

WHAT KEEPS LEARNERS MOTIVATED TO INTERACT WITH LOCAL NEWS?

To keep their community leaders accountable.

*"Local news is important because I care [about] and am invested in my community. If I am paying ridiculous taxes I want to make sure **I have a voice and knowledge** of what's going on in my backyard. "*

*"I like to be informed and know how what's going on in my community because I am a taxpayer here and **it's important that I know about the issues and the political ramifications** of what things will hold us for the future here."*

To satisfy their responsibility towards others in their community.

*"Any breaking news that I need to listen to or **to stay knowledgeable** about... [I need to know] kind of what's going on in my city and so that when I'm interacting with clients I'm able to really understand maybe some of the issues that they have and some of the things that they're dealing with in their own private lives."*

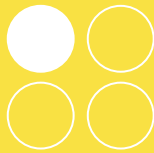
*"Especially being a teacher you want to come to school aware of certain events that happened, you want to not only know **about it but be knowledgeable about them.**"*

To feel sophisticated and savvy about topics relevant to their community.

*"I truly **believe that knowledge is power** and being informed about my neighborhood makes [me] a better well-rounded person when I know what's going on in the place I live."*

*"You know when I can find time constantly trying to **make sure that I'm educated** and I'm up to date."*

LEARNERS



*"It just **makes me a better well-rounded person** when I know what's going on in the place I live."*

BEING KNOWLEDGEABLE

Learners are motivated to **be knowledgeable** and educated about topics that they are interested in and issues that surround their communities.

Engaging with local news allows them to feel like a better citizen by **keeping them educated** about things that might affect them or others who depend on them.



LEARNERS: BEING KNOWLEDGEABLE

MEET ESHAN

Eshan is an 35 year old attorney who describes himself as having a “voracious appetite for reading and consuming news.” His daily routine consists of going to work and then finding activities to relax and “turn off his brain.” He enjoys professional and fantasy sports as well as video games, going to the movies, bingeing on tv shows and educating himself as much as possible.

“When I was a child my family actually subscribed to the print edition of [the OC Register] newspaper - that connection has now transformed into my devotion to their website.”

“But more to the point I just like to come here [to the OC Register website]. Really every day but you know especially on a Sunday morning I can do more of a deep dive into reading different articles...”

ESHAN HABITUALLY SEEKS OUT AND MONITORS HIS NEWS SOURCES

As an avid consumer of information, Eshan’s routine is strict. He wakes up and checks Twitter and blogs for any news that he missed. Eshan likes to be on the cutting edge when it comes to news, so he has established a very specific schedule of when he accesses certain publications.

On Monday afternoons he engages with the OC Weekly. On Sundays, when he has more time to invest, he is able to do a deep dive on the OC Register. However, during the work week, he is always “filling time by consuming news and learning more about happenings in the world around me.”

Learners spend most of their time monitoring their sources and searching for news. Because their main motivation is to continuously learn, they like to constantly keep up with happenings around them.

Learners, more often than not, are playing catch-up with the news. They constantly feel like they are missing out and that there is always something out there that they should learn about.

“I’m willing to go out of my way to find local news (Facebook posts from the city; scouring blogs for relevant articles) and [I realized] that I spend more time and effort looking for local news than I do with any other news source... it is harder to find relevant local news that amounts to more than simply a list of crimes or local government announcements...”

BEHAVIORS

How do they interact with local news?

- Purposefully access local news as part of their daily routine.
- Highly engaged with paid subscriptions
- Determined trustworthy local news sources that they constantly engage with across multiple channels.
- Primarily engage with information about local government activities and/or politics.



VALUES

How do they feel about local news?

