

# Student Journalists ...

Can you meet student readers, subscribers, and your local audience where they are...but think getting on Alexa, Google Assistant and chatbots is impossible?

Use coupon code **FREETRIAL** for a free 1-year trial.  
No credit card required.

*Note: Use of this coupon code offers permission to use your project as a customer case study*

**96%**

of U.S. Households have voice-enabled devices

**1.83** Billion

People will access voice assistants by 2021 globally



## Accelerate student engagement without hiring voice developers or investing in costly software application development projects

*Here is how student newspapers across the U.S. are using Zammo:*

### ***Piedmont High School***

By making the school's newspaper information available on Alexa and Google Assistant, anyone can stay up to date with the Piedmont Highlander easier than ever. Users are asking questions like, "What are the most recent articles?," and, "Who writes the stories and articles?" With 40+ new users and 230+ incoming messages, students, parents, and alumni alike are interacting with the Highlander like never before.

### ***Acalanes High School***

Acalanes Blueprint has implemented voice search into their school's publication to reach a much larger audience. Between Google and Amazon Alexa, the Blueprint has experienced 320+ user interactions and 700+ messages asking everything from financial aid information and tuition rates to the latest Acalanes sports news.

### ***Encinal High School***

With the school's radio station information now available on Alexa, Google, and IVR Encinal Radio is promoted to a wider range of users. With multilingual capabilities like Spanish and Hindi, anyone can find out, "Who is on-air today," or "How can I listen live?" With their station now on voice, Encinal Radio has 70+ new users and 600+ total messages between users and the station's database of info.



## Meet your readers on all the popular channels

Many are experimenting with chatbots, but those must be rebuilt for voice assistants. Now, you can provide the public, consumers and employees, current and accurate information without overloading your journalism team.

*Acalanes Blueprint Students say:*

"I can't wait to be part of the team that eventually grows this and continues to make Blueprint even more accessible and easier to access from a device. It could 100% become a part of a daily routine."

- **Bren Brekkie**, Student

"I think it is great we can spread the word in a much easier way. It is the new get out of bed and read the New York Times, it's now get out of bed and ask Alexa."

- **Keirin Foster**, Student

"A great tool we can use to help us reach a bigger audience. It's a really cool technology that is easy to use."

- **Gus McKinney**, Student