

AJC PROMO AND CONTENT
PERCEPTION ANALYZER

OCTOBER 2019

AJC

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AGENDA

- 1 METHODOLOGY & GOALS
- 2 SAMPLE DEMOGRAPHICS
- 3 RESULTS

METHODOLOGY & GOALS

Fielding:

This study was fielded both via the Internet as a blind study using an independent panel of respondents who met participation requirements below, as well as to the AJC subscriber database. There were a total of 628 market completes with demographics that are descriptive of the market as defined by county and/or ZIP Code as described below.

Market Overall Qualifications:

Adults 25-64, who live in the Atlanta metro area as defined by county and express interest (7+/10) in following local news and information, as well as current or former AJC subscribers.

Study Goals:

The primary goal of the study was to evaluate a total of twelve AJC produced videos from both their marketing department and their newsroom. Because of the large number of videos in the study, respondents were randomly divided into three groups.

Group One saw:

Two different edits of a video designed to promote the AJC's current "Unprotected" Enterprise project.
The AJC's current 30 second subscriber acquisition TV spot
Three AJC 3Things videos on a variety of topics

Group Two saw:

Three AJC CONTEXT videos on a number of topics using only one presenter

Group Three saw:

Three AJC CONTEXT videos on a number of topics using only a team of two presenters

The videos will be evaluated using the CCR "Perception Analyzer" to determine potential effectiveness. In addition to the P.A. other measures looked at will include:

Reason to Read

Credibility

Fitness with

Likelihood of re-subscription or renewal of current subscription

Likelihood of motivating watchers to either subscribe to a YouTube channel or seek further topic information from an AJC property

KEY FINDINGS

Usage of AJC products was very high for a market study, each of the three main products was used by two thirds of the sample or more.

- Print AJC - 68% used 1+ times per month
- AJC ePaper - 67% 1+ times per month
- AJC.com – 66% 1+ times per week
- Only 106 of the 628 (17%) respondents in sample reported using no AJC products.

Current AJC subscribers represent slightly less than half (49%) of the sample, and they are

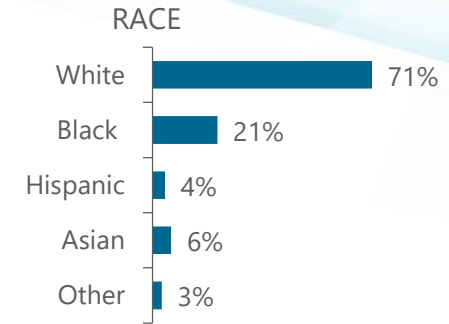
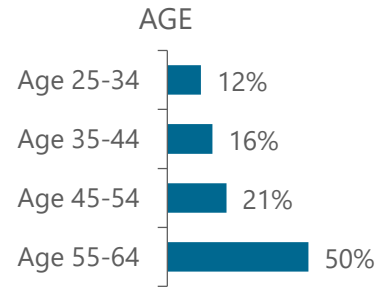
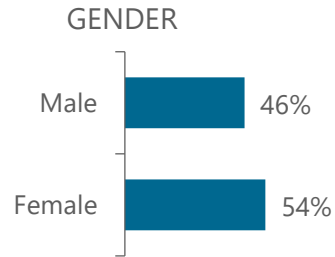
- Long tenured (59% have subscribed for nine or more years)
- Well satisfied (averaging 7.9/10) with their subscription.
- Quite happy with the value of their AJC sub, nearly three in four (73%) say it is “expensive but worth it” (26%), “reasonably priced” (45%), or “inexpensive” (2%)
- Nearly four in five (79%) are “very likely” (52%) or “somewhat likely” (27%) to renew their subscription
- Very few AJC non-subscribers are “very” (5%) or “somewhat” (11%) likely to take out an AJC subscription over the next six months.

INVESTIGATE REPORTING VIDEOS

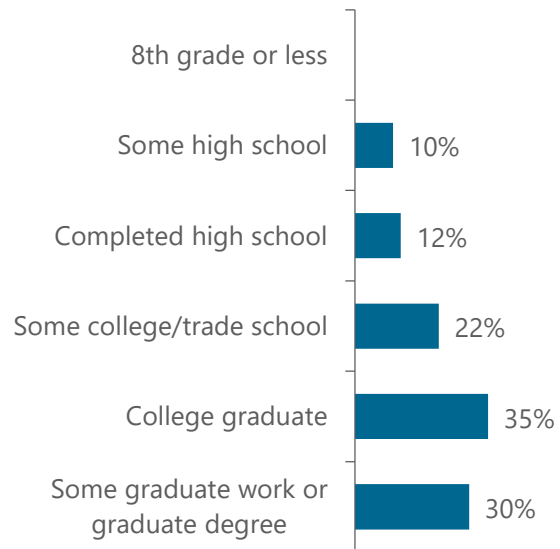
Both the five-minute edit and the 30-second edits of the AJC Unprotected video performed well in the perception analyzer.

- Both videos also received excellent ratings across all measures of Reason to read, Credibility, and Value.
- Both videos will clearly motivate current AJC subscribers to continue subscribing
- The videos were less effective in recruiting AJC non-subscribers but will motivate a fair number of them.
- Both videos were slightly more effective for respondents under 55 and current subscribers
- Interestingly, the performance of the five-minute edit was slightly higher across nearly all measures than the performance of the 30-second edit. The only exception was recruitment.