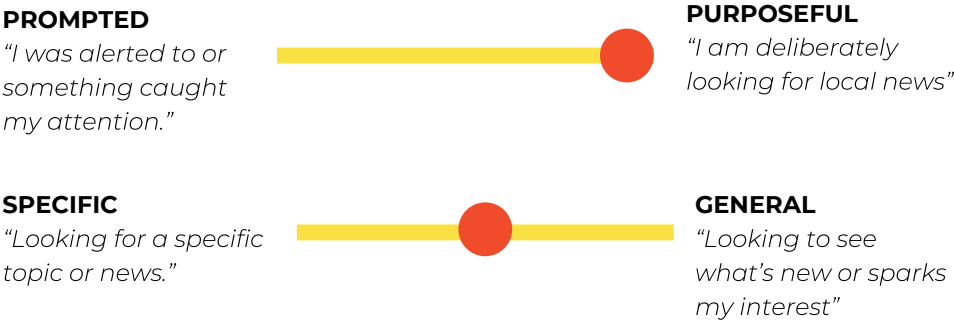
- Have built a relationship with the sources they access, they feel like they fill a gap for them
- Seek quality over quantity
- Believe that knowledge and learning can make you a better person or better at your job.
- Believe that by learning they become better, engaged citizens.
- Develop their own point of view about topics they learn about.

LEARNERS ARE DEEP DIVERS

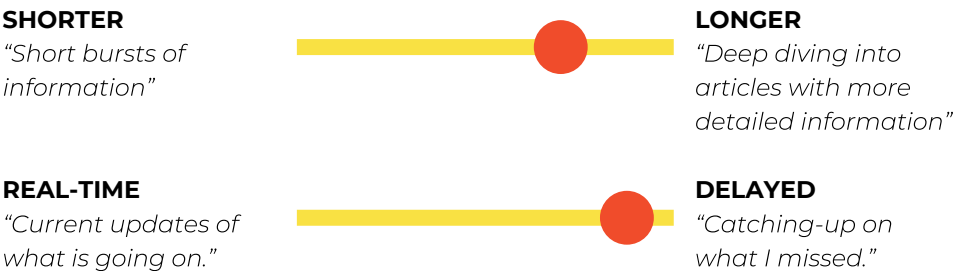
Learners are very proactive about how they engage with and consume news. They are always seeking for information, and as such, enjoy deep diving into key topics.

Learners often carve out time at the end of the day or during their free time to deep dive into longer form articles, even if this means reading them after they were published.

MODE OF INTERACTING WITH NEWS SOURCES



MODES OF CONSUMING INFORMATION



WHAT KEEPS CONNECTORS MOTIVATED TO INTERACT WITH LOCAL NEWS?

To explore where they live and find things to do with others.

*"The stories and updates I'm looking into are interesting and enlightening. I feel like being in the know allows us to look out for others in our community and be helpful... Local news is extremely important when it comes to **helping me plan the day out and plan future activities with my family.**"*

*"I like to get a recap on what happened the evening before. I also review traffic updates in the morning. In the evenings and throughout the day **I'll periodically check to see what's happening in my community like upcoming events** or any crime updates."*

To feel connected to and part of their community.

*"I use the [CNN] app, and I received a push notification about an article that voices an opinion on fireworks and the ordinance about them in the state of Indiana...**And it was definitely a hot issue based on things that I've seen on my Facebook profile** and in my social media accounts. So I definitely wanted to read it [push notification] and the article."*

*"I discovered that I am a person that **feels community engagement is paramount towards living a happy and satisfied life.**"*

CONNECTORS



*"It makes me **feel like I'm connected to my community** and also to the world around me."*

BEING IN TOUCH

Motivated to **stay in touch** with what is happening in their communities and having a general sense of what is going on around them.

Engaging with local news allows them to engage in conversation with others, building a feeling of connection and belonging to their community.



CONNECTORS: BEING IN TOUCH

MEET BETHANY

Bethany is a busy mom of two who also works full time at a public school as an English teacher. She enjoys reading, going outdoors, and cooking. A typical day for her starts with getting up and ready for school, shuttling her kids to their extracurricular activities, and sometimes having a moment for herself!

“Local news provides a way for me to stay up-to-date on what is going on in my immediate vicinity. It helps me to be well-informed about current issues, and helps me to engage in conversation with coworkers, acquaintances, and friends.”

“I realized that I engage with the news much more often because of the push notifications from my local news app. I definitely check in regularly on my own, by opening the app during slow times during the day.”

