



Celsius 425

Public Relations

WAER

REPORT

2021

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SITUATION ANALYSIS

The problem WAER is facing is the low student engagement with the station. There is an opportunity to increase the student audience the station has, especially with their move to the S.I. Newhouse School of Public Communications. Right now the student audience is small and does not have enough listeners or members of the station. This problem exists within the student population of Syracuse University as well as amongst students of other universities in the area. Listener engagement could also be increased amongst Onondaga Community College and LeMoyne students, both colleges located in the area. For the purpose of this project, we are focusing on increasing engagement amongst Syracuse University students specifically.

Low student engagement among Syracuse University students leads to several issues. For starters, low engagement amongst students has made recruiting students to work at the station quite difficult. If students are not aware of the station's existence, it is impossible that they would go out of their way to join the station. Even if students know about the station, the lack of student engagement most likely prevents them from wanting to participate. Since there is low student engagement, the station faces problems of low listenership numbers. By increasing student awareness of the station and its different programs and podcasts, these numbers could be increased. WAER actually has an impressive list of alumni that the station can employ to help raise awareness and recruitment numbers among students.

Now that WAER has moved to the Newhouse School of Public Communications, the school is affected by the low student engagement at the station. The students are negatively impacted because they are losing out on opportunities to acquire and grow upon the skills they are learning in class in a real-life setting. Working at a National Public Radio station in college is a great experience for any student who seeks a career in radio broadcasting, podcasting, sports news, or any type of media really. Moving forward as a station, WAER must decide whether or not it wants to produce content aimed at this demographic. It does not make sense to be only half in on trying to reach this demographic because it is going to take 100% effort to do so. Intents to reach this audience now are wasting resources and time. WAER must decide to aim its content towards this demographic in order to guide the organization on the next-best action to take with key publics
BY Wendy, Lydia, Mary Kate, and Katie

AUDIENCE PERSONAS



Faculty

SYRACUSE UNIVERSITY

PSYCHOGRAPHICS

Motivations: professional development

Fear: not receiving positive feedback on professor evaluations or professional reputation outside of teaching

MEDIA HABITS

PUBLIC RADIO



DIGITAL MEDIA LITERACY



TRADITIONAL MEDIA



DEMOGRAPHICS

Age

42 years old on average

Size

3554 staff members

1743 faculty professors

Ethnicity:

White: 86%

African American: 9%

This group is most likely to listen to public radio, with 80.5 million Generation X listeners tuning in during an average month. That's 97% of the Gen X population. In comparison, only 55% of Generation Z listens to the radio.

INFLUENTIALS

Many Newhouse Professors know about WAER and are likely to recommend it to students. However, WAER is less known outside of the Newhouse School. Of the professors surveyed, about 80 percent had heard of WAER, while 20 percent had not. Of those who were aware of WAER their knowledge was very basic. Overall impressions of WAER included "professional and informative" from those who had previous experience with WAER. Those who were not familiar with WAER before the survey answers included things like "no overall impression." 60 percent of professors surveyed said they saw WAER as a good opportunity for students. The other 40 percent said that they were unsure. Despite this, none of the professors surveyed have talked about WAER in their classes, even though all had been contacted by WAER. However, 60 percent said that they would promote WAER in their classes in the future.

AUDIENCE PERSONAS



Freshmen SYRACUSE UNIVERSITY

PSYCHOGRAPHICS

Motivations: making new friends, passing classes

Fear: homesick, roommates, party

MEDIA HABITS

PUBLIC RADIO



DIGITAL MEDIA LITERACY



TRADITIONAL MEDIA



DEMOGRAPHICS

Age

18-19 years old

Size

Over 3,000

Ethnicity:

White: 52.5%

African American: 7%

Asian: 5.7%

Hispanic/Latinx: 8.6%

Other: 26.2%

A key subset of students looking to kickstart their academic careers by getting involved on campus through organizations and clubs.

INFLUENTIALS

First-year students look to their peers, upperclassmen, parents, and professors to push them towards new activities and academic pursuits to further their goals and aspirations. These are the key publics with direct influence on first-year students and their likelihood to know about or participate in WAER.

Peers and upperclassmen are a typical way for students to get involved with any student involvement organization. Strong word-of-mouth recruitment between like-minded students is a common and effective recruitment strategy for many organizations. Parents and professors have a similar influence, suggesting involvement in which they see a strong personal or professional value proposition for the student. If parents and professors are aware and impressed by an organization, this sentiment often trickles down to students.

AUDIENCE PERSONAS



Students

SYRACUSE UNIVERSITY

PSYCHOGRAPHICS

Motivations: clubs, self-esteem

Fear: grades, post-graduate, peer pressure

MEDIA HABITS

PUBLIC RADIO



DIGITAL MEDIA LITERACY



TRADITIONAL MEDIA



DEMOGRAPHICS

Age

18-24 years old

Size

Over 10,000

Ethnicity:

White: 54.6%

African American: 6.8%

Asian: 6.5%

Hispanic/Latino: 10.2%

Other: 21.2%

Sophomores, juniors, and seniors are 25 more susceptible to fake news on social media. For instance, according to the research, 73% of 18- to 29-year-old Instagram users say they visit the site every day. This number shows that the majority of the young generation consumes news through social media instead of the traditional television news channels

INFLUENTIALS

Identifications

- Sophomores, juniors, seniors see themselves as confident, brave, independent, but confused about life after school

The most influential group is peers

- Over the past 30 years, research on how college impacts student development has continually pointed to the peer group as perhaps the dominant change agent during the college years.

Needs

- Approval
- Recognition Success in college Job

AUDIENCE PERSONAS



Parents

SYRACUSE UNIVERSITY

PSYCHOGRAPHICS

Motivations: children, GPA

Fear: drugs, alcohol, pregnancy, safety

MEDIA HABITS

PUBLIC RADIO



DIGITAL MEDIA LITERACY



TRADITIONAL MEDIA



DEMOGRAPHICS

Age

40-60 years old

Size

Over 29,000

Ethnicity:

White: 54.6%

African American: 6.8%

Asian: 6.5%

Hispanic/Latino: 10.2%

Other: 21.2%

The majority of parents (79.4%) had not heard about WAER while only 20.6% of parents had. Many parents who had heard about WAER did not know much about it other than the fact that it exists. Another theme that emerged through the survey was that there is confusion about the difference between WAER and WERW, a student-run station on campus. The survey also revealed over 91% of parents have never heard their student talk about WAER.

INFLUENTIALS

Parents of Syracuse University students are most influenced by their children when it comes to anything related to the University. As parents do not live at and attend Syracuse University full time, their children who do are their primary source of information regarding the school. This audience can be most influenced by their child who attends the University when it relates to media put out by the university. If a student tells their parents to listen to WAER, that would be very impactful and influential. Parents can also be impacted by conversations with other parents of Syracuse students as well as by University staff and professors.

By Lydia and Mary Kate

Strengths

- Sports Twitter (@WAERsports) run entirely by students.
- NPR and Newhouse affiliations bring credibility and prestige.
- Reputation built since 1947.
- Diver content offerings across sports, music, local news, and pop culture.
- Mixed staff of professionals and students.
- Formal business relationship and geographic closeness to Syracuse University.

Opportunities

- Existing social media accounts have a mid-level following.
- The office is near campus.
- Offers paid student positions.
- Campaigns budget of \$3,000 per year.
- New Newhouse affiliation will bring greater credibility.
- Notable alumni can be leveraged.

Threats

- Potential negative attitudes and/or associations with NPR.
- Competitor content (Z89, Daily Orange, etc.).
- Competitors' student engagement on campus.
- Emerging student-driven content unaffiliated with known competitors.

Weaknesses

- Station building is not located on main-campus.
- Station building is not an academic or administrative building.
- Current social media strategy does not directly target student engagement.
- Social media is not run by students.
- Students leave every 4 years.

