

**December 2021**

# **WAER 88.3 FM**

Keeping Our Community Connected

## **Campaign Planbook**



**WAER**  
Syracuse University 88.3

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# EXECUTIVE SUMMARY

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## CAMPAIGN OVERVIEW

Our campaign was created around the goal of increasing membership for WAER. Currently, WAER has approximately 1,800 members that support its public radio programming, and our campaign looked to help bolster these numbers. We created five different objectives that we wanted to achieve to accomplish our goal of increasing membership.

The first objective revolves around increasing sustaining membership by 7%. Of WAER's 1,800 members, less than half of them donate monthly. Members who donate monthly are given the title sustaining members, and we want to create more of these sustaining members. We have laid out three strategies to target new sustaining members to achieve this. These include a direct mail campaign, an email newsletter, and increasing social media engagement.

The second objective focuses on increasing membership among alumni by 18%. Currently, alumni make up a significant portion of WAER's donation revenue, and they are an essential demographic. We have created a few strategies to increase alumni membership. These include an alumni testimonial promotion, an email newsletter, and a social media campaign.

The campaign's third objective focused on increasing the WAER membership within the DMA by 3%. WAER is aimed at people inside the Syracuse University community and has a large audience in the larger Syracuse designated market area. We have laid out two strategies for increasing membership within the DMA to target these publics. The campaign will use alumni testimonial promotions and corporate partnerships to accomplish this objective.

The fourth objective focuses on increasing membership with WAER student families by 18%. Families whose students work for WAER represent an untapped membership public. With the strategies of mail care packages, eCommunications, and a social media campaign, the hope is to increase membership within families.

The fifth and final objective focuses on converting student listeners into members. Students represent a significant public that is invested in WAER, but they do not make up a large percentage of membership. To address this, we have focused on two strategies. The first part focuses on student promotions, and the second strategy stresses a social media campaign.

We believe that these five objectives will help WAER complete its goal of increasing membership. By focusing on these five separate publics, WAER can ensure they have a diverse membership group that helps sustain the station for years to come.

# MEET THE TEAM

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## LUCY BLUE PUBLIC RELATIONS

Comprised of four senior undergraduate Public Relations students at the S.I. Newhouse School of Public Communications, our team collaborated to help WAER reach its maximum potential as Syracuse's public radio station and the premier learning environment for our fellow students.



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Lead Strategist  
**Chelsea Stern**



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Lead Analyst & Graphic Designer  
**Mya Pfeifer**



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Production Executive  
**Will Coen**



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Public Relations Coordinator  
**Jenna Shechter**





LUCY BLUE

PUBLIC RELATIONS

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# RESEARCH



**WAER**  
Syracuse University 88.3

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# CLIENT PROFILE

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## WAER 88.3 FM

WAER 88.3 FM is Syracuse University's commercial-free, listener-supported public radio station. The station's mission is to "enlighten, engage and entertain through multimedia experiences," and it operates under the overarching tagline of "keeping our community connected." Since its establishment in 1947, WAER has been student-run but is now staffed by both full-time trained industry professionals and student reporters. Its major competitors include other campus radio stations, like Z89, as well as other news outlets, such as The Daily Orange or CitrusTV. Most recently, WAER was acquired by the Newhouse School, which has opened doors for the radio station to leverage the school's acclaim and resources.

The station is supported by over 1,800 members, 874 of which have renewed their memberships for a sustained period of time. To maintain a reputation as the "premier learning lab" for students interested in pursuing a career in the radio industry, WAER employs 13 full-time staff members to work alongside the 82 students involved in the station's news, sports and music sectors. The radio programs can be streamed on the WAER website and within the NPR One app, while the podcasts can be found on most streaming applications, like Spotify.

WAER's current engagement efforts are targeted at students, alumni, and the Syracuse community. The station offers feedback on student reels, and alumni have the opportunity to be inducted into the WAER Hall of Fame. The legacies of iconic alumni, like Mike Tirico and Bob Costas, are further sustained through the Alumni Fund, which allows the station to upgrade equipment as needed and sponsor daily student crew travels. WAER aims to integrate the Syracuse community with the station by encouraging the support of local businesses through advertisements as well as producing radio programs spotlighting community happenings.

In terms of annual budgeting, WAER operates on a total of \$1.3 million and has allocated approximately \$3,000 for paid social media promotion. With a rough timeline to make progress toward reaching its goals by December, that would allow a fourth of the budget, a total of \$750, to be put toward the implementation of social media strategies.

# OPPORTUNITY STATEMENT

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## CAMPAIGN GOAL

**Increase membership** through a comprehensive public relations campaign targeting key publics through the following strategic channels: alumni testimonials, corporate partnerships, direct mail, e-communications, social media and student promotions.



# SWOT ANALYSIS

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## ORGANIZATIONAL AUDIT

### STRENGTHS

- Strong alumni connections
- Sports broadcasting, D&I podcast, news coverage, pop culture programs and jazz music
  - NPR podcasts are rising in popularity
- Already has a member base that includes 1,800 people
- Headquarters is close to school and student neighborhoods
- Connection to Newhouse and its resources

### WEAKNESSES

- \$10 minimum for monthly donation
- No renewal notifications for sustaining memberships
- Not all members are sustaining members
- There is not a lot of easily accessible information on membership, which could deter people from donating
- The differences between donations and memberships are unclear
- Headquarters are difficult to find and not visible to many members

- Membership drives listeners
- Increase student membership
- Offer student membership discount rate
- Use alumni in membership drives
- Involve the greater Syracuse community and local businesses for benefits

### OPPORTUNITIES

- Other Central New York public radio stations (WRVO) that listeners could choose to donate to instead
- With the pandemic, people have lost jobs which could affect membership
- In 2020 the NPR average weekly audience was down by nearly two million

### THREATS

# AUDIENCE PERSONAS

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**KAREN SCOTT**  
Student Employee's Parent

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## BACKGROUND

Karen's son is starting his senior year and has been involved with WAER since his freshman year, specifically working on the sports news team. She knows about his involvement with the radio station, but does not have any knowledge on memberships or ways to financially support the station. She has never been contacted by the station directly. Everything she knows about it is from her son. She listens to the broadcasts on occasion, but being in Texas, she's not able to listen on the radio, so she only listens when her son is broadcasting and she happens to not have anything else going on and can listen to the livestream on the WAER website. She doesn't know much about how the station operates, and has no knowledge on the organizational structure or how it is funded, although she did recently read on the Class of 2022 Syracuse University Parents Facebook page that the station was recently acquired by the S.I. Newhouse School of Public Communications. Although the knowledge she has on the station overall is minimal, what she does know is accurate.

## WAER BACKGROUND

- Only listens to streams of her son's broadcast online
- Not played on the radio in her local area
- Doesn't know about memberships
- Has never donated to WAER
- Saw an article about how Newhouse took over WAER

## DEMOGRAPHICS

Age: 52

Race: White

Hometown: Houston, TX

Education: Bachelors in Architecture from Texas A&M University

Job: Owner of Scott Architecture Inc.

Salary: \$147,452

Family: Husband and one son (21)

Political views:



## INFLUENCES

- Frequent church-goer
- Houston Astros season ticket holder
- Syracuse University sports fan
- Former member of the Parent Teacher Association
- Motivation:
  - Family
- Struggle:
  - Empty nester

## MEDIA HABITS

- Frequent Facebook user who loves the Syracuse Parents page
- Gets most of her news from Facebook
- Avid fan of ESPN
- Pinterest user
- Listens to music on Apple Music
- Enjoys country music
- Listens to her son's streams on WAER





## KEVIN RODRIGUEZ

### Student Staff Member

### BACKGROUND

On campus, Kevin has been involved in WAER 88.3 FM as a Sports Staff Member for the past two years. In his spare time and during his walks to class, Kevin avidly listens to podcasts, like “NPR News Now” and “Tiny Desk Concerts”. On a college student budget, Kevin tends to budget most of his spending money on food and Syracuse Orange season tickets, which deters him from paying for WAER membership dues. He comes from a family of four: a father who works as an entertainment financial advisor, a mother who is a social worker and a younger sister who is a high school student. His family, although they support him by occasionally tuning into WAER programs when Kevin’s on-air, does not see the benefit of membership with their inconsistent listening habits.

### WAER BACKGROUND

- Current Sports Staff Member
- Aspires to travel for more Syracuse away games to do play-by-play reporting
- Interested in starting his own podcast
- Cannot afford membership on college student budget



### DEMOGRAPHICS

Age: 20

Race: Hispanic

Hometown: Westchester, NY

Education: Junior pursuing Bachelors in Broadcast and Digital Journalism at Syracuse University

Job Aspirations: Sports announcer for NBA

Socioeconomic status: Upper-middle class

Family: Father, mother and younger sister (17)

Political views:



### INFLUENCES

- Producer for CitrusTV
- New York Knicks
- Syracuse Orange sports fan
- Motivation:
- Play-by-play position at WAER, future sports announcing career
- Struggle:
- Budgeting around college lifestyle

### MEDIA HABITS

- Consumes most news on social platforms
- Sets notifications for NBC and CNN apps
- Reads The New York Times Morning Newsletter daily
- ESPN fan
- Spotify user
- Prefers Instagram for social purposes and organizational updates
- Utilizes Twitter for news and humor



## MARK STEWART

### WAER Alumni

### BACKGROUND

Mark Stewart is a 55-year-old radio host at WIP in Philadelphia who graduated from Syracuse University in 1988. At Syracuse, he was an active member of WAER and served as sports director. Since leaving Syracuse, he has worked his way through the radio market in Orlando, St. Louis, Chicago, and Los Angeles. Mark has now returned to his hometown of Philadelphia to work for sports radio station WIP. Mark is a minor celebrity in Philadelphia known for his extreme sports takes and short temper. Mark is unmarried and spends much of his time watching Philadelphia and Syracuse sports teams. Mark is an avid listener to the radio and consumes anything he can get his hands on. He listens to his colleagues at WIP and ESPN network radio and occasionally his old stomping ground WAER. When not listening to the radio, he enjoys The Bill Simmons Podcast and The Dan Patrick Show. Mark is unmarried and has no children, so he has extra money at hand. He gives to a few charities monthly and has multiple monthly subscriptions. He is currently a member of WAER but is not a sustaining member because he sees no benefits.

