



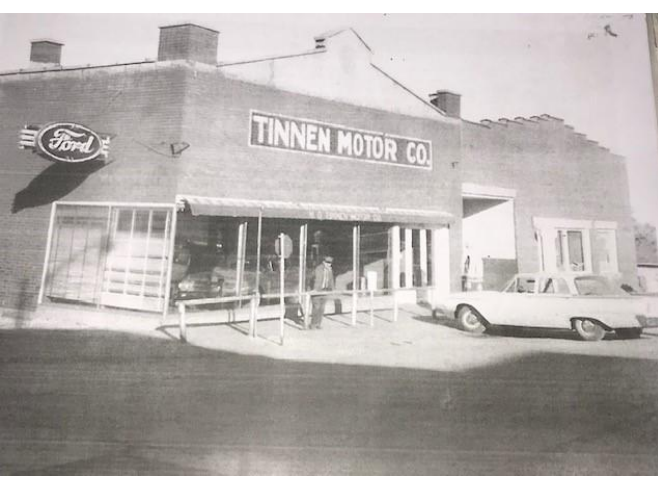
Clinton County THE LEADER

By: Cassidy Kelsheimer, Cameron Hanna, Jake Giles, Pj Kelly

IMC Summary

- Establish an online presence for the Leader
- Make the page more enticing to a younger audience
- Maintain their market in print, not strictly digital news
- Market the Tinnen Town Hall as a partner to The Leader
- Offer digital subscriptions to complement print





Leading the Automobile Activities of Clinton County

With the Quality Car
In the Low Priced Field
Ford V-8!



See how Ford V-8 handles better

The Tinnen Motor Company, your Ford Dealer since 1915, is thoroughly a Clinton county institution with firm confidence in the stability and progress of this county. The personnel, the facilities, and the policies of this organization are geared to meet every requirement of the automobile industry and the county.

Our five years in business have only served to strengthen our belief in the Ford V-8. And our belief has been substantiated by the hundreds of Clinton county folks who have bought them, used them, bragged on them, and bought them again. What better evidence can anybody ask?

The Ford V-8 is sturdy, fast, safe and economical. It's the greatest car for the greatest number. If you haven't driven a Ford, try it next time. Then you will understand why it will keep you pretty busy if you try to "Watch the Fords Go By."

THE NEW MERCURY 8



The new Mercury 8 has been built to provide Ford standards of quality and performance in a heavier car at a slightly higher price. It is a new name—a new car—and above all, a new value.

Efficient design and a wide roomy body give the new Mercury command of the highway. It has "torque-factor" with strong acceleration. It has its own road-holding, advanced engineering makes it unusually quiet and comfortable. It has a new 6-cylinder V-type 8-horsepower engine and hydraulic brakes.

The extra value and modern design which distinguish the Mercury are really evident in the new appearance and new features of the new 1930 Ford cars.

Tinnen Motor Company
PLATTSBURG MISSOURI

Company Background

Building currently used to headquarter The Leader began as the Tinnen Motor company

Their current slogan is “Covering Clinton County Like Dew”

They are a weekly edition newspaper rather than a daily edition

The paper shares a door with the Tinnen Town Hall

They are a “No Throw Newspaper” meaning papers come in the mail not thrown on the step

The Clinton County paper was started in 1895

- The current ownership purchased the rights to own the paper in 1969
- 2,000 print subscriptions currently
- 8,000 “shopper” editions go out weekly
- \$35/year subscription. You can buy the paper for \$1 at a local store
- Tinnen motors Co. was bought and remodeled in Oct 2018 as Tinnen town hall event center.



Tinnen Town Hall Event Center

100 E. Maple St., Downtown Plattsburg

Originally Tinnen Motor Company established 1936.

Restored 2009 to include new kitchen, restrooms, and large exhibit entry.

Clear span event space over 2500 sq. feet rent specials to meet your event-hourly and daily.

Ideal for: banquets, birthday parties, luncheon, dinner meetings, wedding receptions, promotional presentations, fundraising, concerts, football watch parties and much more!

Video capabilities on large video screen or Smart TV, all with Fiber Internet connection – play your DVDs or movies – including large video screen 10'6" x 7' with Bose Surround sound. Come see what our Dish showroom has to offer.

