

FAMILY FORWARD GUIDE TO CONTENT CREATION



Three key questions for creating Segment Relevant Content

1

Who is my audience
and why am I
developing content
for this segment?

2

What type of content
do I develop?

3

How do I develop
segment-relevant
content?

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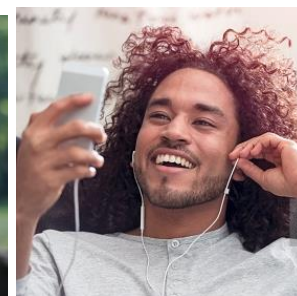
What type of content do I develop?

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How do I develop segment-relevant content?

THERE ARE MANY FACES TO FAMILY FORWARD CONSUMERS

What unifies them is not any specific life-stage, but rather what they want from their news experience



WHO IS FAMILY FORWARD...AS A PERSON

- Self described as *“caring, loving, loyal, empathetic, personable, patient, understanding, helpful, dependable, hardworking, disciplined, and motivated”*
- “Greater Good” sensibilities are a key common thread. Motivated by both heart and head
- Want to stretch, optimize and find ways to progress many aspects of their life, career and community



WHO IS FAMILY FORWARD...AS AN INFORMATION SEEKER

- News and information helps Family Forward in all the ways they give back, juggle responsibilities, directly benefit the lives of those around them and strive to maintain a healthy positive outlook
- Assemble knowledge and information so that they are informed and can approach life and decisions in an educated, thoughtful way
- Act generously in terms of their relationships and visions for success
- Strive to use their time and money wisely as they have a lot to balance in life
- Desire to be grounded people who are respectful, optimistic and aware of self, other people and their community



Most Important Differentiating Benefits

Family Forward



Most Important Differentiating Benefits

Be a better parent

Effectively manage my money

Make sound financial decisions

Keep me and/or my family healthy and fit

Help me advance my career

Make good business decisions

Less Important Differentiating Benefits

Be smarter about on what's going on nationally

Be smarter about what's going on in the world

Have a broad awareness of key issues

Have an educated opinion about topics being debated nationally or internationally

Have a deeper understanding of a particular subject

Stay informed on social issues and causes

Shared Benefits:

Family Forward shares several benefits that are also important to other segments. While not unique to Family Forward, these benefits provide insight into their mindset

- Solve problems, learn how to do something
- Get the best deals on products I buy

REASONS FOR CONSUMING CONTENT

FAMILY FORWARD MOTIVATIONS



PERSONAL DEVELOPMENT FOR SELF, FAMILY AND COMMUNITY
Self Empowerment, Kindness, Connection, Community Advocacy



MANAGE MY MONEY EFFECTIVELY AND MAKE SMART FINANCIAL DECISIONS
Life Planning, Optimization, Pragmatism, Give Back



HELP ME ADVANCE MY CAREER
Grounded Goals, Personal Passions, Be Inspired, Ambition

REASONS FOR CONSUMING CONTENT

FAMILY FORWARD MOTIVATIONS



PERSONAL DEVELOPMENT FOR SELF, FAMILY AND COMMUNITY

- Identifying opportunities or staying informed on key issues so that I can enable or protect my own/family/community health and wellness, development and safety
- Staying up-to-date on key topics related to my life like learning how to do things for myself, finding better ways to do something, solving problems, tips/tricks to accomplish tasks or better use time
- Understand how to create a good support system at home and for family/friends
- Understanding what my children are seeing/hearing about in news or from others and teaching kids about issues or resolving conflicts with right tone/message
- Discover new ways to spend dedicated time with family/friends to build relationships, have new experiences, things to do, dining, & etc. that can be fun
- Find ways to relax, reduce stress, have a sense of escape, and contribute to an active & healthy lifestyle for myself and my family

REASONS FOR CONSUMING CONTENT

FAMILY FORWARD MOTIVATIONS



PERSONAL DEVELOPMENT FOR SELF, FAMILY AND COMMUNITY

- Being more educated on key issues to build empathy, form own POV, connect with family/friends to discuss issues, have smart conversations, find balanced perspective to come together
- Knowing how to support my community, get more involved to resolve issues affecting my family or others in my area to make city a better place and bring community together on issues
- Understand how local policies and votes will potentially impact my family or local community
- Being a role model and getting involved within my **community** by volunteering, mentoring, maintaining strong relationships, and **giving back** to make community a better place

