The four main conclusions from the field trial were: (1) Regional news broadcaster only offering an application is insufficient. Users need a community and feedback. (2) The app must be integrated sufficiently in a broader social media strategy. In other words, the innovation must supported by every stakeholder of the regional news station. (3) There must be invested in a platform, in an embedding in the editorial structure of the regional news broadcaster and in interaction between the broadcaster and the youngster. (4) Young people want to know what will happen to the content they deliver through the mobile reporting application. Additionally, an incentive policy can be set up to motivate users submitting news items repeatedly