KOAM
NEWS NOW.COM

STRATEGIC PLAN

NEWS

KOAM NEWSNOW.COM

MISSION:

We provide high value media content. We use our resources and talents to serve and advance the growth and well-being of the 4-State community.

VISION:

To connect the 4-states with content and entertainment that engages, empowers, and expands the community.

STRATEGIC PLANNING
MISSION & VISION

MISSION:

By using consistent and effective communication, the Strategic Planning class has utilized their knowledge and expertise to develop a strategic plan for KOAM. The purpose of the plan is to evaluate KOAM's current practices and provide insight into reaching their targeted Gen–Z audience. The strategic plan will benefit KOAM by providing strategies to increase Gen–Z viewership and their overall influence among the 4–state community.

VISION:

Our Vision: To educate KOAM with effective strategies to expand and engage their viewership.
A vision for Students and Social Media

PROJECT OVERVIEW
IN PHASES

1 KOAM presents to our Strategic Planning class so that we better understand their goals regarding their viewership.

2 Now understanding KOAM's needs, the class is divided into 3 groups: Client Team, Media Team, and Research Team. The teams will work together toward developing a cohesive strategic plan.

3 The Client Team gathers information about KOAM's branding strategy, media templates, and coordinates a time to visit KOAM. The Media Team evaluates the current social media strategy and develops ideas for improvement. The Research Team designs a survey to gain input from the 4–State area regarding their relationship with the news.

4 The Client Team creates a timeline with the help of the class. With deadlines set, the Client Team discusses the presentation location and communicates with KOAM, the Media Team continues to create examples of social media posts and develop strategies, and the Research Team works to distribute the survey. Additionally, a combination of team members attended the Chamber Coffee to increase the reach of our survey.

5 Once survey results are gathered, the class analyzes the findings and establishes trends. All teams begin to create the strategic plan by adding their respective components.

GOALS AND OBJECTIVES

ONE OF THE MAIN GOALS PRESENTED BY KOAM NEWS NOW WAS ENGAGING THE "GEN Z " POPULATION TO TUNE INTO NEWSCASTS AND THE KOAM WEBSITE MORE CONSISTENTLY. ALONG WITH THIS, OUR CLASS HAS ADDED A SECOND GOAL FOR KOAM TO IMPLEMENT WHICH IS UTILIZING THE ORGANIZATIONAL PLATORMS MORE EFFECTIVELY IN THE AREA.

GOALS AND OBJECTIVES

ACCORDING TO THE SURVEY, 83% OF PEOPLE WHO COMPLETED IT WERE IN THE 18-24 AGE RANGE WHICH IS THE AUDIENCE OF FOCUS FOR THE **FIRST GOAL**. ALLOWING STUDENTS TO BE EXPOSED TO KOAM AND THE PLATFORMS ASSOCIATED WITH THE ORGANIZATION LIKE THE **APP, WEBSITE, AND STREAMING SERVICE** MAY BE BENEFICIAL FOR PEOPLE IN THIS AGE RANGE AND AREA.

FOR THE SECOND GOAL, OUR MEDIA TEAM HAS COME UP WITH MULTIPLE SOCIAL MEDIA TEMPLATES AND OTHER INITIATIVES TO HOPEFULLY ENHANCE THE **EFFECTIVENESS OF THE PLATFORMS** ALREADY ASSOCIATED WITH KOAM. KOAM HAS MULTIPLE PLATFORMS TO REACH AN AUDIENCE IN A WIDE AREA, AND THE USE OF SOCIAL MEDIA CAN BE A STRONG TOOL FOR **PROMOTING** THE "MONEY MAKERS" SUCH AS THE WEBSITE AND NEWSCASTS.

KOAM VISIT OVERVIEW

On March 21st, the Strategic Planning class visited KOAM to gain a deeper understanding of their daily operations and ask questions. The class received a tour of the building that included viewing the administration offices, newsroom, master control, and studio.

The media team witnessed KOAM's data analytics software, ChartBeat, in action as it displayed real time data of what stories were being viewed and for what duration. The media team also gained insight into KOAM's intent with social media and their methods for posting content.

The research team spoke with Darren regarding their survey and gained valuable feedback. The survey had plans to be distributed through KOAM in hopes of receiving data from residents in Pittsburg and the surrounding areas.

SWOT Analysis

STRENGTHS

LONG-STANDING & WELL ESTABLISHED NAME

A MULTITUDE OF CHANNELS WHERE INFORMATION IS DISTRIBUTED

EAGERNESS FOR CHANGE

WEAKNESSES

LOW ENGAGEMENT ON SOCIAL MEDIA PLATFORMS

OLD SCHOOL, EMPHASIS ON TRADITIONAL PROGRAMMING

HIGH TURNOVER RATE

OPPORTUNITES

EXPANDING DEMOGRAPHIC TO REACH YOUNGER AUDIENCES

SOCIAL MEDIA REVAMP WITH CURATED CONTENT

COMMUNITY OUTREACH AND INVOLVEMENT

THREATS

COMPETITION FROM LESS FORMAL NEWS ORGANIZATIONS

YOUNGER GENERATIONS: SOCIAL MEDIA > NEWS SOURCES

DYING AUDIENCE & LACK OF GROWTH 18-24
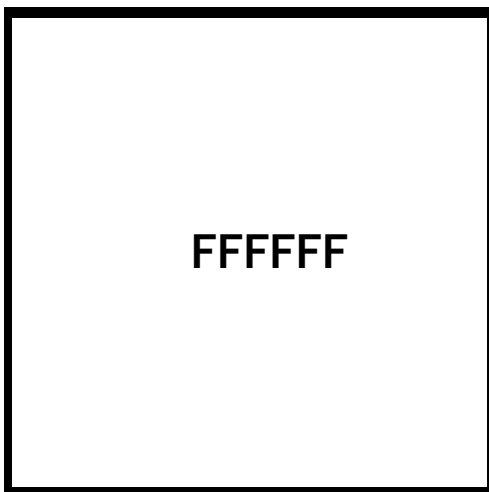
Media Section

KOAM Brand Elements

Keeping Cohesiveness with Re-Brand

#EC7021

#304E6F

FFFFFF

#617CA0

Media Goals:

The Media Team wants to help KOAM increase their social media platform following, create more touchpoints for users, create new and modern social media templates to keep the postings on platforms cohesive and aesthetic, and increase viewership [TikTok, Youtube, Reels, etc.]

Additionally, the Media Team wants to help KOAM push out more quality content, rather than just quantity content. Templates were created for platforms to keep unity between posts, and information can easily be displayed while not being distracting.

