

Consumer Technology Pieces Proposal

Target: TO PROVIDE YOUR STATION A DEDICATED REPORTER TO COVER THE TECH BEAT.

- Consumer technology touches the lives of viewers who use a smartphone, watches videos on YouTube, has a Facebook account, downloads apps, own tablet computers, are concerned about online security and interested in new gadgets that make life easier and more enjoyable.
- Gartner, an online research and advisory company, predicts that by 2016 Americans will spend \$2.7 trillion on technology products and services.
- Viewers interest in technology news will continue to grow.
- Despite that interest, your competition is not covering consumer technology regularly.
- Unlike weather and sports, there is no television network devoted to covering technology. Viewers can't get consumer tech news anywhere else.

Television news consultant Terry Heaton wrote on his PomoBlog that *"The tech beat is not optional"*

The "What the Tech?" segments are produced to look like stories put together by your local news team. Viewers get the impression that the segments come from a new member of the team.

Details:

- Your station will receive three consumer tech pieces each week.
- I will also manage a station Facebook page devoted to technology.
- The stories are in 1080hd and uploaded to a dedicated ftp server.
- Scripts will be e-mailed to producers, assignment managers, editors, anchors and reporters.
- From time to time I host Google+ hangouts to discuss technology with viewers.
- Breaking technology news stories (iPhone releases, Steve Jobs' death) are produced as they happen.

Financials:

- Monthly cost for branded packages with station graphics, out-cues and Facebook page management: \$1,100
- Monthly cost for segments with generic backgrounds and out-cues \$875

Proof of Performance:

- WAAY-TV in Huntsville, Alabama and WKRN-TV began running the segments in September of 2011
- WAAY acquired sponsors to pay for the segments and earn new revenue from Mountain Dew and Pepsi
- Online, the technology pieces consistently rank in the top 3-5 each week of the most-clicked stories on the WAAY-31 website.

Conclusion:

- Viewers have a high interest in consumer technology.
- Key demos can't get the information anywhere else.
- News departments have increased hours of local news, and lack the resources to fill those newscasts with quality content.
- Separate yourself from the competition.
- Get more clicks on your website.
- Engage the majority of viewers online with topics that affect them.