KEY LINKAGES



COMMUNICATIONS GOAL #1

Increase student awareness of WAER and the programs they offer in and around the Syracuse University Campus

Objective 1

Increase campus presence by 10% by April 30, 2022

Strategy 1- Host and attend on-campus events

Tactic 1- Host holiday events on campus in Newhouse and play the radio stream

Tactic 2- Attend campus organization fairs

Tactic 3- Host open house and live shows with food and speakers

Strategy 2- Collaborate with other on-campus organizations

Tactic 1- Collaborate with LGBTQ Resource Center for queer visibility day, bi visibility day, pride month, ect.

Tactic 2- Collaborate with multicultural organizations for segments on holidays and cultural events

Tactic 3- Collaborate with student groups such as acapella groups, music academic departments, ect. to host live performances that stream on- air

Strategy 3- Sharing traditional marketing materials

Tactic 1- Put out flyers on campus

Tactic 2- Give out stickers, free t-shirts, etc while at events

Objective 2

Increase awareness through social media by 10% by April 30, 2022.

Strategy 1- Leveraging interactive functions of digital platforms

Tactic 1- Student employee takeovers

Tactic 2- Ask questions in the captions of Instagram posts/
call to action posts

Tactic 3- Host competitions about sports fun facts for winners to get WAER merch

Strategy 2- Increase engagement through recorded and live video content

Tactic 1- Post clips of podcasts on Instagram feed

Tactic 2- Post exclusive interviews with student-athletes on cross-platform

Tactic 3- Start a vote on the Instagram story for students to pick the most interesting topic they want to hear on WAER

Tactic 4- Alumni video submissions for use cross-platform

COMMUNICATIONS GOAL #2

Increase Student involvement with WAER for the purposes of recruiting new talent

Objective 1

Increase the number of students recruited into WAER by 10% by April 30, 2022.

Strategy 1- Utilize alumni and industry professionals to spread awareness

Tactic 1- Share “WAER stories” featuring alumni on social channels: Facebook, Instagram, and official website

Tactic 2- Remotely guest speaking featuring alumni and industry professionals to promote WAER on campus

Tactic 3- Tips and tricks video featuring alumni and industry professionals on cross-platform

Strategy 2- Host open house events in the WAER studio for students to learn more about the radio industry

Tactic 1- Invite students from any majors to be “experts” on a topic of their choice - or a topic voted on by students and then experts are chosen and invited

Tactic 2- Host in-house educational opportunities for students outside WAER to learn about sports, broadcasting, news reporting, etc.

Tactic 3- Inviting students on campus to join one of the WAER exclusive live episodes

Tactic 4 -Advertise specific shows of student interest (pop culture, sports) through flyers and marketing materials

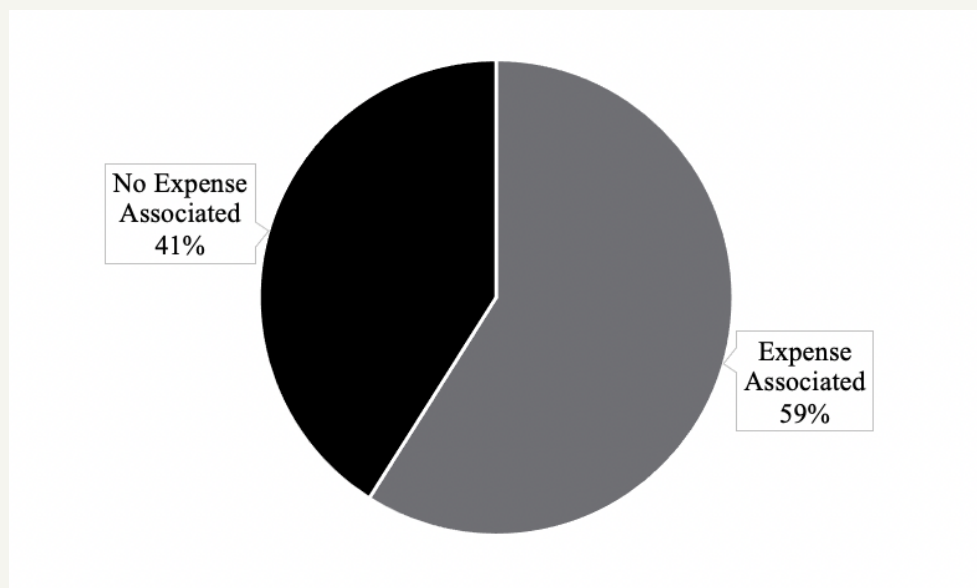
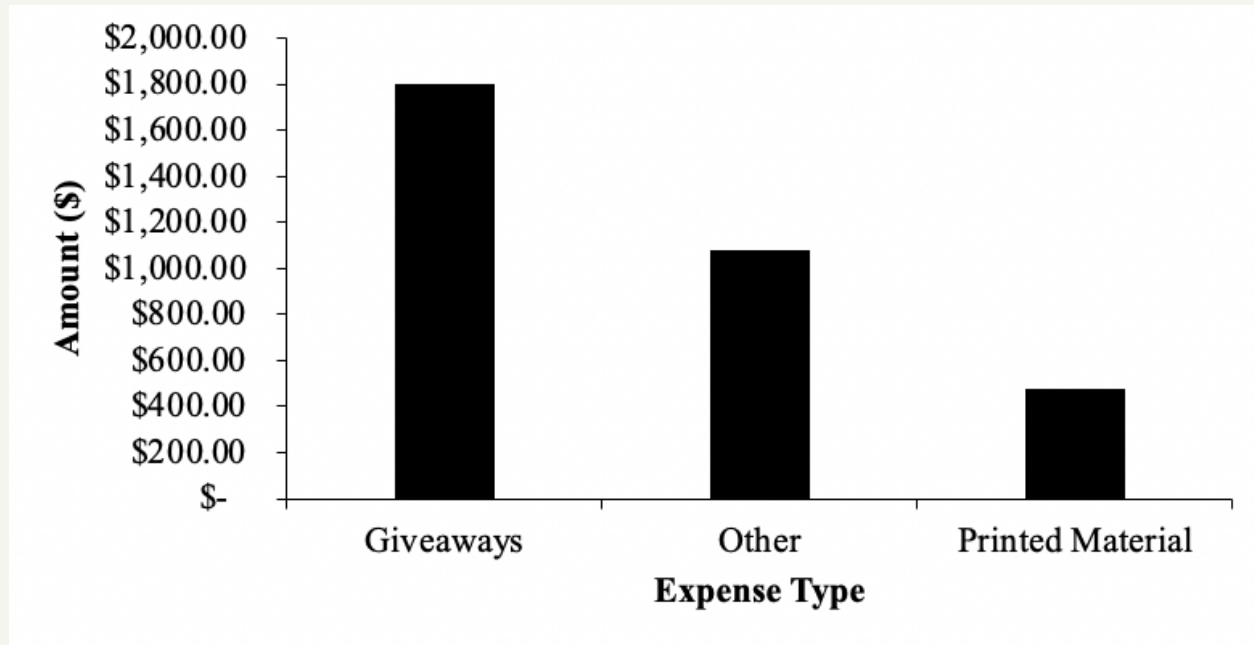
BUDGET - BREAKDOWN

TACTIC / REQUIRED ITEMS	AMOUNT (\$)
ON-CAMPUS HOLIDAY EVENT	
Holiday Themed Snacks	\$200.00
Holiday Décor	\$100.00
Holiday Giveaways	\$200.00
Tactic Total	\$500.00
CAMPUS ORGANIZATION FAIR ATTENDANCE	
Recruitment Flyers	\$50.00
Printed WAER Banner	\$50.00
Tactic Total	\$100.00
OPEN HOUSE	
Speaker Accomodations (Food, Transportation)	\$100.00
SU Catering	\$200.00
Seating/Set-Up (through SU)	\$150.00
Marketing Flyers	\$50.00
Tactic Total	\$500.00
LGBT RESOURCE CENTER COLLAB	
Tactic Total	\$0.00
COLLAB WITH CULTURAL ORGS	
Tactic Total	\$0.00
COLLAB WITH STUDENT MUSIC GROUPS	
Tactic Total	\$0.00
ON-CAMPUS FLYERS	
Flyers (Printing)	\$80.00
Tape, Wall Tack	\$20.00
Tactic Total	\$100.00
WAER BRANDED GIVEAWAYS	
Stickers	\$100.00
Tote Bags	\$450.00
T-Shirts	\$450.00
Tactic Total	\$1,000.00
STUDENT EMPLOYEE TAKEOVERS	
Tactic Total	\$0.00
CALL TO ACTION SOCIAL POSTS	
Tactic Total	\$0.00
SYRACUSE NEWS COVERAGE	
Tactic Total	\$0.00
ON-AIR SPORTS TRIVIA	
T-Shirts	\$200.00
Tactic Total	\$200.00