Tangible Media Goals:

To increase KOAM's popularity within their social media platforms, create more buzz around the company, increases in followings compared to competitors, follow trends of social media to increase viewership, and have clear goals of what is expected of Media Team.
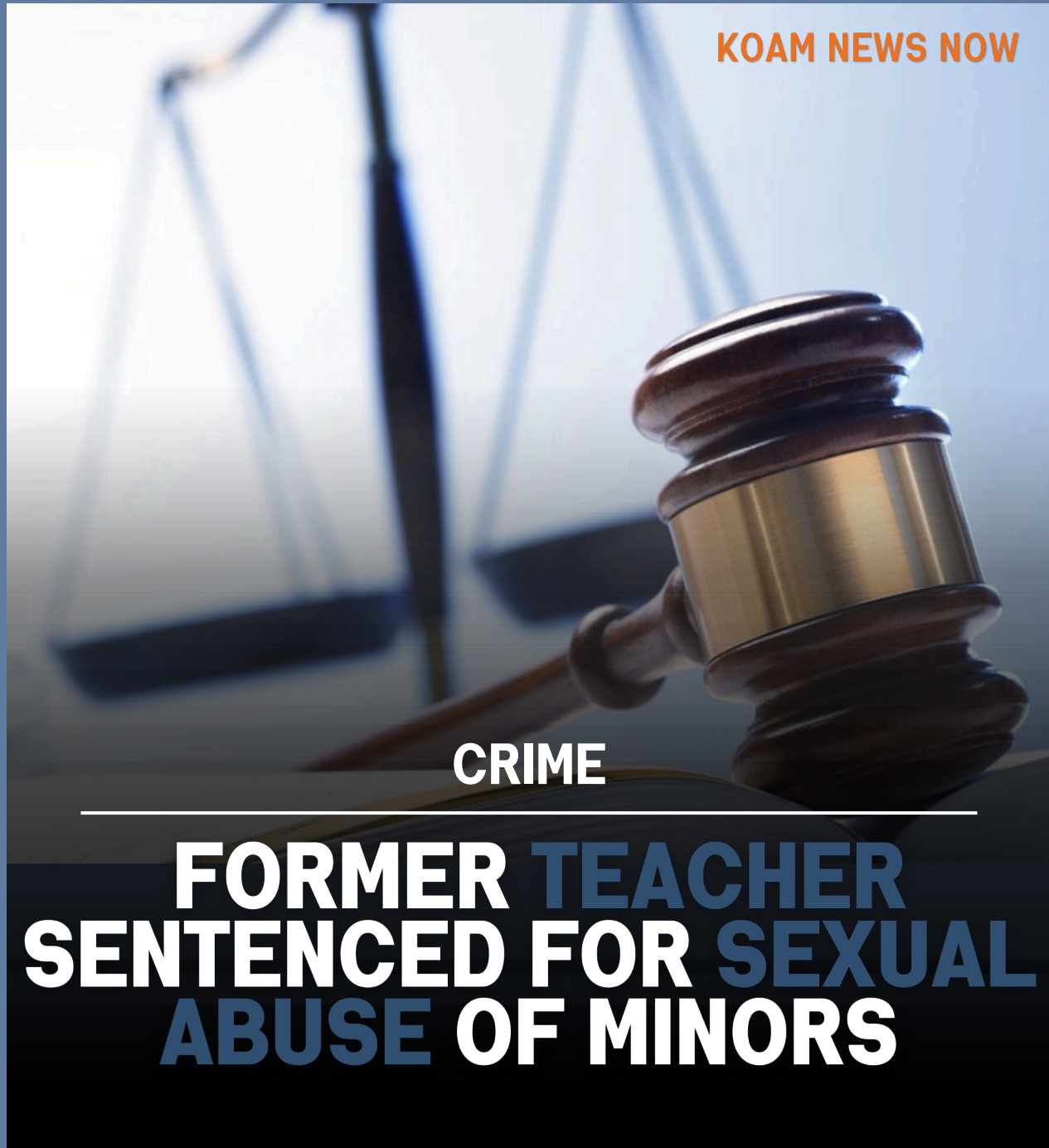
SOCIAL MEDIA TEMPLATES

INSTAGRAM TEMPLATE

POLLEN SEASON AHEAD

HEALTH

WICHITA, KS IS RANKED THE WORST CITY FOR ALLERGIES IN US

Above the headline put what category the news falls under. Make sure to **bold** words that will catch people's eye. In the caption write "To learn more click the link in our bio".

INSTAGRAM TEMPLATE

CRIME

FORMER TEACHER SENTENCED FOR SEXUAL ABUSE OF MINORS

Example of caption would be "**Former South Coffeyville middle school teacher sentenced to 15 years for sexually abusing students. For more information visit link in our bio. #news #teacher #coffeyville #KOAM**"

INSTAGRAM DO'S AND DONT'S

DO

- Put headline in the post rather than the caption
- Keep template the same so platform keeps aesthetics
- Regularly repost original posts on IG story with the link to website attached
- Use compelling pictures to relate to the story
- Use KOAM colors so viewers know immediately who posted

DON'T

- Avoid posting the weather because most viewers do not use Instagram to check weather
- Post more than 10 posts a day to not overwhelm follower's feed
- Post things that do not cohere with the aesthetic of the page
- Forget to use hashtags that will allow you to appear on the explore page. Such as #KOAM #news #explore #trending

FACEBOOK TEMPLATE

KOAM News Now ✔

[Date and time here]

insert text here:
- Make FB postings more community-based
- Informative/intro to story through KOAM website
- Simplistic
- 5-7 postings maximum a day

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FAMILIES LEARNING TO EAT HEALTHY

Embed full story from KOAM's website here

FACEBOOK TEMPLATE

KOAM News Now ✔

[Date and time here]

insert text here:
- Make FB postings more community–based
- Informative / intro to story through KOAM website
- Simplistic
- 5–7 postings maximum a day

SOLAR ECLIPSE WATCH PARTY

Embed full story from KOAM's website here

FACEBOOK DO'S AND DONT'S

DO

- Show more community items
- Keep template the same so platform keeps aesthetics
- Keep KOAM colors consistent
- Use hashtags & tags to bring in more following
- Use color!

DON'T

- Share content from this platform with others, keep it nice and separated for content unity
- Share business on FB
- Post weather unless dangerous

COOK
WHAT YOU
ENJOY
EATING!

TIKTOK TEMPLATE

Let's see how my co anchor reacts to me randomly dancing!

I'm a TV News Reporter...

Get ready with me to anchor the news!

CAROLINE COLLINS
@CAROLINEONTV
1.6 MILLION FOLLOWERS
54.6 MILLION LIKES

TIKTOK DO'S AND DONT'S

DO

- Follow trends
- Post with intent of going viral
- Post with intent of reaching a specific audience
- Use popular audios
- Use hashtags
- Colorful graphics
- Use reporters to your advantage

DON'T

- Use the same template for every post
- Post weather (unless emergency updates)
- Post individual photos, unless participating in a trend

LINKEDIN TEMPLATE

KOAM News Now ✓
2h · 🌐

Our KOAM News Director, Brit Stack, and our reporter Fernanda Silva - KOAM News Now, are the the KU Journalism school career fair today!

Fe Silva
KOAM News

KU
WILLIAM ALLEN WHITE
SCHOOL OF JOURNALISM
& MASS COMMUNICATIONS
The University of Kansas

ALUMNI

LINKEDIN TEMPLATE

This week at KOAM, our head report (insert name) spoke at Journalism conference to cover his career growth and important tactics to remember in the Journalism and Reporting field!

