cleveland: 3

### Brand [New Orleans (14/20); Cleveland(15/20) ]

The newspaper has personality (fun, exciting, vigorous, cantankerous, etc.)

New Orleans: 4

Cleveland: 3

The newspaper provokes thought.

New Orleans: 2

Cleveland: 4

The newspaper appears to be knowledgeable about its community, appears to be written and edited by intelligent experienced people.

New Orleans: 4

Cleveland: 4

The newspaper projects an image of honesty and trustworthiness.

New Orleans: 4

Cleveland: 4

## YOUNG READER SCORING RESULTS

The following details the scores of each paper in terms of accessibility to young readers, on a scale of 1 to 5, with 5 being excellent. There were a possible 170 points, and a letter grade has been assigned to each paper based on its overall score.

Sacramento: 108/170 = D

New Orleans: 82/170 = F

Cleveland: 89/170 = F

\*A= 153-170; B= 136-152; C= 119-135; D= 102-118; F= 0-101

### COVERAGE [Sacramento (48/70); New Orleans (39/70); Cleveland (43/70)]

\*Story selection includes a variety of go-do information. Go-do information is 1) specially packaged to stand out; 2) dispersed throughout stories; and 3) references other information sources.

Sacramento: 4

New Orleans: 3

Cleveland: 3

\*Coverage reflects diversity. 1) The racial composition of images should reflect the racial breakdown of readership locale; and 2) Stories about diversity should appear in each day's paper.

Sacramento: 3

New Orleans: 1

Cleveland: 2

\*Story angles are relevant to young readers. Topic selections, headlines and story ledes should 1) convey relevance to young readers; and 2) reflect the interests of people in the beginning stages of their adult lives (i.e. parenting, recreation, community events, dating and relationships, late night).

Sacramento: 2

New Orleans: 2

Cleveland: 2

\*Personal finance stories focus on advice for beginners, including starting Roth IRA, negotiating a home loan, initial stock market investments.

Sacramento: 4

New Orleans: 3

Cleveland: 3

\*Family stories focus on parents with young children, including stories about budgeting for daycare, local education, child health and safety tips.

Sacramento: 4

New Orleans: 2

Cleveland: 4

\*Community stories emphasize local news and events.

Sacramento: 4

New Orleans: 4

Cleveland: 4

\*Health stories focused on young adults, such as nutrition, exercise, relevant medical research and handling emotions.

Sacramento: 2

New Orleans: 2

Cleveland: 2

\*Recreation stories suggest activities, taking into account that readers have young children.

Sacramento: 4

New Orleans: 2

Cleveland: 4

\*Nightlife stories highlight a variety of social scene options for readers without children, including bars and clubs, movies, dining poetry readings and theater.

Sacramento: 3

New Orleans: 3

Cleveland: 3

\*Music stories reflect a diverse array of types, tastes and ages.

Sacramento: 4

New Orleans: 4

Cleveland: 3

\*Movie stories reflect a diverse array of types, tastes and ages.

Sacramento: 5

New Orleans: 5

Cleveland: 5

\*Concerts and events reflect a diverse array of types, tastes and ages.

Sacramento: 4

New Orleans: 3

Cleveland: 4

\*Paper publishes a special weekend guide that includes topic of interest to Generations X and Y.

Sacramento: 5

New Orleans: 5

Cleveland: 5

\*The weekend guide is published in advance of the weekend (e.g. Thursday).

Sacramento: 0

New Orleans: 0

Cleveland: 0

PRESENTATION [Sacramento (31/40); New Orleans (25/40); Cleveland (25/40)]

\*Stories are a manageable length for readers on the go. Readers should see a mix of story lengths, including 1) stories that end on the page; and 2) variation from 300, 600 and 1500 words.

Sacramento: 3

New Orleans: 3

Cleveland: 3

\*Stories depart from inverted pyramid writing. Stories should often 1) use a feature-style approach; 2) use graphics or other images as a primary tool for storytelling.

Sacramento: 5

New Orleans: 5

Cleveland: 5

\*Images are large and clear.

Sacramento: 5

New Orleans: 3

Cleveland: 4

\*Images reflect racial diversity.

Sacramento: 4

New Orleans: 2

Cleveland: 3

\*The masthead is dynamic. The masthead should be striking and include the following elements: 1) a bold and engaging font; 2) use skyboxes and teasers; and 3) accompany teasers with images.

Sacramento: 5

New Orleans: 3

Cleveland: 2

\*The promo-rail is displayed prominently. The paper should 1) have a promo rail; and 2) display it above the fold.

Sacramento: 2

New Orleans: 2

Cleveland: 2

\*The paper makes good use of graphics, charts and bullet points.

Sacramento: 3

New Orleans: 4

Cleveland: 3

\*The paper utilizes visual storytelling through display of photo essays and illustrations. The paper should 1) use stand-alone photos; 2) use graphics/photos as primary element of storytelling; and 3) use more than one image.