BUDGET - BREAKDOWN

PODCAST CLIP POSTING	
Tactic Total	\$0.00
SOCIAL PLATFORM LIVESTREAM	
Tactic Total	\$0.00
STUDENT ATHLETE INTERVIEWS	
Tactic Total	\$0.00
STUDENT VOTING FOR SHOW TOPICS ON SOCIALS	
Tactic Total	\$0.00
ALUMNI VIDEO SUBMISSIONS	
Tactic Total	\$0.00
ALUMNI SOCIAL POSTS @WAER	
Tactic Total	\$0.00
STUDENT "EXPERT" FEATURES	
Tactic Total	\$0.00
EDUCATIONAL EVENT HOSTING	
Speaker Accomodations (Food, Transportation)	\$100.00
Space Reservation/Setup (Through SU)	\$150.00
Tactic Total	\$250.00
ON-CAMPUS LIVE SHOW	
Portable Equipment	\$400.00
Banner	\$50.00
Table and Chairs	\$60.00
Tactic Total	\$510.00
SHOW-SPECIFIC ADVERTISING	
Flyers (Printing)	\$200.00
Social Posts	\$0.00
Tactic Total	\$200.00
CAMPAIGN TOTAL	
\$3,360.00	

BUDGET - ANALYTICS



EVALUATION AND MEASUREMENT

Evaluation strategy plays a key role in assessing the success of any project. For our collaboration with WAER, leveraging key performance metrics is the central tool to measure the increase of student awareness of and involvement with WAER, the central goal of our campaign.

The success of our tactics, the activities we engage in to pursue our strategies, objectives, and in turn our overall goals, are the most measurable pieces of our plan. The success of our campaign as a whole will be measured by the success of each tactic.

For example, objective one, to increase the campus presence of WAER by 10% by April 30, 2022, will be achieved if the tactics associated with objective one are successful. **Each tactic can be assessed individually to evaluate and measure its success.**

For clarity, each tactic has been organized into one of four strategic categories: events, collaborations, marketing materials, and social media.

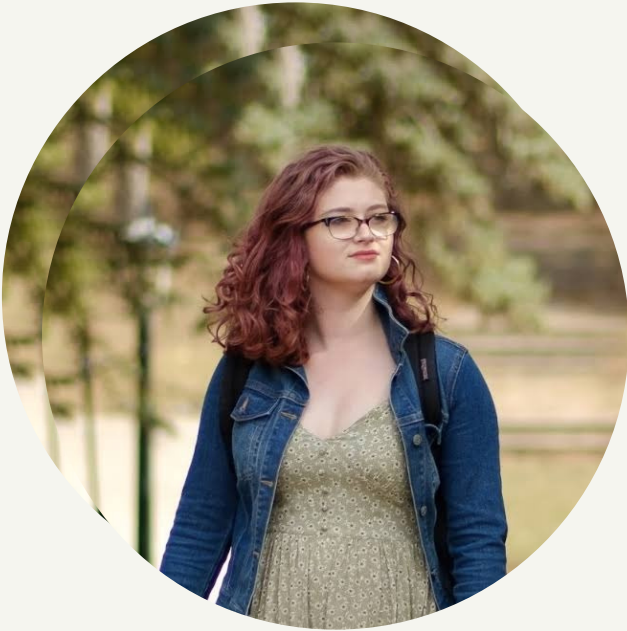
EVALUATION AND MEASUREMENT

Strategy: EVENTS	Evaluation Method How will you evaluate the success of these tactics?
Tactic: Host holiday events on campus in Newhouse and play the radio stream	By counting the number of emails collected at the event. By counting the number of people who come to the event after it ends.
Tactic: Attend campus organization fairs	By counting the number of emails collected at each fair. By counting the number of people who came by the WAER table at each fair.
Tactic: Host open house and live shows with food and speakers	By counting the number of participants at the event. By counting the number of emails collected at the event.
Strategy: COLLABORATIONS	Evaluation Method How will you evaluate the success of these tactics?
Tactic: Collaborate with LGBTQ resource center for queer visibility day, bi visibility day, pride month, etc.	By comparing listenership numbers before and after every collaboration. By comparing the amount of alumni donations before and after every collaboration.
Tactic: Collaborate with multicultural organizations for segments on holidays and cultural events	
Tactic: collaborate with student groups such as acapella groups, music academic departments, ect. to host live performances that stream on- air	
Tactic: Have alumni and industry professionals come speak on air and promote it on campus	By tracking the number of attendees who show up and how many of them sign up to join WAER.
Tactic: Host educational opportunities for students outside WEAR to learn about sports, broadcasting, news reporting, etc.	By tracking how many of these students become listeners of or involved in WAER. By tracking the number of listeners to these segments compared to existing segments.
Tactic: Invite students from specific majors to be “experts” on a topic of their choice - or a topic voted on by students and then experts are chosen and invited	
Tactic: Inviting random students on campus to join one of the WAER exclusive live episodes	
Tactic: advertise specific shows of student interest (pop culture, sports) through flyers and marketing materials	

EVALUATION AND MEASUREMENT

Strategy: MARKETING MATERIALS	Evaluation Method How will you evaluate the success of these tactics?
Tactic: Put out flyers on campus	By using a survey to determine if awareness has been increased. The poll will ask students if and how they heard about WAER.
Tactic: Give out stickers, free t-shirts, etc while at events	By tracking the amount of merchandise handed out at the event. By tracking the number of people who stopped by the WAER table or booth.
Strategy: SOCIAL MEDIA	Evaluation Method How will you evaluate the success of these tactics?
Tactic: Student employee takeovers	By comparing likes , comments, interactions, and engagement on the posts to previous posts.
Tactic: Ask questions in the captions of instagram posts/ call to action posts	
Tactic: Post Syracuse related news and news that is important to students	
Tactic: Host competitions about sports fun facts for winners to get WAER merch	
Tactic: Post clips of podcasts on Instagram feed	
Tactic: Hosting live shows using Instagram and FB stories	
Tactic: Post exclusive interviews with student athletes	
Tactic: Start a vote on the Instagram story for students to pick the most interested topic they want to hear on WAER	
Tactic: Alumni video submissions for use cross-platform	
Tactic: Have alumni share their “WAER stories” on social media	
Tactic: Have alumni and industry professionals send in tips and tricks videos for social media	

MEET THE TEAM



Wendy Boxer



Lydia Wu



Mary Kate
Tramontano



Katie
Buddenhagen

APPENDIX

COMMUNICATIONS GOAL #1

Objective 1, Strategy 1

Tactic 1- Host holiday events on campus in Newhouse and play the radio stream

We have created a sample events plan detailing the event

WAER Newhouse Holiday Event

Date(s)/Times:

December, exact date TBA

Location:

Food.com/Legal Seafood
S.I. Newhouse School of Public Communications
215 University Pl, Syracuse, NY 13210

Audience(s):

Newhouse and Syracuse University students

Goal:

1. Increase campus awareness of WAER
2. Interact with students in their spaces to recruit for WAER

Objectives:

1. Talk to at least 50 students who pass by the event table
Collect at least 25 emails/contact information of prospective recruits

Expected outcome/takeaway for audience:

- More students join/get involved with WAER
- More students become aware of WAER and the opportunities available for them there
- Reach the specific audience of Newhouse students who may be interested in broadcast opportunities

COMMUNICATIONS GOAL #1

Objective 1, Strategy 1

Tactic 2- Attend campus organization fairs

We have created a sample flyer to hand out at involvement fairs and recruitment events.



