

NEWSEUM



The Senior Experience

Strategic Communications Plan

Blaze Global is a full-service and interactive communications firm specializing in connecting clients with the senior and baby boomer market.

Prepared for the Newseum by Lujain Alhashimi, Brianna Kelley, David Shirbroun, Emily Teichner, Cindy Zavala, and Amanda Zimmerman.

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TEAM MEMBER PROFILES



Lojain Alhashimi

Favorite Newspaper
Alhayat

Favorite Font
Naskh

Favorite Newseum Exhibit:
9/11



Brianna Kelley

Favorite Newspaper
The Onion

Favorite Font
Garamond

Favorite Newseum Exhibit
Pulitzer Prize Photos



David Shirbroun

Favorite Newspaper
Washington Post

Favorite Font
Georgia

Memorable News Moment
Obama's first inauguration



Emily Teichner

Favorite Newspaper
The Boston Globe

Favorite Font
Abraham Lincoln

Memorable News Moment
Princess Diana's death



Cindy Zavala

Favorite Newspaper
The Washington Hispanic

Favorite Font
Arial

Favorite Newseum Exhibit
The Story of News



Amanda Zimmerman

Favorite Newspaper
The Boston Globe

Favorite Font
Helvetica Neue

Favorite Newseum Exhibit
Berlin Wall

NEWSEUM

Executive Summary

Challenge

The Newseum, which identifies itself as a “state-of-the-art experience that blends news history with up-to-the-second technology and hands-on exhibits,” faces a unique challenge in Washington, DC, where it must compete with the free Smithsonian Museums. The Newseum seeks to increase overall summer 2014 tourism by five percent among seniors, who are defined as individuals over 65 years old.

Solution

Seniors are a lucrative audience for the Newseum. Senior citizens are open to American history and culture, and they are attracted to what is familiar. Seniors will not fall prey to flashy advertising. The Newseum must connect with seniors through their historical interests and nostalgia. The Newseum can encourage senior visits by appealing to values of loyalty, family, and country.

By employing strategies that focus on creating a relationship between the Newseum and the senior community, encouraging seniors to share their own story, and showcasing the unique historical aspects of the Newseum, the Newseum will succeed in its goal to increase summer tourism among seniors by five percent.

Objectives

1. Increase, by five percent, summer visits to the Newseum among people over 65 years old.
2. Demonstrate how accessible and easy to navigate the Newseum is for seniors.
3. Make the Newseum a necessary stop on a visit to DC.

Key Messages

1. The Newseum is a celebration of the trailblazing moments that shaped your history.
2. The Newseum is a journey through history that mirrors your own legacy.
3. The Newseum is an ever-evolving examination of the intersection between news, history, and education.



Tactics

“Share Your Legacy, Share Your Past” allows seniors to submit a picture of an artifact, a picture of themselves, or their personal story on the “Share Your Legacy” microsite, which will be made available before seniors visit the Newseum. Additionally, an email and Facebook widget will allow seniors to share their story with friends and family. Select items from seniors will be on display in a large, glass case at the Newseum, and a slideshow of pictures and quotes from seniors about these artifacts will be projected on a wall in the Newseum. The slideshow will also be featured on the Newseum's website. This tactic will offer seniors the opportunity, if they arrive at the Newseum between 9am-10am, to film a video in the Newseum newsroom that responds to questions relating to their artifact. The winner, to be determined through random drawing, will be interviewed in his or her home by Tom Brokaw, who will ask additional questions about the winner's artifact. Additionally, the winner's story will be featured in the *Washington Post*. This tactic will increase attendance because it aligns with seniors' desires to share their own stories and reflect on their past experiences.

For six Sunday mornings in June and July, **“Hot Off the Press: A Sunday Morning Speaker Series”** offers DC-area residents and other visitors to the Newseum the opportunity to meet up, read the Sunday newspaper, eat breakfast, and enjoy coffee and conversation. Each week, a different senior influencer, such as Terry Gross from NPR or Charlie Rose from CBS, will discuss relevant news items of the day with the senior community. This tactic will increase attendance because it offers seniors the opportunity to interact with key influencers and discuss the news with friends in a welcoming setting.

“Newseum on Wheels” allows seniors outside the DC area to experience the Newseum. “Newseum on Wheels” will showcase the “Pictures of the Year” exhibit and stop at seven senior centers across the Atlantic Coast. Each stop is intended to reach out to seniors who visit the traveling exhibit, and the bus tour is also meant to generate local media coverage in each of the seven stops. Local media personalities, such as popular columnists and news anchors, will visit each stop to encourage attendance and generate buzz. This tactic will increase attendance because it introduces the Newseum to seniors across the Atlantic Coast who may not have been familiar with the Newseum and will view it as a must-visit location on their next trip to DC.

Timeline

Elements of this campaign will be implemented over a five month period, running from April 2014 to August 2014, to maximize sales among seniors.

Seniors are a prime target for the Newseum. These individuals have disposable income, time to travel, and a desire to learn more about their own legacy. The three tactics highlighted above will allow the Newseum to reach DC-area seniors and seniors across the country through direct contact and a broad outreach through paid, earned, and owned media.

