

BACK TO THE BAY STAKEHOLDER MAP

Primary Stakeholders

Readers
Back to the Bay writer (can be additional task assigned to reporters on rotating basis)
Politics Team
Product Team
Reporters
Editors
Bob Miller, national editor
Tim O'Rourke
Audrey Cooper

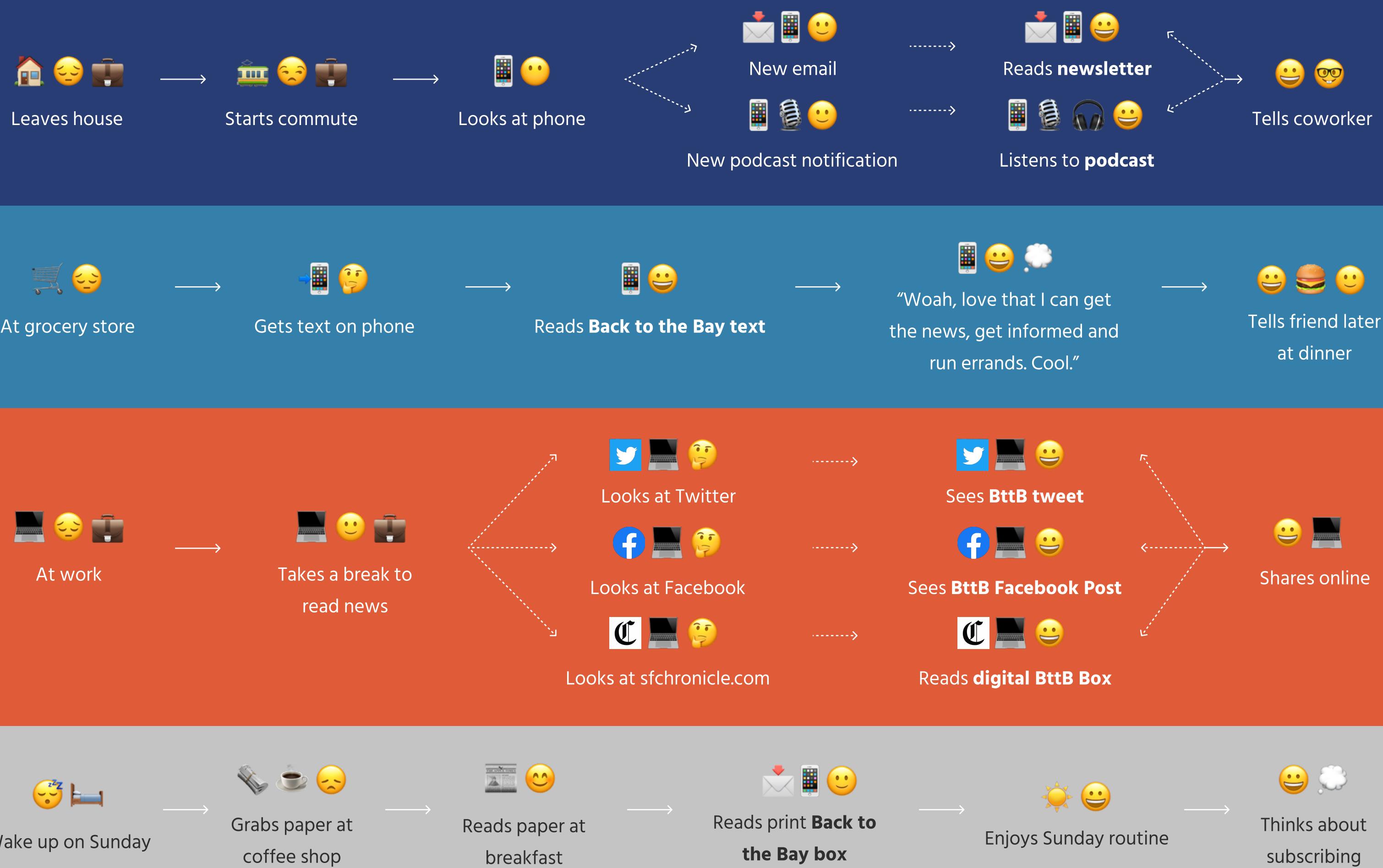
Secondary Stakeholders

Audience
Development/Intelligence Team
Web/Tech Team
Metro desk
Marketing team
Design team
Copy desk
Photographers/Photo desk
Ad Sales team
Subscription team
Interviewees