(Insert picture)
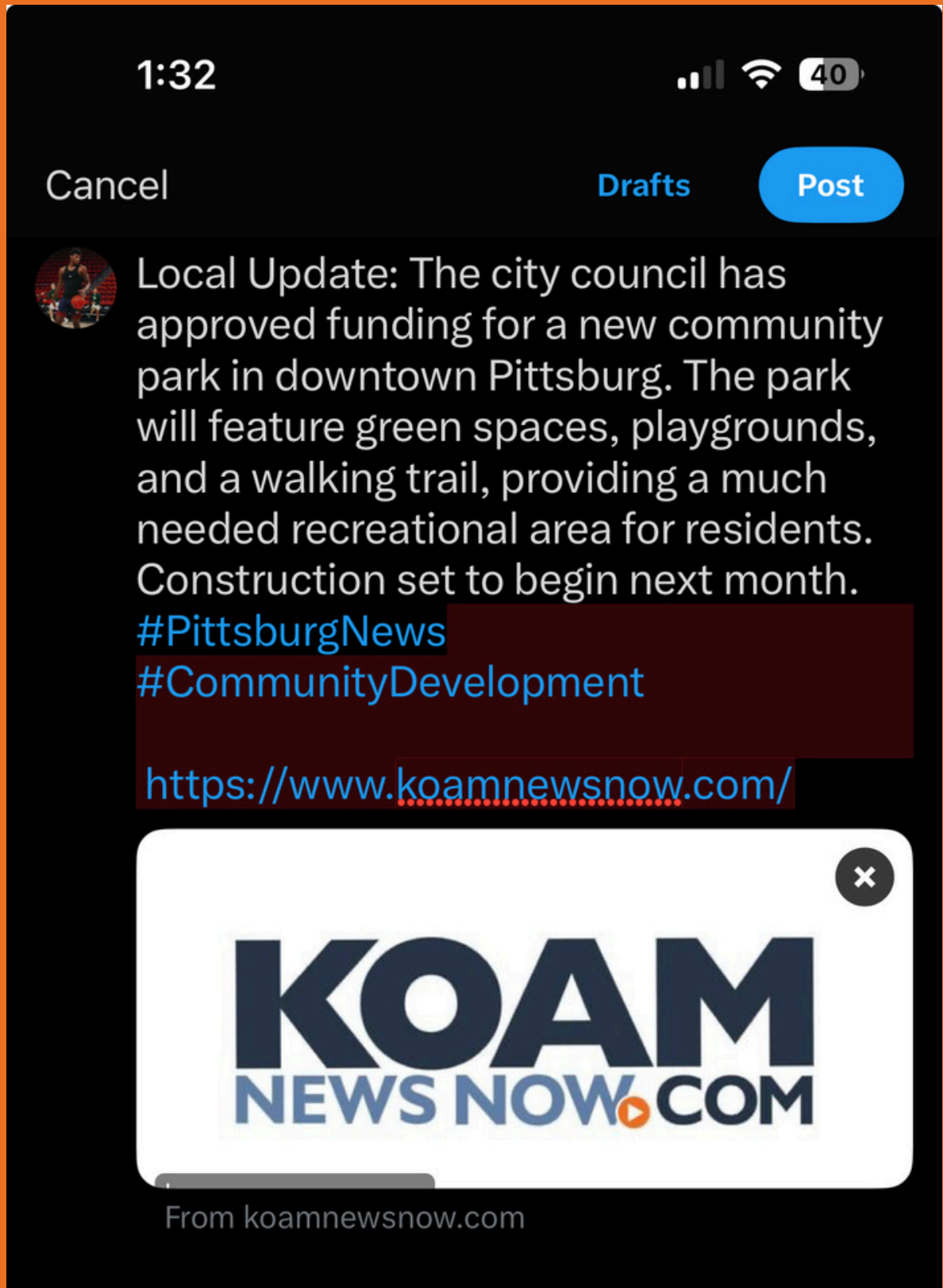
Rewrite with AI

Post

LINKEDIN DO'S AND DONT'S

DO

- Promote internal growth
- Ideas like employee of the week
- Announce internal news (ex: the engagement in office that was posted to TikTok
- Discuss any travel to different schools, conferences, workshops, etc

DON'T

- Post any news related content on LinkedIn
- Post this content on other platforms, LinkedIn should be your place for that
- Cover news and accomplishments of anyone outside of KOAM

TWITTER (X) TEMPLATE

1:32

Cancel   **Drafts**   **Post**

Local Update: The city council has approved funding for a new community park in downtown Pittsburg. The park will feature green spaces, playgrounds, and a walking trail, providing a much needed recreational area for residents. Construction set to begin next month. #PittsburgNews #CommunityDevelopment

https://www.koamnewsnow.com/

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TWITTER (X) TEMPLATE

1:51

Cancel   Drafts   Post

🌧️ Stay weather-ready, Pittsburg! Our Meteorologist are tracking a chance of thunderstorms later today. Keep an umbrella handy and stay tuned to @koamfox14 live news for live updates on changing weather conditions. Safety First! ☔ ⚡
#WeatherAlert
#StaySafe

https://www.koamnewsnow.com

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TWITTER (X) DO'S AND DONT'S

DO'S

- Provide timely updates
- Engage with your audience
- Use multimedia resources such as hashtags, other media links
- Post minimum 3 times a day

DON'T

- Spam, avoid over posting
- Ignore feedback
- Plagiarize, give credit to primary reporter/resource

YOUTUBE TEMPLATE
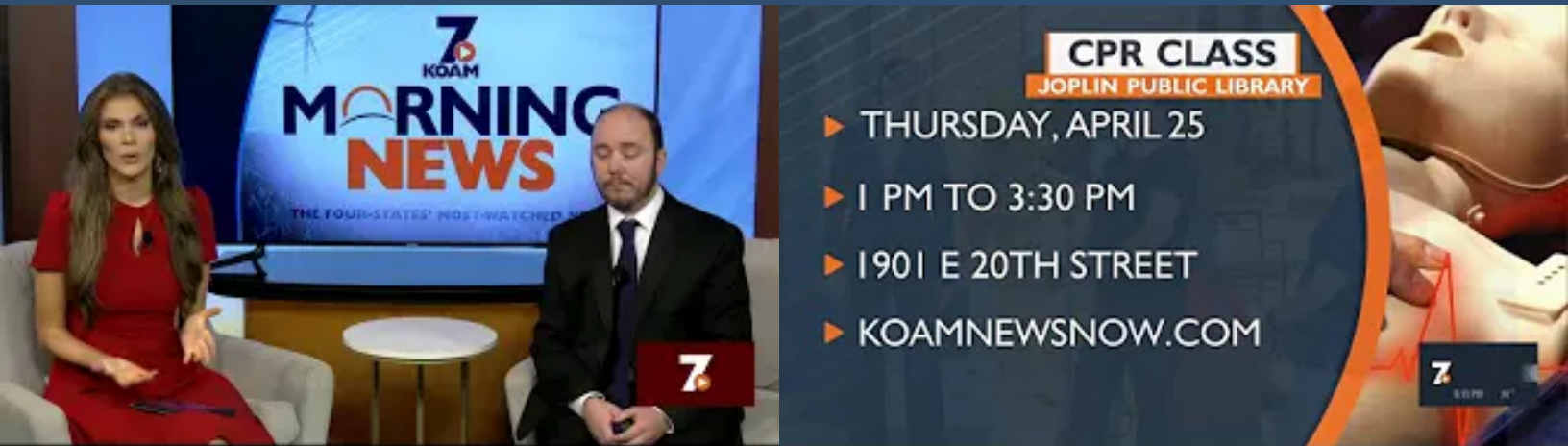
- Long form newscast can stay the same but it could use some revamping for the YouTube audiences
- Short form content should either be consolidated into one video or put on YouTube Shorts
- Striking a middle ground for video is hard because it has to be both informative and compelling

YOUTUBE TEMPLATE

- Create a new, YouTube exclusive show
- Should be relatively fast paced (About 15-25 minutes)
- Should be weekly
- Should be high quality
- Ideally more entertainment focused

YOUTUBE DO'S AND DONT'S

DO

- Keep going with long form content
- Use the community tab
- Try out some exclusive content
- Experiment to find out what type of content works best on YouTube!