BETHANY RELIES ON SOURCES TO NOTIFY HER AT THE RIGHT MOMENTS

Bethany typically interacts with the news when she has a moment of free time. She depends on their social media and local news sources to ping her when something might be relevant or important. Because of this, she is triggered by push notifications to access a news story, and if the notification is in the right time and place with the right topic, she will be intrigued and click on it.

Bethany feels like nowadays we are wired to seek information at all times. She feels like she needs to fill in time by engaging her brain with information, when she’s not busy with her kids and work. She tends to check her social media, the weather and local news during those slow intervals in the day.

Connectors are more often being notified about news or searching for it. Because they proactively seek for ways to connect, they depend on their social media and local news sources to ping them when something might be relevant or important. They also try to search in order to find events or community activities they might want to attend.

Connectors like to know what others think about stories that they feel are important to them. Not being able to easily talk to others, or to act upon a piece of news (in person or digitally) is frustrating for them.

“I think that it would be a huge benefit to families that go through something tragic like this if the news company could post links to different ways to support and help in situations like this”

BEHAVIORS

How do they interact with local news?

- Seek out activities to do and places to explore
- Focus on topics that interest them both for entertainment and information.
- Focused on hyperlocal, neighborhood-centric news.
- Higher interaction with social networks, including Facebook Groups and nextdoor.com



VALUES

How do they feel about local news?

- Seek to connect with others through community events and information
- Believe that being involved in the community makes for a more fulfilling life.
- Value the variety of sources and places to find things to do
- Engaging in conversation about the news with others in the community..

CONNECTORS SEEK PERSONAL RELEVANCE

Connectors are more often than not interest-led. This means that they will more likely want to be prompted or search for news related to specific interests or topics that they find directly relevant to their daily routine.

Although it is important for them to have information real-time at their fingertips, they are often reading push-notifications and diving deeper only for those that spark their interest.

MODE OF INTERACTING WITH NEWS SOURCES

PROMPTED

“I was alerted to or something caught my attention.”



PURPOSEFUL

“I am deliberately looking for local news”

SPECIFIC

“Looking for a specific topic or news.”



GENERAL

“Looking to see what’s new or sparks my interest”

MODES OF CONSUMING INFORMATION

SHORTER

“Short bursts of information”



LONGER

“Deep diving into articles with more detailed information”

REAL-TIME

“Current updates of what is going on.”



DELAYED

“Catching-up on what I missed.”

WHAT KEEPS ACHIEVERS MOTIVATED TO INTERACT WITH LOCAL NEWS?

To succeed at their jobs with the help of useful information

*"The Coloradoan. [It is a] local newspaper that I read on my phone, [I] paid 99¢ a month for unlimited [use] on my app. **I read it because I need to know what's going on in the city for my job in local gov.**"*

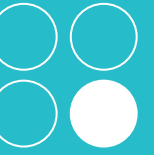
*"Pretty much when I wake up. First off, I take my phone. I have news things that pop up on my phone which comes from a news app such as CNN. I scroll that, I check the stock market, I check my Forex... I listen to audiobooks, podcasts; **a lot of motivational things pertain to Forex and money**"*

To navigate their day-to-day with actionable information

*"I like to be informed at all times because you **may never know that what is currently happening** could affect your day."*

*"I rated it this way because I park my car in the area where this car was burglarized so this is very important and impactful news to me. **I am going to start looking for another street to park** on that's safer"*

ACHIEVERS



*"I like to be informed at all times because you may never know **what is currently happening that could affect your day.**"*

BEING UP TO DATE

Motivated to constantly be **up to date** about the most recent information so they can plan accordingly.

Engaging with local news allows them to be successful at their job or social life. They want to know what is currently happening that can affect their day or work.



ACHIEVERS: BEING UP TO DATE

MEET SARAH

Sarah is an IT analyst for city government. Data is pretty much what she does every day and she enjoys it. In her free time, she loves to try new recipes at home and use new gadgets while doing so. She considers herself to be an avid reader, who likes to be informed on what’s going on in the world and in the literary scene.

