



# WKUF 94.3

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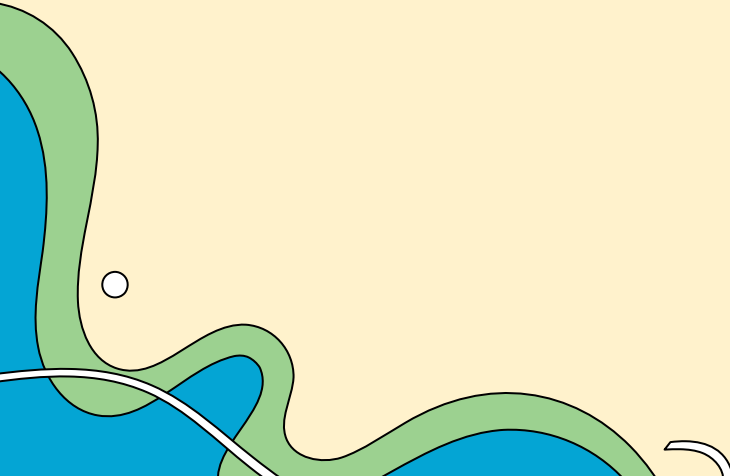
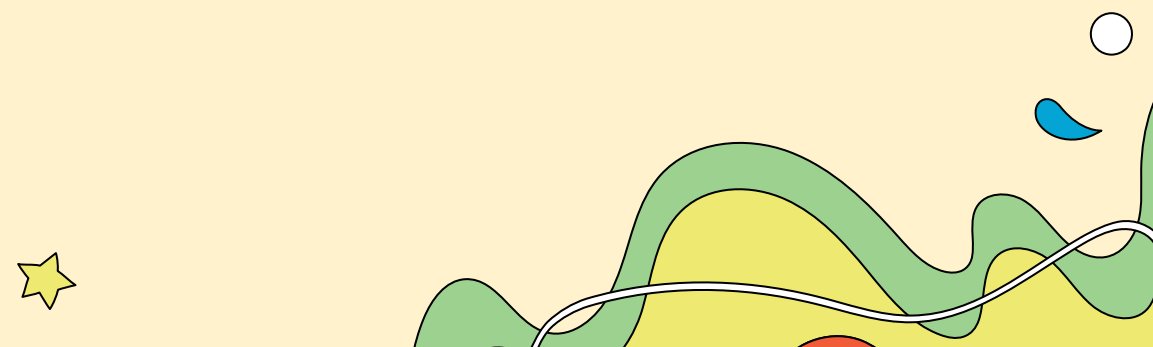
01

# Intro & Goals



# Introduction



- Marketing recommendations based on meetings with WKUF members & student surveys.
  - Analysis of the radio needs based on radio members' concerns after the midterm presentation.
  - Future business plan to move forward and reach desired audience
- 
- 



## Goals Achieved

- Clarify WKUF Needs
  - Identify Target Customer and Market
  - Survey KU Student Body
- Growth and Recruitment Plan
  - Internal Expansion and Retention
  - External Awareness
- Marketing Strategy
  - Event Plans Moving Ahead
  - Potential Marketing Content