COMMUNICATIONS GOAL #1

Objective 1, Strategy 1

Tactic 3- Host open house and live shows with food and speakers

We have created a sample events plan and a flyer detailing the event.

Open House/ Live Show

Date(s)/Times:

TBD

Location:

WAER studio

Audience(s):

Syracuse University and ESF students

Syracuse University professors

Alumni

Sponsors and advertisers who attend

Goal:

1. To recruit more students to WAER
2. Increase listenership on the day of the live show
3. Show Alumni and sponsors that they are worth donating money to

Objectives:

1. Have 20 people attend the live show
2. Have 5 sponsors attend the event

Expected outcome/takeaway for audience:

- Impress alumni and sponsors into giving more money
- Encourage students to join WAER
- Encourage listenership to WAER

WAER
Syracuse University 88.3

OPEN HOUSE



LIVE SHOW



COME LEARN MORE ABOUT THE
INNER WORKINGS OF RADIO AND
LISTEN TO OUR LIVE SHOW

**DATE & 795 OSTROM,
TIME SYRACUSE, NY
13244-4610**

[HTTPS://WWW.WAER.ORG/](https://www.waer.org/)

COMMUNICATIONS GOAL #1

Objective 1, Strategy 2

Tactic 1- Collaborate with LGBTQ recourse center for queer visibility day, bi visibility day, pride month, ect.

We have created a sample poster to announce a collaboration with the LGBTQ+ Resource Center for Pride month.



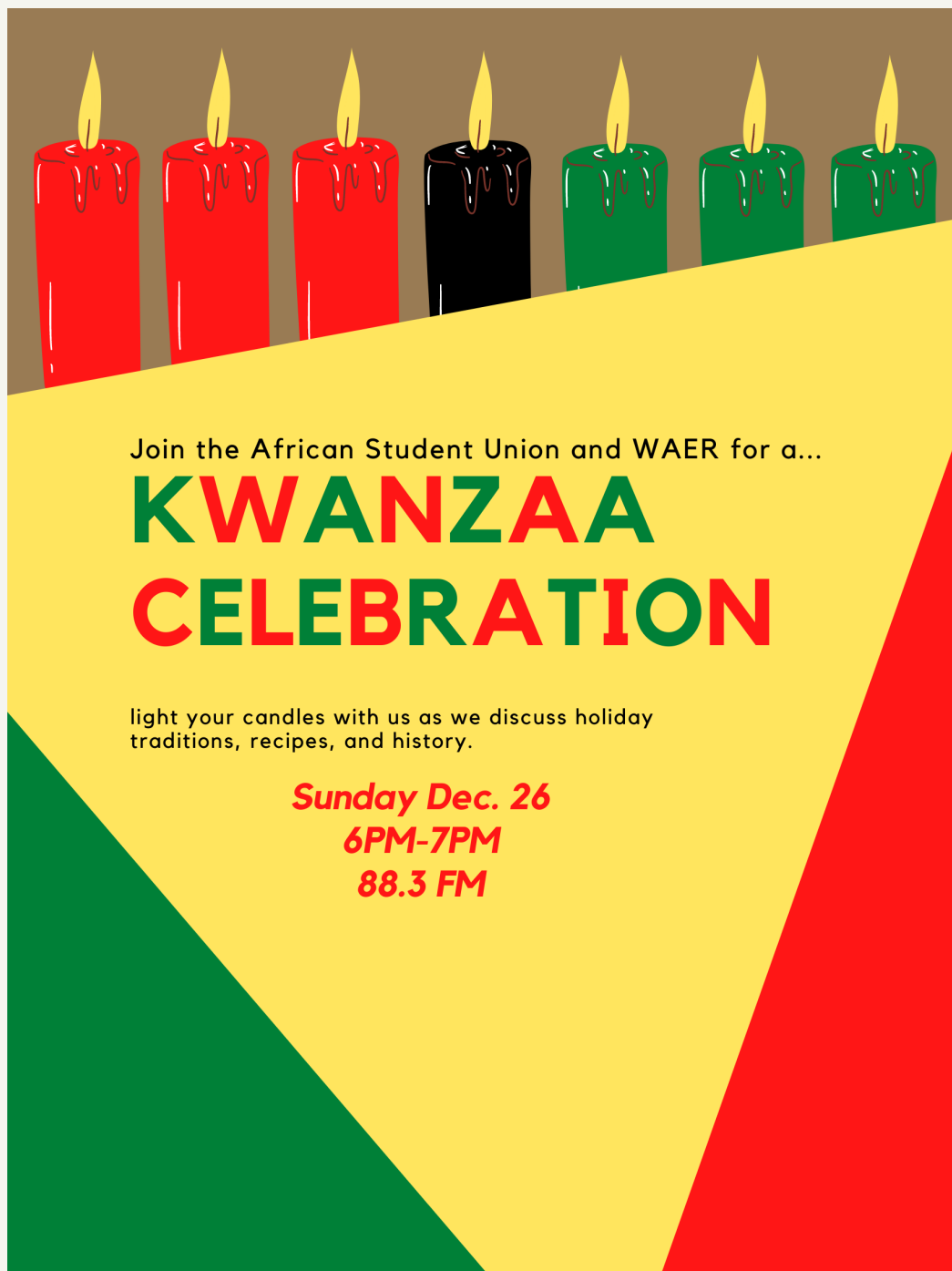
By Katie

COMMUNICATIONS GOAL #1

Objective 1, Strategy 2

Tactic 2- Collaborate with multicultural organizations for segments on holidays and cultural events

We have created a poster to announce a collaboration with the African Student Union for Kwanzaa.



By Katie

COMMUNICATIONS GOAL #1

Objective 1, Strategy 2

Tactic 3- Collaborate with student groups such as acapella groups, music academic departments, ect. to host live performances that stream on-air.

We have created a sample poster to announce a collaboration with Syracuse University's premier all-female a cappella group, The Mandarin.

AS PART OF OUR ORANGE SPOTLIGHT
LIVE SESSIONS, PLEASE JOIN WAER AS
WE WELCOME...

The Mandarin

Syracuse University's premier all-
female a cappella group.

February 23, 2021

6PM-7PM

ONLY ON WAER 88.3 FM

YOU CAN ALSO JOIN OUR FACEBOOK
LIVESTREAM OF THE EVENT AT
[HTTPS://WWW.FACEBOOK.COM/WAER88.3FM](https://www.facebook.com/WAER88.3FM)



By Katie

COMMUNICATIONS GOAL #1

Objective 1, Strategy 3

Tactic 1- Put out flyers on campus

We have created a sample flyer to post around campus promoting listening to WAER.



COMMUNICATIONS GOAL #1

Objective 1, Strategy 3

Tactic 2-Give out promotional items such as stickers, free t-shirts, and mugs while at events
We have created sample promotional items for WAER.