Tertiary Stakeholders

Waste Management
Printing press staff
Couriers
Email App (Apple Mail)
Browser company
Internet provider
Device company
Salesforce
SailThru
Paywall Software Company

THE MANY JOURNEYS OF BACK TO THE BAY USERS





Demographics

Age: 45
Occupation: Public School Teacher
Location: Golden Gate Heights, SF
Gender: Female
Political Affiliation: Democrat
Family Status: Married with children

Characteristics

Outgoing
Family-oriented
Busy

Additional News Sources

nytimes.com
The Daily
Politico
Hoodline

Primary Persona: Active Alice

Background

Christine is a 45-year-old mother of two. She works as a public school teacher. Her two sons, Aaron and Peter, are 15 and 11. Her husband, Rob, is a software engineer. They enjoy trips to Tahoe with the boys. Christine goes to PTA meetings and volunteers at the local food bank a few times a year. She follows national politics and goes to the polls for most elections, but ultimately she will vote for anyone with a (D) next to their name. Christine does not have a Chronicle subscription, but she does get the Bay Briefing newsletter.

Quote

“ When it comes to politics, things at the national level worry me more. Democrats are doing just fine running SF. ”

Goals

- To make sure her kids live in a good safe and clean area and enjoy their childhood.
- To improve her community - the schools, parks, and public areas.
- To be up to date on what is happening in politics. Because she cares, but also so she seems in-the-know.

Frustrations

- Informational overload has her feeling burnt out about the news, but she can't seem to stop reading.
- She tries to understand the nuances of national issues but doesn't see how they are relevant to her life in San Francisco
- She's too busy to seek out stories that don't garner national attention.



Secondary Persona: Political Paul

Background

Paul is a retired attorney who practiced contract law for 30 years in San Francisco. He and his wife Susan lived in Russian Hill until their early thirties, and moved to Richmond when their first daughter, Carolyn, was born. They had two more kids Ashley and Hunter. All the kids were raised in Richmond and still live in the Bay Area. Paul, now retired, gets the print edition of the SF Chronicle delivered to his door every morning and reads it cover to cover while eating breakfast.

Quote

“ The Chronicle is getting thinner and thinner – America is experiencing a political crisis, and everyone should be better informed. ”

Goals

- To be an informed and engaged citizen
- To be informed about legislation that's going to impact his life
- Be the friend his friends ask for information about politics

Frustrations

- SF Chronicle national coverage is too generic and surface level, pulled from news wires, rather than in depth looks about how national issues affect them.
- Informational overload from national storylines leave him too exhausted to be engaged with local content
- The rhetoric around news
- Distrustful of news he finds on social media

Demographics

Age: 67
Occupation: Retired attorney
Location: Richmond
Gender: Male
Political Affiliation: Democrat
Family Status: Married with adult children