Visit us during the **Plattsburg Fall Festival**, **Terry Hixson's famous BBQ and Tenderloins**, and more on Friday night and all day Saturday!

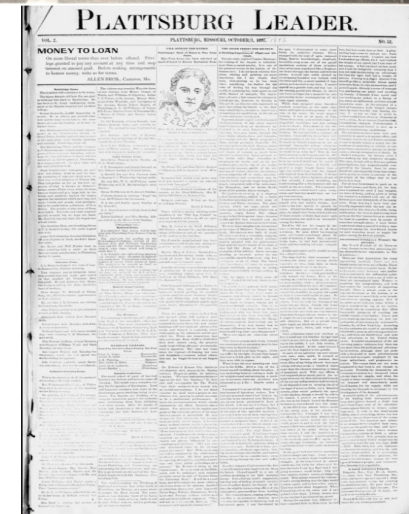
Open House Friday, October 12 from 4-9 p.m. & Saturday, October 13 from 10 a.m.-9 p.m.

Come in and register to see how KCI Christi Event Center can help you!

Free Hot Fudge • Enjoy Mud Football on 100' top screen • Live Music • Food & Beverage

Call today to book your event!

816-645-7381



Valentine's Day Fundraiser

Sweet Heart Italian Dinner

Saturday, February 9, 2019

Tinnen Town Hall Event Center
100 East Maple Street, Downtown Plattsburg

DOORS OPEN AT 6 P.M. • DINNER FROM 7-8 P.M.
DJ with dancing to follow

Lasagna (meat or vegetable),
salad, bread, dessert and drink:

\$25
per person

PROCEEDS TO BENEFIT
PLATTSBURG SENIOR CENTER
(THE GATHERING PLACE)



For more information call Linda 816-645-7381 or Steve 816-592-0176

THANK YOU TO OUR SPONSORS!

Food Sponsored by
Hamilton Bank
Bank of Plattsburg
Goppert Bank
Bank of Gower
Platte Valley Bank

Toy support
donations provided by
Lathrop Rotary
Show-Me Real Estate
D-Tone
2 Doors Down
Cooters Plumbing
M. Bodenhausen
Plattsburg
Ministerial Alliance
David Spicer

We are still
accepting
donations!
Contact Linda at
816-645-7381

BREAKFAST WITH THE EASTER BUNNY

Tinnen Town Hall Event Center
Saturday, April 13, 8 A.M.

- ALL FREE
- 8-9:30 a.m. Serving pancakes & breakfast sausage with milk or juice.
- 9:30 a.m. Enjoy a movie with local law enforcement!
- Drawings for Kid bicycles and other items!

Chance to win 1 of 4 Kid Bikes!

Tinnen Town Hall Event Center, 100 E. Maple St., Plattsburg, MO 816-645-7381

New Year's Eve Party!

Monday, December 31, 2018

Tinnen Town Hall Event Center
100 E. Maple St., Downtown Plattsburg, MO

APPETIZERS
6-7 p.m. Social Hour
Paradise Meats & Shatto Dairy

DINNER
7-8 p.m.
Daily Cafe Chicken and Pork entrees with sides, famous carrot cake for dessert

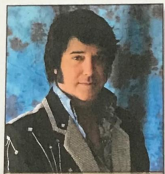
WINE
8 p.m.
Grindstone Winery of Osborn, Missouri

ENTERTAINMENT
8-9 p.m.

Seating is limited. Call today to book your reservations!

\$40
PER PERSON

CALL LINDA AT 816-645-7381
or book online at www.eventbrite.com
new-years-eve-party-tickets-53275352012

 Donnie Quinn ELVIS IMPERSONATOR	 Lucas Quinn MAGICIAN
 Lora Hales VOCALS	 Nita Lewis VOCALS

Successes

- Bringing the three communities together: Plattsburg, Lathrop, and Gower.
- Getting the community involved with the events hosted at Tinnen Town Hall
- Print sales
- Event Center sponsorship

Failures

- Social media has been ineffective overall and not updated regularly.
- Website was also very cluttered and wasn't maintained or updated.
- The event center would only bring enough people to break even on profits.
- Poor scheduling of events.