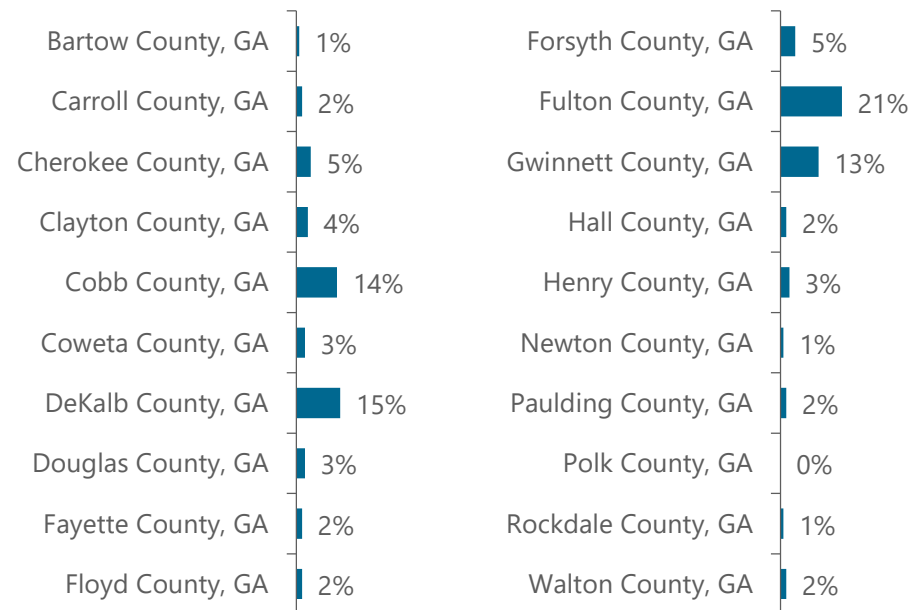
SAMPLE DEMOGRAPHICS



GRADE LEVEL OF COMPLETION



COUNTY OF RESIDENCE

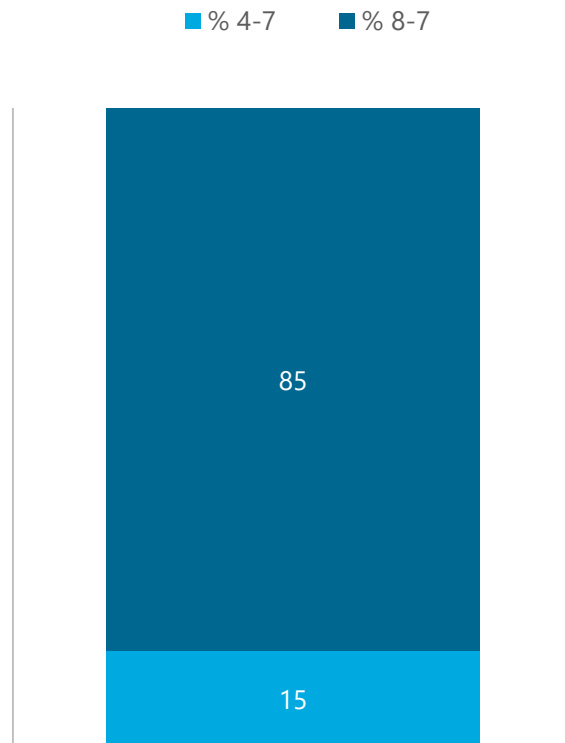


LOCAL NEWS & INFORMATION: INTEREST

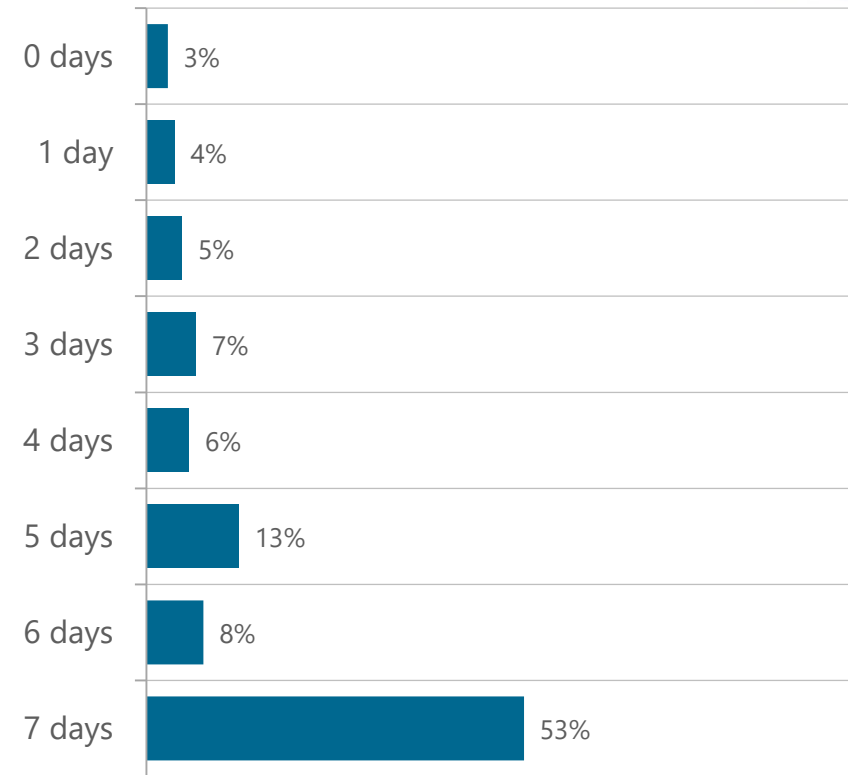
How interested are you in following or keeping up with state and local news and information?

(1=Not at all interested/10=Very interested)

NOTE: Respondents Under 7 Excluded from study

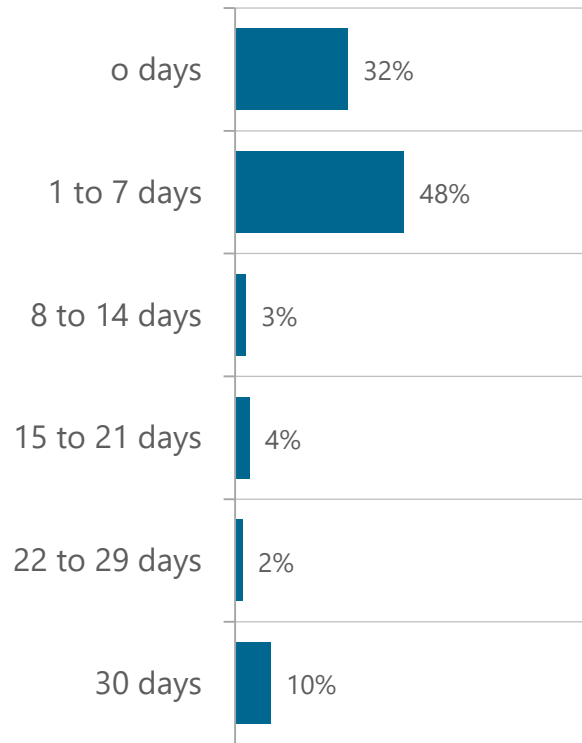


During a typical week, how many days do you read or look at local news or information on the Internet using a mobile phone, tablet or computer?