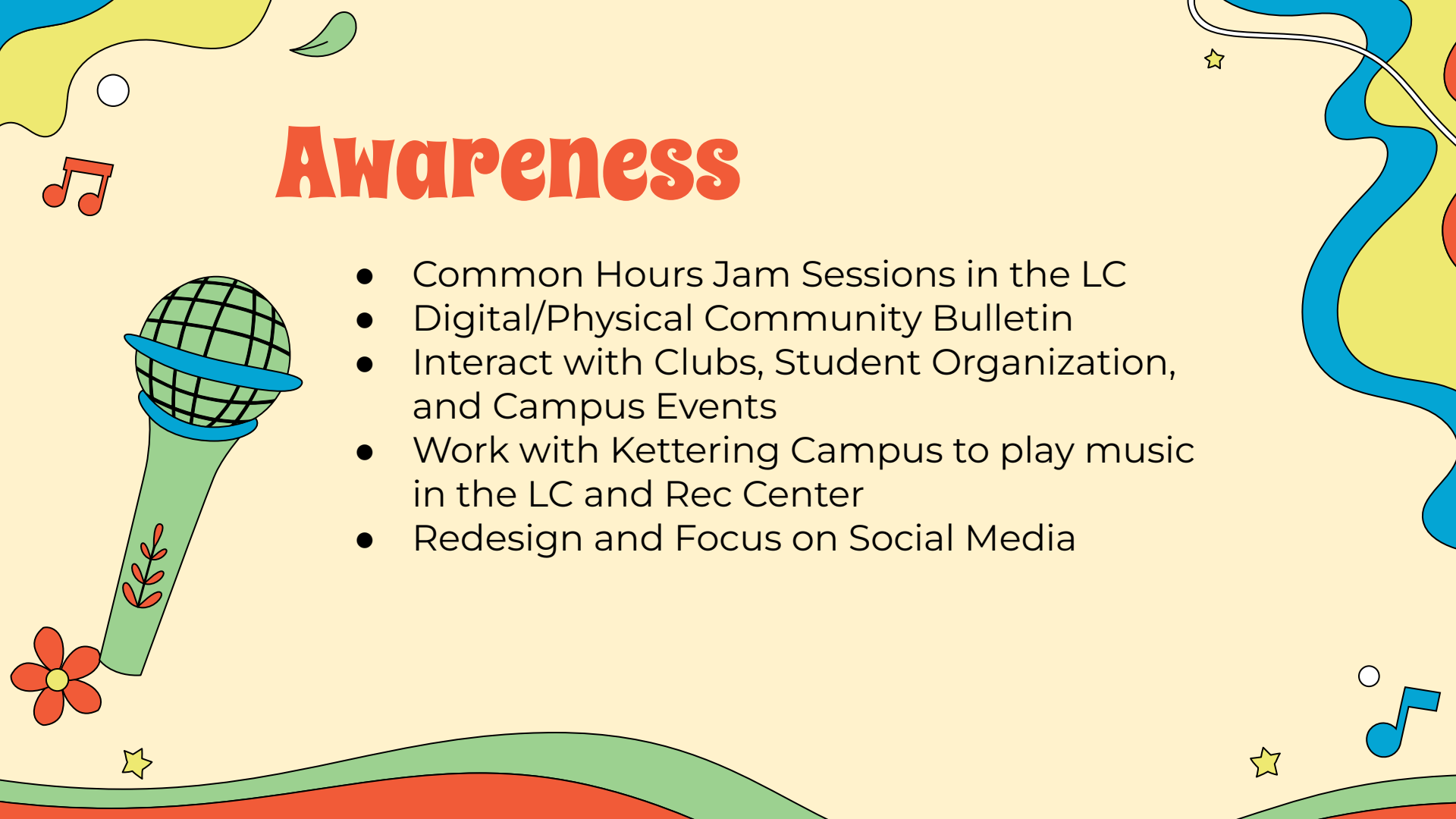


02

# Marketing Strategy


# Awareness

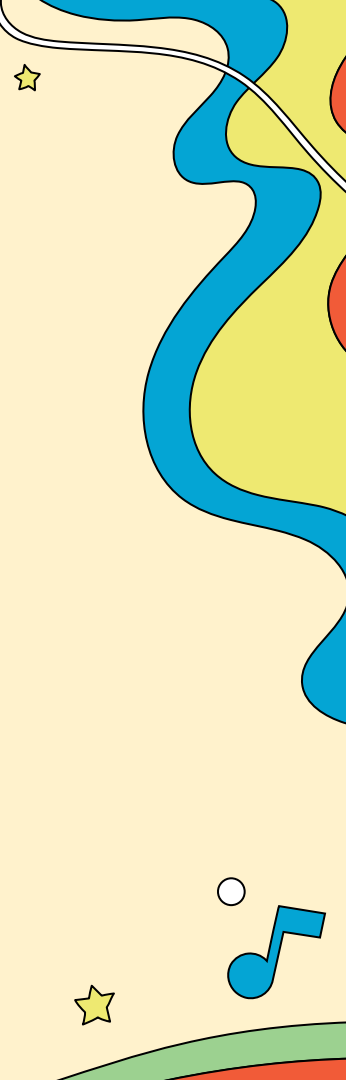
- Common Hours Jam Sessions in the LC
- Digital/Physical Community Bulletin
- Interact with Clubs, Student Organization, and Campus Events
- Work with Kettering Campus to play music in the LC and Rec Center
- Redesign and Focus on Social Media