REASONS FOR CONSUMING CONTENT

FAMILY FORWARD MOTIVATIONS



MANAGE MY MONEY EFFECTIVELY AND MAKE SMART FINANCIAL DECISIONS

- Creating and/or maintaining financial stability and build financial cushion to keep family comfortable
- Keeping up with shifts in the economy and how it affects me on a local level or where I live
- Educating myself about what may potentially impact my income (ex. tax reform, increases in local property tax, real estate trends) and how it affects me personally
- Finding trustworthy local expert financial advice to get ideas about planning for future and make smart decisions
- Educating myself on smart ways to plan for retirement and education savings to support family long-term
- Balancing saving with spending needs to have financial security to take care of family/others/my community. Be in a position to help others in need
- Finding local opportunities to save money on large purchases
- Research/reviews & comparing the prices of big ticket products available in the surrounding area to get the best value

REASONS FOR CONSUMING CONTENT

FAMILY FORWARD MOTIVATIONS



HELP ME ADVANCE MY CAREER

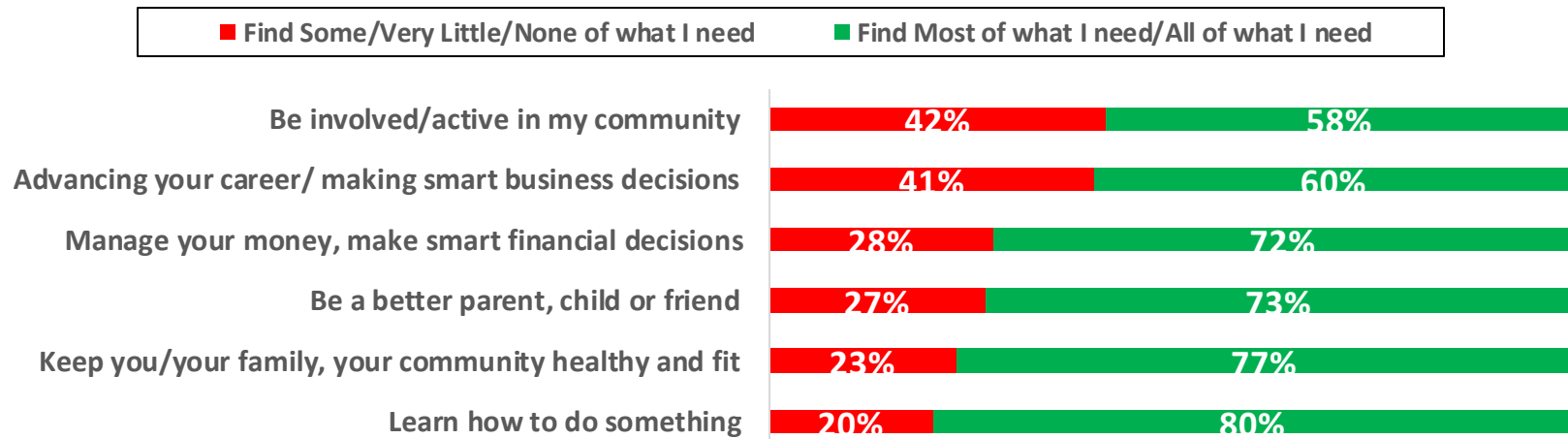
- Finding a new job/new career opportunities to expand what I am doing or better fit life-stage needs/lifestyle (ex. opportunities close to home, local business expansion, etc.)
- Keeping eye out for industries, companies or careers that are booming vs. declining to watch for opportunities
- Balancing responsibilities between work & home
- Growing income to account for current/future needs
- Learning how to pursue what I am passionate about and love to do
- Discovering new opportunities to achieve dreams and achieve success
- Discovery of local cost efficient educational/training possibilities to stay ahead and understand how to become even more valuable to my company or clients
- Stay on top of local professional events/activities for career advancement & networking

FAMILY FORWARD CONTENT GAPS

CAN FAMILY FORWARD FIND THE INFORMATION THEY NEED TO FULFILL THEIR DESIRED BENEFITS?