CURRENT PERCEPTIONS

Source	Brand Perception	Quotes
	<p>There were many positive comments about visitors' interactive experiences at the Newseum and the rooftop observation area.</p> <p>A selection of negative reviews mentioned the Newseum's lack of mission and that it tried to entertain more than inform its audience.</p>	<p>"One of the top destinations in DC. Plan on spending the day, if you get tired, here are numerous small theaters showing films where you can rest your weary feet."</p>
	<p>The Newseum has over 71,000 likes on Facebook.</p> <p>The comments were mainly about the educational and historical experience that the Newseum provides.</p> <p>Commentators raved about the "Front Pages Gallery" and believe it is a good source for daily national and worldwide news.</p>	<p>"I was glad the ticket is good for two days because just one day is not enough for exploring the Newseum."</p>
	<p>Tweets - 7,170 Followers - 27.5K Following - 750</p> <p>People tweeted positively about the Pulitzer Prize winning photos exhibit, the Berlin Wall, the New Media exhibit, the Anchorman exhibit, and about the powerful exposure to history.</p>	<p>"Love the Newseum. Awesome way of presenting news. Pulitzer Prize winning photos amazing."</p>
	<p>Most of the traditional media coverage the Newseum receives is positive and focuses on reviewing events happening at the Newseum. Many of these articles cover more details on the guest speakers visiting the Newseum or one of its new exhibits.</p>	<p>"Newseum staffers believe the exhibit will be educational by shining a light on the industry at the time."</p>



COMPETITOR AUDIT

	Newseum	Ford's Theater	National Portrait Gallery
Cost	Seniors: \$18.95 plus tax.	\$2.50	Free
Hours	9am – 5pm daily	Open for visits 9am – 4pm daily	11:30am – 7pm daily
Food	The Food Section and the Express Bar offer dining options to guests. Additionally, the Newseum partners with The Source, a Wolfgang Puck restaurant.	Concessions, including beverages and snacks, are available for guests. Ford's Theatre also highlights nearby dining options on its website.	The museum offers one dining option, the Courtyard Café.
Social Media Activity	Active Twitter presence, which retweets many visitor comments. Over 71,000 likes on Facebook.	Several tweets per day, with nearly 9,400 followers on Twitter. Posts on Facebook occur several times per week.	Active Twitter, with posts several times per day and over 30,000 followers. Has received over 20,000 likes on Facebook.
Accessibility	Trained service animals allowed. Elevators are available to all exhibits, and braille guides and tours for deaf guests are available.	Accessible seating is available. Audio-described, captioned, and sign-interpreted options are available for select performances.	All areas of the museum are accessible by elevator. Additionally, wheelchairs are available for guests.
Location	555 Pennsylvania Ave, NW. Archives (Green Line) is the closest Metro station.	511 Tenth St, NW. Located near Metro Center, Chinatown, and the Archives Metro stations.	Eighth and F Streets, NW. Chinatown (Red, Yellow, and Green Lines) is the closest Metro station.
Key Exhibits	The Story of News, 9/11 Gallery, Pulitzer Prize Photographs Gallery, Today's Front Pages Gallery.	A visit includes theatre entrance, the Petersen House, and the Center for Education and Leadership.	Notable exhibits include America's Presidents, Champions, and American Cool.

S.W.O.T. ANALYSIS

Strengths	Weaknesses
<ul style="list-style-type: none"> • Funding: The Newseum is a 501(c)(3) public charity and is funded through patron donations, corporations, and foundations. It does not accept any monetary support from the government. Examples of its partners include the Comcast Corporation, Bloomberg, and Time Warner. • Social Media: The Newseum is active on 10 forms of social media including Google Plus, Instagram, Twitter, and Facebook. In 2012 the Newseum partnered with Hewlett Packard (HP) and opened the HP New Media Gallery, which is an interactive exhibit focused on social media. • Deals/Passes: Knowing that most guests cannot see everything the Newseum has to offer on their first visit, every ticket is good for two consecutive days. • Customer Service: Managers respond to poor reviews on TripAdvisor by apologizing for the bad experience and showing appreciation for the individual's feedback. 	<ul style="list-style-type: none"> • Engagement when publicizing: The Newseum's publicity is lacking in the area of engagement. For example, when publicizing for its upcoming events on college campuses, it did not spread the word in time to get people engaged. • Exclusive in language: The Newseum only publicizes in English. • Building design: Many visitors have criticized the design of the Newseum, as floor-to-floor transportation can be difficult to navigate. Certain staircases only go up and down one or two levels and some elevators only go to a selection of floors. • Fee: It costs \$22.95 plus tax for adults between 19 and 64 and \$18.95 for seniors 65 and older. Although the ticket can be used for two consecutive days, many patrons do not have time to return to the museum for the following day.
Opportunities	Threats
<ul style="list-style-type: none"> • Unique: It is the only news museum in the United States. • Wide Cultural Reach: Washington, DC, draws individuals with a broad range of cultural backgrounds. The Newseum has an opportunity to engage these visitors by expanding its offerings to include different languages. • The Now PASS: For a \$15 discount, this ticket allows visitors to see the Newseum, the Spy Museum, and to take a bus tour. In order to increase visitation, the Newseum should seek to promote this deal more publicly. • Student Discounts: While the Newseum offers a 10 percent student discount, this might not incentivize students to visit. 	<ul style="list-style-type: none"> • Nearby Family Friendly Museums: The International Spy Museum is seen as more family-friendly and appears on more DC visitor guides as a top museum for kids. The Newseum is losing potential visitors (i.e. families) by not offering appropriate programming for children. • Free Smithsonians: The multiple free Smithsonian museums are one of the Newseum's biggest threats. • The Economy: The economy is still in recovery, and people do not have excessive funds to spend on leisure activities.