### WAER BACKGROUND

- Involved in WAER when he was a student at SU
- Used to be WAER's sports director
- Has donated to WAER in the past but is not a sustaining member because he sees no benefit to it

### DEMOGRAPHICS

Age: 63

Race: White

Hometown: Philadelphia, PA

Education: Bachelors in Journalism  
from Syracuse University

Job: Radio show host

Salary: \$112,000

Family: Unmarried with no children

Political views:



### INFLUENCES

- Passionate about Philadelphia sports (especially the Eagles)
- Works for WIP radio station
- Occasionally listens to WAER sports broadcasts
- Syracuse University sports fan
- Motivation:
- Become a sports contributor for WIP
- Struggles
- Time commitment of career

### MEDIA HABITS

- Avid listener of radio and podcasts
- Listens to ESPN radio, WIP, or The Dan Patrick Show
- Has 10.7k followers on Twitter
- Uses Twitter to discuss Philadelphia sports and SU
- Uses Facebook to connect with friends and family
- Occasionally tunes into WAER



**ERIC DAVIS**  
Community Member

## BACKGROUND

Eric does not use a lot of technology, but chooses to use his work computer to go on localsyr.com to learn about the latest Syracuse and Central New York news and weather. On his drives to work, he will listen to the NPR Politics podcast as well as his extensive Billy Joel CD collection. Occasionally, Eric will check his Twitter which is only used as a news source and not for interactive purposes.

## WAER BACKGROUND

- Listens to WAER political podcasts on his way to work
- NPR listener



## DEMOGRAPHICS

Age: 45

Race: White

Hometown: Syracuse, NY

Education: Bachelors in Political Science  
from University of Albany

Job: Freelance writer and warehouse  
manager

Salary: \$100,000

Family: Wife and one son (12)

Political views:



## INFLUENCES

- Soccer coach for his son's team
- Spends a lot of time with family and at work
- Occasionally goes to a non-denominational church
- Motivation
- Providing for family
- Struggle
- Large time commitments for work and family

## MEDIA HABITS

- Watches a lot of live news and cable television programs
- Uses Twitter to see relevant local news
- Occasionally logs into his wife's Facebook, but doesn't have his own
- Reads books and newspapers



LUCY BLUE

PUBLIC RELATIONS

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# CAMPAIGN OUTLINE

**WAER**  
Syracuse University 88.3

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# MESSAGING

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## KEY MESSAGES

### Community

- “I support my local public radio station.”
- Creating the radio reporters of tomorrow
- WAER is immersed and devoted to keeping the Greater Syracuse Area community in the know
- Support public radio stations to support the integrity of local news
- WAER loves its listeners, members, donors and supporters
- Your neighborhood jazz station

### Alumni

- Back where it all started
- See how Syracuse has changed and adapted
- Supporting WAER is supporting the future of radio journalism

### Students

- Bringing NPR quality to campus
- Providing easily accessible information for students
- Everyday news, sports, pop culture, music and more
- WAER provides opportunities for professional development

### Families

- Listen to your children being featured on the radio
- Support your children’s professional opportunities
- Your child’s early stages of a successful career in radio news/sports/music/podcasting





# OBJECTIVES

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## KEY OBJECTIVES

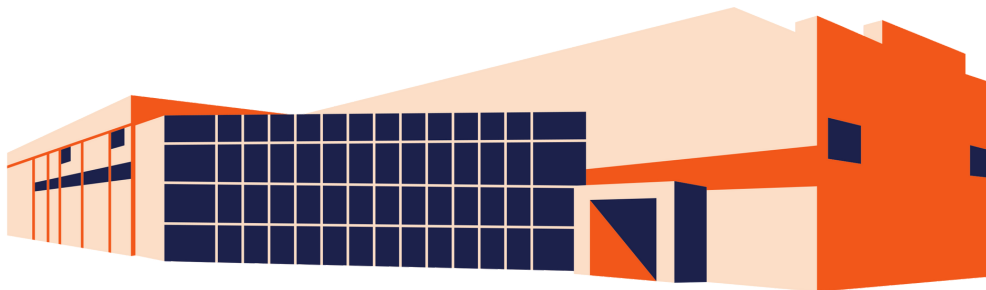
Objective #1: Increase sustaining memberships (upgraded from standard memberships) by 7% to 1,000 sustained members by April 30, 2022

Objective #2: Increase alumni membership by 18% by April 30, 2022

Objective #3: Increase membership within WAER's DMA by 3% by April 30, 2022

Objective #4: Increase membership of WAER student employee's families (15 families) by 18% by April 30, 2022

Objective #5: Convert 5% of student listeners to members by April 30, 2022



# STRATEGIES AND TACTICS

**Objective #1: Increase sustaining memberships (upgraded from standard memberships) by 7% to 1,000 sustained members by April 30, 2022**

Strategy 1: Direct Mail	Evaluation Method
<p>Tactic 1: Send a WAER sticker and phone wallet with a “thank you for listening” card (with QR code to link membership) for members aged 18-30</p> <p>Tactic 2: Send a WAER tote bag to members 30+ and offer a \$3.99 discount on next month of sustained membership for posting a picture on social media with the bag and tagging WAER</p> <p>Tactic 3: Offer a WAER tote bag for student members beginning their second month of membership</p>	<p>See how many people became sustained because of package, collect data from QR code generator to see how many times it was scanned</p> <p>Track number of posts with tote and tags for WAER</p> <p>Track renewals in membership database backend and keep inventory of totes given out</p>
Strategy 2: Email Newsletter	Evaluation Method
<p>Tactic 1: Send a monthly member-exclusive newsletter include “Student Experience” spotlights to educate on how WAER benefits students</p> <p>Tactic 2: Promote brand partner in newsletter with exclusive coupons to local corporate partners</p> <p>Tactic 3: Include a schedule of shows/podcasts so people can listen with links to exclusive, uncut, extra-long versions of the recently released episodes</p> <p>Tactic 4: Include a QR code that leads to donation page</p>	<p>Measure amount of traffic to spotlight</p> <p>Track amount of traffic to brand partners site</p> <p>Compare listenership before and after, analyze programs/podcasts growth after newsletters release</p> <p>Collect data from QR code generator to see how many times it was scanned</p>
Strategy 3: Social Media Engagement	Evaluation Method
<p>Tactic 1: Utilize WAER YouTube channel to post alumni interviews and tag alumni</p> <p>Tactic 2: Use WAER Instagram to promote graphics with pull quotes to preview alumni interviews and reference link in bio to full interviews on YouTube</p> <p>Tactic 3: Utilize WAER Facebook to post alumni interviews and tag alumni</p> <p>Tactic 4: Use TikTok to post BTS footage of filming (e.g. bloopers, alumni features, etc.) and podcast sneak previews and tag alumni</p>	<p>Include a link to memberships in the description of the video and have a verbal call to action to click the link to become a member; measure click-throughs</p> <p>Track reach and engagement (number of likes and comments) on the videos</p> <p>Track reach and engagement (number of likes and comments) on the videos</p> <p>Track reach and engagement (number of likes and comments) on the videos</p>

# STRATEGIES AND TACTICS

## Objective #2: Increase alumni membership by 18% by April 30, 2022

Strategy 1: Alumni Testimonial Promotion	Evaluation Method
<p>Tactic 1: Share video content on website with alumni talking about their experience with WAER and how memberships help that</p> <p>Tactic 2: Record a short interview with alumni to be played on air</p> <p>Tactic 3: Play full-length interview videos available on WAER YouTube page at membership drive</p>	<p>Look to see how many views the video gets</p> <p>Include a box on membership that asks how you decided on becoming a member</p> <p>Track how many people became members because of interviews</p>
Strategy 2: Email Newsletter	Evaluation Method
<p>Tactic 1: Send a monthly member-exclusive newsletter include "Student Experience" spotlights to educate on how WAER benefits students</p> <p>Tactic 2: Promote brand partner in newsletter with exclusive coupons to local corporate partners</p> <p>Tactic 3: Include a schedule of shows/podcasts so people can listen with links to exclusive, uncut, extra-long versions of the recently released episodes</p> <p>Tactic 4: Include a QR code that leads to donation page</p>	<p>Measure amount of traffic to spotlight</p> <p>Track amount of traffic to brand partners site</p> <p>Compare listenership before and after, analyze programs/podcasts growth after newsletters release</p> <p>Collect data from QR code generator to see how many times it was scanned</p>
Strategy 3: Social Media Campaign	Evaluation Method
<p>Tactic 1: Utilize WAER YouTube channel to post alumni interviews and tag alumni</p> <p>Tactic 2: Use WAER Instagram to promote graphics with pull quotes to preview alumni interviews and reference link in bio to full interviews on YouTube</p> <p>Tactic 3: Utilize WAER Facebook to post alumni interviews and tag alumni</p> <p>Tactic 4: Use TikTok to post BTS footage of filming (e.g. bloopers, alumni features, etc.) and podcast sneak previews and tag alumni</p>	<p>Include a link to memberships in the description of the video and have a verbal call to action to click the link to become a member; measure click-throughs</p> <p>Track reach and engagement (number of likes and comments) on the videos</p> <p>Track reach and engagement (number of likes and comments) on the videos</p> <p>Track reach and engagement (number of likes and comments) on the videos</p>

