MGMT 484: Business Consulting Project

Dr. Williams

WKUF-LP 94.3 FLINT

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EXECUTIVE SUMMARY

The Business Consulting Project, or senior capstone course, is designed for the Management majors at Kettering University to combine students' practical knowledge and hands-on experience with organizations in need of marketing or financial assessment or redirection. The school term revolved around a single consulting project working with WKUF, the student radio station that operates out of Kettering University's campus center building. Working with the principals of the organization, the team of students was responsible for establishing an understanding of the issues as well as related, relevant factors associated with improving the organization's performance.

Upon meeting with the clients from WKUF, the Kettering Team clarified three (3) key areas for improvement within the organization surrounding awareness, recruitment, and retention. Other goals include utilizing the business's resources to the fullest extent while adjusting the required responsibilities for the lack of manpower the organization currently has. After the second consultation with the organization's advisor from the University, the Team also concluded there was only a mild need to provide additional recommendations for generating revenue since the firm already has a steady income from the school.

Combining knowledge acquired from their co-op experience and undergraduate classes, the Kettering Team was able to prepare the following marketing proposal to foster the revitalization, success, and longevity of WKUF.

BACKGROUND

WKUF-LP is a low-power FM radio station based in Flint, Michigan. It is a student-run station operated by Kettering University. It is a non-commercial, educational radio station that serves the Flint community. As a student-run station, WKUF-LP provides opportunities for Kettering University students to learn about media production and gain experience in broadcasting. It also serves as a platform for students to have a voice in the community and share diverse perspectives and opinions. WKUF-LP broadcasts a variety of programming, including music, news, sports, and public affairs. Most recently, the impacts of COVID-19 caused the club to undergo various organizational and circumstantial changes as membership numbers dropped along with general awareness of the organization on campus.

To narrow the project scope and begin strategizing, the Kettering Team started by meeting with student representatives from WKUF to hear about their needs and concerns for growth. From this, the Team was able to clarify three (3) main goals for advancement: awareness, recruitment, and retention. In order to grow the organization and fill the necessary leadership positions for good structure, the radio needs to market itself to students on campus through PR events, student collaborations, and more. Once more members become regular in meetings, the organization will be able to have more team members to help recruit and bolster the club. Doing this will in turn increase the retention and overall satisfaction of the students involved.

MARKETING DISCOVERIES

Target Market Clarification

When initially starting the project, the target market of WKUF was unclear. The audience for student-run radio stations can vary depending on the location of the station and the programming it offers. In general, student-run radio stations tend to have a smaller audience compared to commercial radio stations, as they often have limited resources and a smaller coverage area. However, they can still have a significant and dedicated audience, particularly among students and other members of the local community who are interested in the station's programming and mission. These listeners may tune in to the station regularly to listen to music, news, sports, or other programming that aligns with their interests.

Student-run radio stations can also have a broader audience beyond their local community, as many of them stream their programming online. This can allow listeners from around the world to tune in and listen to the station's programming. Therefore, the audience for student-run radio stations can be diverse and may include students, community members, and listeners from beyond the local area who are interested in the station's programming and mission.

In order to clarify, the Team met with Kyle Kupshe from Student Life who is the staff advisor for WKUF. He clarified that their goal is to focus on garnering more support from students on campus and recruiting for leadership positions. With this, the Team

could direct their ideas and aim in favor of peers at Kettering University. This is an important audience because a majority of the experienced staff is graduating soon.

With the target market clarified and in mind, the Team knows to emphasize how this is an important resource for students and the wider community will be important to push these efforts. WKUF provides a platform for students to learn about media production, gain experience in broadcasting, and have a voice in their community. They also offer a space for diverse perspectives and opinions to be shared and can serve as a source of information and entertainment for the community. This organization can be a valuable resource for students by providing educational opportunities, community engagement, personal development, and cultural exchange.

Target Market Analysis

Market Research

There are many student-run radio stations that have been successful in providing educational opportunities, community engagement, and a platform for diverse perspectives and opinions. A few examples of successful student-run radio stations:

- **WKDU-FM:** Based at Drexel University in Philadelphia, Pennsylvania, WKDU-FM is a student-run radio station that has been in operation since 1972. It provides a platform for students to learn about media production and gain experience in broadcasting and also serves as a source of information and entertainment for the local community.

- **KUSF-FM:** Based at the University of San Francisco, KUSF-FM is a student-run radio station that has been in operation since 1966. It provides a diverse range of programming, including music, news, and public affairs, and serves as a hub for community engagement and cultural exchange.

