

WKUF 94.3

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Table of Contents

01
Intro &
Goals

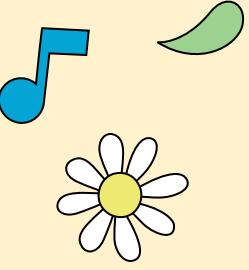
02
Marketing
Strategy

03
More
(Future)
Ideas



01

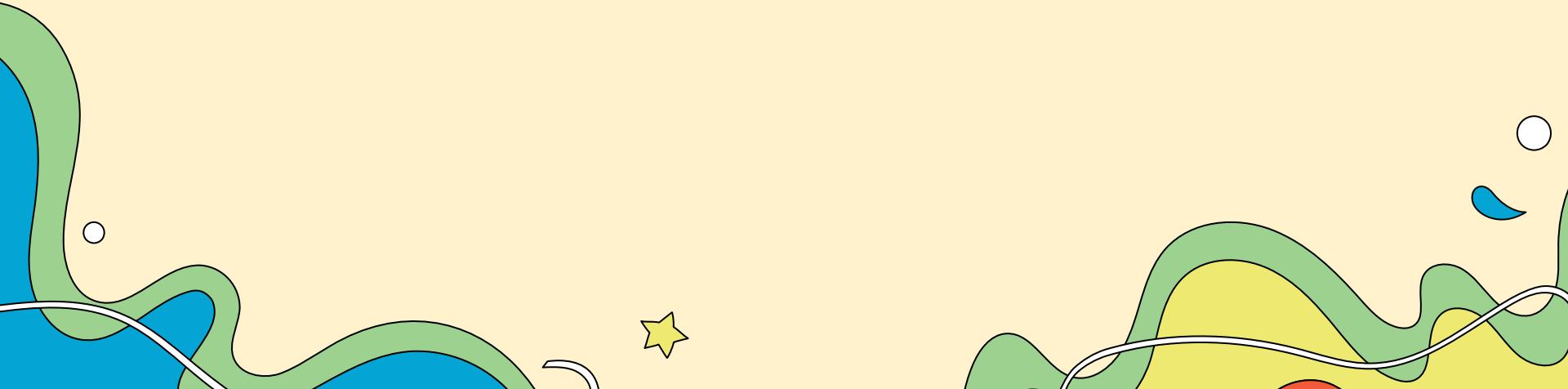
Intro & Goals



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

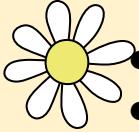


WANT TO BE INVOLVED
WITH RUNNING WKUF
94.3?