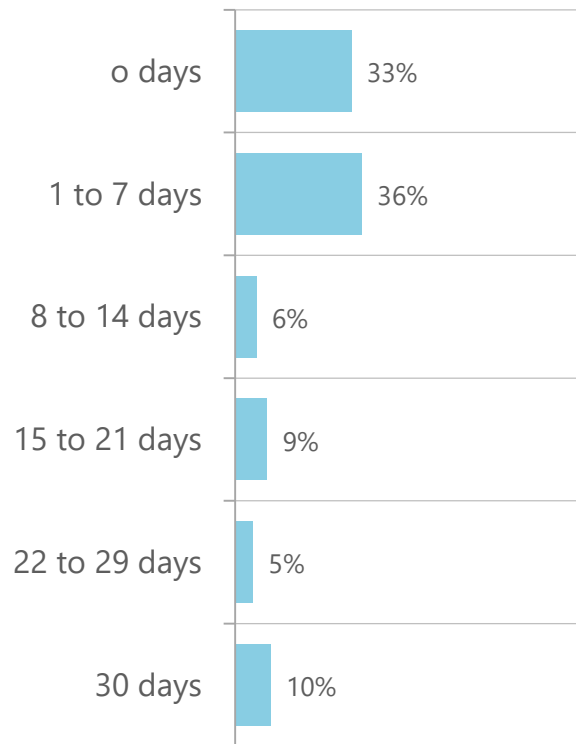


PRINT / EPAPER / WEBSITE: HOW OFTEN DO YOU LOOK AT OR READ

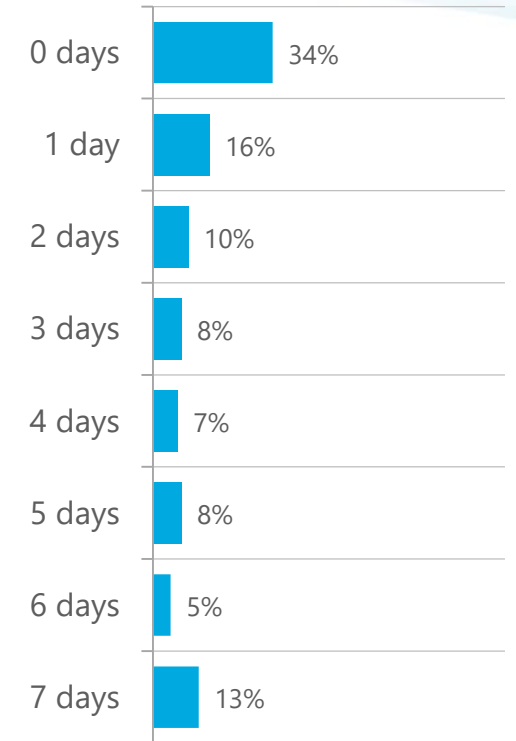
During a typical month, how many days do you read or look at the printed copy of The Atlanta Journal-Constitution?



During a typical month, how many days do you read or look at the ePaper or digital replica of The Atlanta Journal-Constitution?



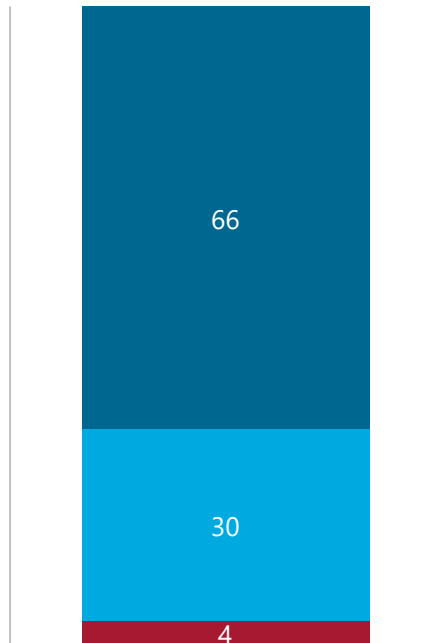
During a typical week, how many days do you read or look at a website of The Atlanta Journal-Constitution?



AJC: SATISFACTION / SUBSCRIPTION

How satisfied are you with The Atlanta Journal-Constitution either in print or online as a source of news and information?
 (1=Not at all satisfied/10=Very satisfied)
 (Use 1+ AJC products)

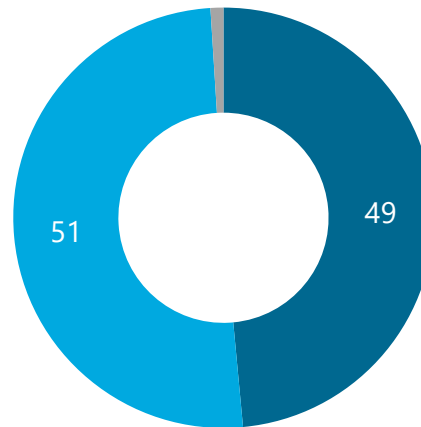
■ % 1-3 ■ % 4-7 ■ % 8-7



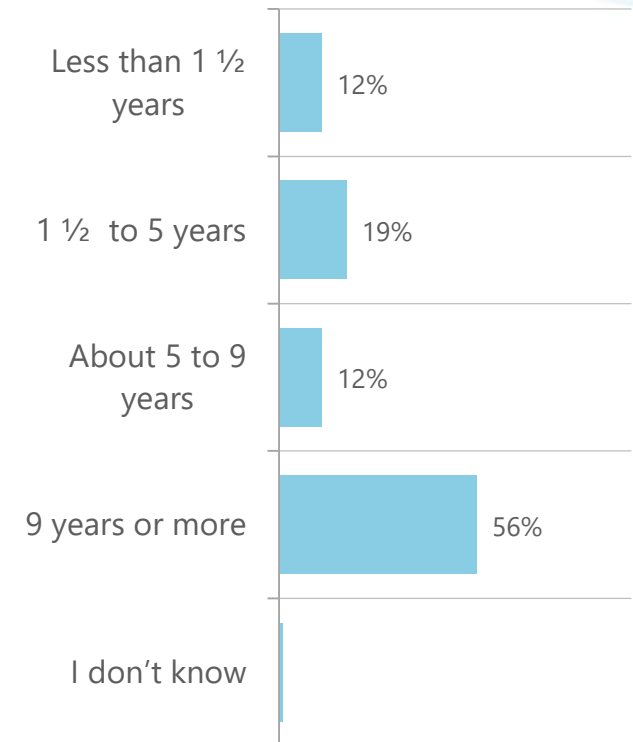
Mean = 7.9

Do you or anyone in your household currently subscribe to The Atlanta Journal-Constitution?