FACT SHEET

Senior Online and Technological Presence

58 percent of seniors between the ages of 65-73 have online presence

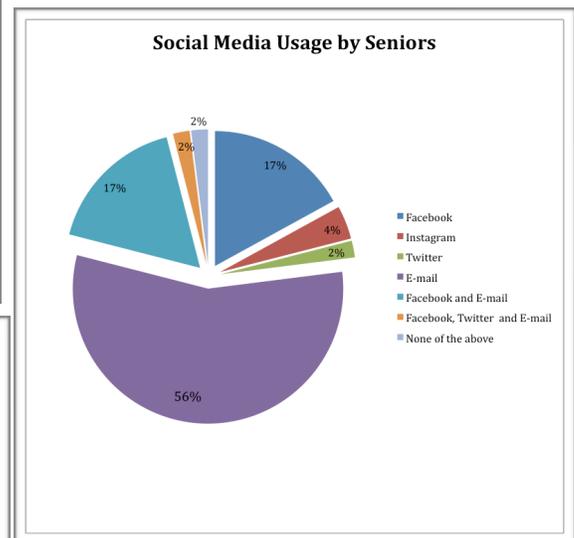
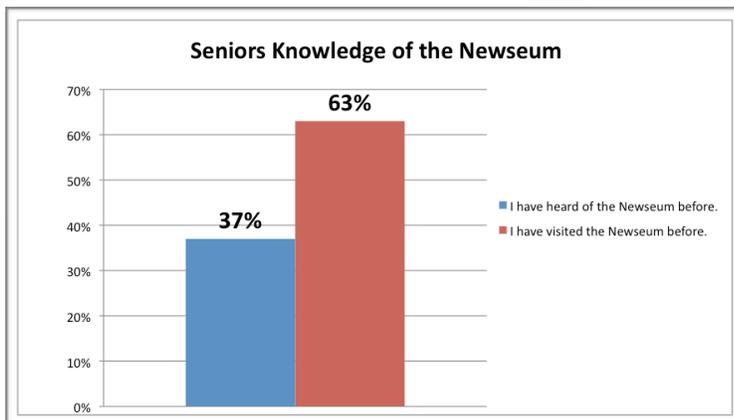
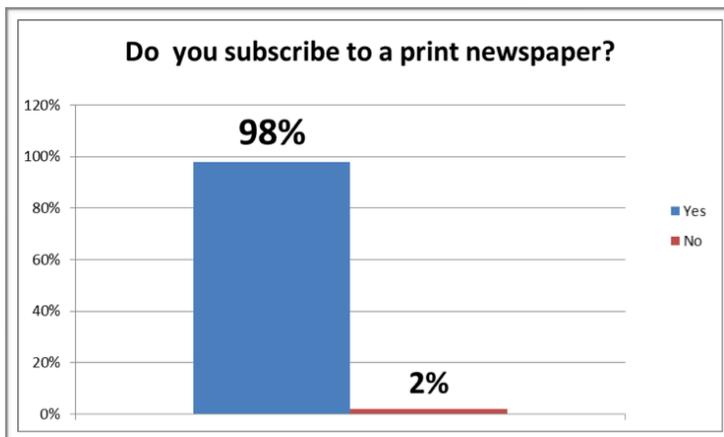
86 percent of seniors use e-mail

57 percent of seniors 65 and over own a cellphone

18 percent of Americans 65 and older owned a tablet

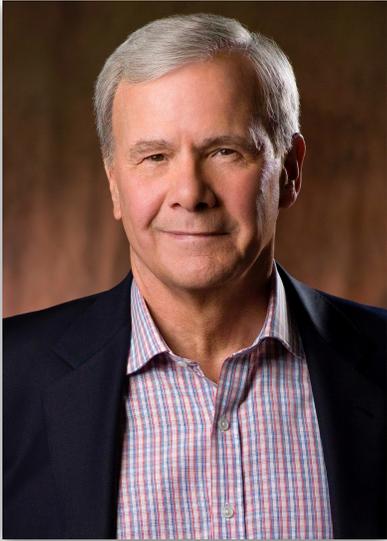
Original Research

We surveyed 50 individuals over 65 in order to learn more about their online presence, news consumption, and awareness of the Newseum.



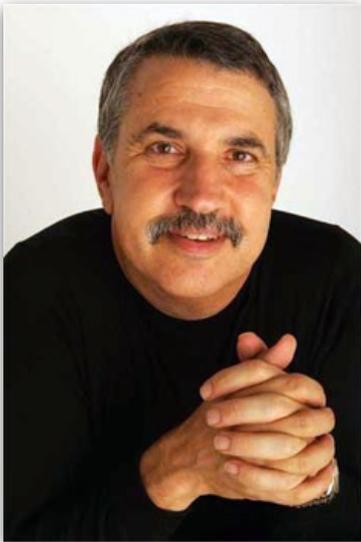
TARGET INFLUENCERS





Tom Brokaw is one of the most trusted and respected figures in the news media. He hosted “NBC Nightly News” until 2004 and now serves as a special correspondent for NBC News. He is consistently recognized with awards for his devotion to breaking important news stories and delivering interviews to his audience. Brokaw is known for his ability to ask the hard-hitting questions and to keep the role of integrity at the forefront of news media.

Expected Influence: Tom Brokaw is a nationally known broadcaster who has an important voice in the news sphere. He is a personal and trustworthy news icon who could connect with the senior audience and influence their decision to visit the Newseum. He has over 78,000 followers on Twitter and could help reach a larger audience of seniors.



Thomas L. Friedman is a foreign-affairs columnist for the *New York Times* and previously served as chief economic correspondent for the Washington bureau. Thomas Friedman is a three-time Pulitzer Prize winner, and in 2005 he was elected as a member of the Pulitzer Prize Board. In 2004, Queen Elizabeth II awarded him the Overseas Press Club Award for lifetime achievement and the honorary title, Order of the British Empire (OBE).

Expected Influence: Thomas L. Friedman’s prominent and respected journalism background aligns his work with the mission of the Newseum and gives him credibility with seniors.



Terry Gross is the host and executive producer of NPR’s *Fresh Air*, which broadcasts Monday through Thursday from 3-4 p.m.. Since 1975, she has worked to create a comfortable atmosphere for her guests so the conversation flows seamlessly from one topic to another. Gross is a published author and has received a number of awards for her radio broadcast, including the prestigious Peabody Award in 1994. *Fresh Air* is also one of the top radio programs in the country.

Expected Influence: Terry Gross’ 30 plus years as a radio host has helped her to build a trusted relationship with her audience. Senior citizens grew up in an era when radio was one of the only news sources; therefore, it is familiar medium that they can identify with. Terry Gross would be a great radio correspondent for the Newseum. She could feature commentary about the Newseum’s upcoming exhibits during related segments of *Fresh Air*.



Ken Burns is an award winning historical documentary filmmaker. He has worked for PBS, making films for over 30 years that span the topics of Mark Twain, the Second World War, and Jazz. His films have won twelve Emmy Awards and two Oscar nominations, and, at the 2008 News & Documentary Emmy Awards, the Academy of Television Arts & Sciences honored him with a Lifetime Achievement Award.