Sacramento: 4

New Orleans: 3

Cleveland: 3

#### MULTIMEDIA [Sacramento (10/15); New Orleans (8/15); Cleveland (10/15)]

\*The paper includes Web referrals in a majority of its stories. The paper should package Web referrals separately from its stories so they will be easily noticed.

Sacramento: 2

New Orleans: 1

Cleveland: 3

\*Web referrals are made prominent in the story.

Sacramento: 2

New Orleans: 2

Cleveland: 2

\*The paper includes referrals to additional media outlets.

Sacramento: 3

New Orleans: 2

Cleveland: 2

\*The paper encourages reader interaction and uses the Web to facilitate. The paper should pose contests, polls and questions in print to be answered online.

Sacramento: 2

New Orleans: 2

Cleveland: 2

\*The paper should publish Web material in print form.

Sacramento: 1

New Orleans: 1

Cleveland: 1

#### BRAND APPEAL [Sacramento (19/45); New Orleans (10/45); Cleveland (11/45)]

\*The paper must look and feel like it serves 18- to 34-year-olds. The paper should be colorful, visual and bold. It should employ images of Generation X and Y members. And impact teasers, photos and content should be packaged above the fold.

Sacramento: 4

New Orleans: 2

Cleveland: 2

\*The masthead and fonts reflect a consistent, respectable but intriguing tone.

Sacramento: 5

New Orleans: 2

Cleveland: 2

\*The front page consistently represents racial diversity.

Sacramento: 3

New Orleans: 3

Cleveland: 3

\*The front page makes use of entry points, including skyboxes, indices, promo-rails, cutouts and photos.

Sacramento: 5

New Orleans: 3

Cleveland: 2

\*The paper specifically targets young readers with a special section.

Sacramento: 0

New Orleans: 0

Cleveland: 0

Research shows the following brand concepts build readership: (pull-out infographics that stand on their own)

\*The paper uses talking points (debatables) to stimulate readers' thinking on a certain topic area without taking any angle or judgment. It lays out both sides of an argument.

Sacramento: 0

New Orleans: 0

Cleveland: 0

\*The paper uses updates to provide a way readers can quickly scan the news for major changes in high-profile stories. It's like a cliff notes for news generally placed on the front page or section fronts.

Sacramento: 0

New Orleans: 0

Cleveland: 0

\*The paper uses guides to provide specific information about particular subjects, pointing readers to relevant information in other media.

Sacramento: 2

New Orleans: 0

Cleveland: 0

\*The paper uses enrichment (In the know) to provide readers with trivia, interesting facts, background and history they can bring up in conversation.

Sacramento: 0

New Orleans: 0

Cleveland: 2

## ABOUT US

Dilate Media Strategies is a cross-discipline team with a proven track record of providing innovative answers to this very question for our clients. We combine market research capabilities, sound journalistic principles and, most importantly, imagination to generate new, creative editorial, marketing and advertising strategies.

### Maegan Carberry

San Diego, Calif.

BA Political Science, UCLA; MSJ Reporting & Writing, Northwestern University

Maegan is a founding partner of Dilate Media Strategies. She serves as Director of Operations for the company, where she oversees internal development, maintains relationships with existing and cultivates opportunities for new clients. As one of Dilate's consulting team members, she specializes in print product and staff evaluation, as well as prototyping. She has previously worked as a newspaper editor and in news consulting. Maegan works as a reporter and strategist for the Chicago Tribune's Red Eye.

### Damon P. Carroll

Bay Area, Calif.

BA Journalism, San Francisco State University; BA Technical Writing, San Francisco State University; Certificate: Web/IP Systems Engineering, UC Santa Cruz; MSJ New Media, Northwestern University

Damon is a founding partner of Dilate Media Strategies. As IT director, Damon is responsible for understanding the complex technological world of media systems. He specializes in digital media, as well as sales and management consulting. Damon previously worked as an independent technical consultant in the Silicon Valley. Damon works as a member of the Web team at the Sarasota Herald-Tribune in Sarasota, Flor.

### Justin Goldsborough

Kansas City, Mo.

BS Journalism, Northwestern University; MSJ Reporting & Writing, Northwestern University

Justin is a founding partner of Dilate Media Strategies. As director of communications, he specializes in consulting, product analyzation and development, staff evalutaion and internal communications. He has previously worked as a newspaper sports editor, a news consultant and as part of the internal communications team that launched Sprint's PCS Vision phones. Justin works as a freelance media consultant and writer in Kansas City, Mo.

### B. Allen Kenney II

Tulsa, Okla.

BS Economics and Philosophy, Villanova University; MSJ Reporting & Writing, Northwestern University

Allen is a founding partner of Dilate Media Strategies. As director of information services, he specializes in consulting, product analyzation and development, data collection, advertising and marketing. He has previously worked as a reporter and news consultant. Allen works as a reporter for a wire service covering tax trends and the economy in Washington D.C.