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Potential of Viewership Growth at 69 News



Executive Summary

The TV station, *WFMZ*, came to public in 1955, later making its debut as *69 News, Channel 69* in 1976. *WFMZ* captures the market 4 television capacity, mainly serving viewership through the Lehigh Valley region. The market four capacity that *69 News* broadcasts within, is also composed of the Philadelphia area, New Jersey, and some of the New York City market. Their overall market share contributes to a viewership scope of 3.2 Million TV households. *69 News* will be able to boost their overall viewership if they provide appeal to younger generations. This research study intends to identify methods to attract viewership from younger audiences within the market four region. With a better understanding of young market four viewers, we can in turn boost viewership for *69 News*.

Introduction/Background

By understanding current viewership among younger audiences, we can begin to depict where the market currently reaches. Studying data analytics within younger audiences that currently contribute to the market in four regions will help us to understand where, what and how we will appeal to adolescents in 69 News proximity. We will seek to find demographics and geodemographics on adolescents' appeal within news sourcing. To ensure that the data is accurate, this research study consists of both pre-existing and proprietary research. Conducting exploratory research will help to find in what ways the younger generation access news sourcing, as well as the qualities they look for in viewership. In addition to primary data collection, evaluating secondary data will help to validate results from previously marked studies. After retrieving data from both internal and external databases, the research presented will signify



analyses as well as interpretive data to carry out within the market direction of our research. With the analysis of the market research, clear definitive into the strategy of our decision problems will seek to answer how we can better appeal to young viewership within market four proximity.

Conducting market research within the discipline will help decipher among selecting alternative courses of action to boost engagement within the target scope. The courses of action will help to determine hypotheses specifying different variables of measure. The hypotheses compare relationships between altering variables, giving clear consensus as to what initiatives will be successful. Through qualitative and quantitative research, insight into how data analysis should be carried out will be interpreted. Data measures within this study will focus efforts towards both the structured and unstructured data collected. This strategy oriented research analysis will aim towards increasing engagement in young viewership to boost the overall market. In this research study, we have both a problem and an opportunity. The problem is the lack of viewership in young generations. Although this is an issue, an opportunity exists as it is an untapped opportunity for viewership. By choosing a strategy oriented analysis, we can build data collection tools that will provide the most valuable data and insights. To better understand the exact variables of analysis, our variety of structured and unstructured data will seek to display accuracy and trustworthiness in its findings.

Method of Data Collection

The analyzed data will determine methods of administration to boost young viewership on *69 News*. Using both structured and unstructured data will work as an advantage in forming accurate results within our study. The secondary data will demonstrate the relationship between young generations and news in mass media. The secondary data was used to develop a strategy



for the primary data. Previously conducted studies provided a scope of the market as well as demographic information. After having a general understanding of viewership, a strategy based data collection provided more in depth data. This very specific data will allow for a better understanding on how to boost viewership.

Primary Data

In order to receive the most accurate data possible, a data collection tool was created. The customized survey provided data on specific components that could boost viewership making this a structured collection. The survey consisted of ten questions including multiple choice, short answers, and linear progressions. The questions provided information on demographics, news source's popularity, as well as the importance of news. The survey was then distributed to fellow students on an online platform. The survey was placed on the subreddit: */r/SampleSize*. This site provides a forum for the masses to answer surveys. The survey included age characteristics to keep the sample focused and accurate. The questions in the survey were designed to interpret methods of improving viewership.

The data retrieval will find statistical analyses to better understand the relationship between existing variables. The sources used within both sets of data collection will work in an effort to leverage viewership in adolescents within the market four stations. *69 News* can use the data retrieved to better market the younger population.

Secondary Data

To better understand the relationship between adolescents and forms of media sourcing, the intended variables of observation must be clarified. To concentrate data within the search, a list of key terms and names were used to find concise information on the desired variables.



Key Terms Used Within Data Search:

- Young Generation, Adolescent, Young Population, Teens, Young Adults
- News sourcing, news reports, news sources, news outlets
- Mass media, social media, media sources, media usage

The data retrieved consists of search results found from an internal library database, as well as Google search. The key terms that were used worked to refine results that would provide insight on specific demographics. Results looked to signifying relationships between adolescents and means of news sourcing. By finding results which study current viewership and appeal within news platforms, and frequently used media outlets among young populations, it can be understood how to expand the total viewership and overall target scope. By studying the relationships between 1) the methods of news sourcing by adolescents, 2) public feedback on current coverage, and 3) current methods of media sourcing, 69 News will conclude current industry trends.

Evaluation of Data Retrieval

After both sets of primary and secondary data were retrieved, the interpretation of the multivariate analyses was better interpreted. The preparation of data analyses was met through a series of editing and coding within variable responses.

Secondary Data Evaluation

After analyzing multiple research studies, multiple responses on statistical findings can be formed. The responses probed will then be converted into consisted units of measure to



categorize and organize our findings. Evaluating the research and finding patterns of consistency in responses will better shape the structure of primary data retrieval.

