

# kalah

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“Empathy . . . and the personal aspect . . . make news real.”

# Meet Kalah

Kalah is a 24-year old youth-program leader who lives in Phoenix. She grew up in a house that crackled with news and politics. But like a lot of millennials, she mostly tunes it out now.

Kalah says she listens to NPR and considers it a trusted news source, but her news habits seem mostly sporadic; she engages with a story here or there when she feels connected to it -- because it involves someone she knows or a place she cares about, or because it's focused on a person with whom she can relate.



# How we lost Kalah

Kalah is turned off by the news:

- She says there's too much fear-mongering and arguing.
- She believes journalists are well-meaning but unreliable filters.
- She prefers to hear the stories of individuals because everyone has a perspective -- and because you don't have to argue with someone's own personal experience.



# What we heard when we listened to Kalah

**News is** “a knowledge-gaining experience, a way to deepen awareness and empathy.”

**News should** “bring humility, positioning my troubles on the map of the world.”

**News sources** “are human, so we should expect them to have different perspectives.”



# What we heard when we listened to Kalah

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# How we can win Kalah back

We believe we can restore Kalah's trust in news by offering her a service that reports stories through the eyes of the individuals involved in or affected by them -- removing the reporter as a filter and giving her a choice of human perspectives with which she can engage and empathize.



**Demo Video**

# Opportunities and challenges

**Key opportunity:** To reach an audience that's largely lost to us now, and to do it through quality journalism about meaningful topics.

**Key challenge:** As always, time and money. There will be up-front development costs as well as significant day-to-day expenses in creating the videos for each story. While the videos will be simple to shoot -- their "raw" quality will be part of the appeal -- it's unlikely that most reporters could simply take on this additional work as part of their current jobs. So if this project were to be launched out of an existing newsroom, more reporting/video staff would likely be needed.

# Platforms and distribution

This project is inherently and necessarily social; because millennials like Kalah seldom visit news sites, the project will not succeed if it only appears there.

We need to explore whether the project should live entirely within Snapchat or will merely be a Snapchat-like app or site. Either way, it will have a robust existence within Snapchat, and both individual videos and whole stories will be shareable on Facebook as well as searchable on Google.

# Minimum viable product / testing

Unless we can come up with a way to build this entirely within Snapchat, the technology for the project will need to be fairly fully developed to do any kind of meaningful test: We just won't know if the Kalahs of the world will engage with it until we can put "it" on their phones and in their hands.

But we can start small. An initial version could focus on a single geographical area, or a limited number of topics, or a very limited number of stories per day; indeed, limiting the project to a handful of "essential" stories each day may be a virtue rather than a vice for an audience that can feel overwhelmed by the news.

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