- **WRAS-FM:** Based at Georgia State University in Atlanta, Georgia, WRAS-FM is a student-run radio station that has been in operation since 1971. It provides a wide range of programming, including music, news, and sports, and has a dedicated audience among students and members of the local community.

Student Surveying

While the initial market research was important for the Team to get acquainted with the generic student audience, the Kettering University atmosphere is different from other universities. In order to gain a better understanding of WKUF's specific target audience, the consulting team drafted up a survey for students asking a variety of questions from the recognizability of WKUF, to their personal music listening habits. It was distributed throughout student and Greek life on campus, as well as the current student membership of the radio station.

From this survey, the Team found that roughly 86% of student respondents were aware that the University had a radio station, and almost 50% were interested in learning more about joining just from the request. The questionnaire also concluded that most students are looking to listen to Pop, Alternative, Indie, or Rock music between the hours

of 1:00 pm - 9:00 pm. Students that responded indicated that they listened to music in the car or at the gym, but not many specified that they tuned into a radio station to stream their music.

It is true that the radio industry has faced challenges in recent years due to the increasing popularity of streaming services and other forms of digital media. However, radio is still a widely used and popular medium for entertainment and information. Many people continue to listen to the radio for news, music, and other programming, and it is often used as a means of reaching a mass audience. In addition, advances in technology have made it possible for people to listen to the radio on their smartphones and other devices, which has helped to increase its accessibility and convenience. While the radio industry may be facing some challenges, it is not necessarily dying, and this is an important note for the strategies moving forward. This helps the team focus on the benefits of involvement, not just listening to the radio.

Figure 1: *Sample marketing persona for the target student audience.*

MARKETING SOLUTIONS

Building General Awareness

Common Hour Jam Sessions

When going through old documentation for WKUF, the Team noticed that the organization used to host weekly "jam sessions" in the common buildings on campus to generate support and awareness. Since COVID-19 this initiative has not been continued, as well as because of the lack of current student involvement. The suggested course of action would be to create a sign-up weekly, or even bi-weekly given the current membership constraints, for student volunteers to sit in the Learning Commons and play music. The DJs could create a playlist that students can submit to each week and then review at the end of the term as a time capsule. This type of event would stop passing traffic and generate excitement for the radio and the benefits of joining. Not

only would it be promotional for the radio's audience, but also for membership. In the future this initiative could include live performances as well, or as a separate event.

Digital / Physical Community Bulletin

There is a lot of opportunity for growth and expansion into a reliable news source for people on campus. Starting with a physical bulletin board located outside of WKUF's radio station in BJ's Lounge, leadership can showcase their upcoming events, encourage students to come to meetings, share pictures from previous events, and even provide a snapshot of history for those who pass by. This is an excellent way to boost awareness as it accompanies the very eye-catching mural and provides context for students walking by to learn more. Other ways this initiative could be expanded upon could include collaborating with The Technician newspaper or Bulldog Weekly to get up-to-date news and events to share, as well as scannable QR codes, to direct people to the website, applications, and more. Working together would eliminate people having to submit their events in multiple forms, and providing quick links allows students to more easily access the information on their mobile devices.
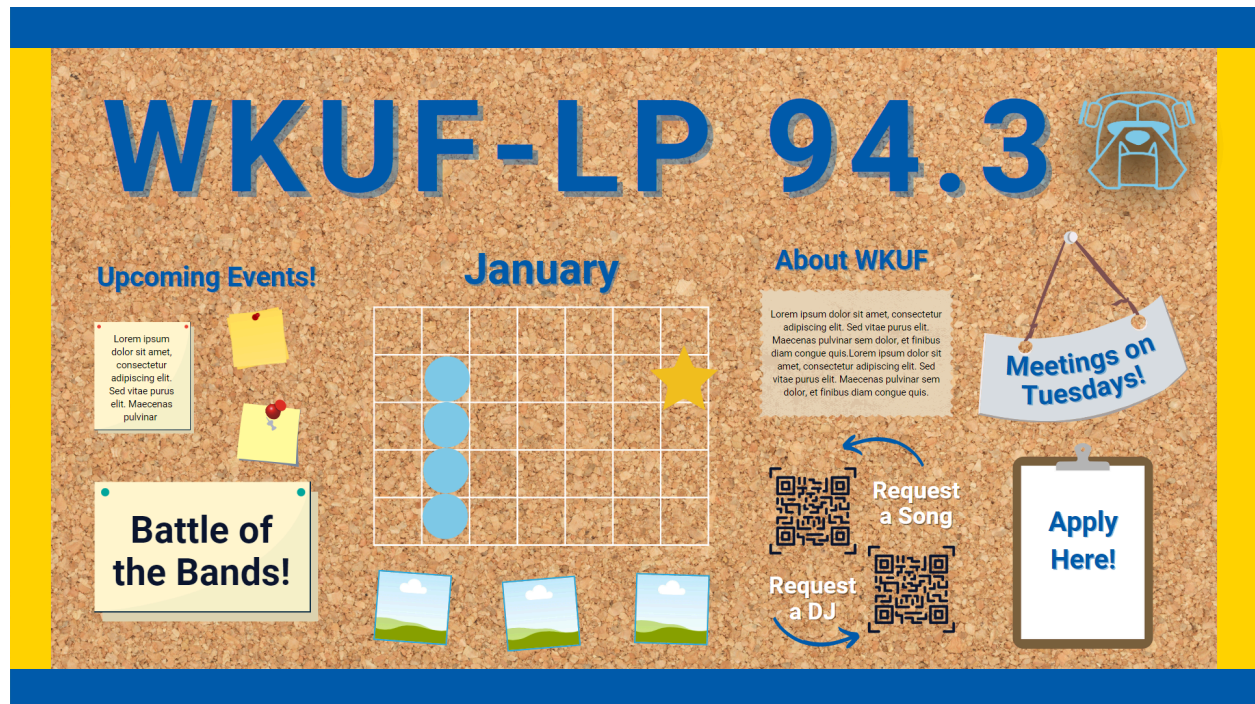
Figure 2: *Example of a potential physical bulletin board outside of WKUF in BJ's Lounge.*