DON'T

- Oversaturate your page with 30+ uploads a day
- Post the exact same news you broadcast on TV (it doesn't help your click through rates)
- Have multiple call-to-actions
- Have boring thumbnails

Research Section

Methods & Procedures

Planning:

We created a Microsoft Forms survey to collect information about local news preferences.

Included in the survey were demographic, qualitative, and quantitative questions.

Questions were created with the prior examination of competing local news stations, recommendations from KOAM staff, and other means of research.

Distribution:

The survey was open from March 28th, 2024 to April 15th, 2023.

To encourage more participation from the community, we added the incentive of a drawing for four $25 Amazon gift cards.

The link to the online survey was distributed through social media, flyers with QR codes, student emails, and professor emails of neighboring colleges.

Survey Design

3 Sections, 25 Questions

Section 1: Demographics

Age

Gender

Education

Annual Income

Locality to the 4-States

Residence, City and State*

Future Intent to Live in the 4-States

Sample Demographics
267 Participants

- 84% --- 18-24 year olds
- 45% --- Some college, no degree
- 77% --- Women
- 50% --- $0 - $9,999 annual income
- 86% --- In the 4 state area
- Residence distribution:
  - Kansas: 215
  - Oklahoma: 12
  - Arkansas: 2
  - Missouri: 31
- 63% --- Yes. intend to live in the 4 states

Survey Design

Section 2: News Preferences

Where do you get local news?

What time do you tend to read/watch the news?

What time do you tend to read/watch the news?

Where do you get national news?

What specific sources do you tend to get your news from? *

If you engage with local news, which local stations do you watch?

Do you know the difference between local and national news?

How would you prefer to get your news? *

What stories encourage you to watch the news more? *

Survey Design

Section 3: KOAM

Are you familiar with KOAM or FOX14?	**Are you a user of the KOAM Weather App?**	**Are you a user of the KOAM News App?**
What time are you on social media platforms the most?	**What KOAM social platforms are you aware of?**	**Do you follow KOAM on social media? If so which platforms?**
What type of content would you like to see promoted most heavily on social media?	**Do you see KOAM being involved in the community?**	**What would encourage you to actively consume media from KOAM, regardless of medium?**

Report of Findings

- Demographic information is not reflective of KOAM's typical viewer base
- Most respondents were Pittsburg State students, although significant efforts were made to reach other institutions and age groups
- This transitions the survey to a gauge on young adult opinion, rather than an overall audience analysis
- Overwhelming female response (77%) creates issues with survey balance
- Survey, while not perfectly representative, still reveals valuable takeaways about prevalent demographics

Report of Findings

- KOAM's major concerns:
    - Audiences can't distinguish between local news and national news
    - Audiences lack knowledge about KOAM's various mediums
- Local VS National News
    - 93% of viewers claimed to understand this distinction
    - Responces about "fake news" bring this into question
- KOAM in the Community
    - 87% of respondants claimed to be familiar with KOAM
    - 64% claim to see KOAM being involved in the community
- KOAM Mediums and Interest
    - Most respondants aware of social media platforms
    - 64% choose not follow any KOAM social platforms
    - 82% do not own news app with only 6% planning to download in the future
    - Weather app responses only slightly better

Report of Findings

- Where do respondents get their news?
  - Both local and national news overwhelmingly received via social media (favored in multiple choice and short answer question formats)
  - Apps and streaming performed poorly, coming in below even traditional cable news
- Content type preferences
  - "Bite-size" news favored over long–form journalism
  - Weather and community updates have highest demand, followed by sports
  - 44% of respondants claimed that they would pefer to get national news from a local source

Further Discussion

LIMITATIONS

- Distribution channels
  - College distribution channels were limited
    - only one campus was used to collect data which could be skewed when considering other campuses in the four states area
  - Social media distribution channels were limited
    - They helped boost survey responses, but a lack of diversity in channels hindered distribution
- limitations of survey results
  - Survey results could not be representative of the entire 4-State area
  - lack of distribution channels means the data collected could not be reflective of the KOAM audience
- Conclusion of limitations
  - The amount of survey responses gathered came to a total of 267
  - Goal was 200
  - The survey exceeded expectations and was a great tool in collecting data

FUTURE RESEARCH

- Survey planning
  - Have a more diverse distribution strategy
  - Gain more respondent data
  - have more variation in data collected.
- Survey promotion
  - Promoting the survey through social media
  - Promoting the survey through an organization's own social media page
- Data collection
  - More diverse survey distribution in turn allows for more diverse survey results
  - Implementing focus groups in order to gain additional data
  - Gain a better understanding of why respondents feel the way they do.
- Non monetary incentives for survey promotion
  - organizational merchandise
  - event discounts
  - KOAM promotions

RECENT CHARTS

DATA FROM 3.18.24

Local Newscast	Station/Network	Day Of Week	Local Time	AA	Missouri Live AA	Kansas Live AA	A18-24 Live AA
KOAM News at 6p	KOAM (CBS)	M, T, W, R, F	06:00 PM	22,636	10,997	10,386	2,531
KOAM News at 5p	KOAM (CBS)	M, T, W, R, F	05:00 PM	17,434	8,719	7,746	1,869
KOAM News at 10p	KOAM (CBS)	M, T, W, R, F	10:00 PM	13,201	6,346	6,179	1,624
KOAM Morning News at 6:00am	KOAM (CBS)	M, T, W, R, F	06:00 AM	10,568	4,951	5,085	1,450
KOAM News at Noon	KOAM (CBS)	M, T, W, R, F	12:00 PM	10,198	4,592	5,033	953
KSNF Local News @ Six	KSNF (NBC)	M, T, W, R, F	06:00 PM	7,053	5,327	1,323	928
KSNF Local News @ Ten	KSNF (NBC)	M, T, W, R, F	10:00 PM	6,553	4,715	1,435	897
FOX 14 News	KFJX (FOX)	M, T, W, R, F	9:00 PM	5,487	3,163	1,954	717
KSNF Local News Today	KSNF (NBC)	M, T, W, R, F	06:00 AM	5,079	3,983	832	689
KSNF Local News @ Noon	KSNF (NBC)	M, T, W, R, F	12:00 PM	4,104	3,178	810	538
KODE Evening News @ 6pm	KODE (ABC)	M, T, W, R, F	06:00 PM	4,092	3,124	811	513
KSNF Local News Living Well	KSNF (NBC)	M, T, W, R, F	04:00 PM	3,972	2,882	845	449
KODE Early Edition News @ 5pm	KODE (ABC)	M, T, W, R, F	05:00 PM	3,695	2,788	737	381
KODE Late News @ 10pm	KODE (ABC)	M, T, W, R, F	10:00 PM	3,169	2,146	850	390
KOAM Morning News on FOX 14	KFJX (FOX)	M, T, W, R, F	07:00 AM	3,100	1,759	1,213	364
Good Morning 4-States @ 6am	KODE (ABC)	M, T, W, R, F	06:00 AM	1,641	1,146	444	301

