



# jjcs



## JReporter: Community Engagement Breaking News Mobile App

### Product Sheet

Community engagement is crucial as media organizations move from a broadcast model to a conversation model. JReporter engages the community through two-way conversations using directed communications, advertising and news gathering.

When news breaks your organization needs video and stills from the location instantly. JJCS's JReporter engages your customers and turns each one into a breaking news reporter.

News organizations face four problems:

- Dwindling Reporting Staff
- Lack of Content Ownership
- Ineffective Revenue Streams
- Lackluster Customer Engagement

JReporter makes it easy for customers *and* reporters to send breaking news video, stills and audio directly into your editorial content management system with the correct ancillary information (metadata) and a release.

In the today's world, one of your customers is at every news event with a smart phone and who will, if it's easy, give you coverage. JReporter is easy to use and ensures that you know who is sending you content, so that you can follow up, get additional information, and interview the eyewitness. Customers are kept involved with you and JReporter through a headline scroll directly from your CMS.

JReporter content can flow directly into your editorial CMS, into the correct queue with all the metadata you need. A simple website and RSS feed allow you to scan categorized stories. JReporter can send you an e-mail containing the same information in plain English with pictures, video and audio attached.

With JReporter you own the publication rights, you know with GPS accuracy when and where the news event happened, and because JReporter users are registered, you can call them up for an interview or further details while the event is still unfolding.

Cloud based and advertising supported, JReporter ensures high availability and low cost of entry. JReporter does not require any changes to your current working environment and can be ready to go in no time.

JReporter includes embedded revenue opportunities and is white labeled for sponsorship, branding or embedding. JReporter is the first of the JJCS cross-platform mobile apps targeted at media organizations.

### The Facts

- JReporter Positively Impacts: Newsroom, Advertising, Audience Development, Photo, Video and Online.
- Built-in Revenue Opportunities
- Branded by your paper or sponsored
- No modifications to your editorial content management system (CMS)
- Stories can flow directly into your editorial CMS and web site
- Each story has a release
- You know who, what, when and where
- Required and Optional data fields
- Ad display based story type
- Cloud-Based
- iPhone and Android available, Windows Mobile 7 coming
- Headlines displayed on User's Device
- Targeted Messaging



## Be the Center of Your Community and the Focus of Your Market

**Our mission is to return media companies to the place  
*Where the Community Comes to Learn About Itself™*.**

We accomplish this through community engagement, product relevancy and pathways to profitability through our "Be the Center of Your Community and Your Market" initiative based on Engagement, Relevancy and Profitability.

**Engagement** – Successful media enterprises engage their market audiences and their community by providing content that they use and depend upon. With JJCS Consultancy market and community engagement are committed to and delivered.

**Relevancy** – Successful media enterprises are relevant to their communities and markets. Successful media businesses become an integral part of the community and markets they serve. Their influence becomes rooted.

**Profitability** – Successful media enterprises earn a return for the enterprise. The essential component of the earnings formula is delivering audiences requiring relevancy and engagement.

There is an indisputable need to lower the cost of content acquisition, to increase the relevancy of content under the direction of the customers, and the paramount need to replace an aging, diminishing print-based revenue stream with a digital stream that produces income in much smaller units – the digital-dimes-to-print-dollars inequity.

At JJCS, we understand the hillocks and plains of this new terrain. Our JReporter product lowers the cost of content acquisition, allows customers to drive the direction of coverage by submitting their own content and allows our customers to greatly increase the amount of advertising available through their digital channels by increasing the amount of available content.

JJCS is made up of a mix of bright, new, educated talent and senior personnel who know our industry.

JJCS has redefined itself to match the ever-changing needs of the media industry. JJCS currently provides the products and services that match the strategy and goals of our industry.

*When media companies return to being the place  
Where the Community Comes to Learn About Itself™  
the rest of our industry's business model  
will settle into place.*



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