# STRATEGIES AND TACTICS

## Objective #3: Increase membership within WAER's DMA by 3% by April 30, 2022

Strategy 1: Alumni Testimonial Promotion	Evaluation Method
<p>Tactic 1: Share video content on website with alumni talking about their experience with WAER and how memberships help that</p> <p>Tactic 2: Record a short interview with alumni to be played on air</p> <p>Tactic 3: Play full-length interview videos available on WAER YouTube page at membership drive</p>	<p>Look to see how many views the video gets</p> <p>Include a box on membership that asks how you decided on becoming a member</p> <p>Track how many people became members because of interviews</p>
Strategy 2: Corporate partnerships	Evaluation Method
<p>Tactic 1: Jazz hour playing WAER in Kubal featuring ads during the hour promoting memberships</p> <p>Tactic 2: Specialty cappuccino at Kubal served with a cup/sleeve that promotes WAER memberships and offers QR code to special membership tab (<a href="http://waer.org/kubal">waer.org/kubal</a>)</p> <p>Tactic 3: Partner with Funk 'n Waffles to play a WAER jazz hour on Monday nights with featured ad breaks</p> <p>Tactic 4: Offer exclusive menu item "WAER Radio Ball Milkshake" at Funk 'n Waffles on Mondays and promote with membership QR code to special membership tab on menu (<a href="http://waer.org/funknwaffles">waer.org/funknwaffles</a>)</p> <p>Tactic 5: Giveaway swag or do a raffle to win WAER merch and a Kubal or Funk 'n Waffles gift card</p> <p>Tactic 6: Partner with Syracuse University Athletics Department for integrated marketing campaign (football and basketball teams, specifically)</p>	<p>Monitor increase in membership within 24 hours of jazz hours</p> <p>Track page landings on Kubal Membership tab</p> <p>Monitor increase in membership within 24 hours of Monday jazz hours</p> <p>Track page landings on Funk 'n Waffles Membership tab</p> <p>How many people entered raffle</p> <p>Engagement and impressions on Athletics Department's marketing materials, clicks to WAER account</p>

# STRATEGIES AND TACTICS

## Objective #4: Increase membership of WAER student employee's families (15 families) by 18% by April 30, 2022

Strategy 1: Mail Care Packages	Evaluation Method
<p>Tactic 1: Send a WAER sticker and phone wallet with a "thank you for listening" card (with QR code to link membership) for members aged 18-30</p> <p>Tactic 2: Send a WAER tote bag to members 30+ and offer a \$3.99 discount on next month of sustained membership for posting a picture on social media with the bag and tagging WAER</p> <p>Tactic 3: Offer a WAER tote bag for student members beginning their second month of membership</p>	<p>See how many people became sustained because of package, collect data from QR code generator to see how many times it was scanned</p> <p>Track number of posts with tote and tags for WAER</p> <p>Track renewals in membership database backend and keep inventory of totes given out</p>
Strategy 2: eCommunications	Evaluation Method
<p>Tactic 1: Include "Student Experience" spotlights to educate on how WAER benefits students</p> <p>Tactic 2: Promote brand partner in newsletter</p> <p>Tactic 3: Include a schedule of shows/podcasts so people can listen</p> <p>Tactic 4: Include a QR code that leads to donation page</p>	<p>Analyze number of users who clicked to open email</p> <p>Track amount of traffic to brand partners site</p> <p>Track how listenership changed since newsletter</p> <p>Collect data from QR code generator to see how many times it was scanned</p>
Strategy 3: Social Engagement Campaign	Evaluation Method
<p>Tactic 1: Instagram lives by student working at WAER</p> <p>Tactic 2: Instagram highlight reel of graduates' career paths since WAER (e.g. companies they work for, projects they've worked on, people they've met)</p> <p>Tactic 3: Facebook video showing students doing work BTS at the WAER HQ</p>	<p>Include CTA at the end of lives to click link in bio; measure click-throughs</p> <p>Track views and replies to stories once posted, measure taps to profile from story</p> <p>Measure the amount of videos and likes the videos receive</p>



# STRATEGIES AND TACTICS

## Objective #5: Convert 5% of student listeners to members by April 30, 2022

Strategy 1: Student promotions	Evaluation Method
Tactic 1: Give discounts to students to get them hooked on WAER before they graduate (when they'll have to pay full price)	See how many sign-ups there are using .edu email addresses (which is how the discount can be applied)
Tactic 2: Offer WAER merchandise for a cheaper price for students that are sustaining members	Number of students who buy discounted merchandise, increase in merchandise sales
Tactic 3: WAER tote bag for student members beginning their second month of membership	Track renewals in membership database backend and keep inventory of totes given out
Strategy 2: Social Media Campaign	Evaluation Method
Tactic 1: Utilize TikTok to share clips from podcasts	Measure click-throughs from link in bio
Tactic 2: Utilize Instagram reels to share clips from podcasts	Measure click-throughs from link in bio
Tactic 3: YikYak communications promoting WAER membership benefits and corporate partnerships (e.g. mention offers for FREE merchandise and offers at local eateries)	Track engagement (upvotes)

# BUDGET

## ITEMIZED BUDGET

The itemized budget outlines the money allocation for each tactic relative to the anticipated KPI metrics.

**Objective #1: Increase sustaining memberships (upgraded from standard memberships) by 7% to 1,000 sustained members by April 30, 2022**

Strategy 1: Direct Mail	Budget	KPIs
Tactic 1: Send a WAER sticker and phone wallet with a "thank you for listening" card (with QR code to link membership) for members aged 18-30	\$80 (stickers) \$243 (wallets)	300 stickers and 300 wallets to send out, gain 126 new sustaining members to reach 1,000 total sustaining members
Tactic 2: Send a WAER tote bag to members 30+ and offer a \$3.99 discount on next month of sustained membership for posting a picture on social media with the bag and tagging WAER	\$1,600	200 bags distributed to sustaining members and student sustaining members
Tactic 3: Offer a WAER tote bag for student members beginning their second month of membership	\$1,600	200 bags distributed to student members
Strategy 2: Email Newsletter		
Tactic 1: Send a monthly member-exclusive newsletter include "Student Experience" spotlights to educate on how WAER benefits students	\$0	Have 60% of sustaining members view the newsletter
Tactic 2: Promote brand partner in newsletter with exclusive coupons to local corporate partners	\$0	Have 200 people use the coupons
Tactic 3: Include a schedule of shows/podcasts so people can listen with links to exclusive, uncut, extra-long versions of the recently released episodes	\$0	Have 300 people listen to exclusive podcast
Tactic 4: Include a QR code that leads to donation page	\$0	Raise \$1,000 through QR code donations, 100 QR code scans to unique membership site
Strategy 3: Social Media Engagement		
Tactic 1: Utilize WAER YouTube channel to post alumni interviews and tag alumni	\$0	Acquire 80 views on YouTube
Tactic 2: Use WAER Instagram to promote graphics with pull quotes to preview alumni interviews and reference link in bio to full interviews on YouTube	\$119.99/year	Acquire 50 impressions on Instagram content and 20 link-clicks to view YouTube videos from link in bio
Tactic 3: Utilize WAER Facebook to post alumni interviews and tag alumni	\$0	250 impressions on Facebook posts
Tactic 4: Use Tik Tok to post BTS footage of filming (e.g. bloopers, alumni features, etc.) and podcast sneak previews and tag alumni	\$0	500 views on Tik Tok

**Objective #1 Total: \$3,643.00**

# BUDGET

## Objective #2: Increase alumni membership by 18% by April 30, 2022

Strategy 1: Alumni Testimonial Promotion	Budget	KPIs
Tactic 1: Share video content on website with alumni talking about their experience with WAER and how memberships help that	\$0	Acquire 80 views on YouTube, 30 views on Instagram, 500 views on TikTok
Tactic 2: Record a short interview with alumni to be played on air	\$0	Drive 80 listeners to membership page on website
Tactic 3: Play full-length interview videos available on WAER YouTube page at membership drive	\$0	Drive 80 listeners to membership page on website
Strategy 2: Email Newsletter		
Tactic 1: Send a monthly member-exclusive newsletter include "Student Experience" spotlights to educate on how WAER benefits students	\$0	Have 60% of sustaining members view the newsletter
Tactic 2: Promote brand partner in newsletter with exclusive coupons to local corporate partners	\$0	Have 200 people use the coupons
Tactic 3: Include a schedule of shows/podcasts so people can listen with links to exclusive, uncut, extra-long versions of the recently released episodes	\$0	Have 300 people listen to exclusive podcast
Tactic 4: Include a QR code that leads to donation page	\$0	Raise \$1,000 through QR code donations, 100 QR code scans to unique membership site
Strategy 3: Social Media Campaign		
Tactic 1: Utilize WAER YouTube channel to post alumni interviews and tag alumni	\$0	Acquire 80 views on YouTube
Tactic 2: Use WAER Instagram to promote graphics with pull quotes to preview alumni interviews and reference link in bio to full interviews on YouTube	\$119.99/year	Acquire 50 impressions on Instagram content and 20 link-clicks to view YouTube videos from link in bio
Tactic 3: Utilize WAER Facebook to post alumni interviews and tag alumni	\$0	250 impressions on Facebook posts
Tactic 4: Use TikTok to post BTS footage of filming (e.g. bloopers, alumni features, etc.) and podcast sneak previews and tag alumni	\$0	500 views on Tik Tok