Expected Influence: The wide acclaim of Ken Burns makes his influence among seniors crucial for the Newseum. A December 2002 poll conducted by Real Screen Magazine named Ken Burns and Robert Flaherty the "most influential documentary makers" of all time. The late historian Stephen Ambrose said of his films, "More Americans get their history from Ken Burns than any other source."



Gwen Ifill is the host and managing editor of *Washington Week* on PBS, currently the longest running prime-time news and public affairs television show, and the managing editor and co-anchor of the *NewsHour* on PBS. Before starting at PBS in 1999, Gwen was an NBC special news correspondent, a White House correspondent for the New York Times, and a political journalist for the Washington Post. Ifill reports on an array of current events and issues focusing on U.S. and foreign newsmakers, policies, and politics. She has moderated two vice presidential debates and reported on the past seven presidential races. She has an active Twitter profile with over 70 thousand followers.

Expected Influence: The PBS NewsHour has national recognition as a trusted news source. Ifill's interview style is conversational and reflective. She has a strong awareness of the world and the role that the news plays in facilitating information to her audience. Ifill would be a great personality to feature in a national or more localized news story, especially for a piece about the history of females or diversity in the news.



Diane Sawyer is the anchor of ABC World News. In 2013 Sawyer anchored the aftermath of the bombing at the Boston Marathon, the transition of the new Pope at the Vatican, and the Presidential Inauguration in Washington, DC. She has received numerous prestigious awards including: duPonts, Emmys, Peabodys, the grand prize of the premier Investigative Reporters and Editors Association, an IRTS Lifetime Achievement Award, and the USC Distinguished Achievement in Journalism Award.

Expected Influence: In her 46-year career, Diane Sawyer has become a household name within American society. Sawyer presents a positive female voice for seniors looking to visit the Newseum. As stated by Forbes, "Sawyer has been a trailblazer for female journalists and one of the most recognized and respected faces in news."



TARGET AUDIENCE
SILVER SIGHTSEERS
FIRST TIME VISITORS



Meet Stanley and Joyce Plata

Age: Joyce is 66, and Stanley is 73.

Occupation: Stanley was a banker, but he has just retired in the last seven years. Joyce was a waitress through college, but once she and Stanley got married she stopped working.

Locations: They have lived together in Berkeley Heights, New Jersey, for the last 35 years and recently paid off their mortgage.

Hobbies: Joyce shops at Lord & Taylor and Trader Joes. She subscribes to many travel magazines, but her favorite is *Travel and Leisure*. She spends her free time shopping for clothes for her grandchildren and herself. Stanley spends his free time playing golf and dining out with his buddies. His favorite activity is to get together with his best friend, Rob, and watch the U.S. Open Golf Championship.

Technographics: Stanley loves his tablet, but Joyce prefers her laptop and smartphone. Both are active on Facebook and use it to keep up with friends and family. They often watch TV together while they surf the web on their respective mobile devices.

Other Information: Together they seek to travel to places across the globe, including Washington, DC. An important part of their travel plans include visiting places that relate to historical moments they experienced. They go on trips about once every two months. Joyce also collects one artifact from every trip and displays it in her home.



KEY MESSAGES

The Silver Sightseers

The Newseum is a journey through history that mirrors your own legacy.

The Newseum dedicates exhibits to important historical movements, such as the upcoming presentation "1964: Civil Rights at 50"

The permanent exhibits at the Newseum represent history through different visual mediums, such as the Pulitzer Prize winning photograph collection or the Berlin Wall Gallery.

TARGET AUDIENCE
DISTRICT COSMOPOLITANS
DC LOCALS





Meet Bert and Susan Moore

Age: Bert is 83, and Susan is 71.

Occupation: Bert is a retired politician, and Susan is a radical activist. They are both community leaders and often volunteer.

Location: Together they live in a townhouse in northwest DC. Their community has a pool, a park, and a community center, which both Bert and Susan frequent.

Hobbies: The Moore's enjoy vacationing abroad; their favorite place to visit is Paris. Susan enjoys leisure-intensive lifestyles, and she often takes advantage of vibrant social scenes. They frequent the Kennedy Center for paid performances, but Bert loves the variety of the free nightly performances. Susan prefers to meet up with friends rather than read alone. Bert loves visiting the art museums in DC and one day wants to open his private gallery to the public.

Technographics: Susan prefers to get her news from TV, radio, or print news sources, and not the Internet. But Bert has decided to embrace the changing times and has bought himself an iPad. He gets most of his news through electronic versions of newspapers. Both email their family members and friends at least once a week. Susan is on Facebook, but Bert is not. Bert is also confused about what "Tweeting" is.

Other Information: Bert and Susan are graduates of American University. Following university, they remained in DC and met at a protest in front of the White House. From that moment on they never left DC to live anywhere else, nor did they ever leave each other. They remain culturally and politically aware, and both value the importance of staying connected with their local area and family.

KEY MESSAGES

DISTRICT COSMOPOLITANS

The Newseum is an ever-evolving examination of the intersection between news, history, and education.

The Newseum offers exclusive night-time events featuring media professionals, historically geared film screenings, and celebrity guests.

The Newseum provides visitors with a history lesson disguised as an interactive and stimulating experience.





TARGET AUDIENCE
HISTORY ENTHUSIASTS
REPEAT VISITORS



Names: Eleanor and Maurice Bennett

Age: Eleanor is 73, and Maurice is 79.

Occupation: Both are retired. Maurice is a World War II veteran and Eleanor used to be a secretary for the Office of War Information.

Location: The Bennett's live in Annapolis, which is 45 minutes away from DC. They live in a comfortable, three-bedroom house five minutes from the waterfront.