- When asked about their perceived availability of information that helps them to accomplish benefits, Family Forward consumers provided insight into potential content gaps
- The biggest gap for Family Forward was connected “Being involved/active in their community” followed by “Advancing your career/making smart business decisions”. For both benefits, 40% of consumers felt that they could find very little or none of what they needed
- The smallest gap was in “Learning how to do something”, only 20% of consumers felt that they could find very little or none of what they needed

When it comes to finding information that helps you to [BENEFIT], how much of what you need do you find?



Key questions for creating Segment Relevant Content

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What type of content do I develop?

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How do I develop segment-relevant content?

GETTING THE NEWS RIGHT IS A HUGE BALANCING ACT

- These consumers are time pressed and want quick hits of juicy content, but they still want real journalism/facts (in many cases more than ever) and often do need complete details for specific needs
 - Summaries and videos are key in providing a snapshot while demonstrating where depth is available
 - Opinion Pieces may be less critical in a world of constant barrage of opinions
- People do want the un-filtered, deep stories both locally and on issues they care about (from police brutality to environment to product safety and celebrity downfalls). Still, the news can also overwhelm and upset, so they are eager for more positive stories and uplifting content
- Family Forward wishes for all news sources: Less opinions & wasting time, more focus on unbiased stories that affect people like us or have a local or positive bent

RELEVANT CONTENT DELIVERS ON THE BENEFITS THEY SEEK FROM NEWS AND INFO

EVERY STORY/TOPIC HAS AN ANGLE THAT FULFILLS A DESIRED BENEFIT

FAMILY FORWARD – EXAMPLE POINTS OF RELEVANCY

<i>Financial/Career</i>	<i>Health & Wellness</i>	<i>News</i>
Relevant Topic Examples		
• Personal Finance & Investments/savings resources • Local financial news/advice ○ Personal impact of local economy, shifts, tax changes ○ Deals/Bargains locally and saving on purchases ○ Real estate, Home DIY ○ Tips and tricks to manage money ○ Retirement and college savings • Navigating career placement and advancement ○ Further education and/or job training in the local area ○ New job opportunities/ businesses opening, local job fairs, networking events	• Wellness Issues in community ○ Homeless, Drugs, Violence • Local healthcare concerns ○ Food safety, health treatments • How to volunteer, mentor and get involved in local organizations/activities that help kids/others • Aging parents/elder care guidance and resources • Stress in schools, violence/shootings, issues impacting children, bullying • Mental and physical wellness • Healthy eating, and local restaurants that help • Local stress-relieving activities • Fitness & food themed local events	• Local breaking news • Crime in the community, stories behind crimes • Local renewal and development in area • Community and racial tensions, getting involved • Local weather watch • Traffic or construction issues • Local consumer issues and scams • Local human interest stories • Education news that impacts my family or community • Local politics and watchdog that impacts me/my family/my community
Segment Alignment Insight Examples		
• Manage and spend money effectively • Make sound financial business decisions • Career/goal oriented and motivated • Be a better parent	• Be a better parent • Positive impact on community • Healthy habits in busy lifestyle • Interests in organic, healthy foods/recipes	• Positive impact on community • Stay informed on local issues and causes • Discover how national news can influence on a local level • Make sound financial decisions • Be a better parent

Remember: Family Forward stretches beyond just ‘parenting content’ topics. Fulfilling the ‘Being a better parent’ benefit takes many forms and shapes & splinter into multiple types of content that are interpreted by the consumer based on needs they have.