## Objective #2 Total: \$120.00

# BUDGET

## Objective #3: Increase membership within WAER's DMA by 3% by April 30, 2022

Strategy 1: Alumni Testimonial Promotion	Budget	KPIs
Tactic 1: Share video content on website with alumni talking about their experience with WAER and how memberships help that	\$0	Acquire 80 views on YouTube, 30 views on Instagram, 500 views on TikTok
Tactic 2: Record a short interview with alumni to be played on air	\$0	Drive 80 listeners to membership page on website
Tactic 3: Play full-length interview videos available on WAER YouTube page at membership drive	\$0	Drive 80 listeners to membership page on website
Strategy 2: Corporate Partnerships		
Tactic 1: Jazz hour playing WAER in Kubal featuring ads during the hour promoting memberships	\$0	Raise WAER awareness of 50% of customers present
Tactic 2: Specialty cappuccino at Kubal served with a cup/sleeve that promotes WAER memberships and offers QR code to special membership tab (waer.org/kubal)	\$70	3,000 coffee sleeves for 200 number of coffee orders; raise \$1,000 through QR code donations, 100 QR code scans to unique membership site
Tactic 3: Partner with Funk 'n Waffles to play a WAER jazz hour on Monday nights with featured ad breaks	\$0	Raise WAER awareness of 50% of customers present
Tactic 4: Offer exclusive menu item "WAER Radio Ball Milkshake" at Funk 'n Waffles on Mondays and promote with membership QR code to special membership tab on menu (waer.org/funknwaffles)	\$250	100 Radio Ball Milkshake orders, yielding \$600 (\$6.00/milkshake)
Tactic 5: Giveaway swag or do a raffle to win WAER merch and a Kubal or Funk 'n Waffles gift card	\$0 (tote bag) \$0 (stickers and phone wallet) \$25 (vintage Syracuse hat)	150 giveaway raffle entries
Tactic 6: Partner with Syracuse University Athletics Department for integrated marketing campaign (football and basketball teams, specifically)	\$3,500	60K social media and Dome marketing impressions

**Objective #3 Total: \$3,845.00**

# BUDGET

## Objective #4: Increase membership of WAER student employee's families (15 families) by 18% by April 30, 2022

Strategy 1: Mail Care Packages	Budget	KPIs
Tactic 1: Send a WAER sticker and phone wallet with a "thank you for listening" card (with QR code to link membership) for members aged 18-30	\$80 (stickers) \$243 (wallets)	300 stickers and 300 wallets to send out, gain 126 new sustaining members to reach 1,000 total sustaining members
Tactic 2: Send a WAER tote bag to members 30+ and offer a \$3.99 discount on next month of sustained membership for posting a picture on social media with the bag and tagging WAER	\$1,600	200 bags distributed to sustaining members and student sustaining members
Tactic 3: Offer a WAER tote bag for student members beginning their second month of membership	\$1,600	200 bags distributed to student members
Strategy 2: eCommunications		
Tactic 1: Include "Student Experience" spotlights to educate on how WAER benefits students	\$0	Have 500 people view spotlight
Tactic 2: Promote brand partner in newsletter	\$0	Have 250 new people view partner's web site
Tactic 3: Include a schedule of shows/podcasts so people can listen	\$0	Have 300 new people listen to shows live or podcasts within a week of recording
Tactic 4: Include a QR code that leads to donation page	\$0	Raise \$1,000 through QR code donations, 100 QR code scans to unique membership site
Strategy 3: Social Media Campaign		
Tactic 1: Instagram lives by student working at WAER	\$0	200 viewers on live
Tactic 2: Instagram highlight reel of graduates' career paths since WAER (e.g. companies they work for, projects they've worked on, people they've met)	\$0	200 viewers on live
Tactic 3: Facebook video showing students doing work BTS at the WAER HQ	\$0	250 impressions on video

**Objective #4 Total: \$3,523.00**



# BUDGET

## Objective #5: Convert 5% of student listeners to members by April 30, 2022

Strategy 1: Student Promotions	Budget	KPIs
Tactic 1: Give discounts to students to get them hooked on WAER before they graduate (when they'll have to pay full price)	\$0	25 uses of discount code
Tactic 2: Offer WAER merchandise for a cheaper price for students that are sustaining members	\$0	25 uses of discount code
Tactic 3: WAER tote bag for student members beginning their second month of membership	\$1,600	200 bags distributed to student members

## Strategy 3: Social Media Campaign

Tactic 1: Utilize TikTok to share clips from podcasts	\$0	500 views on TikTok
Tactic 2: Utilize Instagram reels to share clips from podcasts	\$0	250 impressions on Instagram
Tactic 3: YikYak communications promoting WAER membership benefits and corporate partnerships (e.g. mention offers for FREE merchandise and offers at local eateries)	\$0	25 upvotes on YikYak

**Objective #5 Total: \$1,600.00**

## TOTALS

PR Services Retainer	\$4,080/month or \$32,640 (Aug-April)	\$85/person/hour (4-person account) 3 hours/week 4 weeks/month 8 months/campaign term
<b>Final Total</b>	\$7487.99 + \$32,640 (retainer) <b>= \$40,137.99</b>	Includes all itemized costs
<b>Adjusted Total (larger-budget tactics nixed)</b>	\$2387.99 + \$32,640 (retainer) <b>= \$35,027.99</b>	Minus \$1,600 for student member tote bags, minus \$3,500 for basketball and football marketing campaign partnership

# MEASUREMENT AND EVALUATION

## MEASUREMENT AND EVALUATION PLAN

The measurement and evaluation plan and guidelines suggest benchmark dates to analyze metrics and compare them to the anticipated KPIS.

**Objective #1: Increase sustaining memberships (upgraded from standard memberships) by 7% to 1,000 sustained members by April 30, 2022**

Strategy 1: Direct Mail	KPIs	Dates
Tactic 1: Send a WAER sticker and phone wallet with a “thank you for listening” card (with QR code to link membership) for members aged 18-30	300 stickers and 300 wallets to send out, gain 126 new sustaining members to reach 1,000 total sustaining members	4/30/22, benchmark evaluation on the 15th of every month
Tactic 2: Send a WAER tote bag to members 30+ and offer a \$3.99 discount on next month of sustained membership for posting a picture on social media with the bag and tagging WAER	200 bags distributed to sustaining members and student sustaining members	4/30/22, benchmark evaluation on the 15th of every month
Tactic 3: Offer a WAER tote bag for student members beginning their second month of membership	200 bags distributed to student members	4/30/22, benchmark evaluation on the 15th of every month

### Strategy 2: Email Newsletter

Tactic 1: Send a monthly member-exclusive newsletter include “Student Experience” spotlights to educate on how WAER benefits students	Have 60% of sustaining members view the newsletter	Check in at 1/1/22 and reassess
Tactic 2: Promote brand partner in newsletter with exclusive coupons to local corporate partners	Have 200 people use the coupons	4/30/22
Tactic 3: Include a schedule of shows/podcasts so people can listen with links to exclusive, uncut, extra-long versions of the recently released episodes	Have 300 people listen to exclusive podcast	Reassess at 2/1/22
Tactic 4: Include a QR code that leads to donation page	Raise \$1,000 through QR code donations, 100 QR code scans to unique membership site	4/30/22

### Strategy 3: Social Media Engagement

Tactic 1: Utilize WAER YouTube channel to post alumni interviews and tag alumni	Acquire 80 views on YouTube	Within week of post
Tactic 2: Use WAER Instagram to promote graphics with pull quotes to preview alumni interviews and reference link in bio to full interviews on YouTube	Acquire 50 impressions on Instagram content and 20 link-clicks to view YouTube videos from link in bio	Within week of post
Tactic 3: Utilize WAER Facebook to post alumni interviews and tag alumni	250 impressions on Facebook posts	Within week of post
Tactic 4: Use TikTok to post BTS footage of filming (e.g. bloopers, alumni features, etc.) and podcast sneak previews and tag alumni	500 views on Tik Tok	Within week of post

# MEASUREMENT AND EVALUATION

## Objective #2: Increase alumni membership by 18% by April 30, 2022

Strategy 1: Alumni Testimonial Promotion	KPIs	Dates
Tactic 1: Share video content on website with alumni talking about their experience with WAER and how memberships help that	Acquire 80 views on YouTube, 30 views on Instagram, 500 views on TikTok	Within a week of post
Tactic 2: Record a short interview with alumni to be played on air	Drive 80 listeners to membership page on website	Review 24 hours after initial airing of interview and repeat after each re-airing of the interview
Tactic 3: Play full-length interview videos available on WAER YouTube page at membership drive	Drive 80 listeners to membership page on website	Consistently throughout the membership drive and continued through the week following
Strategy 2: Email Newsletter		
Tactic 1: Send a monthly member-exclusive newsletter include "Student Experience" spotlights to educate on how WAER benefits students	Have 60% of sustaining members view the newsletter	Check in at 1/1/22 and reassess
Tactic 2: Promote brand partner in newsletter with exclusive coupons to local corporate partners	Have 200 people use the coupons	4/30/22
Tactic 3: Include a schedule of shows/podcasts so people can listen with links to exclusive, uncut, extra-long versions of the recently released episodes	Have 300 people listen to exclusive podcast	Reassess at 2/1/22
Tactic 4: Include a QR code that leads to donation page	Raise \$1,000 through QR code donations, 100 QR code scans to unique membership site	4/30/22
Strategy 3: Social Media Engagement		
Tactic 1: Utilize WAER YouTube channel to post alumni interviews and tag alumni	Acquire 80 views on YouTube	Within week of post
Tactic 2: Use WAER Instagram to promote graphics with pull quotes to preview alumni interviews and reference link in bio to full interviews on YouTube	Acquire 50 impressions on Instagram content and 20 link-clicks to view YouTube videos from link in bio	Within week of post
Tactic 3: Utilize WAER Facebook to post alumni interviews and tag alumni	250 impressions on Facebook posts	Within week of post
Tactic 4: Use TikTok to post BTS footage of filming (e.g. bloopers, alumni features, etc.) and podcast sneak previews and tag alumni	500 views on Tik Tok	Within week of post

