



## **2009 NAA Foundation News Challenge**

News Challenge is a cutting-edge training session for college students that will harness their creativity to develop new content and business models for the industry.

The one-week program will take place May 31-June 5 at the University of Nevada-Reno. Students will work on teams to develop real-world prototypes for the newspaper industry. They will interface with digital news executives, advertising and marketing directors, community news advocates, educators and others on the forefront of reinventing news as we know it.

**Facilitator:**

Retha Hill, director of the New Media Innovation Lab, Arizona State University; and president, Painted Desert Media, LLC

**Director:**

Jeanne Fox-Alston, vice president, NAA Foundation

**Coordinator:**

Sandy Woodcock, director, NAA Foundation

**Mentors:**

James Nixon, strategic planning manager, The New York Times Co.

Kerry Oslund, vice president/digital, Schurz Publishing

Yvette Walker, director of presentation and custom publishing, The Oklahoma Publishing Co.

**Judges:**

Randy Bennett, senior vice president of business development, NAA

Jerry Ceppos, dean, Donald W. Reynolds School of Journalism and Center for Advanced Media Studies, University of Nevada-Reno

Ted Power, president and publisher, Reno Gazette-Journal

## **Project: Gaming the News**

The use of news games is one way news sites are pulling in younger users (30 and under) who stumble across the games on the Internet, through Facebook or from an e-mail from a friend.

During the 2008 elections, news sites achieved an uptick in traffic from their election games and widgets. Now, editors want some new concepts. Big topics such as green living, race relations in light of President Obama's election, immigration and, of course, traffic are high on their wish lists. Oh, and editors don't want a rehash of what is already out there.

The 15 students will be divided into three groups of five to come up with a concept for a news game.

Students must determine:

- What topic they will undertake
- What type of unique game they will create
- What platform it will be on
- The marketing plan for the game
- How to monetize the game.

## **News Challenge Schedule**

### **Sunday, May 31 – Welcome**

Participants arrive

5:30 p.m. Reception, Reading Room (102), Reynolds School of Journalism and Center for Advanced Media Studies

6:30 p.m. Dinner

**Leonard Downie Jr., vice president at large and former executive editor, The Washington Post**  
**“Why Things Must Change”**

### **Monday, June 1 – Theme: Set Up**

8 a.m. Breakfast, Reading Room (102)

8:45-10 a.m.

**Dan Gillmor, director, Knight Center for Digital Media Entrepreneurship, Walter Cronkite School of Journalism and Mass Communication, Arizona State University**  
**“Build It and They Might Come”**

10:15-11:45 a.m. Room 105  
**Larry Dailey, professor University of Nevada, Reno**  
**“Thinking About Games”**

Noon-1:30 p.m. Lunch/Keynote  
**Vivian Vahlberg, President, Vahlberg & Associates**  
**“Providing Content for Gen X and Gen Y”**

1:45-3 p.m. TBA

3:15-5 p.m. Team meetings with mentors

6 p.m. Dinner

**Tuesday, June 2 – Theme: Money, Money, Money!**

8 a.m. Breakfast, Reading Room (102)

8:45-10:15 a.m. Room 105  
**Albert Thompson, president, Transient Identiti, Inc.**  
**“How to Make Money, Part 1”**

10:30-11:45 a.m.  
**Nora Paul, professor, University of Minnesota**  
**Webinar: “Playing the News” or “How to Make Money Part 2”**

Noon-1:30 p.m. Lunch/Keynote  
**Chris Hendricks, vice president of interactive media, The McClatchy Co.**

2-5 p.m. Team meetings, research, work on plan

6-7:30 p.m. Dinner  
**Dr. Donica Mensing, professor, University of Nevada-Reno**  
**“Ethics in the Digital Age”**

**Wednesday, June 3 – Theme: Games for Change**

8 a.m. Breakfast, Reading Room (102)

8:45-10 a.m. Room 105  
**Alex Quinn, executive director, Games for Change**  
**Webinar: “How Can Games Help the World?”**

10:15-11:45 a.m.  
**Chris Jennewein, interactive executive**  
**“From Theory to Practice”**

Noon-1 p.m. Lunch

1:15-2:30 p.m.

**Andrew Nachinson, president and CEO, iFOCUS**  
**Skype: "Funding Innovation"**

2:30-5 p.m. Team meetings, research, work on plan

6-8: 30 p.m. Dinner, Dessert and Documentary  
**"Download: The True Story of the Internet"**

#### **Thursday, June 4 – Theme: Changing the Game**

8 a.m. Breakfast, Reading Room (102)

8:45-9:30 a.m. Room 105

**Gary Kebbel, journalism program officer, Knight Foundation**  
**Skype: "Innovations and Themes from the Knight Challenge"**

9:45 a.m.-noon

Teams complete work, tweak business plans, refine mock-ups, etc.

Noon-1 p.m. Lunch/Keynote

**Jennifer Carroll, vice president and senior editor/Content One, Gannett Co.**

**Webinar: "Taking Chances: How Newspaper Companies are Reaching New Audiences"**

1-2 p.m.

**Ted Power, president and publisher, Reno Gazette-Journal**  
**"The 24-Hour Newsroom"**

2-6 p.m.

Complete work and business plan mockups, tweak projects, prepare presentations, work with mentors

6-7 p.m. Dinner

#### **Friday, June 5 – The Pitch**

8-8:30 a.m. Breakfast, Reading Room (102)

8:30-8:45 a.m. Room 105

Introduction of panel

8:45- 9:10 a.m. Team One  
Pitch, model, business plan, marketing plan

9:15-9:45 a.m. Team Two

9:45-10:15 a.m. Team Three

10:45-11:15 a.m.  
Panel feedback; presentation of certificates

11:15-11:45 a.m. Thanks and Goodbye

Departure; box lunches to go