Hobbies: Right now Eleanor is re-reading *Girl With a Pearl Earring* by Tracy Chevalier. She also likes to play bridge with her friends and hosts a weekly book club. Maurice's favorite activities include reading *The New Yorker* and *Smithsonian* as fast as he can and watching "60 Minutes." Together they like to listen to NPR and watch *Downton Abbey* on PBS.

Technographics: The Bennett's are low-tech adopters who subscribe to basic cable services and inexpensive cell phone plans. They have a desktop computer, but they do not rely on it as a major news source. They do, however, use the computer to track their financial profiles, enroll in online banking, and make travel reservations.

Other information: Both thrive in social settings and are enthusiastic about going on group travel trips. Their favorite place to visit is DC. They enjoy a variety of cultural activities – Eleanor's favorite is attending theater productions, while Maurice would rather go see a chorus performance.



KEY MESSAGES

HISTORY ENTHUSIASTS

The Newseum is a celebration of the trailblazing moments that shaped our history.

The Newseum uses exhibits to interact and relate to its audience. The newest exhibit about John F. Kennedy's assassination, "Three Shots Were Fired", asked its audience to reflect on where they were on November 22, 1963 when they heard that the president had been shot.

The Newseum offers visitors a unique chance to experience a gallery of newspapers that spotlight the voices, people and moments that changed America.



Strategies & Tactics



“Share Your Legacy, Share Your Past”

Target Audience: Silver Adventurers (seniors who have never been to DC)

Strategy: Promote the Newseum brand by encouraging seniors to visit and share a piece of their legacy.

Summary: Seniors are encouraged to submit a picture of an artifact or themselves - or share their story on the “Share Your Legacy” microsite - before their Newseum visit. A widget, with a link to their shared story, allows seniors to send an email to their friends and family.

- Pitch the AARP Magazine travel section and the Washington Post that the Newseum is a unique opportunity for seniors to share their legacy.
- Create a glass display case to showcase the selected items from seniors
- Create a picture slideshow of people and artifacts with quotes to be projected on a wall in the Newseum. This slideshow will also be featured on the Newseum’s website.
- Provide seniors a chance to film a video telling their story in the newsroom, as long as they arrive between 9am and 10am at the Newseum. The winner gets interviewed in their home by Tom Brokaw.
- Questions for video interview:
 1. What is the artifact and what memories does it bring to mind?
 2. At what point in your life did you receive the artifact?
 3. How does your artifact relate to the history of the news?
 4. Why is the artifact important to you, and why is it a part of your legacy?
- Pitch a spotlight of the winner’s story to the *Washington Post*, Post TV, *Parade Magazine*, and the *New Old Age* (The *New York Times* senior blog).

Rationale:

Why AARP?

Best Western website shows that seniors who are members of AARP get Hotel Discounts, which would be a good chance to choose AARP to pitch, especially when seniors start to plan their trips and look for hotels specials.

Seniors usage of Facebook and YouTube:

Social media use among seniors has grown significantly during recent years. Of users ages 65 or older, one-third of these users use social networking site like Facebook and YouTube.

According to Forbes, "the top four online activities for people over 60 are Google, Facebook, Yahoo and YouTube."

More than two-thirds of seniors surveyed by AARP said that they think social networking sites are a great way to stay in touch with family members.

The screenshot shows the NewsEum website interface. At the top left is the NewsEum logo with the tagline "SHARE YOUR LEGACY. SHARE YOUR PAST." Below the logo are navigation links: "SUBMIT YOUR STORY", "ABOUT", and "CONTACT".

The main content area features four story cards, each with a photo of the submitter, their name, the source of the artifact, and the date:

- Christine Laurence:** Washington Post 9/11, April 6, 2014. Photo shows her holding a newspaper.
- Beth Mendelson:** Rabab from Afghanistan, April 6, 2014. Photo shows her holding a stringed instrument.
- Rose Anne Robertson:** AP Wire Machine, April 4, 2014. Photo shows her standing next to a wire machine.
- John Douglas:** Early 20th Century Camera, April 4, 2014. Photo shows him holding a camera.

Each card has a "Read More" button. To the right of these cards is a "Share Your Story" form with the following text: "Every individual has a past intertwined with the history of the news. Submit a story about how an artifact you own contributes to your legacy and the history of the news. Share the story with family and friends by clicking the buttons below." Below the text are buttons for "Share" (with a Facebook icon) and an email icon.

On the right side of the page, there is a section titled "Learn About Others' Artifacts" with a dashed line separator. Below this are two images: a newspaper clipping from The Washington Post titled "Terrorists Hijack 4 Airliners, Destroy World Trade Center, Hit Pentagon; Hundreds Dead" and a photograph of a wire machine.



MEDIA TARGETS & EXPECTED HEADLINES

1. Bill Newcott - Features Editor, Travel Section, AARP the Magazine
(202) 434-6819 wnewcott@aarp.org
2. Michele Wolf - Editorial Copy Manager, Travel Section, AARP the Magazine
(202) 434-2277 michelewolf@juno.com
3. Judith Graham - Blogger, The New Old Age (The New York Times senior blog) (212) 556-1234
posttv@washpost.com
4. Maggie Murphy – Editor, Parade Magazine
(212) 450-7165 maggie_murphy@parade.com
5. Nishant Dahiya- NPR National News Producer, NPR Radio (202) 513-3658 ndahiya@npr.org



Trends
New Effort at DC's Newseum Helps Seniors Share Their Artifacts, Stories

BY KATHARINE BROWN
AND COLLEEN DEWITT
A new effort by the Newseum in Washington, DC, allows seniors to showcase their artifacts and stories to the entire world. Called "Share Your Past, Share Your Legacy," the Newseum asks for submissions of artifacts and stories from America's past. Seniors who visit the Newseum this summer have the chance to display their artifacts and win an exclusive interview with Tom Brokaw.

The New Old Age

Caring and Coping



What's in a Legacy?

By JANE GROSS July 31st, 2014, 5:14 PM

If you had asked me thirty years ago about leaving behind a legacy, I would have laughed in your face and walked away. While we are young, we are so focused in the present world. Some would argue that to keep looking forward would distract from living in the moment. But, have you ever thought about the artifacts that define your legacy? The little pieces of your own history that you discovered on a trip abroad or a professional assignment.