# MEASUREMENT AND EVALUATION

## Objective #3: Increase membership within WAER's DMA by 3% by April 30, 2022

Strategy 1: Alumni Testimonial Promotion	KPIs	Dates
Tactic 1: Share video content on website with alumni talking about their experience with WAER and how memberships help that	Acquire 80 views on YouTube, 30 views on Instagram, 500 views on TikTok	Within a week of post
Tactic 2: Record a short interview with alumni to be played on air	Drive 80 listeners to membership page on website	Review 24 hours after initial airing of interview and repeat after each re-airing of the interview
Tactic 3: Play full-length interview videos available on WAER YouTube page at membership drive	Drive 80 listeners to membership page on website	Consistently throughout the membership drive and continued through the week following

## Strategy 2: Corporate Partnerships

Tactic 1: Jazz hour playing WAER in Kubal featuring ads during the hour promoting memberships	Raise WAER awareness of 50% of customers present	Within week of event
Tactic 2: Specialty cappuccino at Kubal served with a cup/sleeve that promotes WAER memberships and offers QR code to special membership tab (waer.org/kubal)	3,000 coffee sleeves for 200 number of coffee orders; raise \$1,000 through QR code donations, 100 QR code scans to unique membership site	Within week of event
Tactic 3: Partner with Funk 'n Waffles to play a WAER jazz hour on Monday nights with featured ad breaks	Raise WAER awareness of 50% of customers present	Within week of event
Tactic 4: Offer exclusive menu item "WAER Radio Ball Milkshake" at Funk 'n Waffles on Mondays and promote with membership QR code to special membership tab on menu (waer.org/funknwaffles)	100 Radio Ball Milkshake orders, yielding \$600 (\$6.00/milkshake)	Within week of event
Tactic 5: Giveaway swag or do a raffle to win WAER merch and a Kubal or Funk 'n Waffles gift card	150 giveaway raffle entries	Within week of event
Tactic 6: Partner with Syracuse University Athletics Department for integrated marketing campaign (football and basketball teams, specifically)	60K social media and Dome marketing impressions	Within week of post following home basketball games (Syracuse v. Cornell on 12/21/21, Syracuse v. Miami on 3/5/22)

# MEASUREMENT AND EVALUATION

## Objective #4: Increase membership of WAER student employee's families (15 families) by 18% by April 30, 2022

Strategy 1: Mail Care Packages	KPIs	Dates
Tactic 1: Send a WAER sticker and phone wallet with a "thank you for listening" card (with QR code to link membership) for members aged 18-30	300 stickers and 300 wallets to send out, gain 126 new sustaining members to reach 1,000 total sustaining members	4/30/22, benchmark evaluation on the 15th of every month
Tactic 2: Send a WAER tote bag to members 30+ and offer a \$3.99 discount on next month of sustained membership for posting a picture on social media with the bag and tagging WAER	200 bags distributed to sustaining members and student sustaining members	4/30/22, benchmark evaluation on the 15th of every month
Tactic 3: Offer a WAER tote bag for student members beginning their second month of membership	200 bags distributed to student members	4/30/22, benchmark evaluation on the 15th of every month

### Strategy 2: eCommunications

Tactic 1: Include "Student Experience" spotlights to educate on how WAER benefits students	Have 500 people view spotlight	Check in at 1/1/22 and reassess
Tactic 2: Promote brand partner in newsletter	Have 250 new people view partner's web site	4/30/22
Tactic 3: Include a schedule of shows/podcasts so people can listen	Have 300 new people listen to shows live or podcasts within a week of recording	Reassess at 2/1/22
Tactic 4: Include a QR code that leads to donation page	Raise \$1,000 through QR code donations, 100 QR code scans to unique membership site	4/30/22

### Strategy 3: Social Media Campaign

Tactic 1: Instagram lives by student working at WAER	200 viewers on live	During the livestream
Tactic 2: Instagram highlight reel of graduates' career paths since WAER (e.g. companies they work for, projects they've worked on, people they've met)	200 viewers on live	Within week of post
Tactic 3: Facebook video showing students doing work BTS at the WAER HQ	250 impressions on video	Within week of post

# MEASUREMENT AND EVALUATION

## Objective #5: Convert 5% of student listeners to members by April 30, 2022

Strategy 1: Student Promotions	KPIs	Dates
Tactic 1: Give discounts to students to get them hooked on WAER before they graduate (when they'll have to pay full price)	25 uses of discount code	Once in May to see how many students took advantage of the discount and once in August to see how many continued their membership
Tactic 2: Offer WAER merchandise for a cheaper price for students that are sustaining members	25 uses of discount code	4/30/22, benchmark evaluation on the 15th of every month
Tactic 3: WAER tote bag for student members beginning their second month of membership	200 bags distributed to student members	4/30/22, benchmark evaluation on the 15th of every month
Strategy 3: Social Media Campaign		
Tactic 1: Utilize TikTok to share clips from podcasts	500 views on TikTok	Within week of post
Tactic 2: Utilize Instagram reels to share clips from podcasts	250 impressions on Instagram	Within week of post
Tactic 3: YikYak communications promoting WAER membership benefits and corporate partnerships (e.g. mention offers for FREE merchandise and offers at local eateries)	25 upvotes on YikYak	Within 24 hours of post

# MEASUREMENT AND EVALUATION

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## MEASUREMENT AND EVALUATION GUIDELINES

The plan can be deemed as successful if metric expectations are achieved, or even surpassed. However, beyond the number of social media impressions and interpersonal interactions lie the less calculable aspects. It's essential that during the implementation stage of the campaign, those leading campaign execution efforts take note of awareness and attitudes toward membership. Although not quantifiable, key insights can emerge from some qualitative, subjective perceptions—both positive and negative—of the feedback in social media comments, responses to newsletters, meaningful questions at events, alumni participation interest, etc. Ultimately, if overall membership increases and people's feelings toward the value of becoming a WAER member strengthen among any of the select audiences (alumni, community members, student employee families and/or students), the plan will have succeeded.

Before proceeding with implementation and execution, ensure that the correct tools are set up to simplify the process of monitoring metrics for digital content:

- Ensure social media profiles are set to business accounts to track reach and engagement insights
- Use a newsletter system (e.g. Mail Chimp) that tracks clicks and plot metrics
- Utilize a website host that tracks landing pages, click, visit duration, etc. and track metrics
- Set a digital calendar marked with all key benchmark dates to ensure that metrics are evaluated within an appropriate time frame
- If social media metrics do not meet expected number outlines in KPIs, consider promoting posts to widen reach