Characteristics

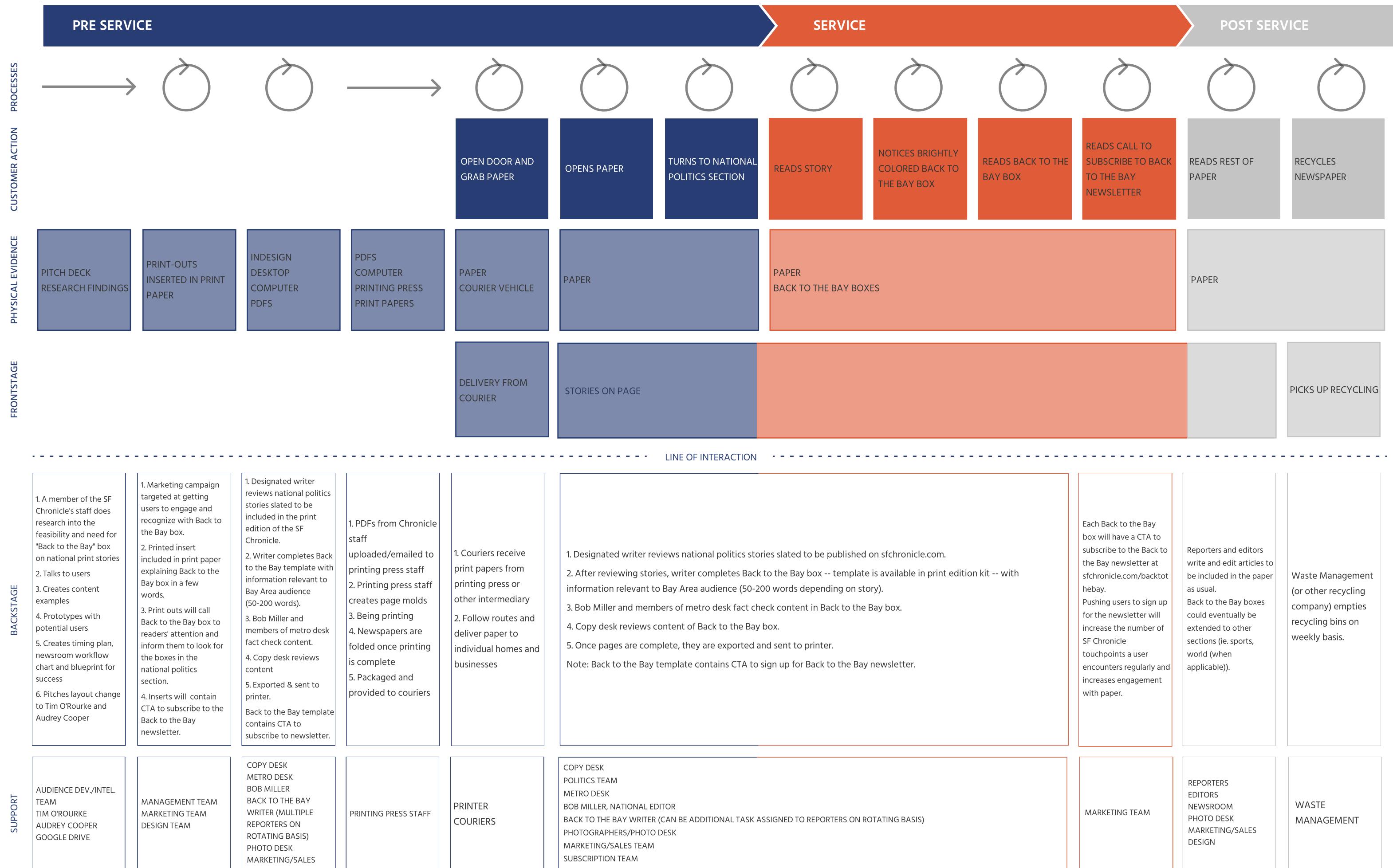
Intelligent
Well-educated
Detail-Oriented
Family-Oriented