Throughout the summer, the Newseum - a museum dedicated to storytelling and journalistic integrity in Washington, D.C. - has been asking individuals 65 and older to investigate their own past and share a piece of their legacy. Each participant has been submitting their story and a picture of themselves to go along with their artifact. A select number of these artifacts are being featured in a special exhibit until the end of the summer.

A legacy can be anything - a photograph, a physical relic or even a story. For Rose Anne Robertson, her legacy was inspired by a career dream.

“My artifact is this Associated Press wire machine. Working at the AP was always my dream,” said Robertson. “I was making decisions about what news was actually going to go on the national wire. So I was like an ultimate gatekeeper.”

It is truly amazing the little pieces of history people have collected throughout their lives and the significance it holds. I encourage you to think about your own legacy and the memories you wish to leave with your family. Do not shy away from sharing your legacy and your past. It is part of who were in the past, who are in the present, and who you will be in the future.

Hot Off the Press: A Sunday Morning Speaker Series

This summer, replace your Sunday morning newspaper with a Sunday morning trip to the Newseum.

Target Audience: District Cosmopolitans (DC-area seniors)

Strategy: Employ the power of the news to create a relationship between the Newseum and the District senior community.

Summary: District seniors will meet together on Sunday mornings when the Newseum opens to read the Sunday newspaper, eat breakfast, and enjoy coffee and conversation. Each week, a different senior influencer will discuss the news with these seniors.

- Pitch The Washingtonian to write about this tactic in their events calendar every week. This is a special opportunity for seniors to meet and explore DC on a summer Sunday morning.
- Place an Interior Bus Card on WMATA one month prior to the event launch.
- A unique Café setup on Sunday mornings will allow for conversation and easier access for seniors.
- The Café will also feature a “Hot Off the Press” special menu.
- A community of District seniors will be created within the Newseum during this six-week series. Seniors may explore the Newseum with each other following the event.

Speaker Schedule

Sunday, June 8: Terry Gross, National Public Radio
“A Fresh Take From Fresh Air’s Terry Gross”

Sunday, June 15: Ezra Klein, Vox.com
“The Future of News Media, with Ezra Klein”

Sunday, June 22: Charlie Rose, PBS, CBS
“News Through the Eyes of Celebrities”

Sunday, June 29: Iris Apfel,
“Fashion Icon and Presidential Design Expert, Aged 92”

Sunday, July 6: David McCullough, author
“America’s History in Today’s News”

Sunday, July 13: Gwen Ifill, Washington Week, the NewsHour
“Moderating a Political Debate”

Rationale:

Why early Sunday mornings?

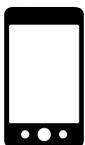
Our sleep patterns change over the years. Hormones that circulate in the blood could explain why older people have different sleep patterns than younger people. According to LiveScience, "Older people tend to have an earlier peak expression over a 24-hour period than younger people, which explains why they tend to go to bed earlier and wake up earlier."

HOT OFF THE PRESS

A Sunday Morning Speaker Series

<i>hot off the grill</i>	<i>the scoop of the day</i>	<i>fuel</i>																																																								
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NEWSEUM



MEDIA TARGETS & EXPECTED HEADLINES

1. Tony Lopez-Isa - Executive Producer, WTTG Fox 5 Evening News (5pm-6pm) (202) 244-5151
wttg.desk@foxtv.com
2. Denise Couture- Producer, The Diane Rehm Show (202) 885-1230
dcouture@wamu.org
3. Lauren Krenzle- Producer, Fresh Air with Terry Gross (215) 351-1200
lkrenzle@whhy.org
4. Garrett Graff- Editor of Consumer General Interest, The Washingtonian (202) 862-3503 editorial@washingtontian.com
5. Tara Bahrapour-Staff Writer Mental Health and Aging, The Washington Post (202)334-5031 tara.bahrapour@washpost.com



Newseum on Wheels

Target Audience: History Enthusiasts (return visitors to DC)

Strategy: Promote Senior September to showcase the unique historical aspects of the Newseum through direct contact with senior communities.

Summary: A traveling bus tour allows seniors across the country to learn about the Newseum and its unique historical aspects. By traveling to seven cities along the Atlantic Coast, “Newseum on Wheels” gives the Newseum a chance to meet directly with seniors and pitch Senior September to local media outlets.

- Place an advertisement in the *Washington Post* one month prior to the event launch.
- A seven-city, two-week bus tour will take the Newseum to senior communities across the Atlantic Coast.
- The Newseum’s “Pulitzer Prize Photography Gallery” will serve as the special, traveling exhibit.
- By engaging local media personalities in each city, the Newseum will generate coverage in local outlets.
- A southern swing will comprise the first week of the tour in the middle of July. The bus will stop in Tampa, Atlanta, Charlotte, and conclude in Richmond.
- The following week, the “Newseum on Wheels” will travel to Boston, then Philadelphia, and finish in Baltimore.

Rationale:

Why pitch to local reporters?

Studies show that seniors are avid readers and read every piece of mail they receive. They appreciate the personal touch, are accustomed to face-to-face retail service, and seniors are more likely to support a local retailer if they can connect a person with a name.