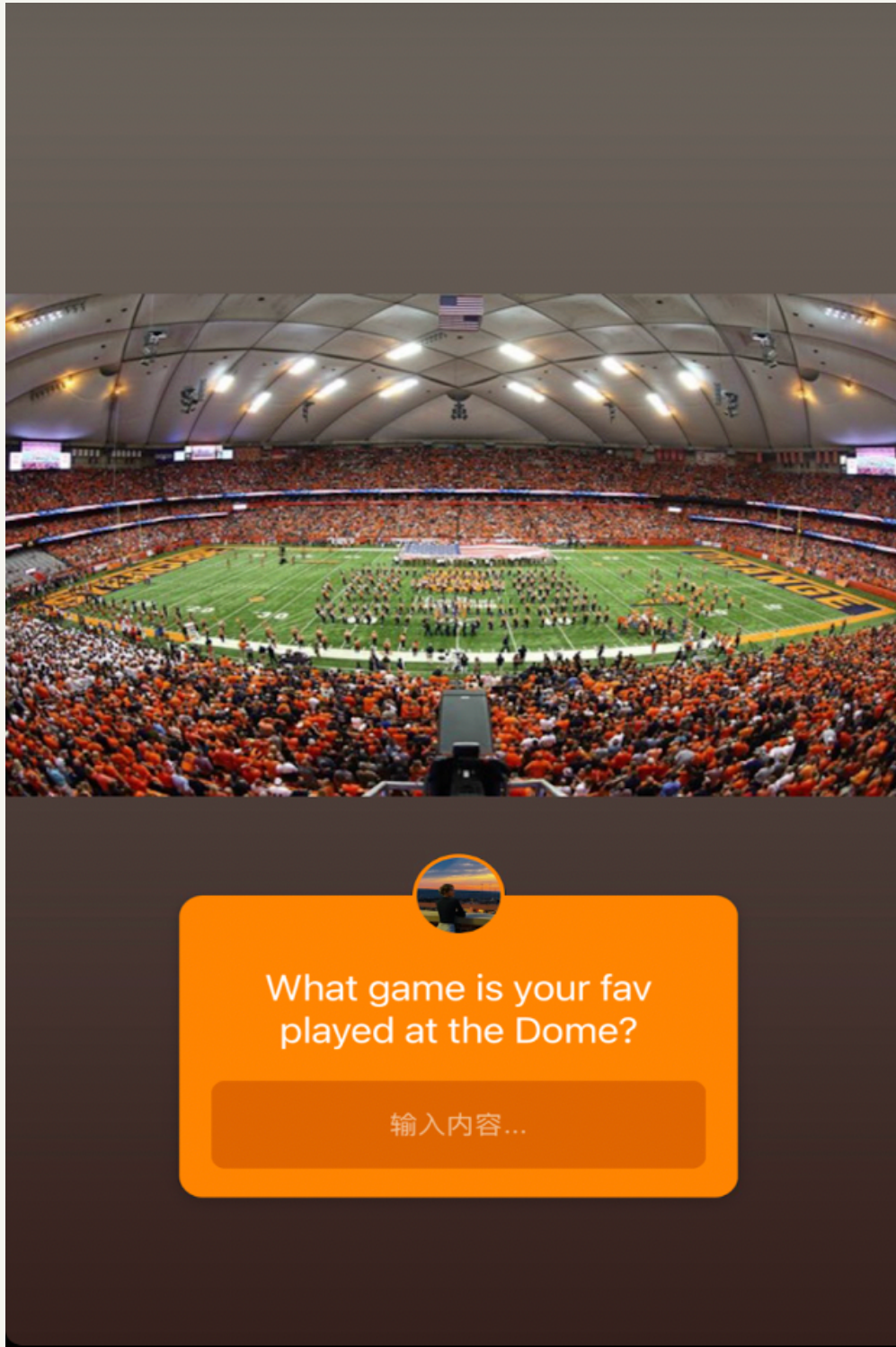


COMMUNICATIONS GOAL #1

Objective 2, Strategy 1

Tactic 1- Student employee social media takeovers

Example of a social media takeover

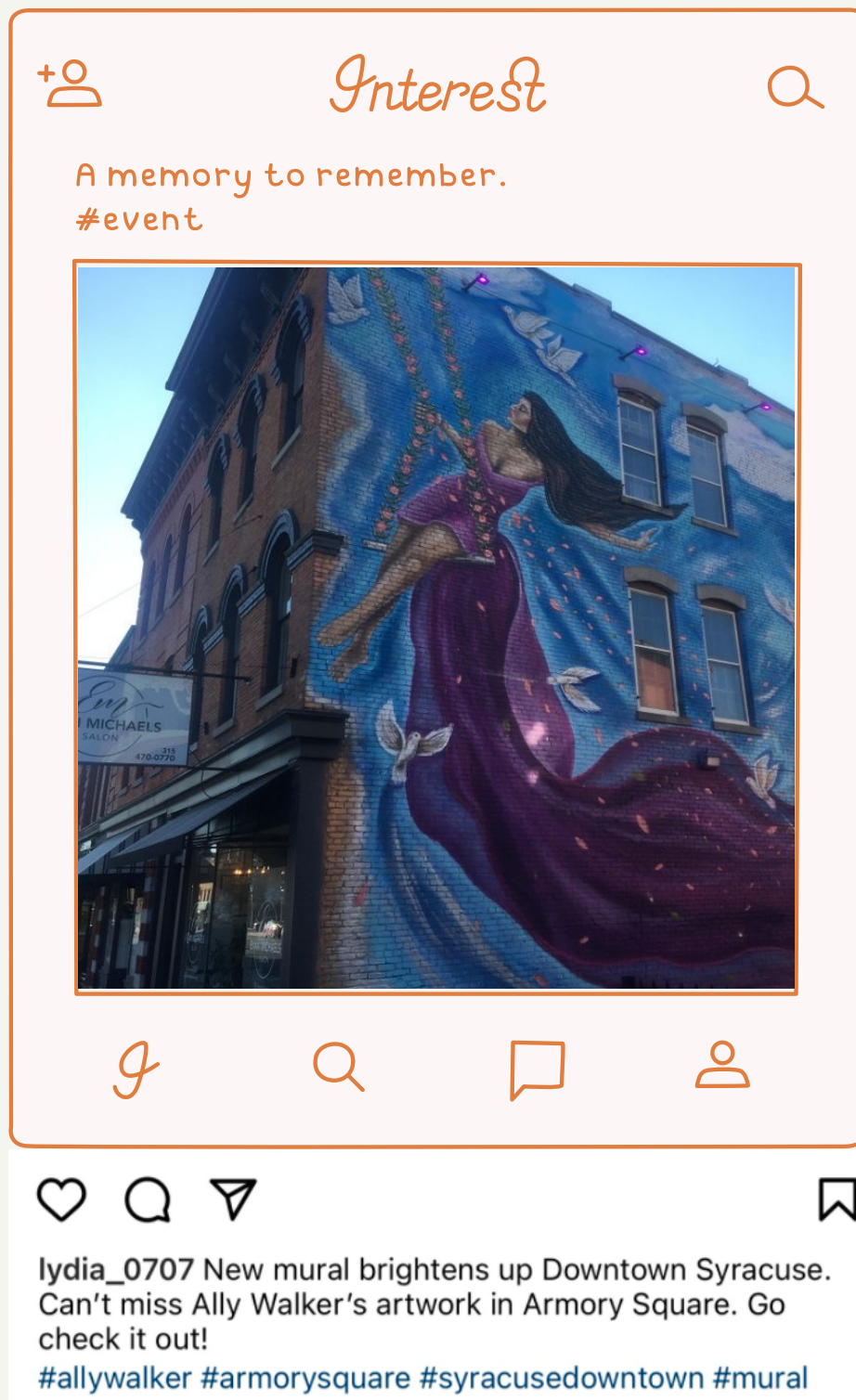


COMMUNICATIONS GOAL #1

Objective 2, Strategy 1

Tactic 2- Ask questions in the captions of Instagram posts and employ "call to action" posts.