Segmentation & Positioning

- Target Market : Anyone that can read or has an interest in the news.
- Older generation prefers paper and the younger prefers digital. (Older generation is a bigger part of the target market)
- Selling to the older generation or families would be the best (Sports, News)
- We recommend that The Leader tries to reach out to automobile industries and dealers to advertise on their website, as these industries left the print in the past to go online.



Branding Strategy

- Clinton County Paper - The Leader
- Good brand image, small paper for three small communities in Clinton County
- They have a unique selling position within the fact that they are the only newspaper within these towns.
- Cover things happening in the area (school, sports, community activities)
- Slogan : “Covering Clinton County like dew” - we suggest it be something like “Follow the Leader”

Progressing The Leader's Brand

- The Leader has found its niche with older readership (40-70 years old)
- The Leader is seeking to blend a younger readership (20-35 years old)
- Due to past failures online, the Leader has a very small following on social media sites, roughly 3.7 thousand followers of the currently functioning Facebook page
- We recommend The Leader and Town Hall combine their entities to make it easier to access both schedules and content at one glance
- When it comes to their newfound presence online, a catchy slogan "Follow the Leader" would be more enticing to the younger audience
- The current slogan "Covering Clinton County Like Dew" may seem long and disinteresting to younger audiences



A simple yet catchy online slogan could attract more eyes and bring more views and subscriptions

Follow The Leader



Media Strategy

- Radio Stations(KDKD 93.5, KLRQ 96.1) - could run ads about the paper and the cheap monthly subscription
- Flyers - easily hung around town also stating the price of a yearly subscription
- Website - important because younger individuals seek the internet as their news vehicle and it makes it easily accessible.
- Facebook/Twitter- a key to getting information out to the younger generations



Website & Subscriptions

The Leader Currently has a yearly print subscription. Recommending them to use a yearly print subscription(\$35), a yearly online only subscription(\$35-\$40), and a yearly bundle subscription(\$45-\$50).

Old Website(Shut down): <http://www.clintoncountyleader.com/>

New Demo Website(Under Construction): <https://clintoncountyleader.weebly.com/>

New website is much more attractive and less cluttered.



Campaign Message and Design Elements

 **The Clinton County Leader**
April 2 at 6:58 PM · 🌐

Results will start rolling into the Clinton County Courthouse soon. See the outcome live with our Big Board results at Tinnen Town Hall!

CANDIDATE	ARSENTEES	ATCHISON	CONCORD	HARDIN	JACKSON	LATHROP	SHAL	TOTALS
Bingham	345	600	686	593	799	520	1223	4766
GAYNON	264	374	598	376	524	760	830	3726
WOODY	326	576	633	588	835	736	1319	5031
CARLE	281	364	612	374	480	524	708	3378
Decker	297	522	518	564	802	673	1169	4585
THARP	307	404	715	396	508	576	856	3488
TERWILLIGER	348	594	591	602	850	702	1349	5036
GUMF	254	370	687	367	458	555	686	3377
Hegeman	387	707	790	647	879	814	1469	
Richard	215	373	476	324	443	444	589	
Neely	409	731	839	663	928	871	1581	
McKnight	499	258	432	308	404	394	603	
Thompson	248		715	557	423	770	1531	

**ELECTION NIGHT
BIG BOARD**
TUESDAY, APRIL 2 • TINNEN TOWN HALL • 7PM

 **The Clinton County Leader**
April 2 at 10:44 AM · 🌐

👍 Like Page

ICYMI, we'll be doing the election night big board at Tinnen Town Hall. See how races throughout Clinton County pan out in real time. Doors open at 6:30 p.m. and polls close at 7 p.m.!

- Post from an election night hosted in the event center on April 2nd, 2019.
- Represents a good Facebook post to get people into the Town Hall for events.
- Small group of text that gives details on what is happening on that day
- Teaser picture
- We recommend they also include:
 - The address of the Town Hall assuming some people don't already know.
 - A link to the website to allow people to learn more about what they do with the Leader and Town Hall.

Conclusion

The Leader's past failures in attempts to move digital and the want to maintain mostly print based has made it difficult to establish an online presence.

In order to expand their market and brand, The Leader needs an online presence.

The Leader has a market of 20,609 potential Clinton County customers, however currently only services 2,000 print subscriptions.

The Tinnen Town Hall has hosted private parties and community events, but has not yet been able to be rented enough to make a decent profit.

