

Best Places to Live Program

A unique community
improvement program

Brought to
you by:

POPULUS
Research of the People by the People for the People

Why do it?

The Best Places to Live Program is designed to help newspapers...

Improve the prosperity in their local community

Increase their advertising revenue
(3 - 5 times the Program cost)

Boost paid subscriptions through enhanced relevance

What do you get?

The Best Places to Live Program delivers compelling, must-read content that is...

Local

Credible

Exclusive

What is it?

The Best Places to Live Program is a high-profile series of credible, annual Web-based reader surveys that...

Establishes
community
priorities for
local
institutions

Measures the
performance of
each institution

Identifies best
practices in
neighboring
communities

How does it work?

POPULUS does the independent, unbiased, scientific surveying and analysis stuff. The media partner does three things. ¹

1. Promote the program

2. Recruit participants
(only until the Community Insight™ surveying panel is self-sustaining)

3. Report the results

1. Your paper's success is directly tied to your promotion, recruiting, and reporting efforts.

What are the content opportunities?

- Special sections/reports relative to each survey
- Special annual publication/report repurposing existing content with special analyses and comparisons
- Investigative pieces exploring the cause of poor institutional performance relative to each communities' priorities
- Best practices among member communities

What are the revenue opportunities?

- Community Specific Sponsorships
 - Primary (appear on all pages of all surveys)
 - Survey (appear on all pages of relevant survey)
 - Community (appear at the end of each survey)
 - Individual (do not appear in the survey)
- Advertising
 - Extra opportunities in each survey's special report
 - Annual special publication/report repurposing previous content
- Program Wide Sponsorship (a.k.a. naming rights)
 - POPULUS retains the overall program sponsorship rights

How are respondents recruited?

POPULUS sends email invitations and 2 reminders to people from the following sources.

- The newspaper's email list
- People recruited through the print edition
 - Articles (samples are available for reprint)
 - Ads
- People recruited through the online edition
 - Banner ads

What institutions are targeted?

- City government
- Education
- Healthcare
- Workforce
- State government

What are the surveys' objectives?

Each survey will measure, for each institution, the local communities':

- Satisfaction with performance to date
- Priorities for future (long term and short term)
- Adherence to community priorities (years 2 – n)
- Demographics
- Rolling community, reader, and advertiser feedback
(e.g. satisfaction, defection reason, etc. – *these must be candidly reported*)
- This information will be used to develop scorecards for a standard, easy to compare, rating system

Can newspapers ask custom questions?

- It is important that the program's questions remain relatively static in order to compare results across communities and over time.
- However, with the creation of the Community Insight™ Web-based research panel, custom spot polls can be conducted very quickly, accurately, and for a very low cost.

What if we don't have enough writers?

- This is not a problem. For a very reasonable rate, POPULUS can write the reports for you.

What is Community Insight™?

Community Insight is a Web-based research panel whose members respond to community-focused surveys in exchange for full disclosure of the results. A panel provides...

Control

Efficiency

Accuracy

When do the surveys run?

- 2009 (limit 20 newspapers)
 - July – September: City government
 - October – December: Education
- 2010
 - January – February: Healthcare
 - March – April: Workforce
 - May – June: State government
 - July – August: City government
 - September – October: Education

What does the program cost?

- Base \$2,000.00
- Per Paid Subscriber per Survey
 - 1 – 25,000 \$.07
 - 25,001 – 50,000 .05
 - 50,001 – 75,000 .03
 - 75,001 – 100,000 .02
 - 100,001 and above .01

(Paid subscribers computed as the mean of the mean of daily and Sunday edition paid subscribers)

Will it work?

- Yes!
- High level of willingness to contribute to the betterment of the local community
 - Based on the successful Vision for the Valley initiative executed by POPULUS and the Idaho Statesman
 - Collected over 1,500 surveys in 5 days
 - 56% agreed to participate in more community-oriented surveys and provided their email address
- All results must be reported back to the community

Other Benefits

- Your community's results are benchmarked to other participating communities. This provides context to scores, i.e. identify 'good' and 'bad' scores.
- Dispersion of Program operational best practices among community of participating newspapers related to sponsorship sales and content.

References – Other Participants

- The Idaho Statesman, Boise, ID
 - Mi-Ai Parrish – Publisher
208-377-6301 mparrish@idahostatesman.com
"I can't think of a better opportunity I have this year to contribute to the community, generate new ad and subscription revenue, and gain valuable operational intelligence."
 - Vicki Gowler – Editor
208-377-6403 vgowler@idahostatesman.com
 - Travis Quast – VP Sales & Marketing
208-377-6305 tquast@idahostatesman.com
- The Tri-City Herald, Kennewick, WA
- The Post Register, Idaho Falls, ID

Don't be Left Out

- Your community is counting on you, don't let them down
- Don't be one of the few communities not participating in 2010
- Your community deserves this program

Why POPULUS?

- Research of the People by the People for the People
- Experience and longevity
 - Most experience with this type of Program based on our experience with the Vision for the Valley
 - Best Places to Work in Idaho
 - Full-service strategic marketing research and communications consulting company
 - Broad spectrum of clients and industries
 - Founded in 1984
- Expertise
 - Technology
 - Over 1 million Web-based surveys collected since 1999
 - Methodology
 - Pioneer of conjoint analysis on the Web
 - Acumen
 - Contextual analysis and reporting

What's next?

Contact POPULUS and schedule a meeting

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Remember...

- “Insanity is doing the same thing over and over again and expecting different results” -- *Albert Einstein*
- Let's do something different