<mark>**Campus Connections**</mark>

Thinking of all of the organizations and clubs on campus, there is ample opportunity to collaborate with other students to amplify the efforts of WKUF's outreach. From weekly meetings to special events, a few recommendations for contacts to reach out to would include:

- **Kettering Student Government**
  - **Possible Events:** Diversity Week, Club Expo, Etc.
  - **Contact**: Anjanette Haggard

- **Alpha Phi Omega**
  - **Possible Events:** Trunk or Treat and Easter Egg Hunt
  - **Contact**: Myra Lumpkin

- **National Society of Black Engineers**
  - **Possible Events:** SpringFest

- ○ **Contact**: Nadia Strong

- ● **Kettering Greek Life**
  - ○ **Possible Events:** Chapter Semi-Formals and All Greek
    Greek Week
    Recruitment Events (*Casino Night, Panhel ICS, etc.*)

  - ○ **Contact**: Alyssa Mohr

- ● **The Recreation Center**
  - ○ **Possible Initiatives:** Play music during classes at the rec center
    Dedicate time during busy hours to WKUF
    Promote listening to WKUF via TuneIn

  - ○ **Contact**: Michael Rumancik

- ● **BorgWarner Bistro**
  - ● **Possible Initiatives:** Play music during the operational hours of the new coffee shop in the Learning Commons.

  - ● **Contact**: Michael Rourke

Recruiting More Student Members

In collaboration with the above efforts and ideas to raise general awareness on campus, the Team identified some things the leadership of WKUF could focus on in order to properly recruit new members into a fulfilling and engaging extracurricular.

Organizational Structure and Management

Succession planning is the process of identifying and developing potential successors for key leadership positions in an organization. It is important because it helps to ensure the smooth transition of leadership and the continuation of the organization's operations and goals. Succession planning is an important part of any

organization's long-term strategy, as it helps to ensure the smooth transition of leadership and the continuation of the organization's operations and goals.

One of the most recent handbooks the consulting team was able to examine was from 2017. Having updated expectations for members involved in the organization is crucial to success, understanding, and longevity. Without it, people may not be aligned on goals and expectations and the team will fall short. The current leadership team should read through and update their handbook for new members applying. As well as the application forms such as the student member application, show/DJ agreement and liability waiver, etc. Overall, standard documentation is an important tool for organizations to ensure the accuracy, efficiency, and compliance of their operations and processes.

Advertising Through Students' Degrees

Lastly, and arguably, the most important aspect of recruiting students at a STEM school is making sure that they get something out of the experience. Professional development, technical skills, communication and teamwork skills, etc. There is a lot of room for growth and development while being involved in a radio station. It is much more than being on air and that needs to be conveyed to the target market. Members should encourage peers to get involved by abridging their current knowledge to the radio's potential problems. Not only is this something that students can put on their resume, but they can also actually learn new material as well about sound dampening, marketing, logistics, law, etc.