■ % Yes ■ % No ■ % Don't know

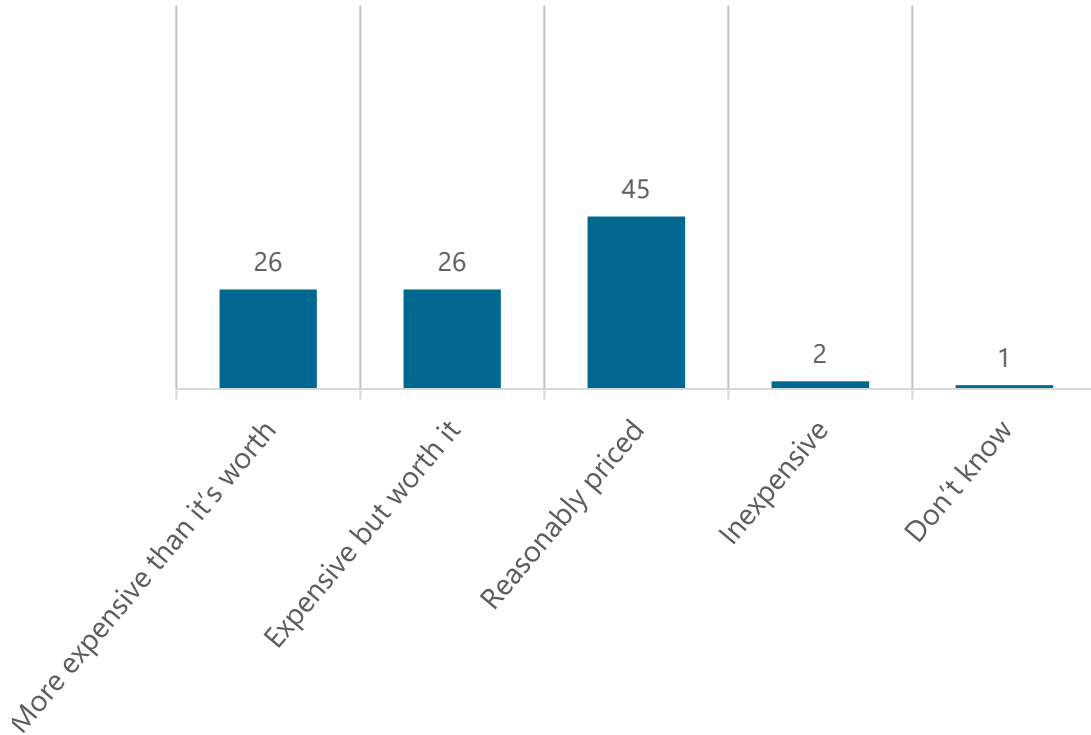


How long have you been a subscriber to the Atlanta Journal-Constitution?
 (AJC subscribers)

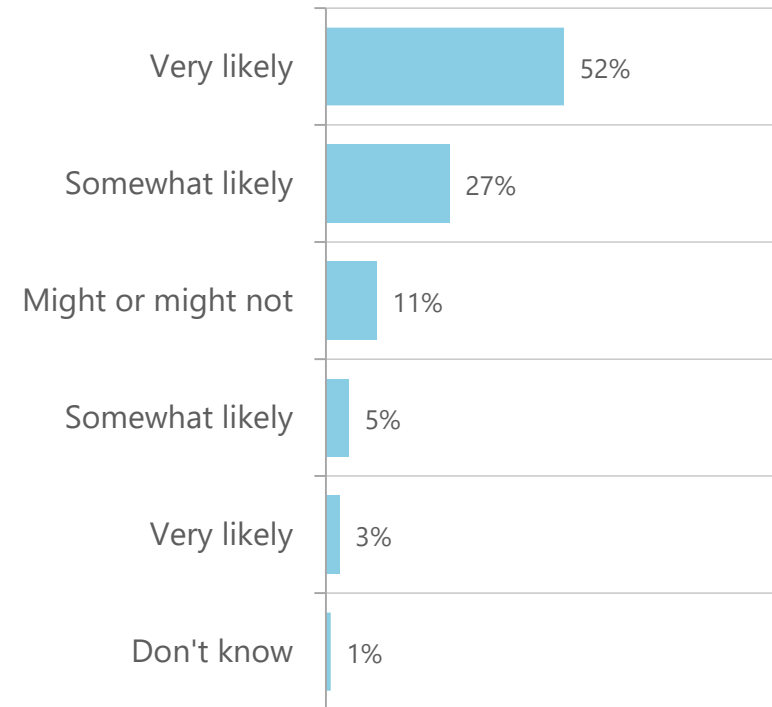


SUBSCRIPTIONS: PRICE AND RENEWAL

Considering what you pay now for your subscription to The Atlanta Journal-Constitution, which of the following do you consider it to be?
(AJC subscribers)



At the present time, how likely would you be to renew your print and digital subscription to The Atlanta Journal-Constitution?
(AJC subscribers)



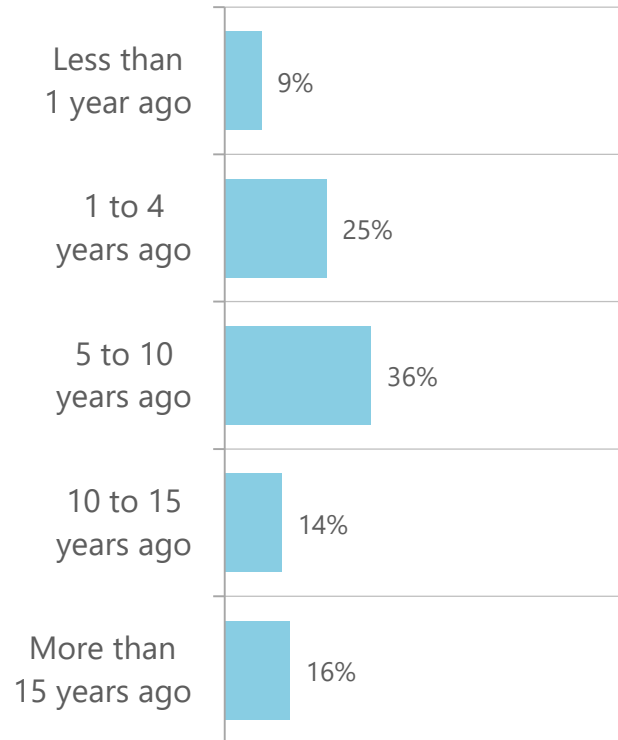
SUBSCRIPTIONS

Have you ever subscribed to The Atlanta Journal-Constitution?
(AJC non-subscribers)