Sample Instagram captions to encourage engagement



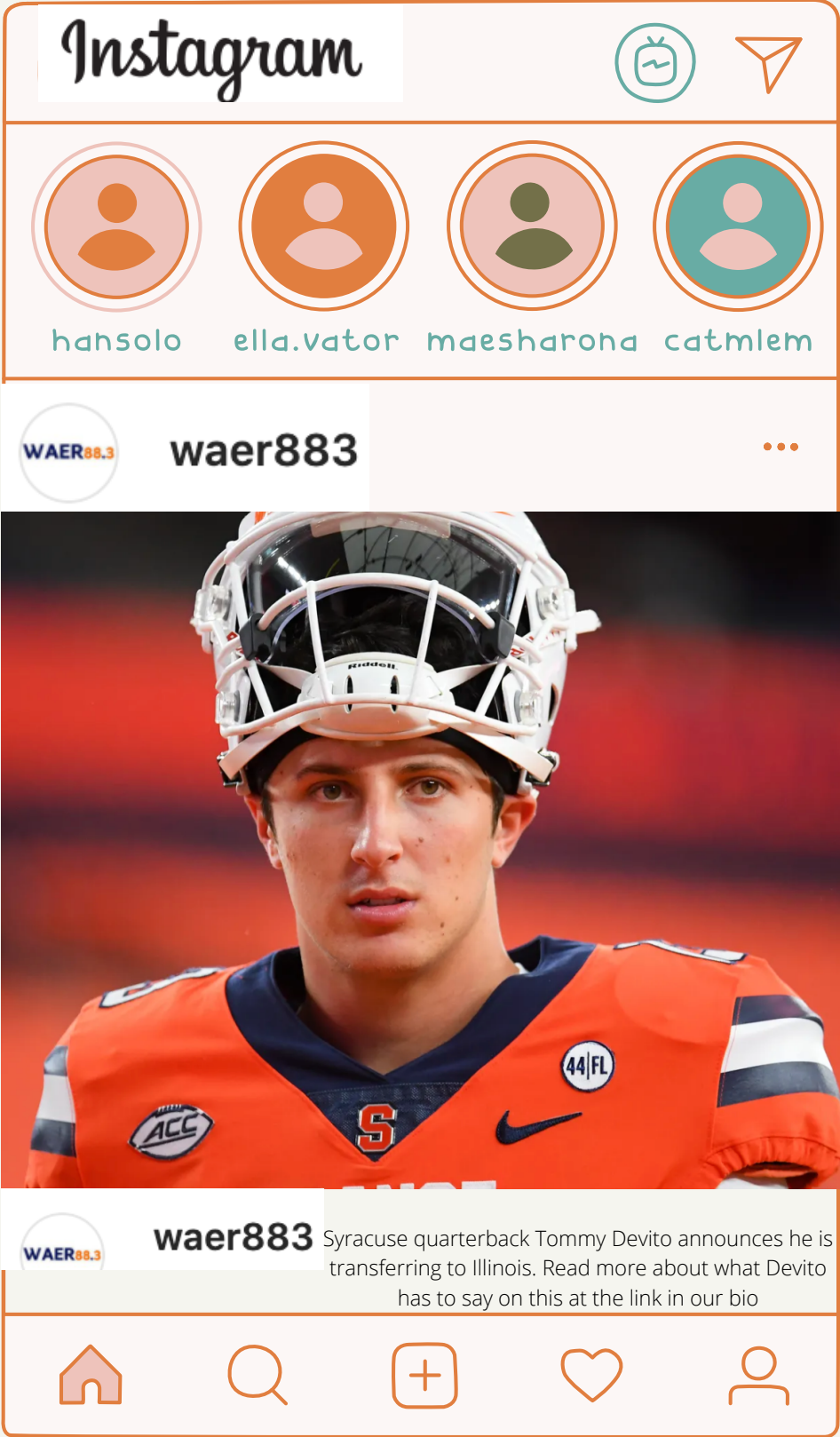
By Lydia

COMMUNICATIONS GOAL #1

Objective 2, Strategy 1

Tactic 3- Post Syracuse-related news and news that is important to students.

Sample social media post of Syracuse-related news.

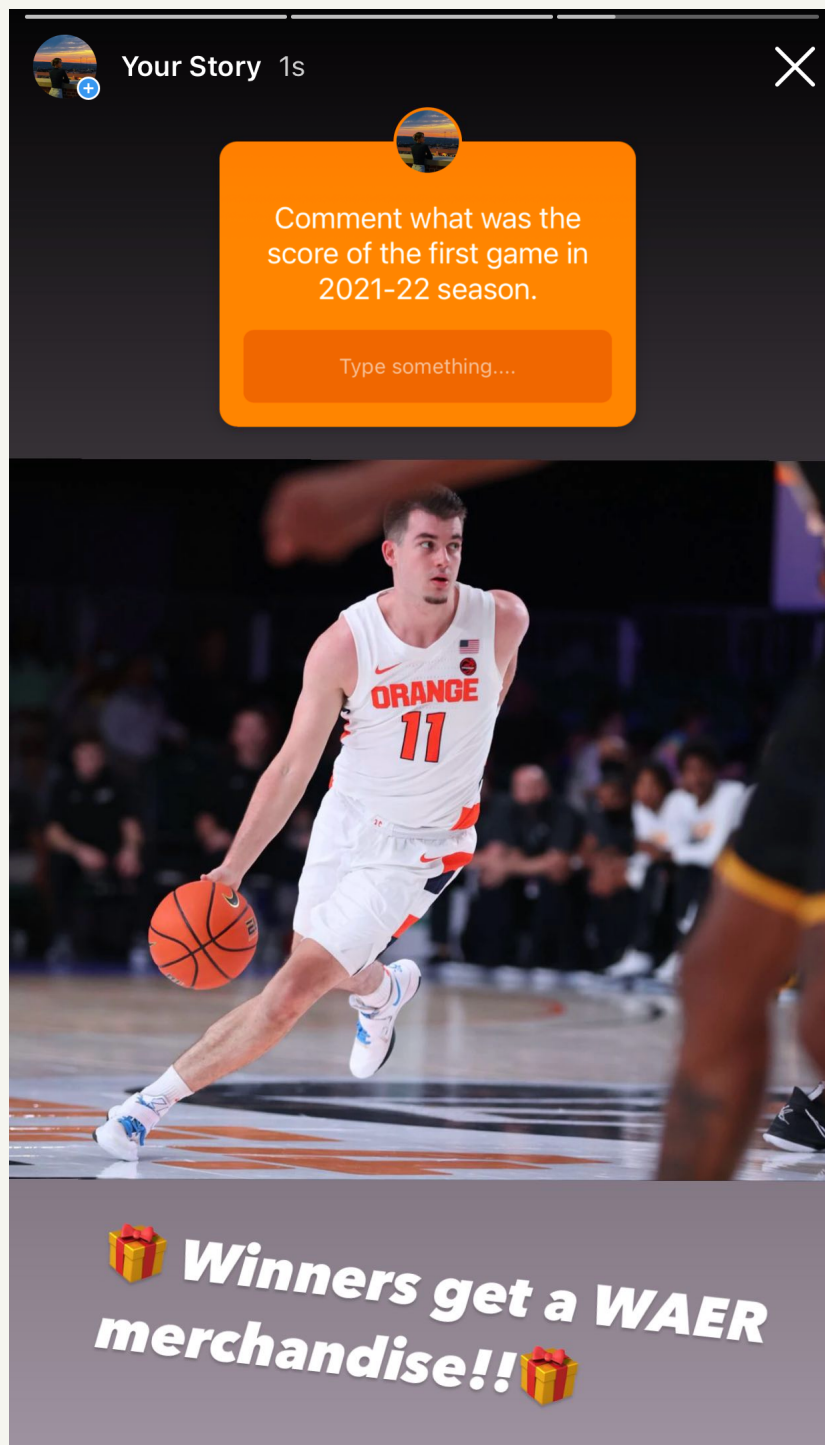


COMMUNICATIONS GOAL #1

Objective 2, Strategy 1

Tactic 4- Host competitions about sports fun facts for winners to get WAER merch

A sample social media post detailing an example of the competition.