# Common Hour Jam Sessions

- Choose a day of the week and create a sign-up for what members can be there each week of the term.
  - Can be interactive, accept requests, applications, host it outside the station even.
  - Showcases the radio and creates general awareness amongst students
- 







# Digital/Physical Community Bulletin

- Daily News Spot
  - Students can submit events, weekly club meetings, shoutouts, etc.
- Work with Bulldog Weekly/the Technician
- Small Business Saturday Segments & Info
- “Ask GD” - student advice, talks, and stories.
- Weather, student, and community news
- Contact Info, How to Join, Recommend Songs, Add Google Calendar ○





# Campus Connections



- **Kettering Student Government**
    - Diversity Week, Club Expo, Etc.
  - **Alpha Phi Omega**
    - Trunk or Treat and Easter Egg Hunt
  - **National Society of Black Engineers**
    - SpringFest
  - **Kettering Greek Life**
    - Chapter Semi Formals and All Greek
    - Greek Week/Recruitment
  - **The Recreation Center/BorgWarner Bistro**
- 
- 

# Recruitment

- Cater to students needs as customers and members
  - Play popular genres based on the survey
- Work with Liberal Arts Department
  - Contact professors for assistance and student recruitment
    - Benjamin Pauli
    - Babak Elahi
- Advertise to potential members through their degree
  - More than just hosting a show
  - Meaningful experience applicable to a students resume
- Succession Plan and training in place

# Retention

- **Digitize and Update Applications**
  - Update Member Handbook and Application
  - Update Show/DJ Agreement Application
  - Update DJ Request Form
- **Make Meetings More Impactful**
  - Poll Students on Meeting Times
  - Utilize Meeting Minutes and Prioritize Outcomes
  - Bring in Speakers/Music Professionals to Share
- **High School Outreach Possible**
  - Discover Kettering



# Re-Branding

- **Update and revamp website**
  - Playlist Submission front and center
  - Focus on user ease
  - Update and condense WKUF History section
  - Update with open positions and benefits for students to join
- **New Flyers**
  - Reach out to marketing (Dotti Gouine) for unified efforts
- **Social Media Overhaul**
  - Student position
  - Centered around social media college age students use
    - Instagram, TikTok, Etc.
  - Link Social Media pages on website

# Flyer Ideas



WANT TO SUBMIT A  
SONG TO HEAR ON  
WKUF 94.3?

SCAN THE QR CODE

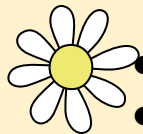


WANT TO BE INVOLVED  
WITH RUNNING WKUF  
94.3?