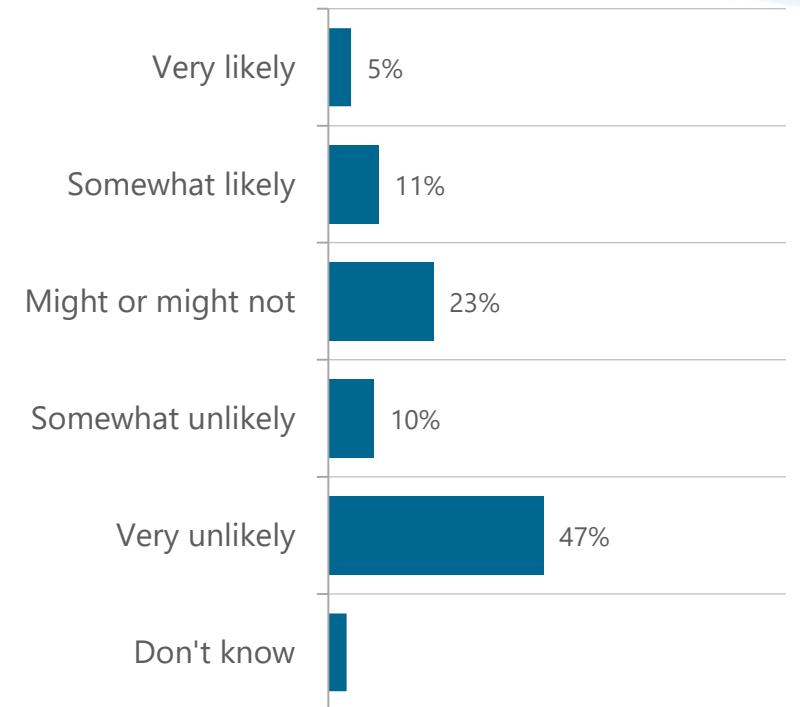
■ Yes ■ No ■ Don't know



How long ago did you subscribe to The Atlanta Journal-Constitution?
(AJC lapsed-subscribers)



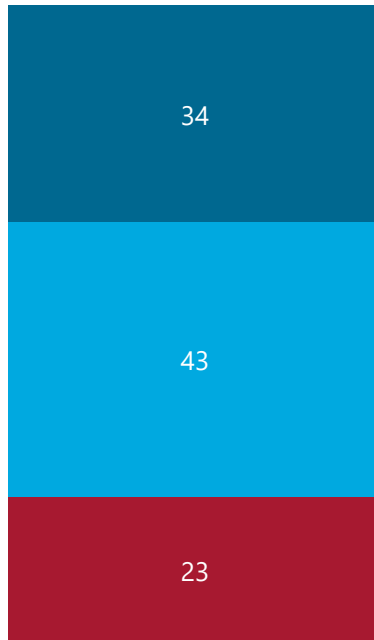
Thinking about the next six months, how likely would you be to subscribe to The Atlanta Journal-Constitution either in print or digitally?
(AJC non-subscribers)



POLITICAL VIEWS

Please indicate the number which represents your political views using a scale from 1 to 10 where 1 means liberal and 10 means conservative.
(1=Liberal/10=Conservative)

■ % 1-3 ■ % 4-7 ■ % 8-7



Mean = 5.9

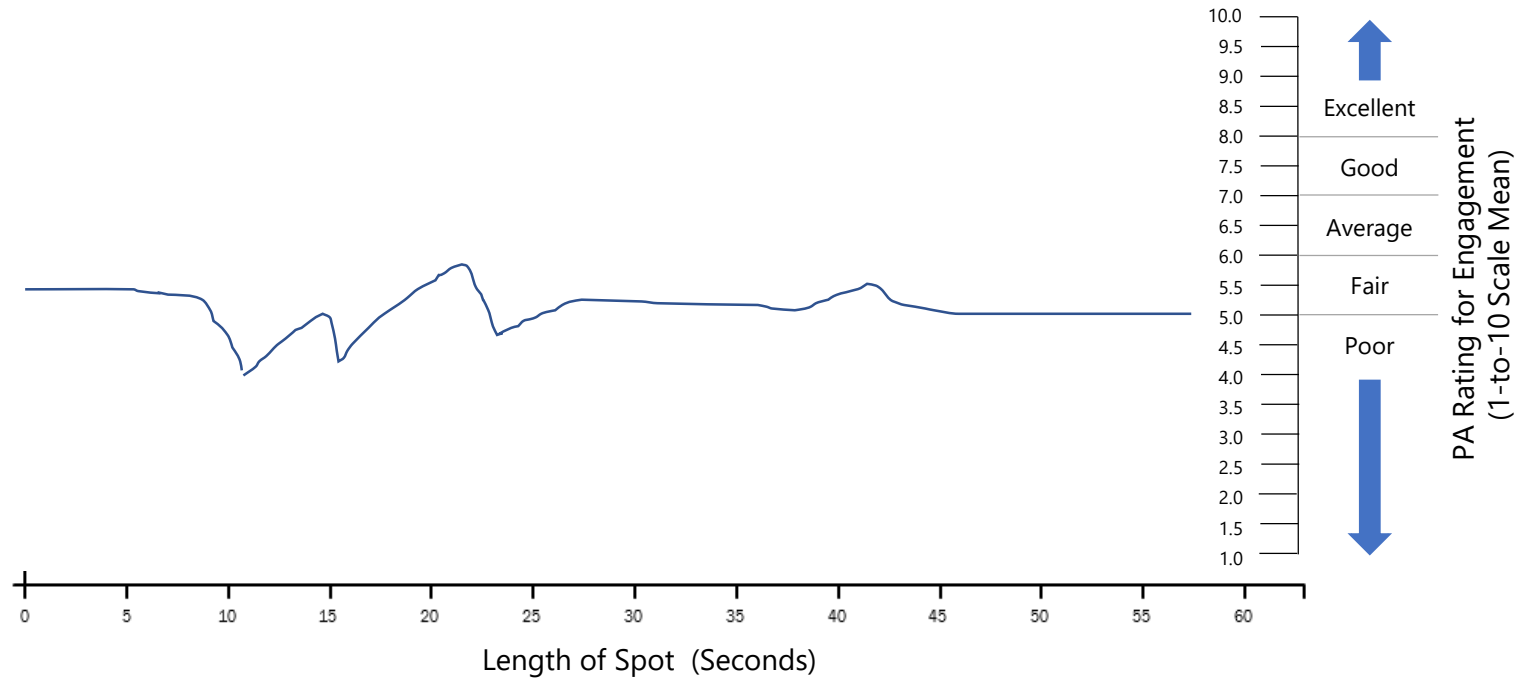
Using the same 1 to 10 scale, what number would you use to describe The Atlanta Journal-Constitution?
(1=Liberal/10=Conservative)