					HH Live	County Groupings	
WKND LOCAL NEWS 2/26-3/8						SW Missouri Live AA	SE Kansas Live AA	A18-24 Live AA
Local Newscast	Station/Network	Day Of Week	Local Time	AA			
KOAM News at 6p	KOAM (CBS)	S	06:00 PM	17,515	8,922	7,492	1,908
KOAM News at 10p Sat	KOAM (CBS)	S	10:00 PM	17,136	8,719	7,376	1,734
KOAM News at 10p Sun	KOAM (CBS)	SU	10:00 PM	16,543	7,763	7,594	2,091
KSNF Local News @ Six	KSNF (NBC)	S	06:00 PM	8,124	5,921	1,676	838*
KSNF Local News @ Ten	KSNF (NBC)	S, SU	10:00 PM	6,788	5,254	1,315	800
KODE Late News @ 10pm	KODE (ABC)	U	10:00 PM	6,708	4,837	1,631*	820*
FOX 14 News	KFJX (FOX)	S, SU	9:00 PM	6,522	3,784	2,397	782
KODE News at 10pm	KODE (ABC)	S	10:00 PM	4,139	2,727	1,173*	304*

- TOTAL VIEWERS AT THE 6: 2,531

DATA FROM 4.15.24

- TOTAL VIEWERS AT THE 6: 2,477

| M-F LOCAL NEWS MARCH 2024 | | | | DMA AA | Missouri Live AA | Kansas Live AA | A18-24 Live AA |
Program	Station/Network	Day Of Week	Local Time				
KOAM News at 6p	KOAM (CBS)	M, T, W, R, F	06:00 PM	21,964	10,788	9,964	2,477
KOAM News at 5p	KOAM (CBS)	M, T, W, R, F	05:00 PM	16,791	8,442	7,414	1,810
KOAM News at 10p	KOAM (CBS)	M, T, W, R, F	10:00 PM	13,267	6,376	6,202	1,623
KOAM Morning News at 6:00am	KOAM (CBS)	M, T, W, R, F	06:00 AM	10,141	4,729	4,909	1,406
KOAM News at Noon	KOAM (CBS)	M, T, W, R, F	12:00 PM	10,044	4,569	4,928	1,013
KSNF Local News @ Six	KSNF (NBC)	M, T, W, R, F	06:00 PM	7,367	5,433	1,500	975
KSNF Local News @ Ten	KSNF (NBC)	M, T, W, R, F	10:00 PM	7,045	4,985	1,625	934
FOX 14 News	KFJX (FOX)	M, T, W, R, F	9:00 PM	5,479	3,241	1,873	721
KSNF Local News Today	KSNF (NBC)	M, T, W, R, F	06:00 AM	4,870	3,796	821	670
KODE Evening News @ 6pm	KODE (ABC)	M, T, W, R, F	06:00 PM	4,733	3,488	1,056	550
KSNF Local News @ Noon	KSNF (NBC)	M, T, W, R, F	12:00 PM	4,549	3,380	1,011	586
KSNF Local News Living Well	KSNF (NBC)	M, T, W, R, F	04:00 PM	3,867	2,827	815	446
KODE Early Edition News @ 5pm	KODE (ABC)	M, T, W, R, F	05:00 PM	3,652	2,775	703	378
KODE Late News @ 10pm	KODE (ABC)	M, T, W, R, F	10:00 PM	3,630	2,449	1,012	449
KOAM Morning News on FOX 14	KFJX (FOX)	M, T, W, R, F	07:00 AM	3,136	1,816	1,182	366
Good Morning 4-States @ 6am	KODE (ABC)	M, T, W, R, F	06:00 AM	1,556	1,077	418	292

					HH Live	County Groupings	HH
WKND LOCAL NEWS MARCH 2024				DMA AA		SW Missouri Live AA	SE Kansas Live AA	A18-24 Live AA
Program	Station/Network	Day Of Week	Local Time				
KOAM News at 6p	KOAM (CBS)	S	06:00 PM	17,463	9,053	7,432	1,933
KOAM News at 10p Sat	KOAM (CBS)	S	10:00 PM	15,513	7,601	7,050	1,655
KOAM News at 10p Sun	KOAM (CBS)	U	10:00 PM	14,421	6,880	6,725	1,606
KSNF Local News @ Six	KSNF (NBC)	S	6:00 PM	10,717	7,572	2,428	1,134
KSNF Local News @ Ten	KSNF (NBC)	S, U	10:00 PM	8,312	5,983	1,854	1,029
KODE Late News @ 10pm	KODE (ABC)	U	10:00 PM	6,831	4,525	1,980	858
FOX 14 News	KFJX (FOX)	S, U	9:00 PM	6,243	3,729	2,185	835
KODE News at 10pm	KODE (ABC)	S	10:00 PM	3,619	2,463	1,019	335*

IN CONCLUSION

Our goal here today is that KOAM as a whole is able to implement our findings and use them in order to reach a new target audience, Gen-Z.

Although there is a varying degree of different results, our findings have shown that an overwhelming amount of 18–25 year olds consume all of their news through social media.

With social media changing constantly there are a lot of uncertainties, but one constant is that KOAM's audience will always be consuming media.

We hope that with the resources provided KOAM is able to reach their target audience more efficiently and utilize the use of social media more.

THANK YOU!

KOAM
NEWS NOW.COM

QUESTIONS?

Survey Results

Questions 1-3

1. What is your age?

More Details   💡 Insights

- 🔵 18-24   221
- 🟠 25-34   9
- 🟢 35-44   9
- 🔴 45-54   11
- 🟣 55+   15
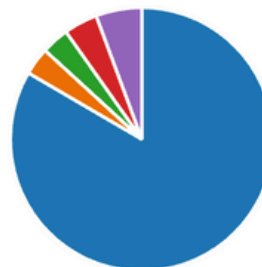
2. What is your highest level of education received?

More Details   💡 Insights

- 🔵 High School Diploma or Equival...   30
- 🟠 Some College, No Degree   118
- 🟢 College Undergraduate Degree   84
- 🔴 College Graduate Degree   31
- 🟣 Doctorate   2
- 🟤 None of the Above   0
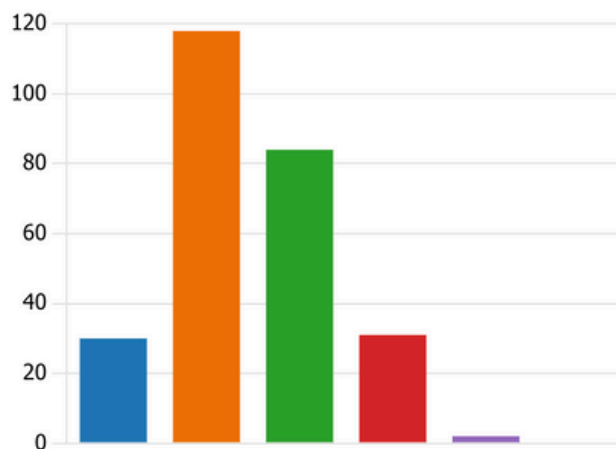
3. What gender do you identify as?