“I’m usually commuting or at work when I’m listening to an NPR podcast and reading about local news through my news app, Flipboard. At work, my colleagues let me know what’s going on with the local government when we are chatting.”

“I like that I’m well informed and engaged in the city I live and work in. The future of local news feels like a circus sometimes. People assume things and act upon it before getting informed.”

SARAH OFTEN MULTITASKS WHILE CONSUMING NEWS

Sarah rides the BART every day, so she takes advantage of her commute to get updates on what is going on. Sarah gets most of her news from social media and Flipboard, reading headlines most of the time. However, she follows links and hashtags or will search on Google to get to the source of articles when something catches her attention.

Sarah wants to stay up to the minute about anything and everything that might affect her day, including things like her commute and job. For that reason, getting the news has to be easy and convenient. Searching and looking up information is a chore, multitasking allows her to be efficient about how she gets news.

Achievers are more likely either being notified, scrolling or monitoring through their news sources. They might also be made aware of news through colleagues, social media or news apps.

Achievers are constantly consuming tidbits of usable information to help them feel like they are on the pulse of local happenings. Feeling removed, blind-sided or out of touch is their greatest pain-point.

“And I usually just drive through to see what is important and I’ll just read the headlines. If an article really intrigues me or catches my attention, I’ll click on it. So this [article] catches my attention because currently [at] my job.... we are suing to make sure that scooters stay out [of the sidewalks] because [people in scooters] don’t really follow the regulations of the city.”

BEHAVIORS

How do they interact with local news?

- Use the news to plan ahead and help them feel prepared for their day or job.
- Interact with the news in the morning and throughout their day, seeking constant updates
- Interact with a favorite source that has proven valuable overtime
- Focus on being up to speed about certain topics of interest that are relevant to their job or daily activities.



VALUES

How do they feel about local news?

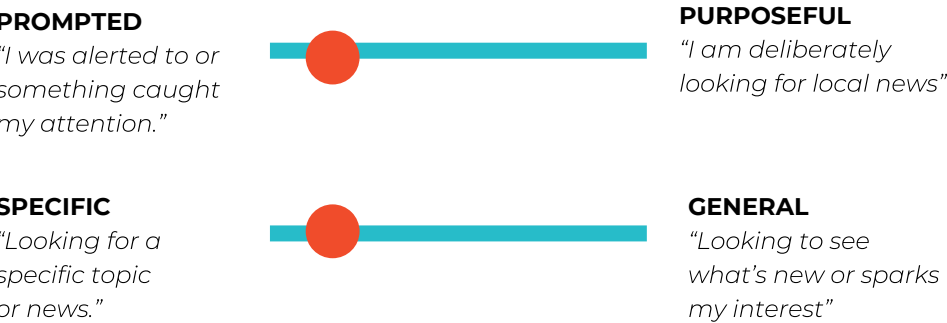
- Making better decisions after being informed by the news
- Constantly being updated with the most up to the minute information
- Having information that allows them to succeed at their job

ACHIEVERS TYPICALLY READ HEADLINES

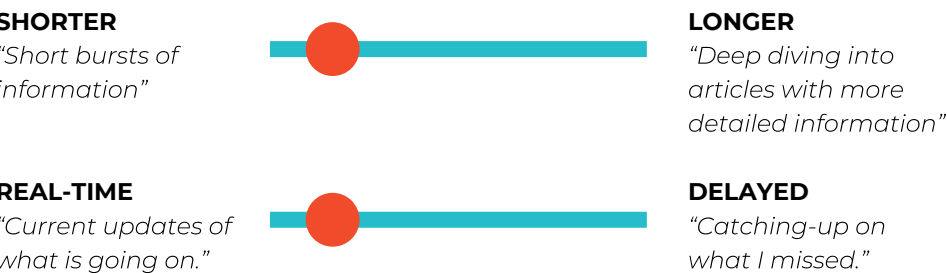
Achievers typically are prompted about specific news that they find value in. They opt for personalizing their consumption so that they know what they are reading is relevant to them.

Achievers are always looking for new updates and check the news multiple times a day. They prefer accessing the news in real-time, however, they optimize their time by mostly looking at short headlines.