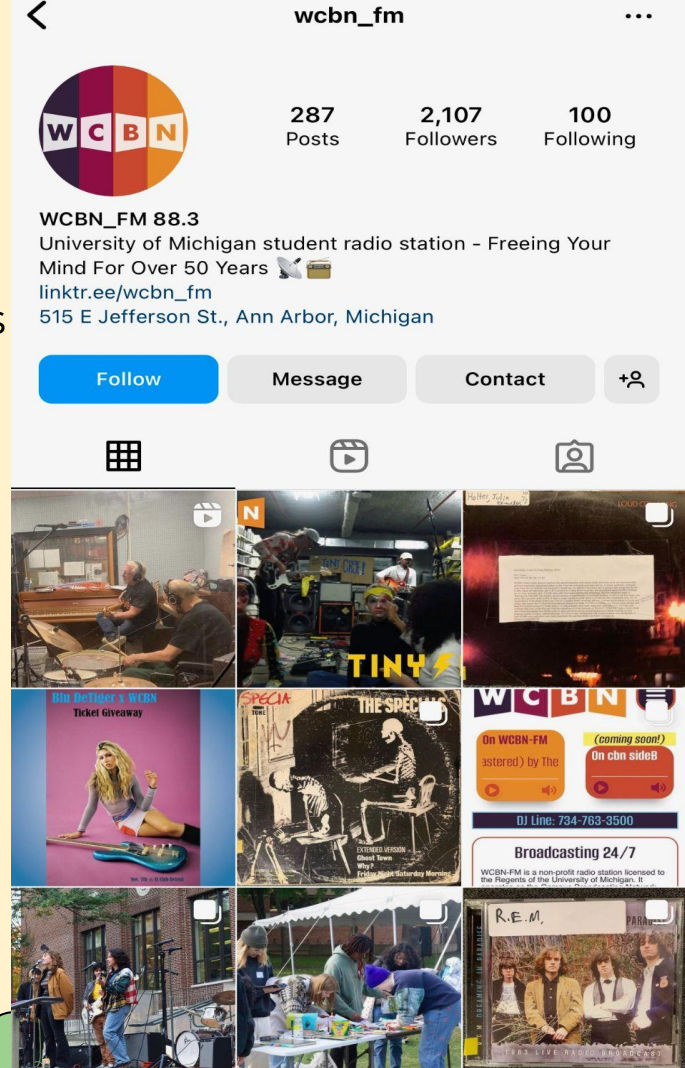
SCAN THE QR CODE TO LEARN MORE



# Instagram Inspiration



- Album of the week
- Music Monday, Throwback Thursday
- Interact with students via Instagram stories
- Club events
- Member spotlights
- Ticket Giveaways





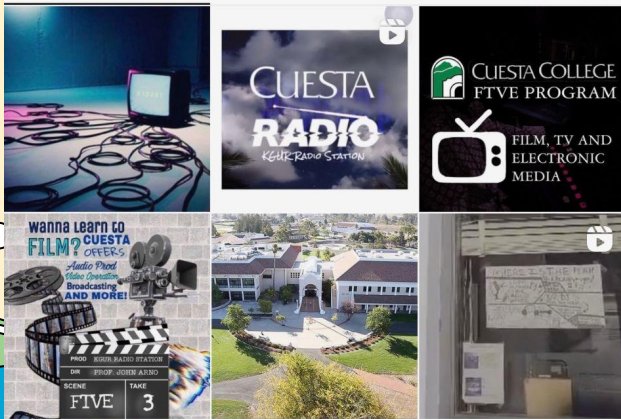
**kgur.radiostation**



**35** Posts   **976** Followers   **97** Following

**KGUR Radio Station - Cuesta College**  
Radio station  
Cuesta College - KGUR Radio Station 🎵  
Where we let the vibes choose the playlist  
Join us in Spring of 2023... more  
[kgur.net/](http://kgur.net/)

Follow   Message   Email   +



**wqsu889**

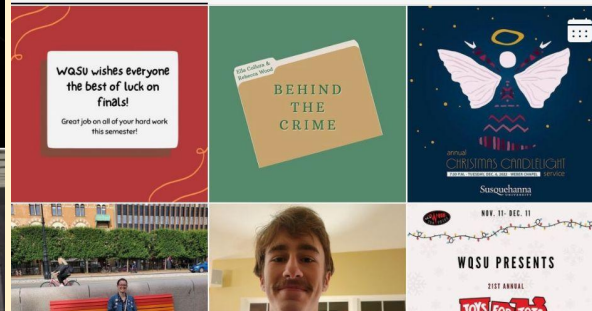


**327** Posts   **1,156** Followers   **285** Following


**WQSU The Pulse 88.9 FM**  
Radio station  
The Largest Student Run Radio Station in PA  
Awarded Best College Radio Station (under 10k students) by the Intercollegiate Broadcasting Systems, 2019  
[www.wqsu.com/listen-live.html](http://www.wqsu.com/listen-live.html)  
514 University Ave, Selinsgrove, Pennsylvania