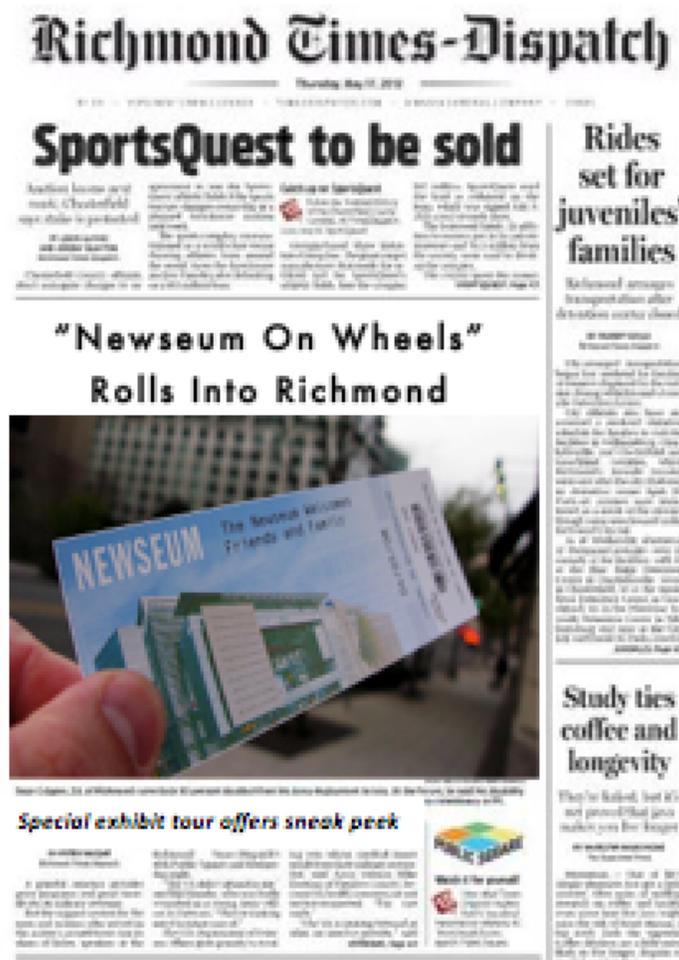
Why bring the Newseum to the seniors, instead of the other way around?

Personalized service is very important to older consumers. For this market, the quality of service is just as important as the quality of products. Seniors are concerned with value, safety, security and quality. By bringing the Newseum to the seniors, they can get a taste of the Newseum in comfort and safety of their own neighborhood.



MEDIA TARGETS & EXPECTED HEADLINES

1. Bill Newcott - Features Editor, Travel Section, AARP the Magazine (202) 434-6819
wnewcott@aarp.org
2. Gretchen Hunt- Editor, Times Dispatch (870) 886-2464 ghunt@thetd.com
3. Jenna Bush Hager-Editor at Large, Southern Living (205) 445-6000
4. Susanne Althoff- Magazine Editor, The Boston Globe (617) 929-1543
althoff@globe.com
5. Angel Livas- Executive Producer, AARPRadio (202) 443-2613 alivas@aarp.org