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FAMILY FORWARD – <u>EXAMPLE</u> POINTS OF RELEVANCY	
<i>Entertainment/Things to Do</i>	<i>Sports</i>
Relevant Topic Examples	
• Local live events • Advice & reviews on local eateries and other type of dining venues, what's new • Day trip options that are nearby (film festivals. Music concerts, art exhibits, etc.) • Local cultural/theater news and events • Local must-see attractions • Nightlife experiences (bars, restaurants, etc.) • Discovery of the local best kept secrets • Best family options for fun, entertainment and time together	• Trending sports news and topics • Sports entertainment and human interest • Local athlete personal spotlights • Sports impact on community • Major sporting events/ teams ○ local pro teams ○ local college & high school sports
Segment Alignment Insight Examples	
• Moments of escape • Avid Music listeners / Concert goers • Stress relief • Manage money effectively • Be a better parent	• Moments of escape • Stress relief and entertainment • Top sports digital behavior • Go to sporting events • Sports viewer / reader • Be a better parent

Remember: Family Forward stretches beyond just 'parenting content' topics. Fulfilling the 'Being a better parent' benefit takes many forms and shapes & splinter into multiple types of content that are interpreted by the consumer based on needs they have.

FAMILY FORWARD CONTENT EXAMPLES

*For all content, consider the “how will this affect me?” angle of the story

FF content can take many shapes to fulfill Family Forward key benefits

Key wish for all news sources: Less opinions & wasting time, more focus on unbiased stories that affect people like us or have a community or positive bent

News

Detroit Free Press

Michigan boy stuck underwater for 8 minutes in resort pool



Man charged in hit-and-run crash that killed 8-year-old Detroit boy

Detroit Free Press

Warren woman found living with boyfriend's decomposing body



Larry Nassar's former Michigan State boss arrested



Black teen misses bus, gets shot at after asking for directions



Family of accused California serial killer voices sympathy for victims



13 semis line Detroit freeway to help man considering suicide



Two hurt, three suspects on the Loose After Anderson Home Invasion



Police Investigating After Teen Says Man Follows Her to Bus Stop

The News-Messenger

Tornado and Fire Three Weeks Apart Devastate Family



Agreement Halts Federal Killing of Predators in CO

florida today

Step by step: How the Parkland school shooting unfolded



Teens stop basketball game to take knees, pay respect during funeral procession

Financial/Career



“Denver Begins Taking Applications for Pot Club Licenses”



“County in ‘Critical Need’ of Poll Workers Before Next Week’s Election”



“College Alternatives Offer Careers without Heavy Debt”



Statewide average gas prices increase by about 9 cents for second straight week



“Financial Seminar Planned in Millville



“Starting Pay is \$17.64/hour: We Energies Looks to Hire Seasonal Telecollectors”



“Blount County Leader Say Housing Market will be Ready for Influx of New Jobs”



“Spiezo Firm Faces \$780K State Workers Comp Suit”

Detroit Free Press

Ford revels in a new ‘city of possibility’; residents hopeful, skeptical

Health & Wellness



HIV growing concern in Detroit, infection rate four times some counties



Royal Oak High Schooler Has Confirmed Case of Hep A



Well Water May Not Be Safe, SWFL Health Officials Warn



NJ Sues Purdue Pharma Over Opioid Epidemic

Cincinnati.com

Seven Days of Heroin: This is What an Epidemic Looks Like

reno gazette journal

Reno Law Prohibits Building Second Reno Homeless Shelter



Mayor & Health Commissioner Kick-off Fight Against Flu

Entertainment/Things to Do

Detroit Free Press

River Days 2018 lineup: Kool & the Gang, Beatlemania, Tamia return



“Janet Jackson Visits small Childhood Home in Gary, Indiana”



“Creativity on Display: Watch: Tarpon Springs Pet Costume Contest for Halloween”



Police, Fire Crews Dance in ‘Thriller Challenge’

lohud.

“Five Great Things to do This Weekend: See Jay Leno, YPFI Film Fest, Hudson Valley Restaurant Week”



“New Art Event debuts in La Quinta”



21 best things to do with kids in Atlanta

Sports



“‘Pretty Unique:’ Parking Garage Near New Bucks Arena Could Someday Feature Top-Level Tailgating



“Buffalo Bills Honor Officer Craig Lehner in Pregame Ceremony”

courier journal

“Young’s Firing Sign of Changing Times at U of L”

Detroit Free Press

Michigan football: Elysee Mbem-Bosse sorry for Jim Harbaugh threats

Cincinnati.com

Lakota West lacrosse player suffered a brain injury in a summer game



Joey Votto will buy donkey for Zack Cozart if he makes All-Star Game

FAMILY FORWARD CONTENT EXAMPLES

FF content can take many shapes, fulfilling the Family Forward benefits

NOTE: Family Forward goes *beyond* just parenting content topics. ‘Being a better parent’ can take many forms and shapes & splinter into multiple types of content that aren’t obviously tied to parenting or family, but interpreted by the consumer based on needs they have.