New Flyers and Advertisements

One recommendation that could help grow the radio station at Kettering University is to update the branding and marketing available. To do so, the Team would recommend that WKUF gets a new logo redesigned through the University Marketing Department, or reach out to Dotti Gouine With this new rebranding, more promotional material can be made and shared throughout the campus and on the website.

Figure 3: *Sample promotional flyer for recruitment of student members to WKUF.*

Other applications for this rebranding include the student members' application, DJ/show liability waiver, and event request form. Updating these forms will make it easier for students to join the organization and be aware of what it is in general.

Involvement and Interest Retention

Update and Revamp Website

Something that would benefit the business greatly would be to see analytics from the website traffic. Useful data would have been when people listen to the live radio and

how often. Other things could be considered as well like location demographics. The history section could be updated to include post-COVID and the present, as well as it could be condensed to allow for easier reading for viewers.

Adding a digital "community bulletin board" could also be an introductory idea to increasing website traffic, audience engagement, and community involvement. It would allow students to have a quick go-to place for all their events and information. This would be different from Bulldog Weekly in that more submissions would be accepted and of smaller gravity. They could be shoutouts, Q&A, or fundraising events.

Social Media Overhaul

After dissecting the needs of the student-run radio station, the Team determined that this work could necessitate a co-op or at least a work-study position for students on campus. Due to the overflowing budget, and potential impact of involvement, a student station manager or public relations position is crucial, and should be paid.

One of the most important avenues for addressing the company's target market is by using social media. Some of the most popular platforms that would produce results include Instagram, TikTok, and eventually YouTube. There are several reasons why social media advertising is important for businesses:

- **Targeted Advertising**: Social media platforms offer a range of targeting options, such as demographics, interests, behaviors, and location, which allows businesses to reach the right people with their ads.

- **Measurable Results:** Social media advertising provides businesses with valuable data and insights on their campaigns, including impressions, clicks, conversions, and more, which can help them optimize their campaigns and measure their return on investment (ROI).

- **Increased Brand Awareness:** Social media advertising helps businesses increase their visibility which can lead to increased brand awareness and engagement.

- **Cost-Effective:** Social media advertising can be more cost-effective than traditional forms of advertising, as businesses can set their own budgets and target specific audiences.

- **Increased Customer Engagement:** Social media advertising allows businesses to interact with and engage their customers, which can help build customer loyalty and advocacy.

With these goals in mind, the Team looked into other student-run radio stations' social media accounts to find emulatable feeds and examples of promotional material. The themes that were noticed were cohesive looks with frequent posts.

Instagram Inspiration

The Instagram account for the radio should strive to share member shoutouts, event ads, upcoming shows, community involvement, and more. Using a cohesive theme/look templates can be made to be reused for multiple things on the feed. The

Instagram account will target mainly students who are interested in the networking and publicity aspect of the radio.
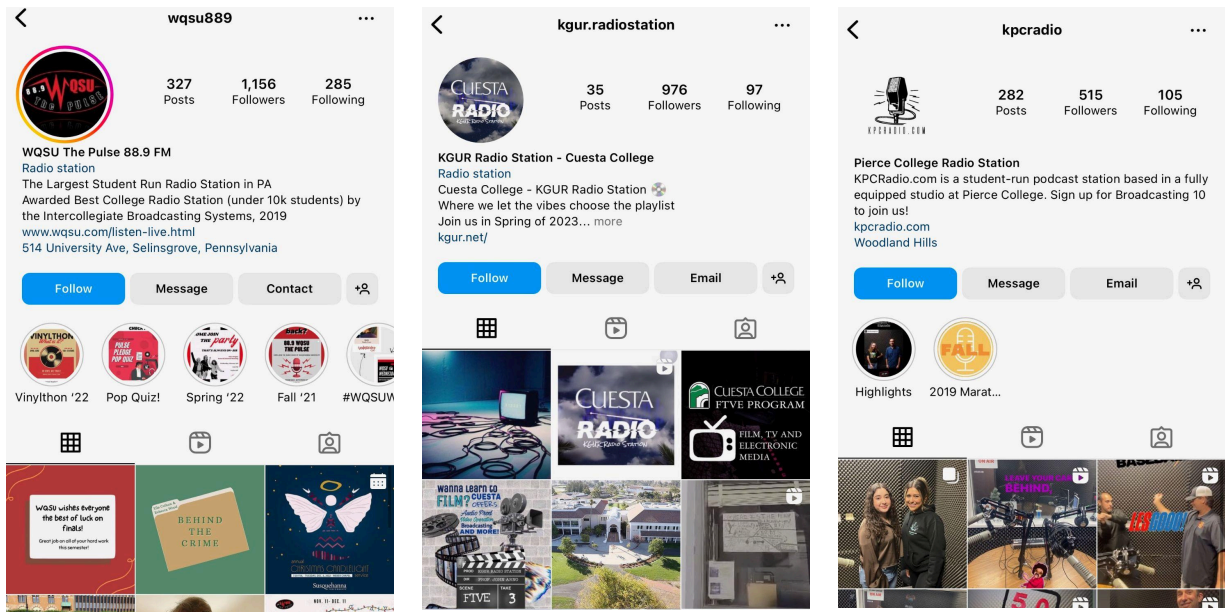
Figure 4: *Good examples of student-run radio stations' Instagram accounts for inspiration.*