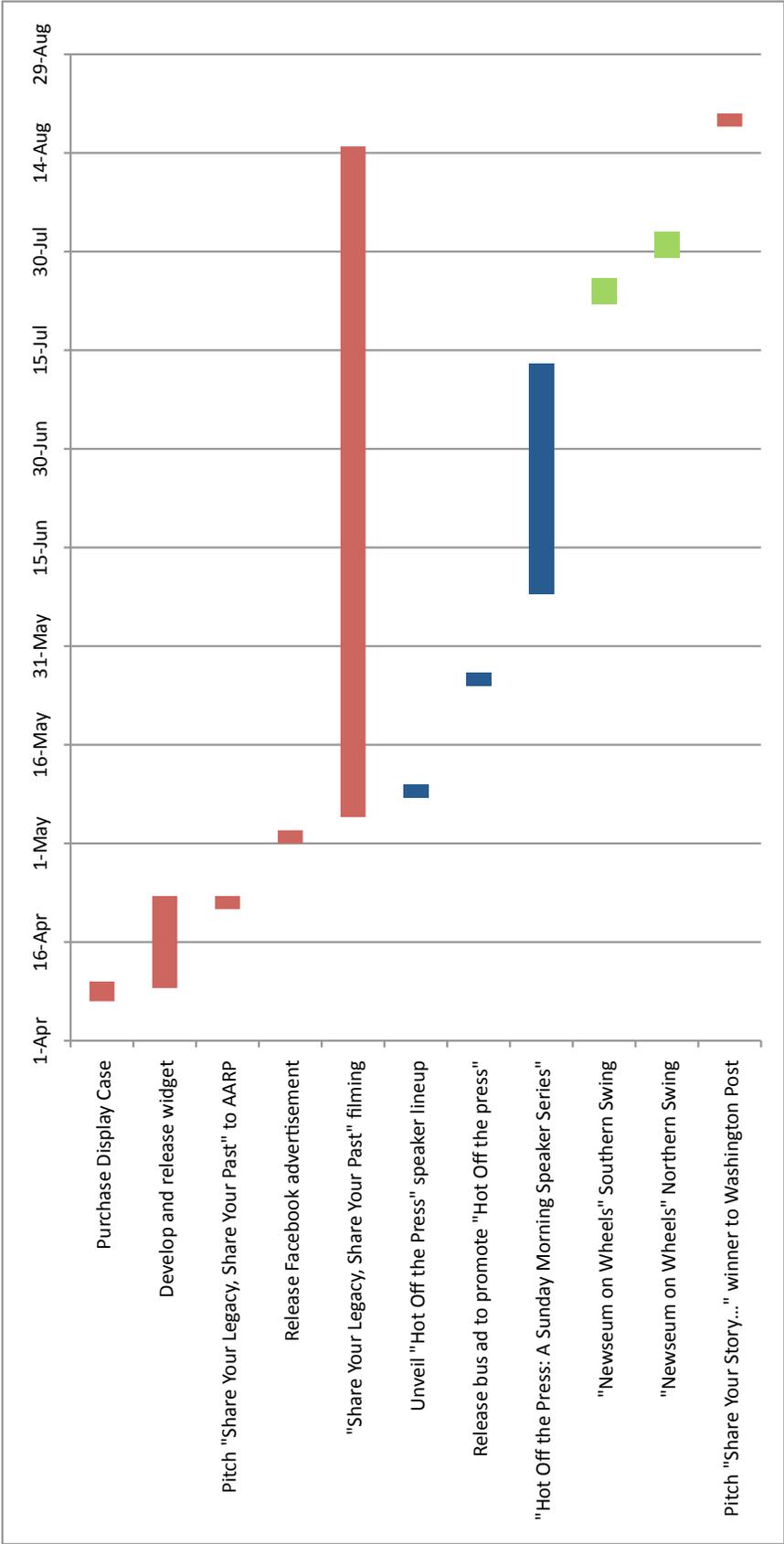


EXPECTED TIMELINE

Task	Start Date	End Date	Duration
Purchase Display Case	7-April	9-Apr	3 days
Develop and release microsite	9-Apr	23-Apr	14 days
Pitch “Share Your Legacy, Share Your Past” to AARP	21-Apr	22-Apr	2 days
Release Facebook advertisement	1-May	2-May	2 days
“Share Your Legacy, Share Your Past” filming	5-May	15-Aug	102 days
Unveil “Hot Off the Press” speaker lineup	8-May	9-May	2 days
Release bus ad to promote “Hot Off the Press”	25-May	26-May	2 days
“Hot Off the Press: A Sunday Morning Speaker Series” begins	8-Jun	13-Jul	35 days
“Newseum on Wheels” Southern Swing	22-July	25-July	4 days
“Newseum on Wheels” Northern Swing	29-July	1-Aug	4 days
Pitch “Share Your Legacy, Share Your Past” winner’s story to the media outlets	18-Aug	19-Aug	2 days



GANTT CHART



BUDGET

Share Your Legacy, Share Your Past

Description	Quantity	Unit Price	Cost
Paid Facebook Advertisement	123 days	\$ 10	\$ 1,230
Press Kit	1	\$ 2,300	\$ 2,300
Glass Display Case	1	\$ 440	\$ 440
Projector	1	\$ 350	\$ 350
Website Creation	1	\$ 1,400	\$ 1,400
Website Maintenance	4 months	\$ 250	\$ 1,000
Total			\$ 6,720

Hot Off the Press

Description	Quantity	Unit Price	Cost
Interior Bus Card - 22"H x 21"W - General Coverage	4-25 weeks	\$ 8,000	\$ 8,000
Press Kit	1	\$ 2,300	\$ 2,300
Speaker Accommodations	6 Speakers	\$ 800	\$ 4,800
Total			\$ 15,100

Newseum on Wheels

Description	Quantity	Unit Price	Cost
Advertisement on a traveling bus	1	\$ 1,000	\$ 1,000
Paid Washington Post Advertisement	1 Month	\$ 7,696	\$ 7,696
Press Kit	1	\$ 2,300	\$ 2,300
Bus Rental	1	\$ 8,000	\$ 8,000
Exhibit Maintenance	1	\$ 5,820	\$ 5,820
Total			\$ 24,816



EVALUATION

Objectives

1. Increase, by five percent, summer visits to the Newseum among people over 65 years old.
2. Demonstrate how accessible and easy to navigate the Newseum is for seniors.
3. Make the Newseum a necessary stop on a visit to DC.

The success of these three objectives can be measured by using or obtaining the following information:

- Use data from the summer of 2013 to indicate last year's number of senior visitors, and obtain information on visitors during the summer of 2014
- Track message dissemination in the major newspapers and news channels of each of the seven cities on the "Newseum on Wheels" bus tour
- Compare the overall number of seniors who visit DC with the number of seniors who visit the Smithsonian Museums and the Newseum in the summer of 2014 to determine how the Newseum fares against the Smithsonian
- Measure visits to the "Share Your Legacy, Share Your Past" microsite and determine advertising equivalency
- Conduct a brief survey with seniors who visit the Newseum to determine why they chose to visit
- Determine how many seniors who attend "Hot Off the Press" are first time Newseum visitors
- Measure the number of seniors who attend the "Newseum on Wheels" and choose to purchase Newseum tickets

CITATIONS

1. http://www.huffingtonpost.com/2013/09/05/gwen-ifill-newshour-anchor_n_3872272.html
2. http://www.nbcnews.com/id/4364148/ns/nbc_nightly_news_with_brian_williams-about_us/t/tom-brokaw/#.UvsF3XetlbU
3. <http://www.npr.org/people/2100593/terry-gross>
4. <http://www.pbs.org/weta/washingtonweek/gwen>
5. <http://ilgresults.com/content-marketing-to-seniors-with-age-comes-wisdom/#axzz2t2Xlugn4>
6. <http://www.immersionactive.com/resources/50-plus-facts-and-fiction/>
7. <http://www.55places.com/blog/10-interesting-baby-boomer-facts-stats>
8. <http://www.mediapost.com/publications/article/184112/baby-boomers-past-present-and-powerful.html>
9. <http://www.youtube.com/fordstheatre>
10. <http://www.fords.org/>
11. <http://www.comingofage.com/coming-of-age/baby-boomer-senior-marketing-an-eleven-point-strategic-approach/>
12. <http://www.comingofage.com/coming-of-age/the-problem-isnt-the-things-that-we-dont-know-its-the-things-we-know-that-aint-so/>
13. <http://www.digitallyapproved.com/tag/baby-boomers/>
14. http://www.marketingcharts.com/wp/traditional/word-of-mouth-a-bigger-purchase-influence-for-millennials-than-boomers-who-rely-more-on-advertising-39207/?utm_campaign=newsletter&utm_source=mc&utm_medium=textlink
15. <http://knowledge.creatingresults.com/2014/01/21/baby-boomers-rely-advertising-geny-children/>
16. <http://www.weknownext.com/blog/overview-of-the-generations-generation-y-generation-x-boomers-and-veterans>
17. <http://www.yelp.com/biz/newseum-washington>
18. <http://www.npg.si.edu/>
19. <http://www.njcreatives.org/membership/120-how-much-should-i-charge.html>
20. <http://www.bluelinemedia.com/bus-advertising/bus-exterior#rates>
21. <https://www.busbank.com/Charter+Bus+Options/Compare+All+Options>
22. http://www.buystoreshelving.com/display_cases/index.htm