# GANTT CHART

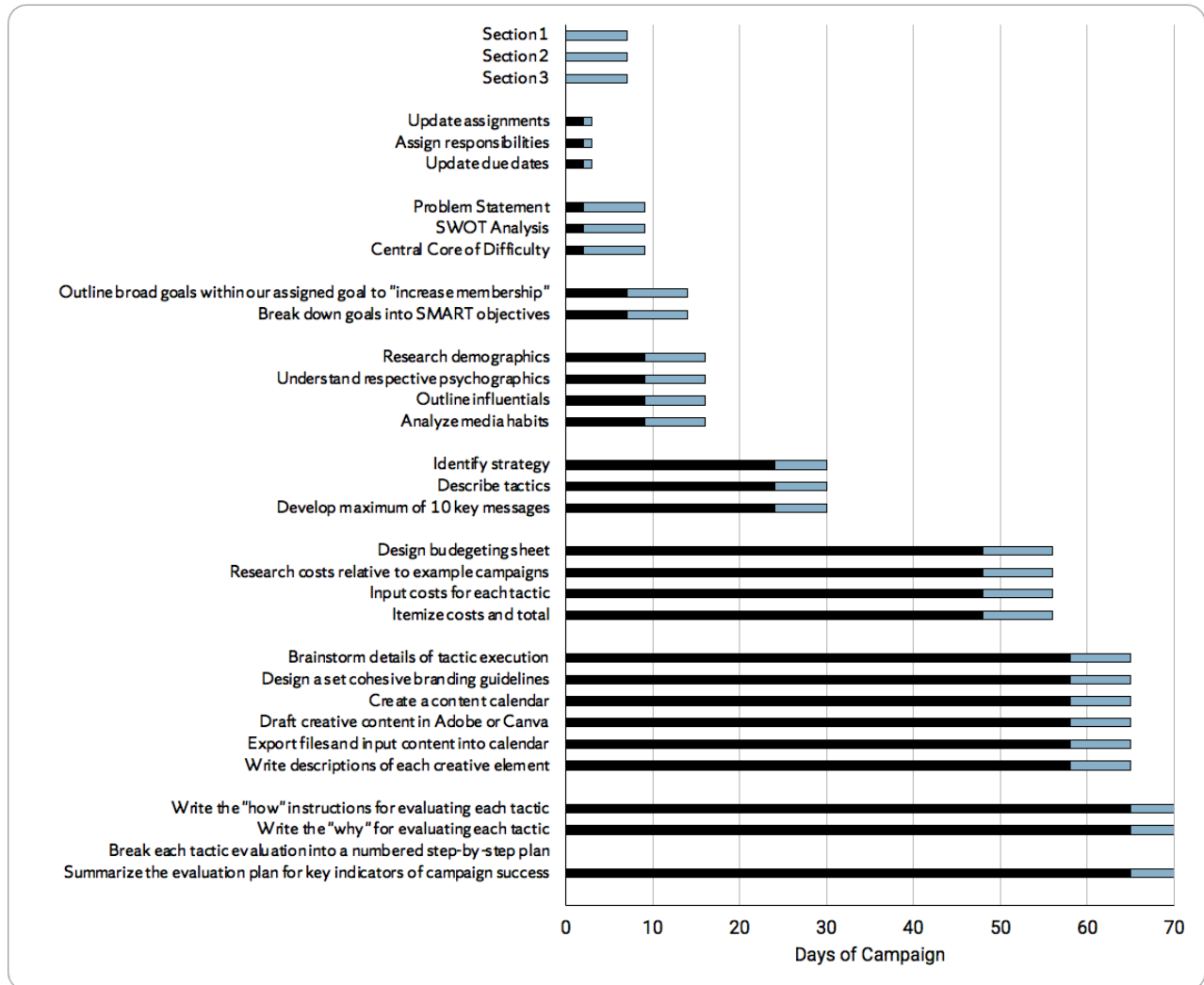
## GANTT CHART GROUP DELEGATION

<b>A1: Client Background</b>						
Section 1	9/7	9/14	0	7	IND	COMPLETE
Section 2	9/7	9/14	0	7	IND	COMPLETE
Section 3	9/7	9/14	0	7	IND	COMPLETE
<b>A2: Create Gantt Chart</b>						
Update assignments	9/9	9/10	2	1	CS	COMPLETE
Assign responsibilities	9/9	9/10	2	1	CS	COMPLETE
Update due dates	9/9	9/10	2	1	WC,JS,MP	COMPLETE
<b>A3: Conduct SWOT/Situational Analysis</b>						
Problem Statement	9/9	9/16	2	7	MP	COMPLETE
SWOT Analysis	9/9	9/16	2	7	WC,JS	COMPLETE
Central Core of Difficulty	9/9	9/16	2	7	CS	COMPLETE
<b>A5: Set Goals and Objectives</b>						
Outline broad goals within our assigned goal to "increase membership"	9/14	9/21	7	7	ALL	COMPLETE
Break down goals into SMART objectives	9/14	9/21	7	7	ALL	COMPLETE
<b>A4: Identify Audience Persona</b>						
Research demographics	9/16	9/23	9	7	WC	COMPLETE
Understand respective psychographics	9/16	9/23	9	7	MP	COMPLETE
Outline influencers	9/16	9/23	9	7	CS	COMPLETE
Analyze media habits	9/16	9/23	9	7	JS	COMPLETE
<b>A6: Develop Strategies and Tactics</b>						
Identify strategy	10/1	10/7	24	6	ALL	COMPLETE
Describe tactics	10/1	10/7	24	6	ALL	COMPLETE
Develop maximum of 10 key messages	10/1	10/7	24	6	ALL	COMPLETE
<b>A7: Design Implementation and Budgeting Plan</b>						
Design budgeting sheet	10/25	11/2	48	8	CS	COMPLETE
Research costs relative to example campaigns	10/25	11/2	48	8	WC	COMPLETE
Input costs for each tactic	10/25	11/2	48	8	JS	COMPLETE
Itemize costs and total	10/25	11/2	48	8	MP	COMPLETE
<b>A8: Complete Spec Creative</b>						
Brainstorm details of tactic execution	11/4	11/11	58	7	ALL	COMPLETE
Design a set cohesive branding guidelines	11/4	11/11	58	7	CS	COMPLETE
Create a content calendar	11/4	11/11	58	7	JS	COMPLETE
Draft creative content in Adobe or Canva	11/4	11/11	58	7	ALL	COMPLETE
Export files and input content into calendar	11/4	11/11	58	7	MP	COMPLETE
Write descriptions of each creative element	11/4	11/11	58	7	WC	COMPLETE
<b>A9: Report and Evaluate</b>						
Write the "how" instructions for evaluating each tactic	11/11	11/18	65	7	MP	COMPLETE
Write the "why" for evaluating each tactic	11/11	11/18	65	7	CS	COMPLETE
Break each tactic evaluation into a numbered step-by-step plan					WC	COMPLETE
Summarize the evaluation plan for key indicators of campaign success	11/11	11/18	65	7	JS	COMPLETE



# GANTT CHART

## GANTT CHART CALENDAR PLAN





**LUCY BLUE**

PUBLIC RELATIONS

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# APPENDICES



**WAER**  
Syracuse University 88.3

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## APPENDIX A

### WAER Sticker

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Corporate Partnerships: Offer a specialty cappuccino at Cafe Kubal served with a cup sleeve customized with WAER promotion and a QR code that directs customers to special membership tab on the WAER website ([waer.org/kubal](http://waer.org/kubal)).



## APPENDIX B

### Phone Wallet

---

Direct Mail: Send a WAER sticker and phone wallet with a “thank you for listening” card (with QR code to link membership) for members aged 18-30



## APPENDIX C

### Tote Bag

---

Direct Mail, Mail Care Packages and Student Promotions: Send a WAER tote bag to members 30+, and offer a WAER tote bag for student members beginning their second month of membership.



# APPENDIX D

## Member E-Newsletter

Email Newsletter: Send a monthly member-exclusive newsletter include “Student Experience” spotlights to educate on how WAER benefits students.

Thank you for supporting public radio



### Thank you for your support!

Your generous donation helps provide more opportunities to learn and grow for students in WAER. You're helping shape the future of radio journalism.

OUR RECENT PODCASTS



**The Voice of Food**

The Voice of Food is a WAER original podcast that seeks to tell the stories behind the food of Central New York.

LISTEN NOW



**The Ostrom Avenue Podcast**

The Ostrom Avenue Podcast is a Syracuse University sports podcast from WAER Syracuse Public Media studios hosted by Brendan Mortensen and Owen Valentine.

LISTEN NOW



**WAER Sports**

WAER coverage of Syracuse University sports.

LISTEN NOW



Want to continue to help foster the future of radio journalism?

CHANGE YOUR MEMBERSHIP TO A SUSTAINING MEMBERSHIP TODAY

SHOP NOW

MORE INFORMATION

Live Schedule

We partnered with Kubal Coffee! Learn more here!

Download our app!

Follow Our Social Media   

## APPENDIX E

### QR Code to Donation Page

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Email Newsletter: Include a QR code that leads to donation page.



# APPENDIX F

## Interview Questions

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Social Media Engagement, Social Media Campaign, Alumni Testimonial Promotion: Questions to ask WAER alumni for the recorded interview.

### Steve Kroft Interview:

- What is your prolonging WAER memory?
- How did WAER set you up for your media career?
- Why do you think it is important to support student journalists?
- Why are you a WAER member?
- How does WAER benefit the wider Syracuse community?

### Bob Costas:

- How did WAER impact your career?
- Why are you a WAER member?
- What benefits do the people of Syracuse get from listening to WAER?



## APPENDIX G

### Alumnus Promotional Interview

---

Social Media Engagement, Social Media Campaign, Alumni Testimonial Promotion: Utilize WAER YouTube channel to post alumni interviews and tag alumni.



**"When you support  
WAER you are  
supporting the future of  
journalism"**



## STEVE KROFT WAER EXPERIENCE

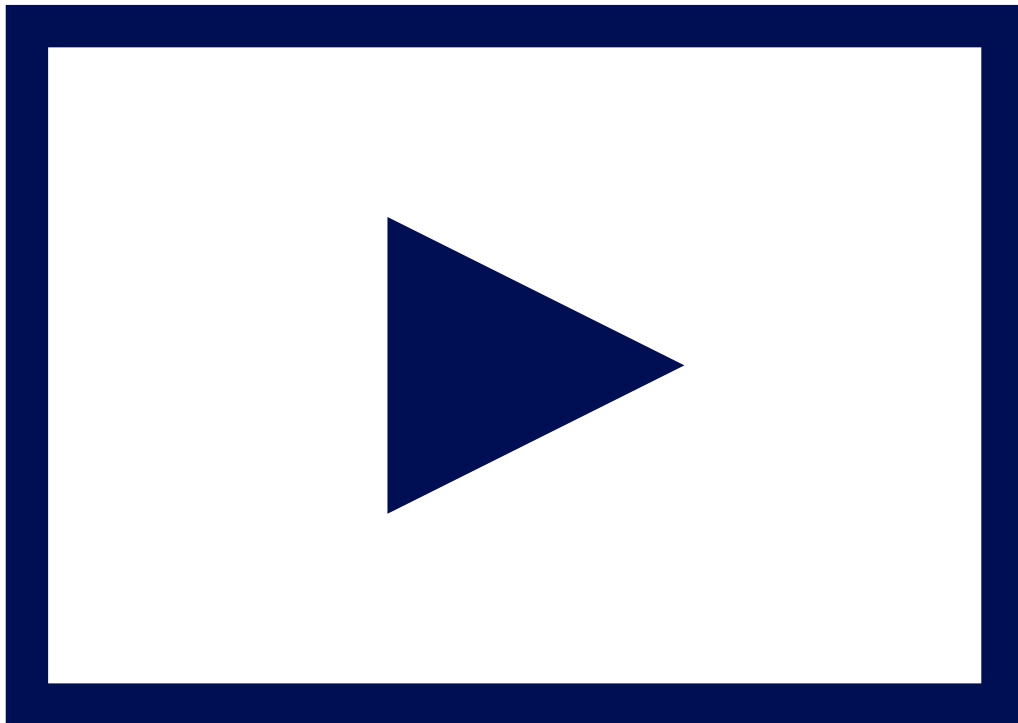
**Click the link in our bio to visit our YouTube channel and watch Steve Kroft's interview on the WAER experience.**

## APPENDIX H

### Facebook Caption

---

Social Media Engagement: Utilize WAER Facebook to post alumni interviews and tag alumni.