■ % 1-3 ■ % 4-7 ■ % 8-7



Mean = 5.3

PERCEPTION ANALYZER RESULTS: HOW TO READ





INVESTIGATIVE REPORTING ANALYZER SUMMARY

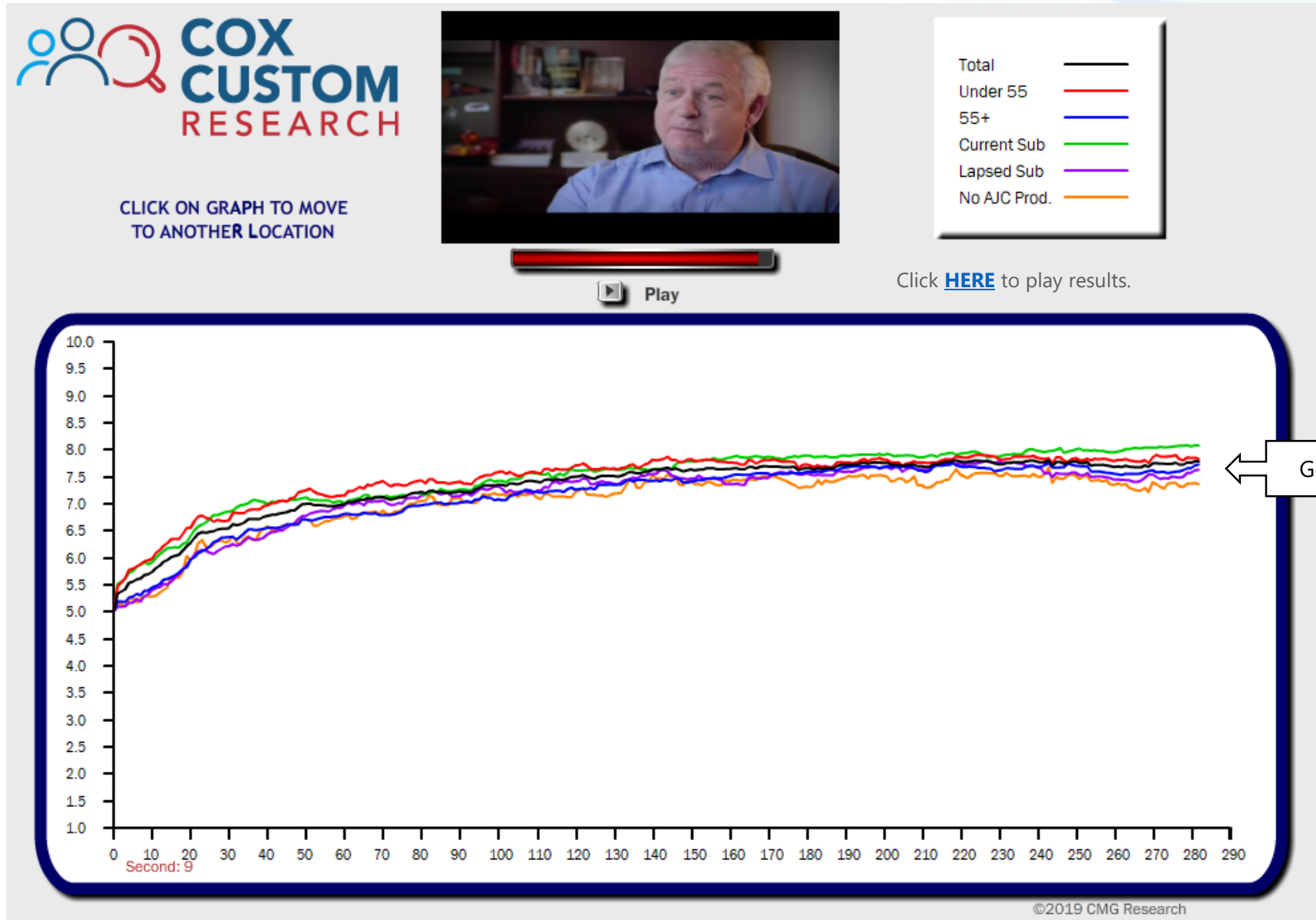
INVESTIGATIVE REPORTING PERCEPTION ANALYZER SUMMARY

- What did you like most about that video?
- What did you like least about that video?
- How much of a reason to read or look at The Atlanta Journal-Constitution was the video? (1=No reason to read or look at / 10=Big reason to read or look at)
- How credible was the video? (1=Not at all credible / 10=Very credible) ?
- How valuable do you personally find the work being done by AJC journalists as it was described in the video? (1=Not at all valuable / 10=Very valuable)
- How likely would you be to look for more information about this report from the AJC? (1=Not at all likely / 10=Very likely)
- Thinking about the video you just saw, how much of a reason does it give you to continue your subscription to The Atlanta Journal-Constitution? (1=No reason to continue / 10=Big reason to continue)
- Thinking about the video you just saw, how much of a reason does it give you to subscribe to The Atlanta Journal-Constitution? (1=No reason to subscribe / 10=Big reason to subscribe)

INVESTIGATIVE REPORTING SUMMARY

	AJC Unprotected Long Edit	AJC Unprotected 30 WEB	Master AJC 30s WSB 2019
Reason to read or look at the AJC	7.5 (9 / 63)	7.3 (9 / 55)	7.0 (11 / 50)
Credible	8.5 (2 / 80)	7.8 (6 / 62)	7.7 (7 / 63)
Valuable	8.4 (2 / 76)	8.1 (4 / 70)	7.6 (8 / 59)
Likely to look for more info about this report from the AJC	7.7 (8 / 68)	7.4 (8 / 58)	6.9 (14 / 48)
Reason to continue your subscription to the AJC	7.9 (8 / 71)	7.5 (8 / 63)	7.6 (10 / 63)
Reason to subscribe to the AJC	6.2 (19 / 38)	6.2 (20 / 41)	6.1 (24 / 40)
PA Performance score	Good	Good	Good