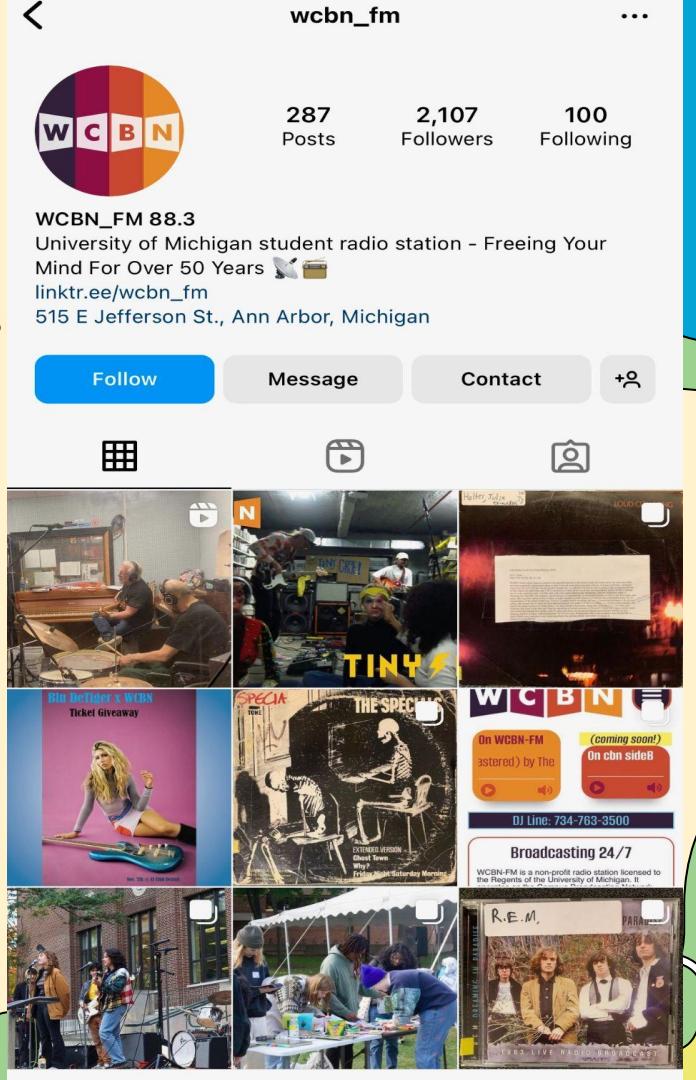
SCAN THE QR CODE TO LEARN MORE

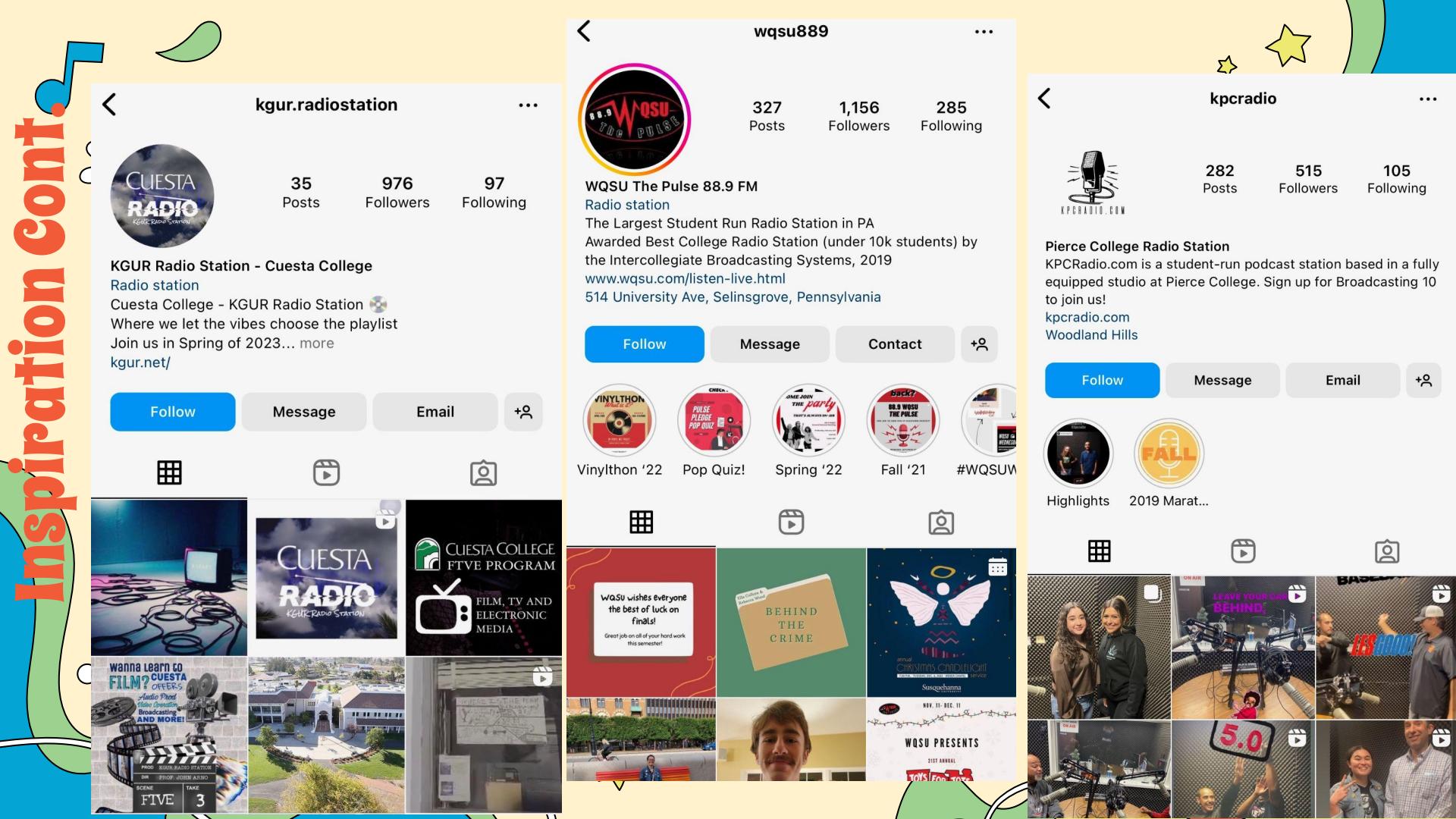


🎵 Instagram Inspiration



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





TikTok Inspiration

WCBN 88.3 FM ANN ARBOR  ...



@wcbnfm

17 Following 3486 Followers 251.4K Likes

Follow



University of Michigan's Radio Station    88.3 fm Ann Arbor

[🔗 https://linktr.ee/wcbn_fm](https://linktr.ee/wcbn_fm)



WSUM 91.7 FM  ...



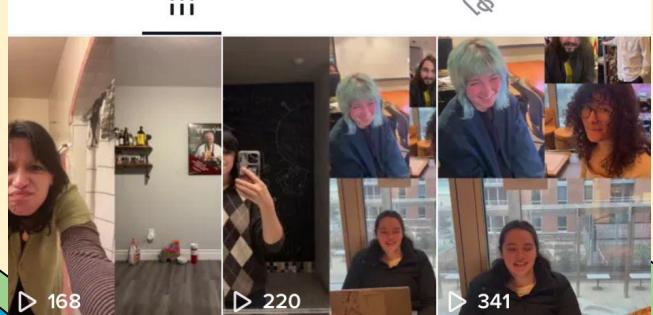
@wsum

140 Following 558 Followers 42.6K Likes

Follow



Student powered radio at University of Wisconsin-Madison  #audiblyinnovative



kdupcollegeradio  ...



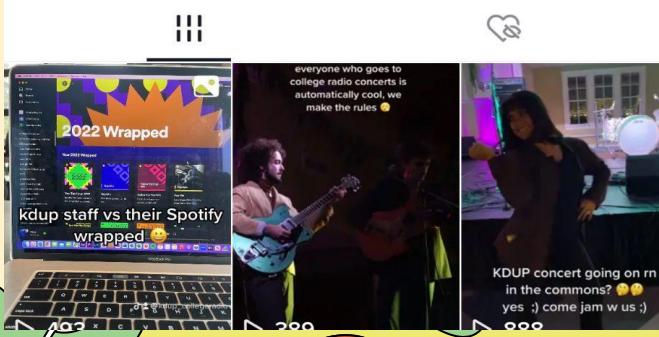
@kdup_collegeradio

8 Following 88 Followers 739 Likes

Follow



University of Portland's official college radio station  





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?