We recently sat down with Mike Tirico to talk about his career and how his experience working at WAER during his time at Syracuse University helped prepare him for the professional world. Visit our YouTube channel to watch the full interview.

# APPENDIX I

## TikTok BTS Shot List

Social Media Engagement: Use TikTok to post behind-the-scenes (BTS) footage of podcast recording and filming processes (e.g. bloopers, alumni features, podcast sneak previews) and tag alumni once posted on the platform.

Shot #	Location	Camera Angle	Audio	Subject	Description	Notes
1	Inside WAER Podcast Studio	Wide shot, moving	Trending TikTok song sound	WAER setting	Introduction led with visual setting of the studio and a trending TikTok sound to orient and engage the viewer	
2	Recording Studio Booth	Wide shot	Track of podcast bloopers over song sound	Two students working on recording a podcast	Banter between podcast hosts to show close relationship and funny moments BTS, include candid reactions and laughter	Closed captioning
3	Recording Studio	Over the shoulder	Track of podcast bloopers over song sound	Two students working on recording a podcast	Banter between podcast hosts to show close relationship and funny moments BTS, include candid reactions and laughter (from different angle)	Closed captioning
4	Recording Studio	Wide shot	Track of podcast bloopers over song sound	Two students working on recording a podcast	Banter between podcast hosts to show close relationship and funny moments BTS, include candid reactions and laughter (from different angle)	Closed captioning
5	Recording Studio Booth	Over the shoulder of alumnus	Voice over of recorded interview with alumnus over song sound	Student interviewer (alumnus out of frame)	Sneak peak of an interview with a well-known WAER alumnus who is now an industry professional, only audio hinting to who it is while visuals show the interview in action from the alumnus perspective (just of interviewer's face)	Closed captioning
6	Recording Studio Booth	Wide Shot	Voice over of recorded interview with alumnus over song sound	Student interviewer (alumnus out of frame)	Continued sneak peak of alumnus interview showing the booth they're recording in, cutting the alumnus out of frame as the interviewer asks another question	Closed captioning
7	Recording Studio	Close Up	Voice over of segment introing podcast promoting new episodes over song sound	Podcast host	Close up of a podcast host recording, complete with the equipment (mic, headset, etc.), allowing promotion for the newest episode and teasing how a podcast sign-off looks BTS	Closed captioning
8	WAER Studio Exterior	Wide Shot	Trending TikTok song sound	WAER setting, text indicating website and social channels to follow	Exit the WAER studio and return to the song as the focus	

## APPENDIX J

### Alumnus YouTube Interview

---

Social Media Engagement, Social Media Campaign, Alumni Testimonial Promotion: Utilize WAER YouTube channel to post alumni interviews and tag alumni.



**"When you support  
WAER you are  
supporting the future of  
journalism"**

**STEVE KROFT  
WAER EXPERIENCE**



# APPENDIX K

## Interview Questions

---

Social Media Engagement, Social Media Campaign, Alumni Testimonial Promotion: Questions to ask WAER alumni for the recorded interview.

### Steve Kroft Interview:

- What is your prolonging WAER memory?
- How did WAER set you up for your media career?
- Why do you think it is important to support student journalists?
- Why are you a WAER member?
- How does WAER benefit the wider Syracuse community?

### Bob Costas:

- How did WAER impact your career?
- Why are you a WAER member?
- What benefits do the people of Syracuse get from listening to WAER?

## APPENDIX L

### Cafe Kubal Coffee Sleeve

---

Corporate Partnerships: Offer a specialty cappuccino at Cafe Kubal served with a cup sleeve customized with WAER promotion and a QR code that directs customers to special membership tab on the WAER website ([waer.org/kubal](http://waer.org/kubal)).



# APPENDIX M

## Alumnus Ad Script

---

Alumni Testimonial Promotion: Follow WAER ad script for interview with Bob Costas who talks about why supporting young journalists is important.

### WAER Radio Ad Script

Voiceover: Bob Costas

Radio Room: WAER Headquarters

#### **Script:**

Voiceover: Hi this is Bob Costas, and you are listening to WAER 88.3.

Sound FX: Carrier Dome crowd yelling

**Voiceover:** This station has been a breeding ground for outstanding journalism since 1947. My experience at WAER was highly influential as I started my career, and I am asking you to help the next generation of journalists. Please consider donating 15 dollars this month to support WAER and all the work they do. WAER offers students the unique experience of traveling to cover SU sports and broadcasting to a live audience that shapes the next generation of journalism. For the last 74 years, WAER has been the catalyst for many of the great journalists of today, and with your support, we can continue this tradition.

## APPENDIX N

### "WAER Radio Ball Milkshake" Recipe Card

Corporate Partnerships: Offer exclusive menu item "WAER Radio Ball Milkshake" at Funk 'n Waffles on Mondays and promote with membership QR code to special membership tab on menu ([waer.org/funknwaffles](http://waer.org/funknwaffles)). Include a branded recipe card promoting the featured menu item.



# ORANGE CREAMSICLE RADIO BALL MILKSHAKE



Prep Time: 4 minutes  
Yields: 1 medium milkshake

## INGREDIENTS

- 2 scoops orange sherbet
- 1/4 cup whole milk
- 2 scoops vanilla ice cream
- 1 squirt of whipped cream
- 1 candied orange peel

## DIRECTIONS

- Blend together orange sherbet and milk
- Layer in cup alternating with scoops of vanilla ice cream
- Top with whipped cream and a candied orange peel
- Serve with both a straw and a spoon
- Enjoy and support WAER 88.3 FM!

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**WAER**  
Syracuse University 88.3

.....

**FUNK·N  
WAFFLES**

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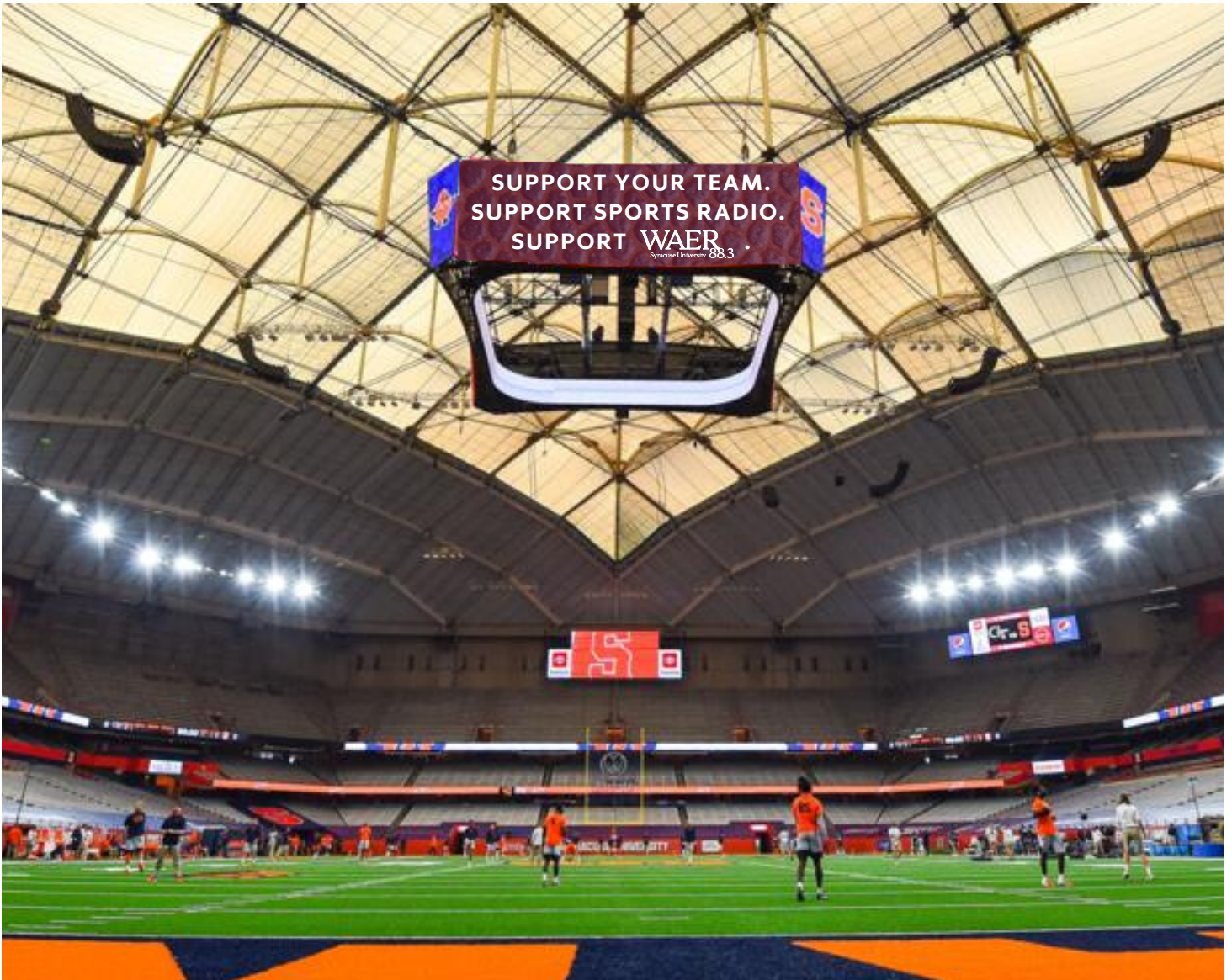


# APPENDIX O

## Athletics Marketing Partnership

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Corporate Partnerships: Partner with Syracuse University Athletics Department for integrated marketing campaign, featuring branded "team spirit" graphics on the Dome jumbotron during football and basketball games, specifically.