News

The screenshot shows a news website with various headlines. A blue callout box highlights a story from CINCINNATI.com titled "This School is Stepping Up for Cincinnati's Poorest Kids". The callout box contains the following text:

Content Example Insight:
This local news story emphasizes the "how does this impact my life?" of the topic, a wonderful example of expanding pertinence for Family Forward readers who want to be informed about what is going on in their community, how it will influence their lives, and how they can help.

Health & Wellness

The screenshot shows a health and wellness website with various headlines. A blue callout box highlights a story from CINCINNATI.com titled "This School is Stepping Up for Cincinnati's Poorest Kids". The callout box contains the following text:

Content Example Insight:
This college tuition story highlights the "how does this affect me?" of the topic, a great example of increasing relevance for Family Forward readers looking to advance their education and/or careers while being cost efficient.

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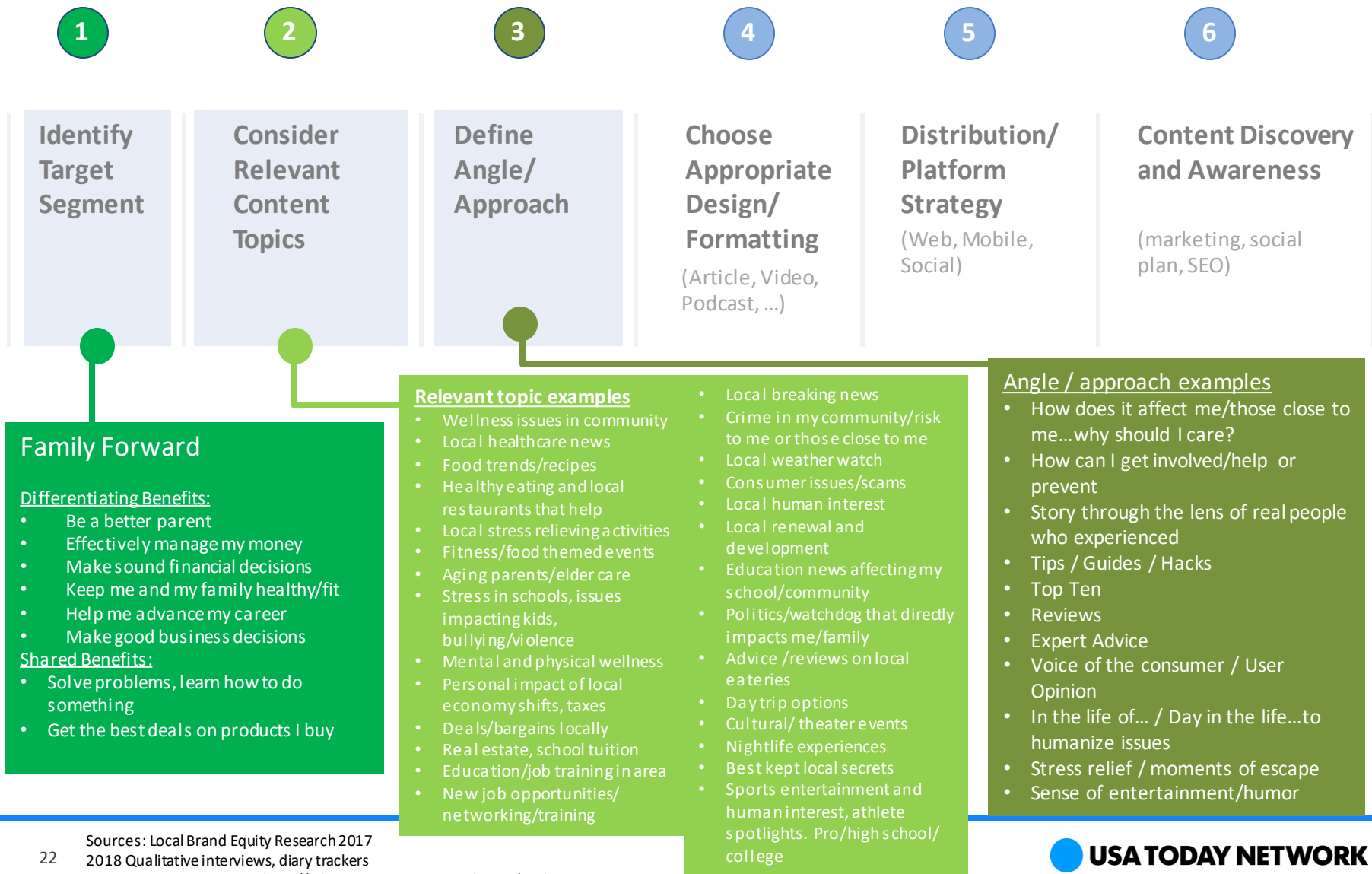
CONTENT DEVELOPMENT APPROACH AND CONSIDERATIONS