More Details   💡 Insights

- 🔵 Woman   203
- 🟠 Man   56
- 🟢 Non-binary   3
- 🔴 Prefer not to say   3
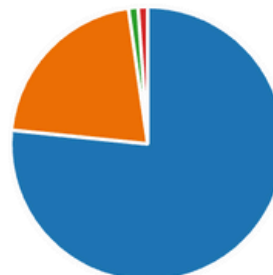
Questions 4-6

4. What is your annual income level?

More Details   💡 Insights

🔵	$0- $9,999	130
🟠	$10,000- $24,999	43
🟢	$25,000- $49,999	35
🔴	$50,000- $74,999	22
🟣	$75,000- $99,999	11
🟤	$100,000- $149,999	9
🌸	$150,000+	3
⚫	Prefer not to disclose	14
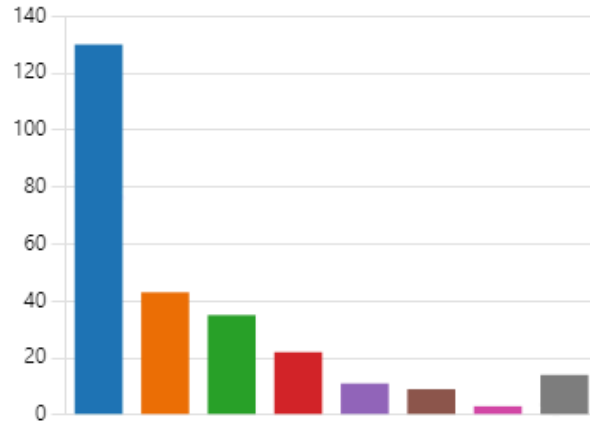
5. Are you from the 4-State area? (Bordering corners of KS, AR, OK, and MO)

More Details   💡 Insights

🔵	Yes	227
🟠	No	38

6. Where do you currently reside? (City & State)

26 respondents (**10%**) answered **Pittsburg Kansas** for this question.

Girard Kansas Girard ks Columbus ks shawnee kansas
Park City   Missouri   Joplin   Overland
Pittsburg Kansas Paola Kansas
topeka kansas
Springfield mo
Oklahoma City MO **Pittsburg Ks** Pittsburg for school
Wichita Ks hutchinson kansas Manhattan Kansas

Questions 7-9

7. Do you intend to live in the 4-State area for the foreseeable future?

More Details   Insights
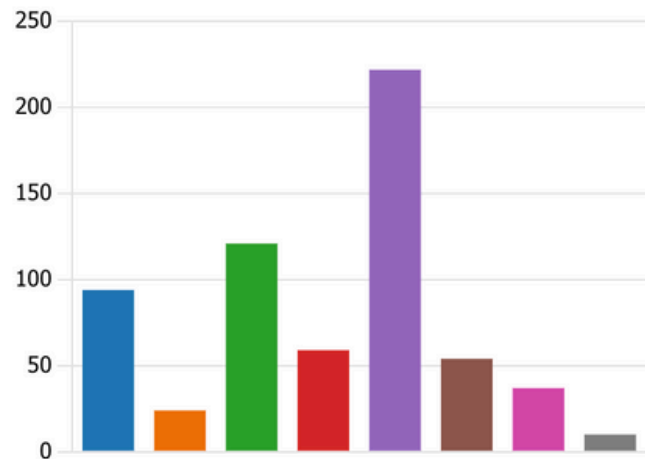
● Yes	165
● No	39
● Maybe	61

8. Where do you get your local news? (Select all that apply)

More Details

● Local Broadcast	94
● Cable	24
● Websites	121
● Streaming Services	59
● Social Media	222
● Radio	54
● Newspapers	37
● Other	10

9. Where do you get your national news? (Select all that apply)

More Details

● National Broadcast	81
● Cable	32
● Websites	119
● Streaming Services	69
● Social Media	221
● Radio	42
● Newspapers	24
● Other	8
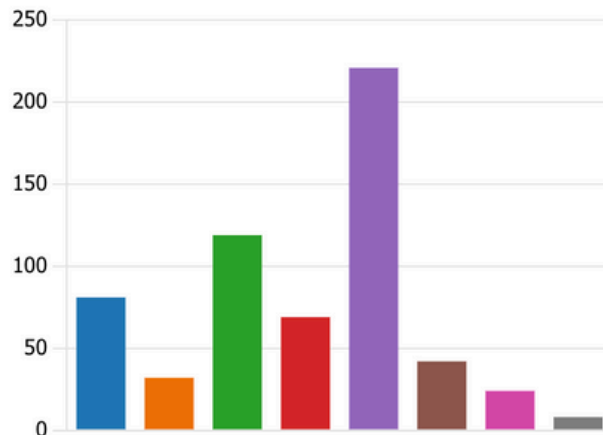
Questions 10-12

10. What time do you tend to read/watch the news?

More Details

🔵 Morning	109
🟠 Afternoon	60
🟢 Evening	147
🔴 Late Night	77
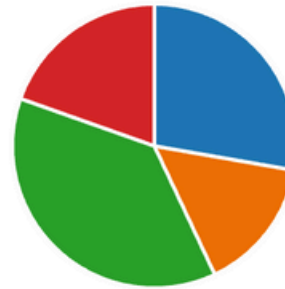
11. What time are you on social media platforms the most?

More Details

🔵 Morning	78
🟠 Afternoon	79
🟢 Evening	174
🔴 Late Night	129
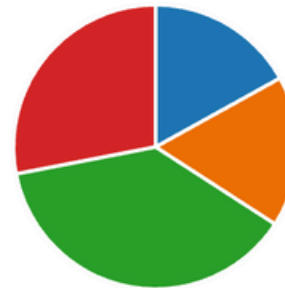
12. What specific sources (channels, websites, influencers, social media, etc.) do you tend to get your news from?

More Details   💡 Insights

265
Responses

Latest Responses
"ESPN "
"KOAM '
"Youtube'

Questions 13-15

13. If you engage with local news, which local stations do you watch?

More Details

	Station	Count
●	KOAM	135
●	KSNF	17
●	KODE	24
●	FOX14	66
●	Good Morning 4-States	12
●	I do not watch local news	108
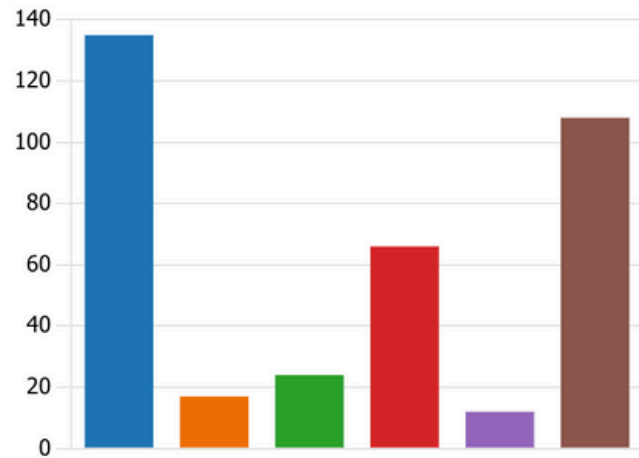
14. Do you know the difference between local and national news?