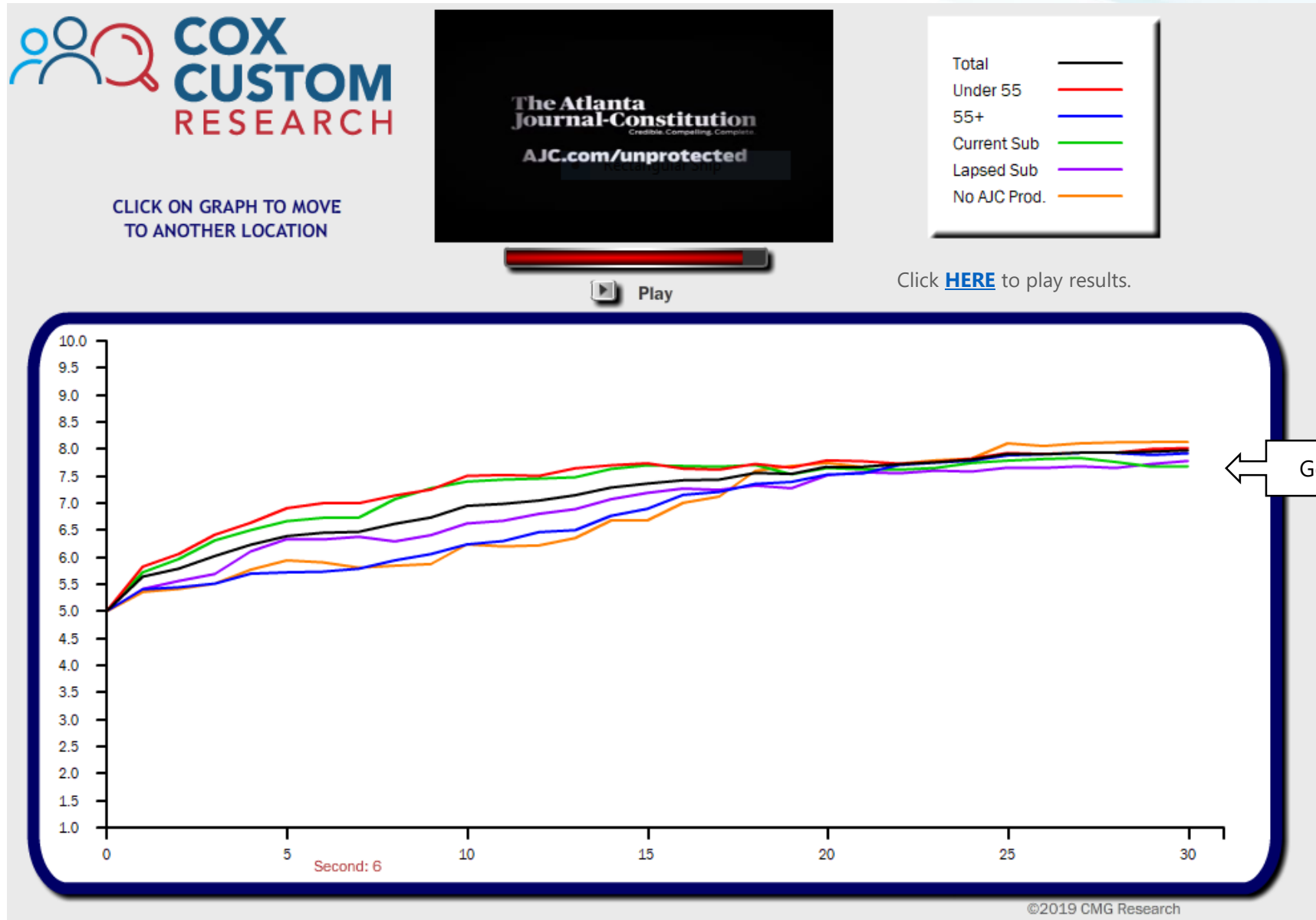
INVESTIGATIVE REPORT: VIDEO 1 = AJC UNPROTECTED-LONG EDIT



INVESTIGATIVE REPORTING: VIDEO 1 = AJC UNPROTECTED-LONG EDIT

	Under 55	55+	Current Sub	Lapsed Sub	No AJC Prod
Reason to read or look at the AJC	7.5 (8 / 60)	7.6 (11 / 66)	7.7 (7 / 69)	7.3 (11 / 58)	6.6 (20 / 51)
Credible	8.4 (3 / 78)	8.6 (2 / 83)	8.8 (2 / 86)	8.3 (2 / 78)	8.0 (5 / 71)
Valuable	8.4 (1 / 76)	8.5 (3 / 76)	8.7 (1 / 82)	8.3 (2 / 75)	7.8 (5 / 63)
Likely to look for more info about this report from the AJC	7.7 (7 / 71)	7.7 (10 / 66)	8.1 (7 / 75)	7.4 (9 / 66)	6.5 (20 / 51)
Reason to continue your subscription to the AJC	8.2 (5 / 78)	7.6 (12 / 64)	7.9 (8 / 71)	NA	NA
Reason to subscribe to the AJC	6.9 (12 / 52)	5.2 (29 / 20)	NA	6.0 (20 / 37)	4.8 (35 / 18)
PA Performance score	Good	Good	Good	Good	Good