MODE OF INTERACTING WITH NEWS SOURCES



MODES OF CONSUMING INFORMATION



WHAT KEEPS SHARERS MOTIVATED TO INTERACT WITH LOCAL NEWS?

To gain social capital by having insider information

*“My motive is to essentially **gossip with friends but smartly**. I am barraged by information all day; social media, clickbait news, advertisements. Any way I can filter it all that noise and get the facts is helpful. I see my involvement in local, neighborhood focus only increasing as I get older.”*

*“I have the **Chicago Tribune bookmarked** on my laptop so I click on it at least once a day. I find myself coming here to see breaking news/top stories and what's happening in my area / city.”*

To satisfy their social media addiction and fear of missing out.

*"I realized that **I feel fairly informed of local news and I'm happy Facebook allows me to do so** and I know not to let fake news get to me"*

*"I feel like a lot has happened during the day that **I'm not aware of** because I'm so busy with work and life...But since I also read my Facebook feed (where I get most local news from) at night too, I often spend a good amount of time at night catching up on local news”*

To elicit reactions and have conversations with others.

*“I like it [the news] in the mornings so I can start my day off knowing the most recent news... **maybe to talk with others or inform them**. Other times I may just be curious.”*

*“I think that's also why I like to get my social media because **I like hearing what you have to say when they present news**. And it doesn't matter if I agree with their opinion or not. **I still like to see other perspectives**.”*

SHARERS



*"It's something that I talk to with my co-workers my wife... because it's important and **you want to find out what's going on.**"*

BEING IN THE KNOW

Motivated to **be in the know** and gain insider information about social events and happenings that they can talk to others about.

Engaging with local news allows them to hold an influencer status within their social group, always aware of anything that might affect and influence his/her social activities.



SHARERS: BEING IN THE KNOW

MEET MITCHELL

Mitchell is a 33 year old account manager for an IT company. He is married and is an avid sports fan, he plays softball and basketball, and has season tickets to the Chicago Cubs and Blackhawks.

“I was motivated to read it because as a season ticket holder of the Chicago Cubs I was worried if I’d be affected by the protest happening on the North side next Thursday Aug. 2nd. This will be a peaceful protest but I’m always concerned for my safety as this has shifted from south to north side.”

Mitchell likes to engage with information that might affect any of the social activities he’s got going on, specifically music or sports.

“I’ve realized how the importance of the local news affects my life on a regular basis. Whether it’s weather, traffic, sports, politics, arts/culture, or breaking news it will have an impact even though it may be minor it can be meaningful.

SHARERS LIKE TO INTERACT WITH NEWS TO WIND DOWN

Mitchell typically interacts with multiple sources of local news during his down-time. His routine is to check social media as soon as he wakes up, and ask Google home for the weather and traffic information before going to work. Mitchell likes get a picture of what his day is going to look like.

Sharers spend most of their time scrolling and monitoring news through news sources. Because they depend on the news to keep them in-the-know about anything that could affect their social circle and social activities, they have to continuously stay in the loop. Lack of access to the newest information is their greatest pain point.

When he comes back from work, Mitchell likes to wind down by either watching the news or browsing on his phone or laptop. He routinely checks the Chicago Tribune at least once a day, and watches TV news every night before going to bed.

“,,,For instance, going to Cubs game next Thursday, I could be right in the middle of the anti-violence protest. I would of only known this by reading it or watching it on the news.”

BEHAVIORS

How do they interact with local news?

- Mainly use social media as an entry point towards local news sources
- Typically access news during downtime or while winding down at the end of the day
- Primarily seek information about community events, local businesses, and crime.



VALUES

How do they feel about local news?

- Sharing with others through conversations about what impacts his/her surroundings
- Having insider information that allows them to have influence over their social group
- Value how others might react or perceive the information they are sharing

SHARERS LOOK FOR IMMEDIACY

Sharers are often looking for immediacy - having the most recent information fast so that they can be the first to know.

Typically, Sharers purposefully look to catch-up on a particular news that they have been following. Otherwise, they depend on being promoted with any new general information that might help them sustain their “influencer” status among their social group.

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