More Details

	Answer	Count
●	Yes	245
●	No	3
●	Unsure	17
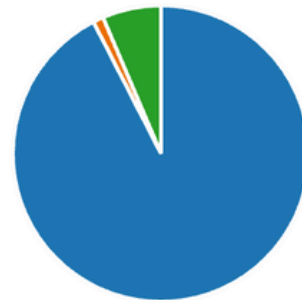
15. How would you prefer to get your news?

100 respondents (**38%**) answered **Social media** for this question.

media or a broadcast   Media or Cable   way to get news
newspaper news station   News Channels
media posts   **Social media**   news papers
social apps   media platforms
media page Local news   online   Tv   News App
Media/App   websites media   media/website
media is the most convenient

Questions 16–18

16. What stories encourage you to watch the news more? (Provide some examples)

82 respondents (32%) answered **Stories** for this question.

heartwarming stories   National stories   stories in the area

Sports stories   Happy stories   stories that are relevant

breaking news **Stories** news Stories of people

world news   weather Positive stories

success stories   good stories local news Local stories

interest stories   crime stories   community events

17. Are you familiar with KOAM or FOX14?

More Details   Insights

● Yes	230
● No	25
● Unsure	10

18. Are you a user of the KOAM Weather App?

More Details   Insights

● Yes	59
● No	161
● I have it but rarely use it	19
● I was unaware of the KOAM We...	26
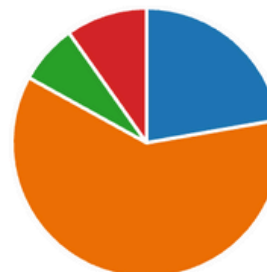
Questions 19-21

19. Are you a user of the KOAM News App?

More Details   💡 Insights

🔵	Yes	23
🟠	No	219
🟢	I have it but rarely use it	9
🔴	I was unaware of the KOAM Ne...	16

20. What KOAM social platforms are you aware of? (social media platforms, cable, etc.) If you are not aware of any, please type "NA".

47 respondents (18%) answered Facebook for this question.

Facebook & the website
Cable and Facebook
Facebook Instagram
Facebook and YouTube News app Weather app
Cable media & cable
Facebook cable **Facebook**
TV media facebook
Radio news KOAM Twitter Social Media Facebook and Twitter
media platforms Facebook page
Tiktok Facebook

21. Do you follow KOAM on social media? If so which platforms? (Select all that apply)

More Details

🔵	Facebook	78
🟠	Instagram	24
🟢	Twitter	22
🔴	TikTok	8
🟣	YouTube	15
🟤	N/A	172
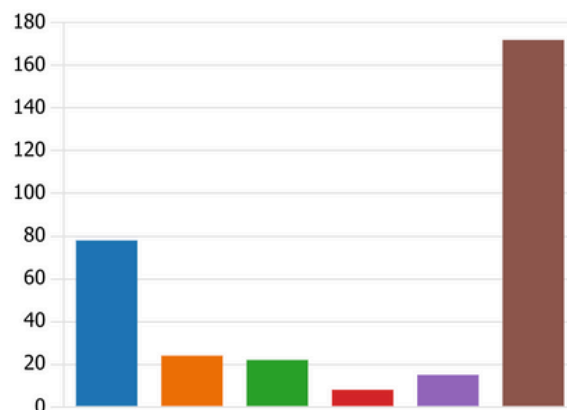
Questions 22-24

22. What type of content would you like to see promoted most heavily on social media? (Select all that apply)

More Details

🔵 "Bite-Size" Local News	150
🟠 Community Events / Coverage	154
🟢 Longer "Journalistic" Local News	42
🔴 National News	117
🟣 Sports	128
🟤 Weather Updates	149
🟣 Other	6
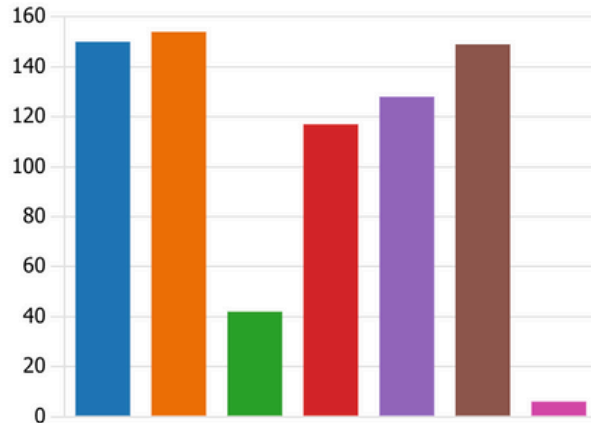
23. Do you see KOAM being involved in the community?

More Details   🔆 Insights

🔵 Yes	168
🟠 No	34
🟢 Unsure	63

24. What would encourage you to actively consume media from KOAM, regardless of medium (tv, streaming, app, social media, etc.)?

51 respondents (20%) answered social media for this question.

Spring has sprung, the grass is ris,I wonder where 4-States viewers is….
KOAM News Continues To Lead The Way!

M-F LOCAL NEWS MARCH 2024

Program	Station/Network	Day Of Week	Local Time	HH Live DMA AA	County Groupings SW Missouri Live AA	County Groupings SE Kansas Live AA	HHs W/ Age Range A18-24 Live AA	HHs W/ Age Range A25-54 Live AA	HHs W/ Age Range A50+ Live AA
KOAM News at 6p	KOAM (CBS)	M, T, W, R, F	06:00 PM	21,964	10,788	9,964	2,477	10,023	14,720
KOAM News at 5p	KOAM (CBS)	M, T, W, R, F	05:00 PM	16,791	8,442	7,414	1,810	7,516	11,326
KOAM News at 10p	KOAM (CBS)	M, T, W, R, F	10:00 PM	13,267	6,376	6,202	1,623	6,113	8,932
KOAM Morning News at 6:00am	KOAM (CBS)	M, T, W, R, F	06:00 AM	10,141	4,729	4,909	1,406	5,155	6,568
KOAM News at Noon	KOAM (CBS)	M, T, W, R, F	12:00 PM	10,044	4,569	4,928	1,013	4,228	6,909
KSNF Local News @ Six	KSNF (NBC)	M, T, W, R, F	06:00 PM	7,367	5,433	1,500	975	3,646	5,045
KSNF Local News @ Ten	KSNF (NBC)	M, T, W, R, F	10:00 PM	7,045	4,985	1,625	934	3,373	4,711
FOX 14 News	KFJX (FOX)	M, T, W, R, F	9:00 PM	5,479	3,241	1,873	721	2,754	3,592
KSNF Local News Today	KSNF (NBC)	M, T, W, R, F	06:00 AM	4,870	3,796	821	670	2,503	3,218
KODE Evening News @ 6pm	KODE (ABC)	M, T, W, R, F	06:00 PM	4,733	3,488	1,056	550	2,269	3,176
KSNF Local News @ Noon	KSNF (NBC)	M, T, W, R, F	12:00 PM	4,549	3,380	1,011	586	2,020	3,134
KSNF Local News Living Well	KSNF (NBC)	M, T, W, R, F	04:00 PM	3,867	2,827	815	446	1,750	2,688
KODE Early Edition News @ 5pm	KODE (ABC)	M, T, W, R, F	05:00 PM	3,652	2,775	703	378	1,638	2,480
KODE Late News @ 10pm	KODE (ABC)	M, T, W, R, F	10:00 PM	3,630	2,449	1,012	449	1,726	2,373
KOAM Morning News on FOX 14	KFJX (FOX)	M, T, W, R, F	07:00 AM	3,136	1,816	1,182	366	1,542	2,023
Good Morning 4-States @ 6am	KODE (ABC)	M, T, W, R, F	06:00 AM	1,556	1,077	418	292	844	1,007