Primary Data Evaluation:

Primary data is found and interpreted in response to secondary data, which holds broader insight among the intended research. After editing and converting existing analytics between variables, the secondary data will shape the structure and information sought within the primary research. Once targeted information is identified, we can identify the sampling frame to distribute our survey. The primary research consists of an online survey conducted through email and subreddit distribution. Our survey targets multiple adolescents in a distinct age range. Results from the survey will be analyzed through a structured coding process. The primary data retrieved consists primarily of closed-ended questions, with the exception of two. To evaluate statistics accurately and effectively, our codebook will consist of elaborate direction on how collection forms are coded. The data will be analyzed through specific codes and variables.

Results of Data Collection

Secondary Data Results:

In order to have an understanding of the current viewership market, previously conducted studies were evaluated. The findings demonstrated that younger viewers are consuming plenty of video content. Between millenials and gen z's, the average weekly smartphone video consumption was a staggering twenty three hours. Although they are consuming at a higher rate than any other age group, their modes of consumption have changed. In previous generations a high majority of news consumption was done in front of the television. Most had cable



subscriptions in which local and national news networks had channels that distributed their content. This model was wildly successful for many years but more recently has become unpopular in younger generations. The phrase “cutting the cord” is not even applicable to these generations as they grew up with online news outlets and streaming. An overwhelming majority of young people receive most or all of their news from online sites. A strikingly small thirteen percent out of 1000 respondents stated that they get their news from sitting in front of a television. Another key takeaway is young people's use of Youtube. Over seventy five percent of young people responded to watching YouTube videos at least once per week. A majority claimed to have watched at least one video that week that was considered news. This data clearly indicates that the traditional cable delivery programming does not resonate with younger generations. Based on the data researched, if news networks want to capture a younger audience, they must accommodate for new preferences. Younger generations are acclimated to and value instant consumption. They want their news available at any time and at any location. The common solution to accommodate is to go online. This is the most cost-efficient and successful method of delivering news to young people. The other component of instant consumption is the desire to consume the information quickly. Younger generations do not want to watch an entire newscast and listen to every story. They would much rather watch short “clips” of the information they are interested in hearing about. By providing clips, news companies can attract a wide variety of viewers and ad revenue every time a clip is watched. The secondary data reviewed provided insights on younger viewers and was crucial in building a primary data research tool.

Primary Data Results:



To clarify the intended subjects, a concise sampling plan was set in place. Our sampling frame justified multiple characteristics and variables to be manipulated within the questionnaire. The structure of our sampling plan worked as a guide to better understand who our subjects would be, what information they'd seek to answer, and the multiple variables that affect their specific discipline.

Sampling Plan

The sampling plan is based on a convenience sample for readily available information, although this may not represent the entire population, we can get an idea of existing trends which interpret analyses from both the existing and newfound data.

Target: Young adults between the ages of 15-25

Sample Framework: Adolescents located within the Lehigh Valley

Sampling: Survey distributed to multiple adolescents and young adults around the Lehigh Valley area

After the survey was conducted, the results gathered were then assembled into a distinct codebook for statistical analysis. The survey consisted of 30 different responses which contributed to data analyzed in the codebook. The survey consisted of ten questions each tailored towards understanding viewership of news among the younger population. The data provided signified that twenty five out of the thirty respondents follow news. Of those, the most viewed news outlets are Fox, CNN, Buzzfeed and local news sources. Studies also found that twenty four out of the thirty survey samples indicated that national news ranks higher importance than local news. In addition, the research found that credibility of reports as well as the type of news covered is what draws them to specific platforms. In addition, interpretations were suggesting



that adolescents would take more interest in news sources if stories were tailored more towards their age, as well as the convenience and timeliness of news reporting.

Conclusions Made

- **If 69 News incorporates the development of its social media platforms, younger viewership will go up.**
- **By developing messages that endorse the importance of local news, the general public will have more incentive to follow community-based stories.**
- **If 69 News incorporates a healthy blend of both local and national coverage, they'll keep the public informed on a number of pressing matters.**

In order to leverage the importance of community news, 69 News can tailor its sources of media towards



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Appendices:

Figure 1: Data Collection Tool

News Viewership in Teens

Thank you for taking the time to provide insight on how you like to receive your news!

* Required

Name (leave blank if you wish to be anonymous)

Your answer

Age

Your answer

Do you currently follow any news platforms? *

☐ Yes

☐ No

What is your favorite news outlet? *

Your answer

What is your favorite method to see news? *

☐ TV News Shows

☐ Social Media Articles

☐ YouTube

☐ News Apps

☐ E-Mail

Which type of news outlet do you prefer? *

☐ Local Network/Site

☐ National Network/Site

What draws you to a news platform? *

☐ Convenience

☐ Credibility of Reporting

☐ Type of News Covered (politics, entertainment, current events, etc.)

☐ Type of Content (written articles, videos, reviews, etc.)

