

Audience Personas: ESPN

**Persona #1: Steven Jacobs**

- Steven Jacobs, 45, from Milwaukee, Wisconsin
- Graduate of Marquette University, works as a financial advisor at Northwestern Mutual
- Married with two sons, has three dogs
- Homeowner in the suburbs

**Section 1: Demographics**

- Age: 45
- Gender: Male
- Salary/household income: \$76,121
- Location: Wisconsin
- Political ideology: Democrat, only votes in major elections
- Education: College graduate, degree in Business Economics from Marquette University
- Family: Married

**Section 2: Identifiers**

- Interests: Career in business, interested in the stock market, big fan of the Green Bay Packers and the Milwaukee Bucks, very friendly and outgoing
- Issues/causes: environmentally-friendly (wants to eliminate the Eau Claire River lead pipeline after the fallout of Flint, Michigan), national economy, Covid-19 safety
- Goals: keep his family financially stable, provide for his kids, have a healthy marriage
- Challenges: balancing work life with family life, not enough time to see friends
- Roadblocks: long commute to work

**Section 3: Media/Distribution**

- How can we reach them? Radio, TV and podcast advertisements; word of mouth at work or through friends
- What kind of social media do they use? Facebook to keep up with old friends, Twitter to follow his favorite sports teams
- Do they have a smartphone? Yes, has an iPhone
- What apps do they have? Twitter, Facebook, News, Podcasts, Yahoo Sports, ESPN, NFL
- Traditional platforms:
  - Newspapers: Milwaukee Journal Sentinel, Wall Street Journal, New York Times
  - Magazines: New Yorker, GQ, Men's Health
  - TV Stations: Local and national news (ABC), CNN, ESPN
- What words, phrases resonate with this audience? Sports, health, economy, business, family
- What kinds of images resonate? Fit men, sports players, family man
- Would they click on a video? Maybe
- Influencers/online personalities: Howard Stern, Adrian Wojnarowski, Steve Czaban

## Part 2: Audience Persona Analysis

Steven Jacobs, 45, is a financial advisor from Milwaukee, Wisconsin. He is currently employed by Northwestern Mutual, a finance company headquartered in Milwaukee. He has always lived in Milwaukee, attending Marquette University for undergrad. He is married and has two young sons and three dogs. His annual income is roughly \$76,000 and he is a Democrat but he isn't super politically active, normally only voting in Presidential elections. He cares about Covid-19 safety, with two younger kids and hopes everyone will be vaccinated. Belonging to Gen X, he isn't super avid on social media, but uses Facebook to keep up with his old high school buddies and checks his favorite sports team's Twitter accounts. He was raised a die-hard Packers and Bucks fan. He consumes most of his media through print, reading both his local newspaper, the Milwaukee Journal Sentinel, and national papers such as the Wall Street Journal and the New York Times. He also listens to podcasts on his long commute to work, absorbing most advertisements from podcasts and TV commercials.

Balancing his work life, family life and social life is an extremely difficult juggling act for Steven. Sports were always a big part of his life growing up, as they helped strengthen his relationship with his father. He wants to make time for his kids and wants to indoctrinate them in the Milwaukee sports culture. However, due to the fact that his young sons can not be vaccinated yet, he is wary about bringing them to sports games. He turns to Sports Center and the ESPN channel as a bonding experience for them, since he can both spend time with his sons and watch sports from the comfort and safety of their home, in the midst of the pandemic. Additionally, during his long commutes to work, Steven has turned to 30 for 30 podcasts, a radio sports show popular with his demographic. He has heard raving reviews about these podcasts from both his friends and from listening to the Steve Czaban show. Being able to listen to podcast episodes anytime and anywhere has enabled him and his friends to stay in touch and have lots to talk about, as they can catch up about stories they've heard. This bonding experience of all listening to the podcast lets him feel connected to his friends, despite the isolationist aspect of the pandemic.

## Sources

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**Persona #2: Chase Riley**

- Chase Riley, 16, from Boston, Massachusetts
- High school student, hopes to go to college
- Only child
- Works part-time at the local Dairy Queen

**Section 1: Demographics**

- Age: 16
- Gender: Male
- Salary: \$12/hour
- Location: Boston
- Political ideology: not politically aware, too young to register to vote
- Education: high school students, wants to go to college

**Section 2: Identifiers**

- Interests: hanging out with friends, big sports fan (Patriots, Red Sox, Celtics, Duke Basketball), plays video games
- Issues/causes: not political, not socially active
- Goals: make enough money at his job to help his parents pay for college
- Challenges: needs to make money but feels like he is missing out on spending time with his friends
- Roadblocks: maintaining his friendships while also working most nights

**Section 3: Media/Distribution**

- How can we reach them? Social media,
- What kind of social media do they use? Twitter, Instagram, Snapchat, TikTok
- Do they have a smartphone? Yes- iPhone
- What apps do they have? Social media, March Madness Live, Fitness Tracker, Netflix, Spotify, Soundcloud
- Traditional platforms:
  - TV Stations: Fox Sports, ESPN, NFL Network, NBA TV, NHL Network, Golf Channel
  - Podcasts: Pardon My Take, Eye on College Basketball, First Take
- What words, phrases resonate with this audience? Athlete, popular, competition, comradery
- What kinds of images resonate? Images with friends, professional athletes, sports competitions
- Would they click on a video? Yes, with enticing clickbait
- Influencers/online personalities:
  - Youtube: David Dobrik, Barstool Sports, Pewdiepie
  - Instagram: Stephen A. Smith, Adrian Wojnarowski, Dave Portnoy, Max Kellerman

## Part 2: Audience Persona Analysis

Chase Riley is a 16-year-old from Boston, Massachusetts. He is an only child, lives with his parents and is a sophomore in high school. He dreams of going to college after high school, hopefully somewhere still in Boston. Since college is so expensive, he works part-time at the local Dairy Queen, making roughly \$12 an hour. He is not politically active or aware, being too young to register to vote and disinterested with politics as a whole. He is a sports fanatic, rooting for the Boston Celtics, New England Patriots, Boston Red Sox and the Duke Blue Devils basketball team, as his father went there. He also enjoys hanging out with his friends and playing video games on his Xbox. He faces the normal issues of a teenage boy in this generation, such as being addicted to social media; he primarily uses Instagram, Snapchat, Twitter and TikTok. However, he also worries about managing his work schedule and maintaining his friendships. Working most nights of the week after school, he often has to miss social events and hang-outs. He sometimes feels isolated from everyone else his age, but often has to remind himself that this is just the trade-off to help afford college.

To pass the time at work, he often listens to music or podcasts in his headphones. One night in March, while listening to Pardon My Take, a popular podcast produced by Barstool Sports, Chase heard the hosts talking about March Madness and how a new app called “ESPN Tournament Challenge” allowed them to virtually compete with their friends. He has seen posts about the app on Instagram and Twitter, but hadn’t thought much of it until hearing people’s real-life experiences with using the app. By inputting your March Madness bracket into this app and joining a group, it allows you to compare the accuracy of your bracket with others in your group and creates a feeling of community. After listening to this, Chase texted his friends and they all downloaded the app. This app allows him to both check the scores of live games that he misses with no availability to a TV at work and to compare his bracket to his friends. It helps pass the time at work; but, more importantly, this app helps Chase not feel so alone at work. Though he may not be physically with them while he is at work, the community created through this app helps Chase feel connected to his friends.

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