WKND LOCAL NEWS MARCH 2024

Program	Station/Network	Day Of Week	Local Time	HH Live DMA AA	County Groupings SW Missouri Live AA	County Groupings SE Kansas Live AA	HHs W/ Age Range A18-24 Live AA	HHs W/ Age Range A25-54 Live AA	HHs W/ Age Range A50+ Live AA
KOAM News at 6p	KOAM (CBS)	S	06:00 PM	17,463	9,053	7,432	1,933	7,693	11,927
KOAM News at 10p Sat	KOAM (CBS)	S	10:00 PM	15,513	7,601	7,050	1,655	6,857	10,420
KOAM News at 10p Sun	KOAM (CBS)	U	10:00 PM	14,421	6,880	6,725	1,606	6,377	9,685
KSNF Local News @ Six	KSNF (NBC)	S	6:00 PM	10,717	7,572	2,428	1,134	4,692	7,425
KSNF Local News @ Ten	KSNF (NBC)	S, U	10:00 PM	8,312	5,983	1,854	1,029	3,809	5,675
KODE Late News @ 10pm	KODE (ABC)	U	10:00 PM	6,831	4,525	1,980	858	3,394	4,422
FOX 14 News	KFJX (FOX)	S, U	9:00 PM	6,243	3,729	2,185	835	2,986	4,140
KODE News at 10pm	KODE (ABC)	S	10:00 PM	3,619	2,463	1,019	335*	1,847	2,203

*Comscore Data

Compiled By Jon Haut, National Sales Manager

M-F LOCAL NEWS 2/26-3/8

Local Newscast	Station/Network	Day Of Week	Local Time	HH Live AA	County Groupings SW Missouri Live AA	County Groupings SE Kansas Live AA	HHs W/ Age Range A18-24 Live AA	HHs W/ Age Range A25-54 Live AA	HHs W/ Age Range A50+ Live AA
KOAM News at 6p	KOAM (CBS)	M, T, W, R, F	06:00 PM	22,636	10,997	10,386	2,531	10,334	15,194
KOAM News at 5p	KOAM (CBS)	M, T, W, R, F	05:00 PM	17,434	8,719	7,746	1,869	7,847	11,777
KOAM News at 10p	KOAM (CBS)	M, T, W, R, F	10:00 PM	13,201	6,346	6,179	1,624	6,134	8,884
KOAM Morning News at 6:00am	KOAM (CBS)	M, T, W, R, F	06:00 AM	10,568	4,951	5,085	1,450	5,427	6,839
KOAM News at Noon	KOAM (CBS)	M, T, W, R, F	12:00 PM	10,198	4,592	5,033	953	4,181	7,031
KSNF Local News @ Six	KSNF (NBC)	M, T, W, R, F	06:00 PM	7,053	5,327	1,323	928	3,524	4,811
KSNF Local News @ Ten	KSNF (NBC)	M, T, W, R, F	10:00 PM	6,553	4,715	1,435	897	3,185	4,346
FOX 14 News	KFJX (FOX)	M, T, W, R, F	9:00 PM	5,487	3,163	1,954	717	2,790	3,591
KSNF Local News Today	KSNF (NBC)	M, T, W, R, F	06:00 AM	5,079	3,983	832	689	2,641	3,351
KSNF Local News @ Noon	KSNF (NBC)	M, T, W, R, F	12:00 PM	4,104	3,178	810	538	1,918	2,817
KODE Evening News @ 6pm	KODE (ABC)	M, T, W, R, F	06:00 PM	4,092	3,124	811	513	2,019	2,764
KSNF Local News Living Well	KSNF (NBC)	M, T, W, R, F	04:00 PM	3,972	2,882	845	449	1,773	2,761
KODE Early Edition News @ 5pm	KODE (ABC)	M, T, W, R, F	05:00 PM	3,695	2,788	737	381	1,654	2,490
KODE Late News @ 10pm	KODE (ABC)	M, T, W, R, F	10:00 PM	3,169	2,146	850	390	1,571	2,050
KOAM Morning News on FOX 14	KFJX (FOX)	M, T, W, R, F	07:00 AM	3,100	1,759	1,213	364	1,535	1,991
Good Morning 4-States @ 6am	KODE (ABC)	M, T, W, R, F	06:00 AM	1,641	1,146	444	301	896	1,041

WKND LOCAL NEWS 2/26-3/8

Local Newscast	Station/Network	Day Of Week	Local Time	HH Live AA	County Groupings SW Missouri Live AA	County Groupings SE Kansas Live AA	HHs W/ Age Range A18-24 Live AA	HHs W/ Age Range A25-54 Live AA	HHs W/ Age Range A50+ Live AA
KOAM News at 6p	KOAM (CBS)	S	06:00 PM	17,515	8,922	7,492	1,908	7,718	11,867
KOAM News at 10p Sat	KOAM (CBS)	S	10:00 PM	17,136	8,719	7,376	1,734	7,677	11,423
KOAM News at 10p Sun	KOAM (CBS)	SU	10:00 PM	16,543	7,763	7,594	2,091	7,245	11,280
KSNF Local News @ Six	KSNF (NBC)	S	06:00 PM	8,124	5,921	1,676	838*	3,670	5,709
KSNF Local News @ Ten	KSNF (NBC)	S, SU	10:00 PM	6,788	5,254	1,315	800	3,074	4,713
KODE Late News @ 10pm	KODE (ABC)	U	10:00 PM	6,708	4,837	1,631*	820*	3,351	4,306
FOX 14 News	KFJX (FOX)	S, SU	9:00 PM	6,522	3,784	2,397	782	2,991	4,348
KODE News at 10pm	KODE (ABC)	S	10:00 PM	4,139	2,727	1,173*	304*	2,338	2,428

Big Shoutout to our Weekend team!!! A few things to note: Our weekend newscasts have MORE VIEWERS than any of the competitions' M-F newscasts, and double their weekends. Not only that…our weekend newscasts have MORE VIEWERS than our own morning, noon and 10p M-F newscasts.And to top it off…our weekend newscasts have all GROWN in viewers over the past 2 years. Weekend crew…you don't always get the attention you deserve since most of us are off on Sa/Su. You do excellent work! Your product is seens by THOUSANDS of people every week. Please don't forget all of this when you're putting together your newscasts.Thank you for a job well done. Take pride in your work. It counts…a lot!!!
Brook Arnold