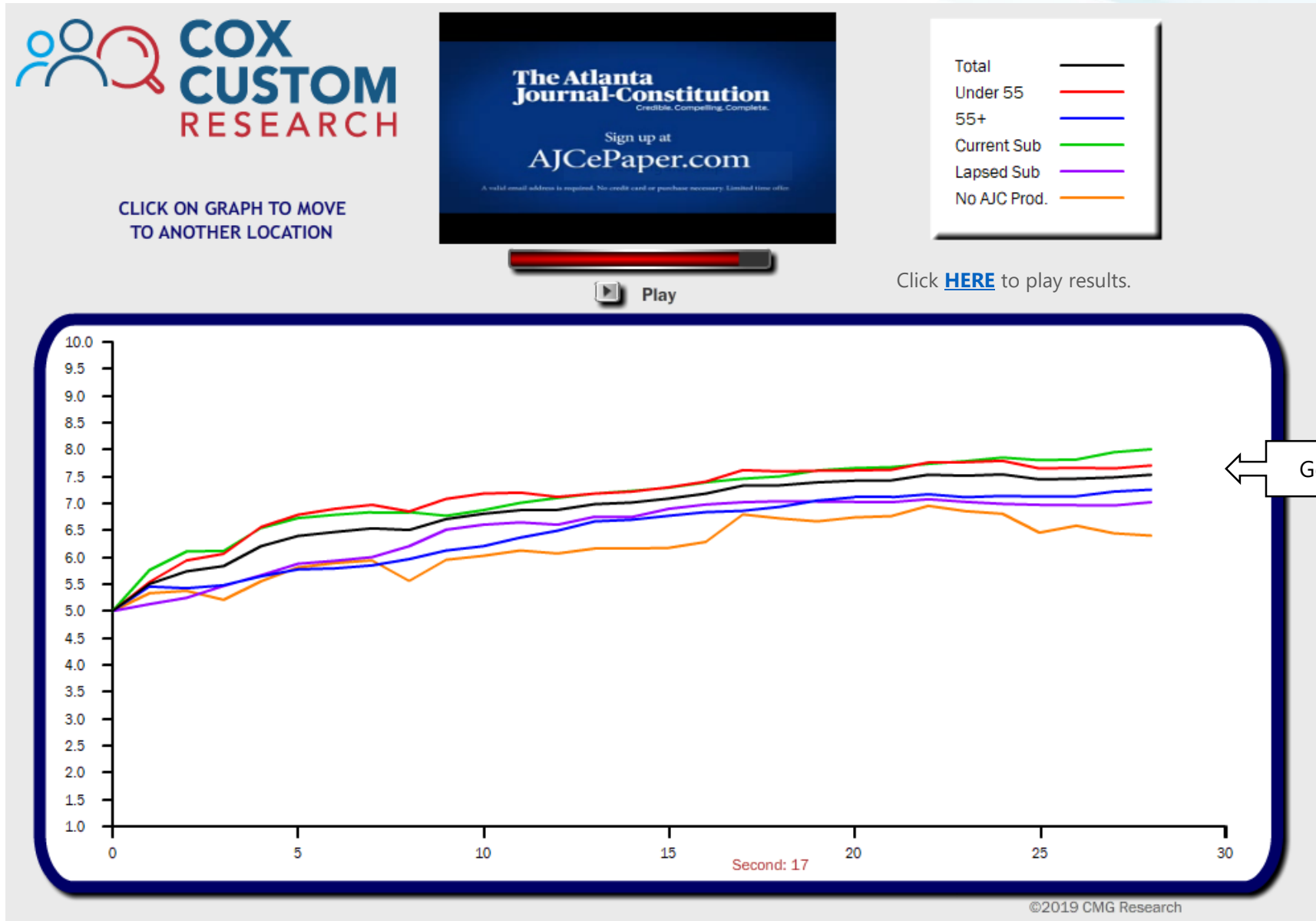
INVESTIGATIVE REPORT: VIDEO 2 = AJC UNPROTECTED-30-WEB



INVESTIGATIVE REPORT: VIDEO 2 = AJC UNPROTECTED-30-WEB

	Under 55	55+	Current Sub	Lapsed Sub	No AJC Prod
Reason to read or look at the AJC	7.3 (7 / 57)	7.3 (11 / 52)	7.7 (7 / 59)	7.1 (11 / 55)	6.3 (20 / 44)
Credible	7.7 (6 / 58)	8.0 (5 / 66)	8.0 (4 / 66)	7.8 (8 / 63)	7.3 (12 / 59)
Valuable	8.1 (3 / 72)	8.0 (5 / 69)	8.4 (2 / 77)	7.9 (6 / 71)	7.2 (10 / 56)
Likely to look for more info about this report from the AJC	7.6 (7 / 60)	7.3 (9 / 55)	7.8 (7 / 65)	7.4 (8 / 62)	6.4 (17 / 44)
Reason to continue your subscription to the AJC	7.9 (5 / 76)	7.0 (12 / 50)	7.5 (8 / 63)	NA	NA
Reason to subscribe to the AJC	6.8 (12 / 51)	5.3 (31 / 27)	NA	6.2 (22 / 45)	5.0 (35 / 28)
PA Performance score	Good	Good	Good	Good	Good

INVESTIGATIVE REPORT: VIDEO 3 = MASTER AJC 30S WSB 2019



VIDEO 3 = MASTER AJC 30S WSB 2019

	Under 55	55+	Current Sub	Lapsed Sub	No AJC Prod
Reason to read or look at the AJC	7.3 (7 / 55)	6.7 (15 / 43)	7.6 (7 / 61)	6.5 (15 / 46)	5.3 (24 / 20)
Credible	7.7 (7 / 61)	7.8 (8 / 66)	8.0 (5 / 72)	7.7 (9 / 57)	6.8 (15 / 49)
Valuable	7.7 (5 / 60)	7.4 (11 / 58)	8.0 (5 / 67)	7.3 (11 / 55)	6.0 (20 / 37)
Likely to look for more info about this report from the AJC	7.2 (11 / 55)	6.5 (17 / 40)	7.5 (12 / 63)	6.3 (17 / 42)	5.0 (32 / 20)
Reason to continue your subscription to the AJC	8.1 (5 / 73)	7.0 (14 / 52)	7.6 (10 / 63)	NA	NA
Reason to subscribe to the AJC	6.7 (16 / 46)	5.3 (35 / 31)	NA	5.9 (28 / 43)	4.4 (45 / 20)
PA Performance score	Good	Good	Good	Fair	Fair

VERBATIM SUMMARY: LIKED MOST/LEAST

PROCESS STORYTELLING:

- Showed the process of uncovering problems and sound investigative journalism.
- showing the amount of data they requested and had to go through page by page
- Showing the kind of steps taken in an investigation for a big story.
- Shows how they get info and how they process the data
- Learned more about what goes into getting a story of this type
- It was an informative video about putting together the investigative research done on care facilities for the elderly in Georgia and the shocking results of that research.
- It puts a spotlight on an investigative topic in the “newspaper”, but delivers the findings to a wider audience by video.
- Telling the truth on what is going on
- Very informative and great details to allow me to understand how news is reported. Also giving insight into the pride they take to inform others about what is happening
- That a spot light is being shinned on nursing homes.
- The video showed the hard work that goes into investigative journalism.
- Is that they are determined to work hard to tell the story.

THE REPORTERS:

- You could really tell that these people care about making a difference
- No matter how uncomfortable the investigation became, the journalist continued to reveal the truth
- the time spent investigating. that the story mattered to staff
- Passion of the team working to uncover the truth
- That they work hard at finding out the truth
- The topic and the obvious dedication from the AJC for finding the truths.
- The dedication of the reporters
- The depth at which the journalist went to find answers.
- The endurance of the employees involved in the project.
- that the ajc really cares about people
- the kindness
- It is good to know that there are objective journalists who are out there reporting the truth.
- the straightforwardness of the staff
- It's very honest

VERBATIM SUMMARY: LIKED MOST/LEAST

THE TOPIC AND RELEVANCE

- It was addressing an extremely important need that affects a large # of the most vulnerable. It addresses the greed these care facilities have to take people's money & act with dishonesty just because they can get away with it. AJC is addressing this!
- It addresses a huge problem for senior citizens
- The subject matter was something that most of the people my age are facing at this time. It was addressed realistically with honest answers if they could find one.
- The subject of the story I can relate to with my parents experiences
- The subject which needs to produce tangible results
- Interesting topic

THE DEPTH

- The depth of the reporting and the first-person voice of the investigative reporter herself
- Very thoroughly investigated topic
- It shows how in depth the reporting goes
- What I like most about the video is all the information AJC provided.
- The explicit definition and acknowledgement of every story and deed.
- The fact that they take interest in the weakest citizens of our community

THE PRODUCTION ITSELF:

- The visuals
- Very professionally produced.
- It was captivating
- It was informative
- It did a good job framing the issue
- Well put together
- Told a lot drew me in. I listened closely to the issue and related
- It gave a lot of information
- Very interesting story
- Well organized and informative
- The shooting style, music and content