Additional News Sources

New York Times
Washington Post
CNN
MSNBC
SF Gate

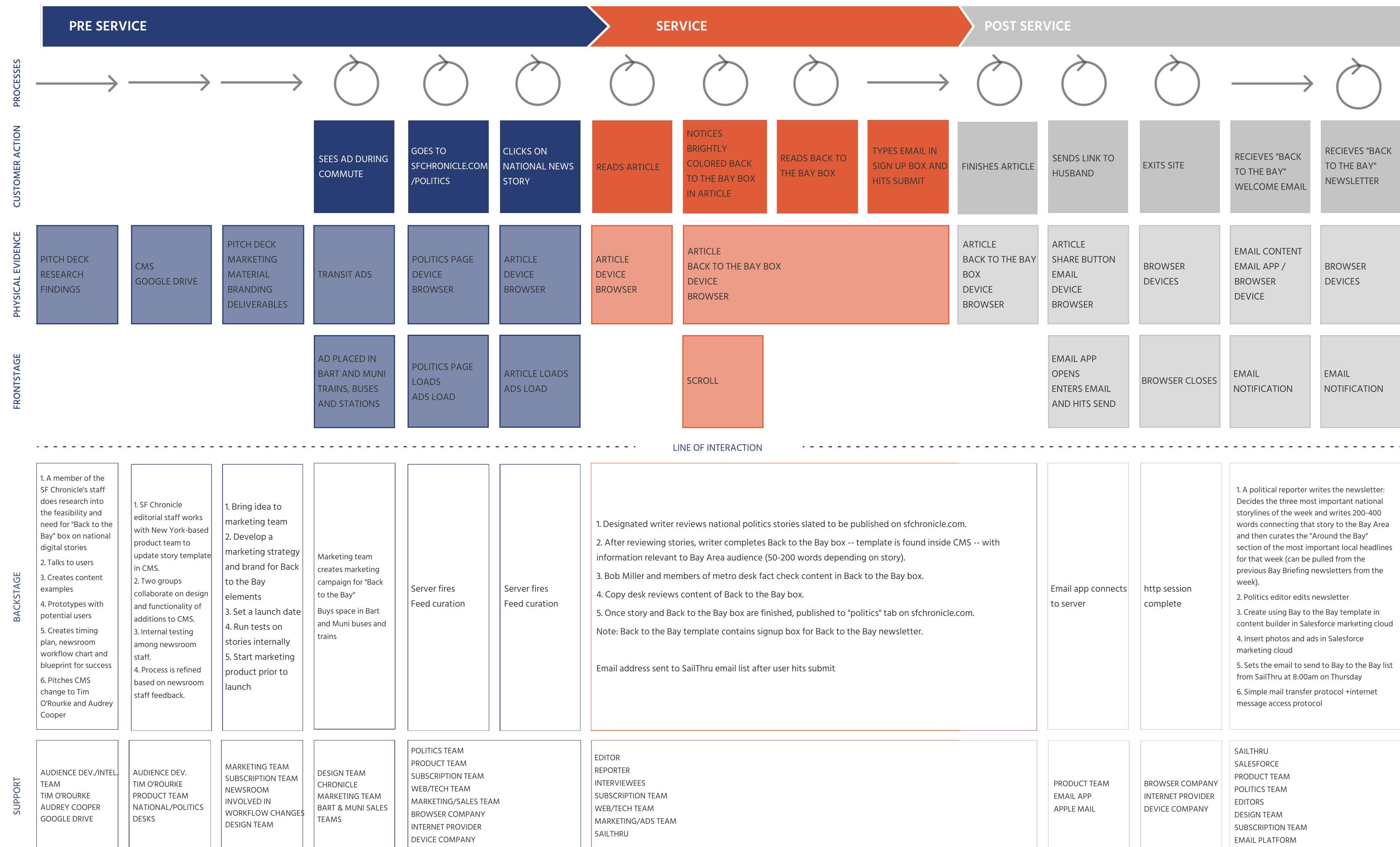
BACK TO THE BAY BOX PRINT SERVICE BLUEPRINT

PROBLEM: Chronicle readers do not understand how national political news affects their daily lives.
SIGNIFICANCE: There is a large national-news first audience in SF that will engage more with the Chronicle if it can offer unique coverage, different from what they already get from national outlets.
POV: "For national news, by the time I have seen it in the Chronicle, I've already got it from somewhere else with better and more complete coverage."



BACK TO THE BAY BOX DIGITAL SERVICE BLUEPRINT

PROBLEM: Chronicle readers do not understand how national political news affects their daily lives.
 SIGNIFICANCE: There is a large national-news first audience in SF that will engage more with the Chronicle if it can offer unique coverage, different from what they already get from national outlets.
 POV: "For national news, by the time I have seen it in the Chronicle, I've already got it from somewhere else with better and more complete coverage."



BACK TO THE BAY NEWSLETTER SERVICE BLUEPRINT

PROBLEM: Chronicle readers do not understand how national political news affects their daily lives.
 SIGNIFICANCE: There is a large national-news first audience in SF that will engage more with the Chronicle if it can offer unique coverage, different from what they already get from national outlets.
 POV: "I want to see more of a connection between the political issues, like the primary and the candidate, and how they will impact California."

