

NEWS15

Research and Survey Analysis

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Overview

- Situation Analysis
- Focus Group
- Results
- Recommendations

SWOT Analysis

Strengths:

- ★ The company prioritizes hiring a diverse workforce
- ★ Strong focus on covering local news and businesses

Weaknesses:

- ★ The website is outdated, lacks visual appeal, and the station adapts slowly to new technology
- ★ Bayou City Broasting is has a relatively lower broadcasting power in comparison to its competitors with KLAF operating at just 2.65kW

Opportunities:

- ★ Incorporating more On Demand (OTT) services could help attract younger audiences and expand reach
- ★ Redesigning and modernizing the website would improve usability and audience engagement

Threats:

- ★ Larger companies pose risks through potential buyouts, competitive dominance, and loss of shareholders and sponsors
- ★ Rapid technological advancements are shifting younger audiences toward newer platforms such as streaming and social media

Strengths of News 15

- ★ Focuses on family and local community
- ★ Diversification
- ★ More air time
- ★ New to the market
- ★ Opportunity

Weaknesses of News 15

- ★ Website is outdated
- ★ Smaller company compared to competition
- ★ Less experienced compared to competition

Focus Group Results

“Paint the Town Red”

- ★ Creative story idea
- ★ Awkward composition

“Boo Bayou Festival”

- ★ Warm and fun story
- ★ Distracting noises and visuals
- ★ Repetitive audio
- ★ More B-roll

Focus Group Results Cont.

“#LanesChristmas”

- ★ More backstory needed

“Medical Cannabis Coming this Summer”

- ★ Groundbreaking story
- ★ Inappropriate background music
- ★ Weak presentation

Focus Group Results Cont.

“Acadiana’s Thrifty Mom: Spooky Halloween Wreaths”

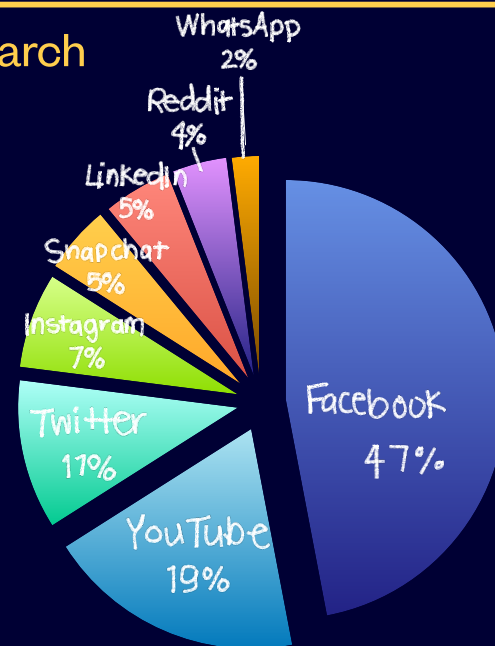
- ★ More like a YouTube video than a newscast
- ★ Not optimal lighting or color balance
- ★ Could be more informative with instructions and showing final product

Overall Results:

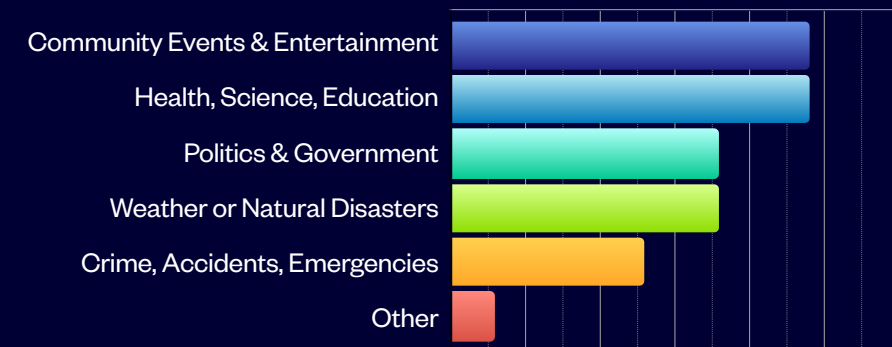
- ★ More in-depth focus on family and community
- ★ Address viewers more often

National Statistics from Pew Research

The results of the 2018 online survey show the top three most popular social media sites for accessing news: Facebook in a commanding lead, followed by YouTube and Twitter. While Instagram and Snapchat are still emerging platforms, it's wise to prioritize content for the top three while also keeping an eye on the growth and potential of newer apps.

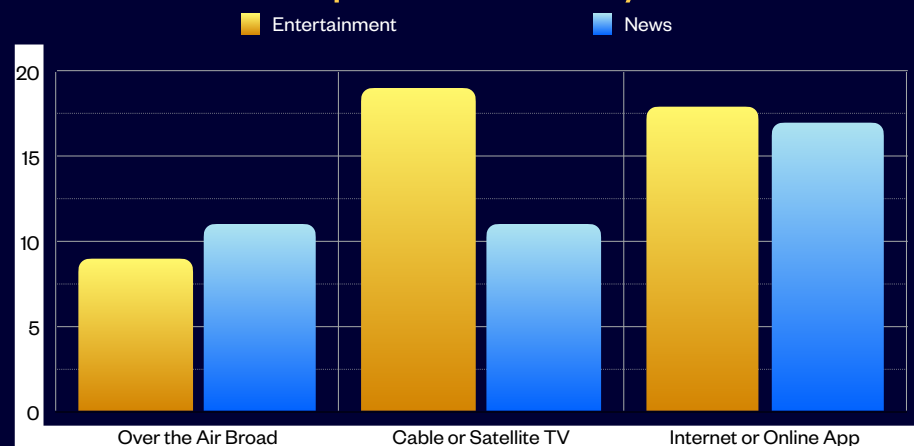


Results of Focus Group Online Survey



Health, Science, Education and Community Events & Entertainment tie for the type of news the viewers would like to see more of.

Results of Focus Group Online Survey



The internet or online apps is, on average, how most viewers choose to receive news and entertainment

Recommendations

Stay up to date on technology

- ★ Consider streaming, updating website, and keeping up with social media sharing.

Online Promotion

- ★ Online advertising is inexpensive and effective on platforms such as Facebook and Instagram.

Focus more on content your viewers want to see: Health & Education and Local Events & Entertainment (both tied for most popular media).

- ★ Mine for stories more often instead of recycling news from other sources. Viewers like the unique experience that News 15 provides and they want to see more of it.