Building an Engaging Content Experience



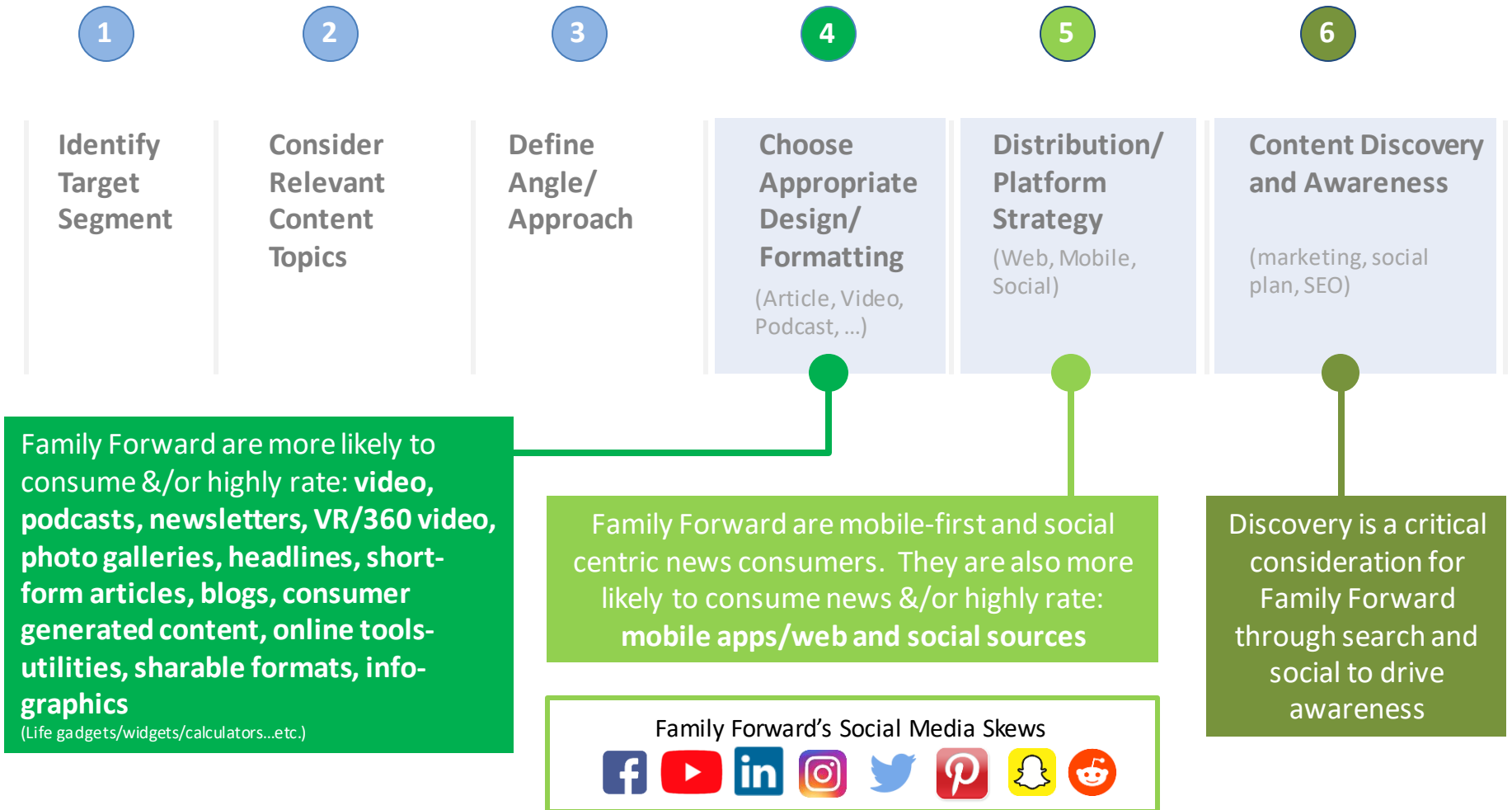
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CONTENT DEVELOPMENT APPROACH AND CONSIDERATIONS - EXAMPLES