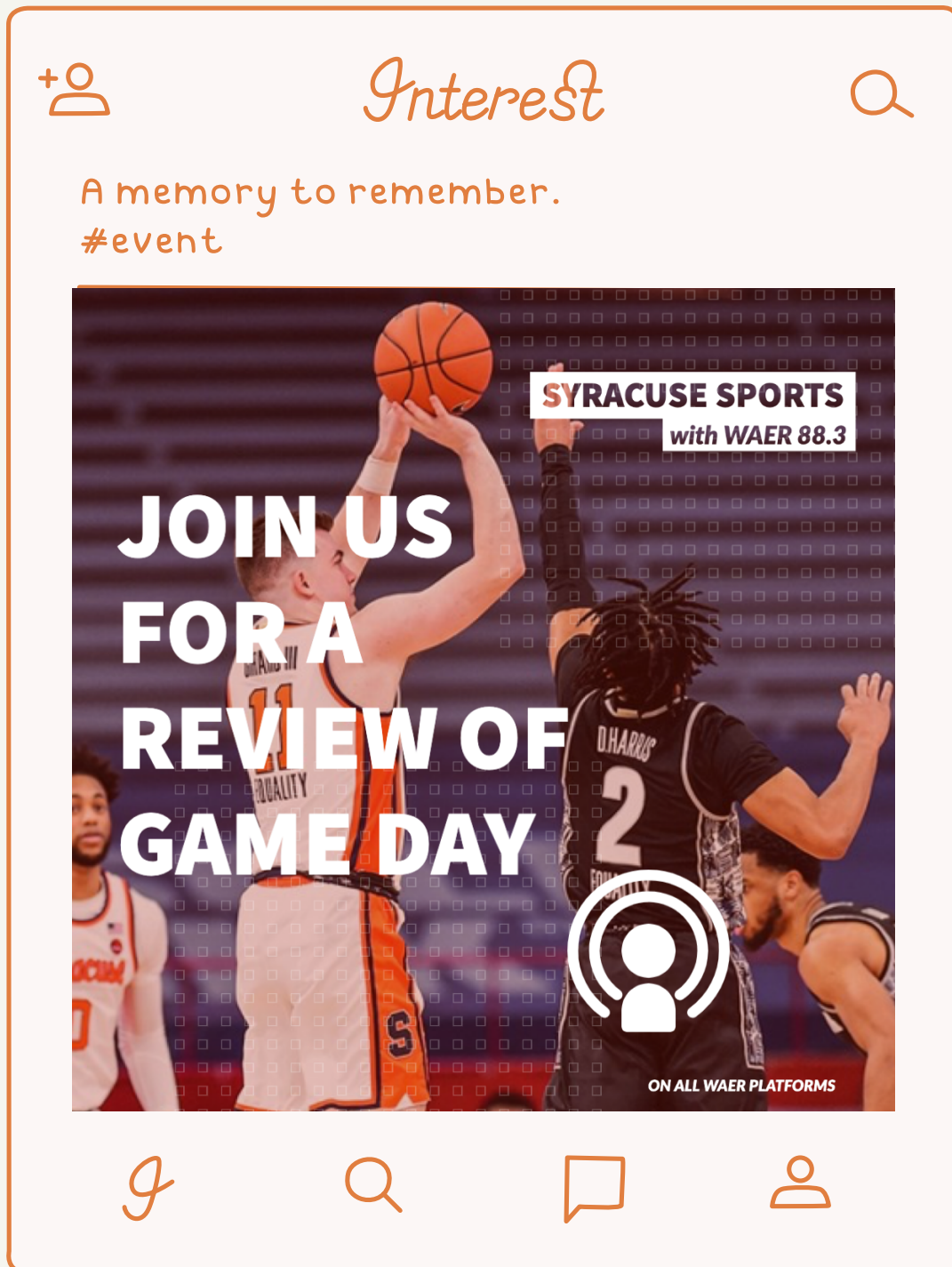


COMMUNICATIONS GOAL #1

Objective 2, Strategy 2

Tactic 1-Post clips of podcasts on Instagram feed

We have created a sample social media post with clips of the podcast



COMMUNICATIONS GOAL #1

Objective 2, Strategy 2

Tactic 2- Post exclusive interviews with student-athletes

Sample interview questions for the student athletes.

STUDENT-ATHLETE NAME	
YEAR OF SCHOOL	BIRTHDAY
<p>Would you introduce yourself?</p> <p>Would you describe your current position on the basketball/football team?</p> <p>Would you share a memorable experience in your college athletic career?</p> <p>What is your day-to-day activities/training?</p> <p>How do you manage your time of academic life and training?</p> <p>What is the biggest challenge?</p>	

COMMUNICATIONS GOAL #1

Objective 2, Strategy 2

Tactic 3- Start a vote on the Instagram story for students to pick the most interested topic they want to hear on WAER

We have created sample instagram story post.



COMMUNICATIONS GOAL #1

Objective 2, Strategy 2

Tactic 4- Alumni video submissions for use cross-platform.

We have created sample prompts to ask alumni, and example social media posts.

ALUMNI NAME

YEAR OF GRADUATION

BIRTHDAY

What do you do now that you have graduated from Syracuse University?

Why did you initially decide to get involved with WAER?

How have the skills you gained at WAER helped you in your career?

COMMUNICATIONS GOAL #2

Objective 1, Strategy 1

Tactic 1- Have alumni share their "WAER stories" on social media

We have created example social media posts, including relevant hashtags and captions.

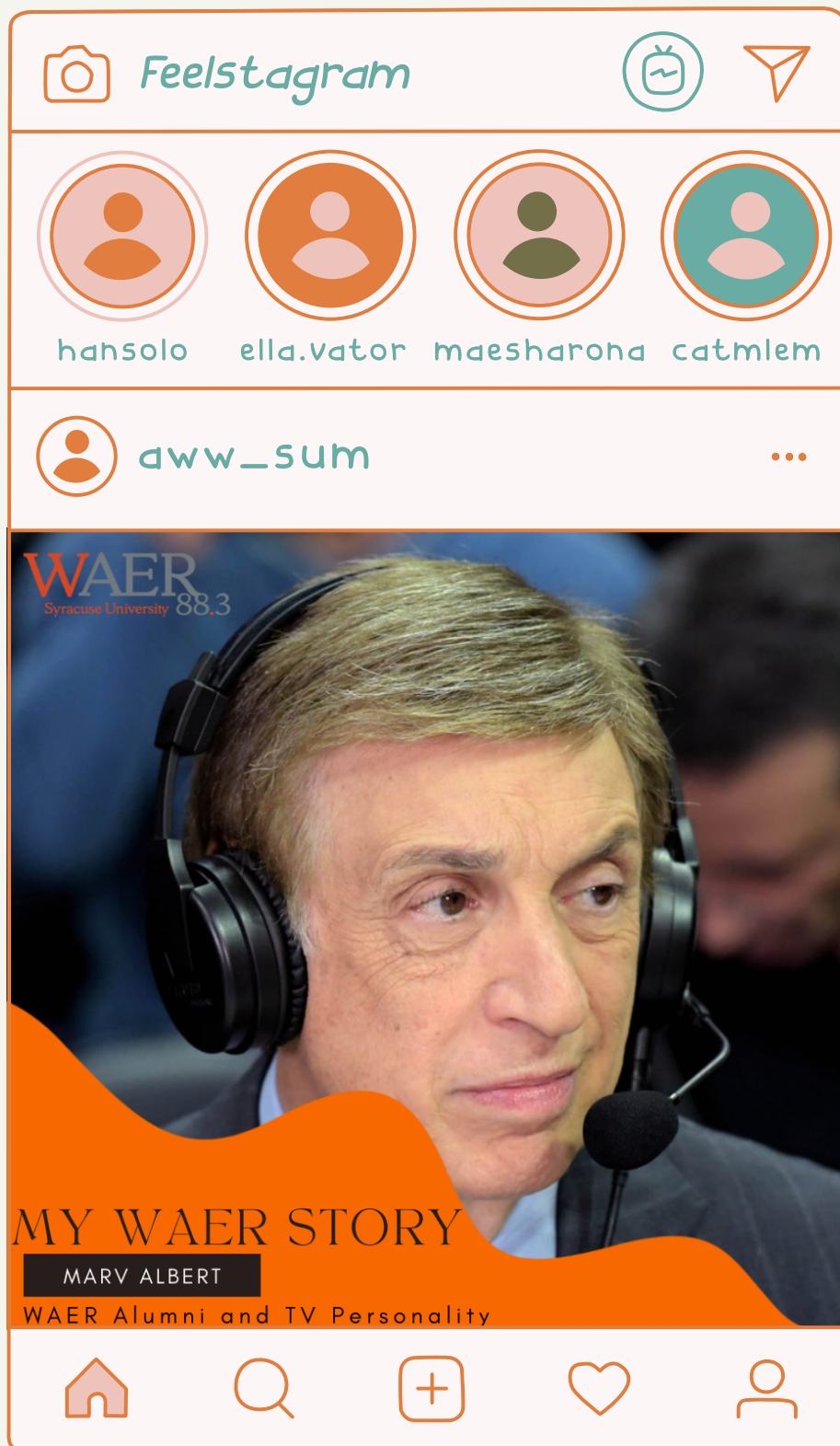
For Twitter



Caption- Everyone has a story! What's one lesson you learned in college that you will never forget?