On a scale of 0-5 (0 being not important, 5 being very important), How important is it to follow current news? *

0 1 2 3 4 5

not important ☐ ☐ ☐ ☐ ☐ ☐ very important

What is your favorite type of news? *

☐ Political

☐ Current Events

☐ Entertainment

☐ Product Reviews

☐ Lifestyle & Arts

In a few words, what would cause you to become more interested in the news?

Your answer

Other thoughts or comments

Your answer

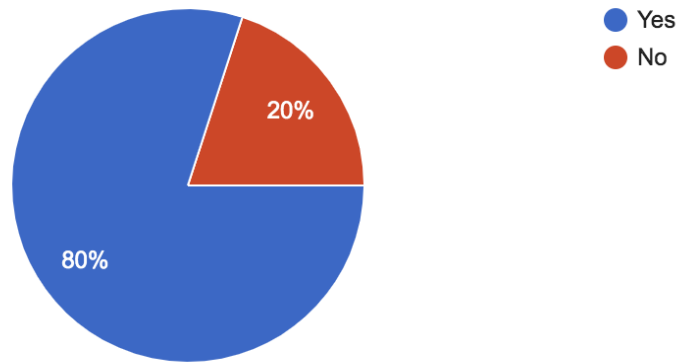
SUBMIT

Never submit passwords through Google Forms.

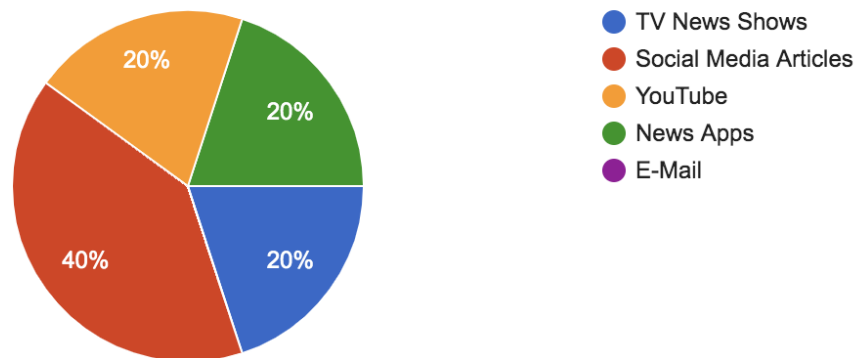


Figure 2: Data Collection Survey

Do you currently follow any news platforms?



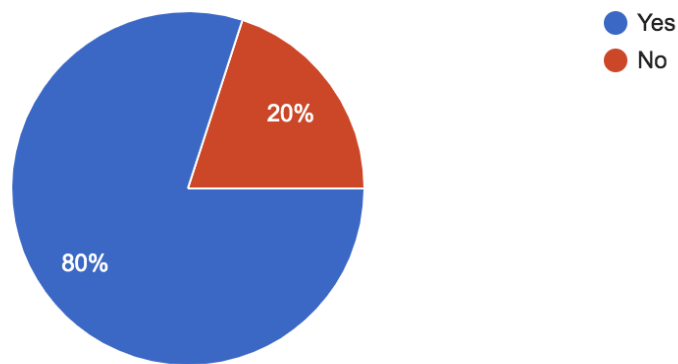
What is your favorite method to see news?





Which type of news outlet do you prefer?

Do you currently follow any news platforms?



What draws you to a news platform

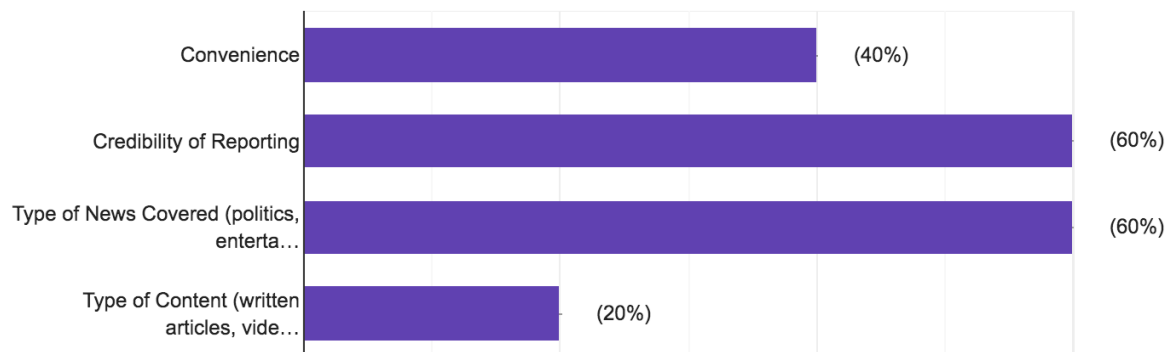




Figure 3: Primary Data Codebook

Variable	Description	Response Options
Outlets Followed	Do you currently follow any news platforms	Yes- 24 No- 6
Favored Outlet	What is your favorite news outlet?	Open-Ended
Method of Viewership	What is your favorite method to see news?	TV News Shows- 6 Social Media Articles- 12 Youtube- 6 News Apps- 6 E-Mail- 0
Preference in Source	What type of news outlet do you prefer?	Local- 6 National- 24