Building an Engaging Content Experience

1 Identify Target Segment Who is my audience?	2 Consider Relevant Content Topics What benefit do they want content to serve for them?	3 Define Angle/ Approach What about the story will resonate with this segment?	4 Choose Appropriate Design/ Formatting (Article, Video, Podcast, ...) How do my readers want to engage with the story I am telling?	5 Distribution/ Platform Strategy (Web, Mobile, Social) Where is this segment going to engage with this story? Is it sharable?	6 Content Discovery and Awareness (marketing, social plan, SEO) How can I optimize reach and engagement?
FAMILY FORWARD	Manage My Money for ... Home Purchase	Tips for navigating home purchasing process with a younger consumers' perspective	Blog and/or Video series Consider for FF: approachable voice / for easy to consumer for a busy family forward	Mobile centric with social distribution, potential for a niche newsletter	- Targeting new & younger audiences with Snapchat and Instagram. - Marketing promos desktop/mobile site and app, - FBIA ads driving to sign up page - Bounce Exchange units on relevant network pages driving to sign up page - Re-marketing promotions email list with other relevant newsletter opportunities
FAMILY FORWARD	Manage My Money for ... Career Advancement/Further Education	What are cost and time efficient local continuing education programs for the working professional?	Slide show/ Short-form article	Mobile and social distribution	Targeting new & younger audiences with Facebook instant articles, Snapchat and Instagram with SEO plan
FAMILY FORWARD	Keep me and my family healthy and fit... Exercise and Fitness	What are some in-home fitness routines the whole family can enjoy?	Tutorial video with description article	Mobile centric with social distribution	- Cross-promo - Snapchat and Instagram - YouTube channel
FAMILY FORWARD	Make sound financial decisions... Personal finance	Expert and first-person accounts / advice for local taxes, banking, investments, healthcare insurance, auto insurance, real estate trends	Podcast / video series	- iTunes/Soundcloud - Digital Desktop/Mobile with social video	- Facebook Instant articles, Snapchat and Instagram with SEO plan, imbedded newsletter promotions - Lead gen ads on FB, Twitter, LinkedIn & IG - Digital / Social sweepstakes where sign ups lead to access to content/event
FAMILY FORWARD	Make sound financial decisions... Saving on big ticket purchases	Profiling a real local consumer while they shop for the same product in various department stores in the surrounding area	Interactive article with the integration of video, social media posts, and/or photos	Mobile web/app with social distribution	Social strategy with Snapchat, Instagram, and other digital platforms

CONTENT DEVELOPMENT APPROACH AND CONSIDERATIONS – EXAMPLE WORKSHEET

Building an Engaging Content Experience

1	2	3	4	5	6
Identify Target Segment	Consider Relevant Content Topics	Define Angle/ Approach	Choose Appropriate Design/ Formatting (Article, Video, Podcast, ...)	Distribution/ Platform Strategy (Web, Mobile, Social)	Content Discovery and Awareness (marketing, social plan, SEO)
Who is my audience?	What benefit do they want content to serve for them?	What about the story will resonate with this segment?	How do my readers want to engage with the story I am telling?	Where is this segment going to engage with this story? Is it sharable?	How can I optimize reach and engagement?
FAMILY FORWARD					