Hashtags - #WAER #88.3 #MarvAlbert #WAERAlum #SUalum #Syracuse #SU #basketball #halloffame #whatsyourstory #collagelessons #WAERstories #collegeradio #radio

By Wendy

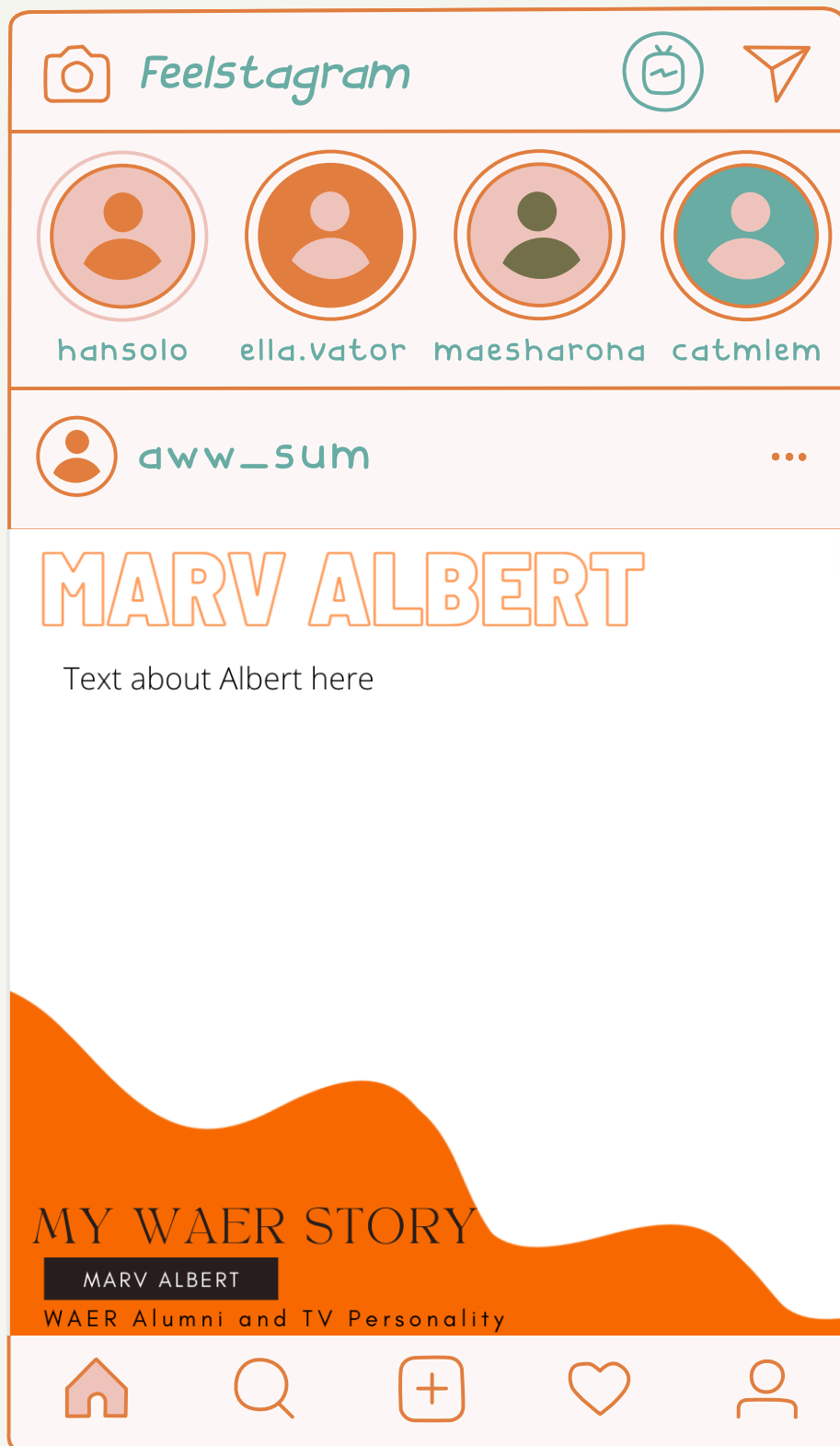


For Instagram

Caption- Everyone has a story! What's one lesson you learned in college that you will never forget? Read Alberts full interview at --.WAER.com

Hashtags - #WAER #88.3 #MarvAlbert #WAERAlum #SUalum #Syracuse #SU #basketball #halloffame #whatsyourstory #collegelessons #WAERstories #collegeradio #radio

By Wendy



For Instagram

Caption- Everyone has a story! What's one lesson you learned in college that you will never forget? Read Alberts full interview at --.WAER.com

Hashtags - #WAER #88.3 #MarvAlbert #WAERAlum #SUalum #Syracuse #SU #basketball #halloffame #whatsyourstory #collagelessons #WAERstories #collegeradio #radio

By Wendy

COMMUNICATIONS GOAL #2

Objective 1, Strategy 1

Tactic 2- Have alumni and industry professionals come speak on air and promote it on campus

We have created a flyer and social media posts detailing the campaign.



By Mary Kate

COMMUNICATIONS GOAL #2

Objective 1, Strategy 1

Tactic 3- Have alumni and industry professionals send in tips and tricks videos for social media

We have created sample social media posts.



By Mary Kate

COMMUNICATIONS GOAL #2

Objective 1, Strategy 2

Tactic 1- Invite students from specific majors to be “experts” on a topic of their choice - or a topic voted on by followers.

We have created a sample Instagram story for this student spotlight series asking followers what they'd like to hear about.

What would you like to hear about this week during our student spotlight ?

Up and coming student musicians or cutting edge student-led research?

Type something....

COMMUNICATIONS GOAL #2

Objective 1, Strategy 2

Tactic 2- Host educational opportunities for students outside WEAR to learn about sports, broadcasting, news reporting, etc.

We have created a sample events plan detailing the event.

WAER Educational Opportunity for Students

Date(s)/Times:

TBD

Location:

WAER Studio
795 Ostrom Ave, Syracuse, NY 13210

Audience(s):

Students outside of WAER who want to learn about opportunities the station has for sports broadcasting, news reporting, etc.

Goal:

1. Recruit more students to WAER
2. Raise overall awareness about WAER among students

Objectives:

1. Have 30 students attend this informational event
2. Have at least 5 students return and become further involved in WAER

Expected outcome/takeaway for audience:

- More students join/get involved with WAER
- More students become aware of WAER and the opportunities available for them there

COMMUNICATIONS GOAL #2

Objective 1, Strategy 2

Tactic 3- Invite students on campus to join one of the WAER exclusive live episodes

We have created a mock-up of a potential live episode event to be held on the quad, inspired by "Podcast But Outside" and Man on the Street style interviewing.



Inspiration



COMMUNICATIONS GOAL #2

Objective 1, Strategy 2

Tactic 4- Advertise specific shows of student interest (pop culture, sports) through flyers and marketing materials

We have created a sample flyer for the campaign.