Follow   Message   Contact   +

Vinylthon '22   Pop Quiz!   Spring '22   Fall '21   #WQSUV



**kpcradio**

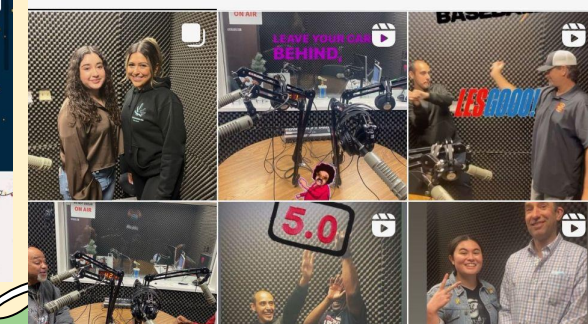


**282** Posts   **515** Followers   **105** Following

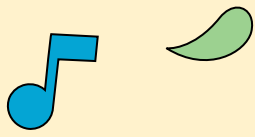
**Pierce College Radio Station**  
KPCRADIO.com is a student-run podcast station based in a fully equipped studio at Pierce College. Sign up for Broadcasting 10 to join us!  
[kpcradio.com](http://kpcradio.com)  
Woodland Hills

Follow   Message   Email   +

Highlights   2019 Marat...







# TikTok Inspiration



< WCBN 88.3 FM ANN ARBOR 🔔 ...



@wcbnfm

17 Following | 3486 Followers | 251.4K Likes


Follow




University of Michigans Radio Station 📻🎧🎉🐱  
📱📺📺 88.3 fm Ann Arbor  
🔗 [https://linktr.ee/wcbn\\_fm](https://linktr.ee/wcbn_fm)

⋮ ❤️


Them: you better be a college radio station renting a hello kitty bouncy house on the middle of your university's busiest intersection during midterms week if you think we getting together Us:



▶ 2803



▶ 874



▶ 631

< WSUM 91.7 FM 🔔 ...



@wsun


140 Following | 558 Followers | 42.6K Likes

Follow




Student powered radio at University of Wisconsin-Madison 🐾 #audiblyinnovative


⋮ ❤️



▶ 168



▶ 220



▶ 341

< kdupcollegeradio 🔔 ...



@kdup\_collegeradio


8 Following | 88 Followers | 739 Likes

Follow




University of Portland's official college radio station 🎤🎵


⋮ ❤️



▶ 103



▶ 380



▶ 888



# Generating Revenue

- Advertise for DJing weddings and private events
  - Post on Facebook and Instagram
  - Update/Digitize Request Form
- Community/Campus Events, Semi-Formals, etc.



# Playlist Submission



**Create a  
Google Form**



**Advertise to  
Clubs**



**Advertise to  
Fraternities  
and Sororities**



03

# Further Recommendations



# Increasing Success

- Continuously Track inflow and outflow of cash
  - Use Excel
- Track analytics to optimize reach with minimum “effort”
  - Improve Google Analytics
    - Student position
- Continue Survey to keep a finger on the pulse of the student body
  - Provided Google survey
- Optimize organization chart and streamline communication between Kyle and members of the radio station
  - Current disconnect in communication



# Community Involvement

- Interview local business owners and entrepreneurs
- Attend and DJ Flint Community Events
  - Back to the Bricks
  - Races and Marathons
- Partner with Local Music Shops
  - Host events
  - Purchase music from local shops
    - Jack's Record Stache
    - Totem Books





## ★ Lessons Learned

- Consulting with our clients and understanding their needs
- Retention & recruitment are vital to an organization's sustainability



**Thank you for listening!**  
**Any Questions?**