## APPENDIX P

### "Thank You for Listening" Card

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Direct Mail: Send a WAER sticker and phone wallet with a "thank you for listening" card (with QR code to link membership) for members aged 18-30



# APPENDIX Q

## Graduate Career Path Highlight Reel

---

Social Engagement Campaign: Instagram highlight reel of graduates' career paths since WAER (e.g. companies they work for, projects they've worked on, people they've met).

Shot	Naration
Video of Mike Tirico broadcasting on NBC	Everyone knows Mike Tirico from his work on NBC and ESPN
Video of Syracuse University campus	But before he was one of the biggest names in sports journalism, he was a student at the S.I. Newhouse School of Public Communications at Syracuse University
Video of WAER (exterior and/or b roll footage of students working)	During his time at Syracuse, he worked as a broadcaster with WAER
Clip from interview with Mike Tirico	No naration / play audio from clip of Mike Tirico interview talking about his time working at WAER
Graphic that says "when you donate to WAER"	When you donate to WAER
Graphic that says "you support the next generation of journalists"	You support the next generation of journalists
Graphic that says "Click the link in our bio to make a donation to WAER"	Click the link in our bio to make a donation to WAER
Graphic that says "Thank you"	Thank you

# APPENDIX R

## BTS Documentary Shot List

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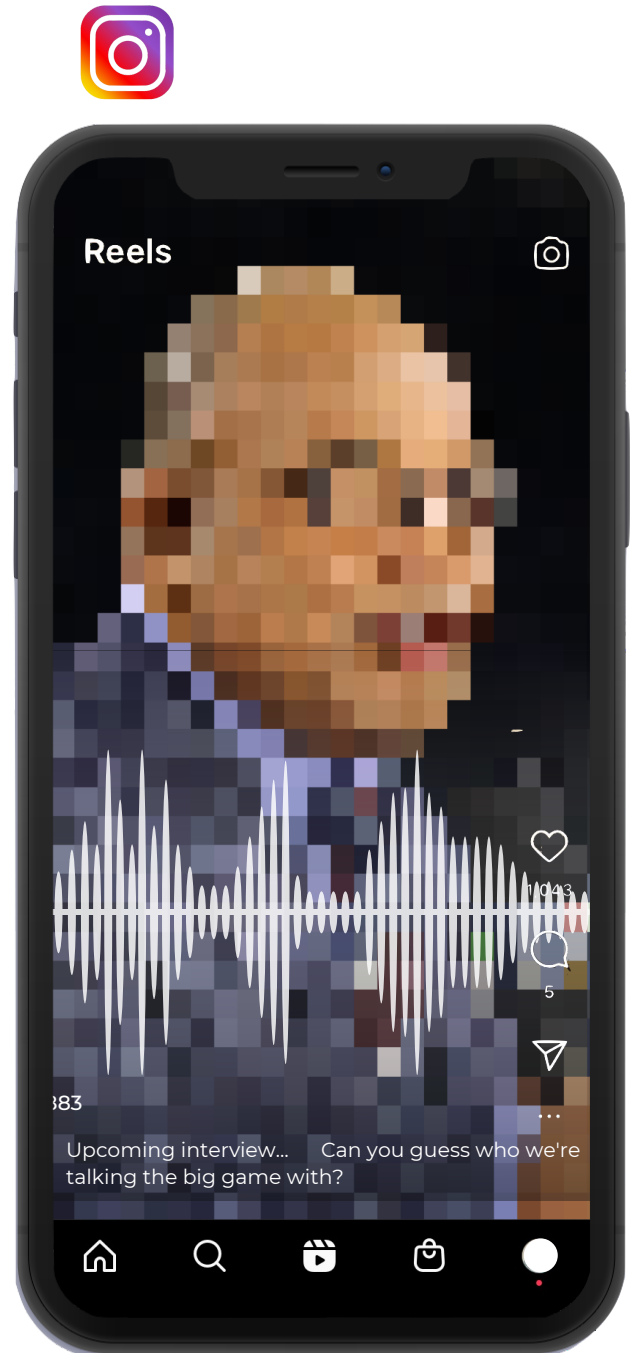
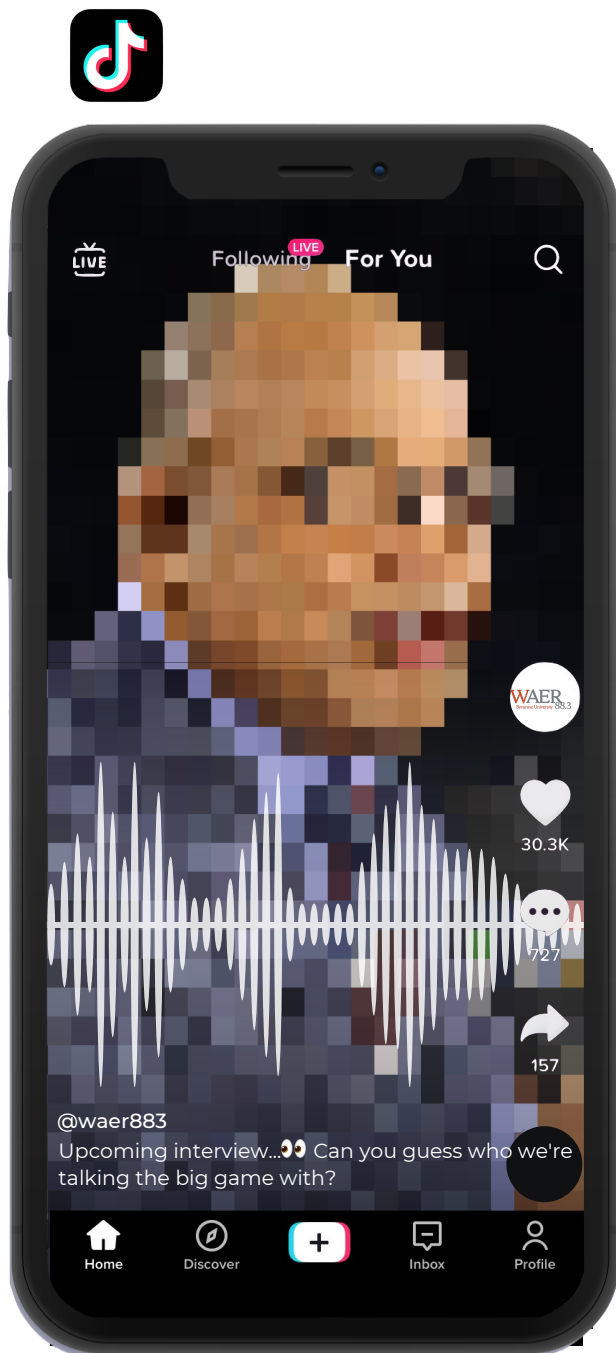
Alumni Testimonial Promotion: Film a behind the scenes documentary for WAER members to take them inside a week at WAER.

Shot #	Location	Camera Angle	Audio	Subject	Description	Notes
1	Inside WAER Podcast Studio	Wide shot	Voice Over Interview	Two students working on recording a podcast	This first shot will be an intro shot in which two students are recording a podcast as the voiceover gives a background of WAER	Closed captioning
2	In a classroom inside Newhouse	Over the shoulder of interviewer	Interview Audio	A student being interviewed	Student describes their first experience at WAER	Closed captioning
3	Recording Studio	Wide Shot	Student recording	Student recording	This shot helps us see what happens in the WAER studio during recording	Closed captioning
4	Directors Room	Wide Shot	Voice Over Interview	Student in booth	This shot is a student working in the booth with voiceover over top about what happens at WAER	Closed captioning
5	Chris Bolt's Office	Close Up	Voice Over Interview	Chris Bolt	Students talking about the mentoring they get from real professionals as we look at Chris Bolt's office	Closed captioning
6	WAER Office Lobby	Wide Shot	Uplifting music	All the students in WAER	This shot will show the weekly meeting or an editorial meeting of WAER	
7	Dome Booth	Close Up	Voice Over Interview	Play by Play student	Shot of student calling a game in the dome with voiceover about how gamedays work	Closed captioning
8	Dome Field	Wide Shot	Voice Over Interview	Student on sideline with microphone	Have a student watching the game with it being inferred they will go do post game interviews later	Closed captioning
9	In a classroom inside Newhouse	Over the shoulder of interviewer	Interview Audio	A student being interviewed	Student describes why they keep coming back to WAER and why membership is important	Closed captioning
10	N/A	N/A	Happy Music	N/A	Closing sequence screen with QR code and membership slogan	

## APPENDIX S

### TikTok and Instagram Reels Podcast Preview

Social Media Campaign: Utilize TikTok to share clips and sneak peaks from upcoming, not-yet-released podcasts episodes to amplify anticipation.






# APPENDIX T

## YikYak Post

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Social Media Campaign: YikYak communications promoting WAER membership benefits and corporate partnerships (e.g. mention offers for FREE merchandise and offers at local eateries)

 **New Yak**

my spotify wrapped sucks, thinking about getting rid of my premium to become a waer member. their jazz and podcasts actually slap

163/200

What's a Yak?

Ready to Send



LUCY BLUE

PUBLIC RELATIONS

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# THANK YOU



**WAER**  
Syracuse University 88.3

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