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**the  
Assembly**  
THEASSEMBLYNC.COM

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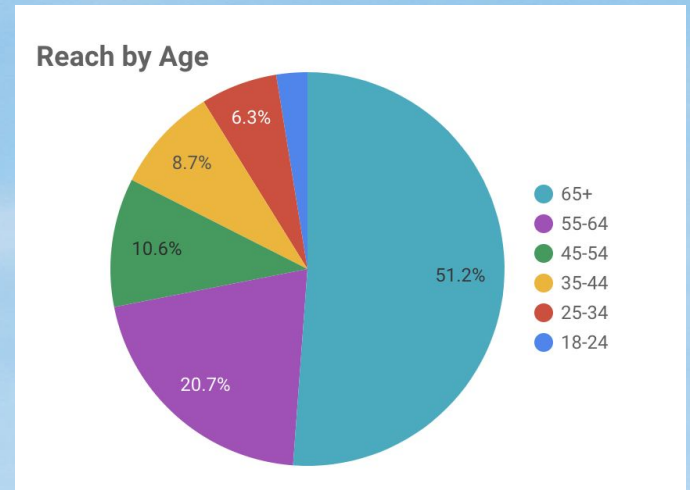
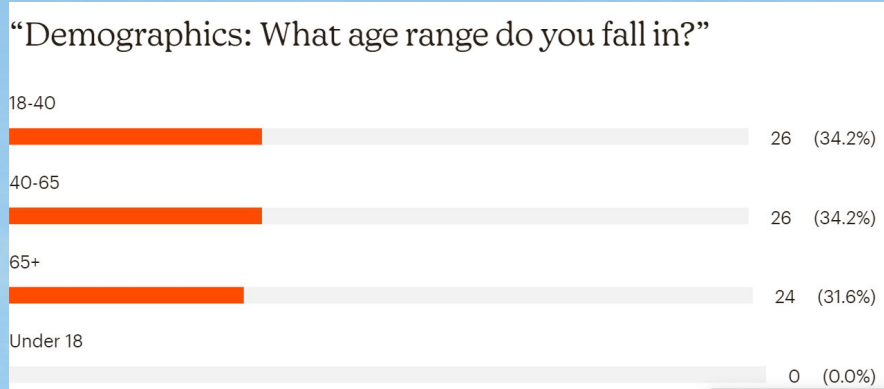
Launched Feb. 2021

Digital-only publication

Covers politics and policy across NC

# CURRENT AUDIENCE

- The Assembly is currently overperforming with older audiences and underperforming with younger ones
- The Assembly's current audience is also overwhelmingly white



# TARGET AUDIENCE

## Characteristics:

- Inconsistent schedule, always on the go
- Juggling a lot of commitments
- Keeps up with stock market, politics, social issues, etc.
- Likes to feel plugged in to community
- Ambitious, embraces change
- Influenced by colleagues, family, and community



YOUNG PROFESSIONALS  
(18-45 years old)

## Why?

- People ages 16 to 34 are twice as likely to pay for news as those over 55<sup>1</sup>
- North Carolina's demographics are changing — fast. Younger and more diverse<sup>2</sup>

<sup>1</sup> “Understanding Value in Media: Perspectives from Consumers and Industry.” World Economic Forum, 2020.

<sup>2</sup> Carolina Demography.

# THE CHALLENGE

How might we give readers better access to content?

How might we diversify and grow our subscriber base?

How might we improve engagement with readers?



# SOLUTION - MORE CONTENT

**Currently:** \$16,000 per month at \$1 per word

→ 3-4 longform pieces (2,500-5,000 words)

→ 1-2 short-form pieces (800-1,200 words)

**THE SWAP:** One longform piece = Up to 6 short-form pieces

**\*BONUS\*:** Raise the paywall!

# **SOLUTION - SOCIAL MEDIA**

**Currently:** Twitter, largely inactive Facebook, inactive Instagram

**THE SWAP:** Active across all three platforms. Posting new article releases. Free marketing and advertising.

**\*BONUS\*:** Better SEO

**QUESTIONS?**