TikTok Inspiration

WKUF should consider starting a TikTok account, if they haven't already, to provide behind-the-scenes, Q&A, and more technical fun facts about what goes into a college radio station. Studies show that a majority of WKUF's target market is using TikTok and based on algorithms they would most likely get shown the radio's content and thus grow the following from there.

Figure 5: *Good examples of student-run radio stations' TikTok accounts for inspiration.*

GENERATING REVENUE

From meeting with the client, it was clear that their financials are not in any foreseen danger of budget cuts, however, given ever-changing circumstances, the Team found it necessary to prepare ideas and potential material to promote event DJ-ing and other ideas for generating revenue as a back-up, or supplemental, plan for WKUF.

Public/Private Event DJ-ing

Previous documentation shows that the radio station used to get paid for DJ-in events on and off campus. The Team suggests working with the Kettering Student Government (KSG) to decide on an appropriate fee for WKUF to DJ campus events, as well as work with the team leaders to establish a pricing structure for external events such as weddings, dances, receptions, etc.

Figure 6: *Potential Instagram posts to advertise event DJ-ing*

Implementing a tiered structure provides more flexibility for not only potential customers who may have different budgets but also for the current manpower WKUF has for running events. The more personalized the project, the more time required, and the expectations of the client would garner more revenue for the radio to DJ those events. Some potential community events beyond weddings and private events include Back to the Bricks and the various races/marathons where the radio could get more publicity.

FINAL RECOMMENDATIONS

To conclude some of the key findings from the report, the Team compiled a list of tangible, closing event and initiative recommendations for WKUF to potentially explore in order to grow their marketing strategy and promote the radio on campus overall.

- **Prioritize Social Media**: Use platforms like Facebook, Twitter, and Instagram to share updates about your radio station, including schedules, special events, and guest appearances.

- **Collaborate with Other Organizations:** Partner with other student groups or local businesses to cross-promote your radio station and reach a wider audience.

- **Host Events:** Host live events, such as concerts or open mic nights, to promote your radio station and engage with listeners.

- **Use Email Marketing:** Set up an email list and send newsletters to subscribers to keep them informed about your radio station and upcoming events.

- **Promote on Campus:** Utilize on-campus resources, such as bulletin boards and flyers, to promote your radio station to the campus community.

- **Partner with Local Media:** Reach out to local media outlets, such as newspapers and television stations, to see if they would be interested in featuring your radio station or promoting your events.

- **Boost Online Streaming:** Many student radio stations now stream their programming online, and promote your online streaming options on social media and through your website to reach a wider audience.

CONCLUSION

Marketing, recruitment, and retention are all important activities for businesses and organizations because they help to support and grow the company. Marketing helps to attract new customers and increase sales, recruitment helps to bring in the best talent, and retention helps to keep that talent within the organization.

Marketing is important because it helps to increase awareness and demand for a business's products or services. This can lead to increased sales and revenue, which can help the business to grow and succeed. Marketing can also help to differentiate a business from its competitors and build a strong brand identity. Recruitment is important because it helps to bring in the best talent for open positions within the organization. This can lead to a more skilled and productive workforce, which can improve the overall performance of the business. Recruitment is also important for building a diverse and inclusive workplace, which can have a positive impact on the company's culture and reputation. Retention is important because it helps to keep a talented and skilled workforce within the organization. This can reduce employee turnover, which can save the business time and resources that would be spent on recruiting and training new employees. Retention can also help to improve employee morale and productivity, which can benefit the overall performance of the business.

The Kettering Team consisted of 5 undergraduate students who combined creative problem-solving and preexisting knowledge of the campus's opinions in order to come up with innovative, tangible solutions to help the longevity of WKUF.

Surrounding efforts around awareness, recruitment, and retention helped focus the existing resources in the appropriate aspects. Through the consulting team's educational and co-op experience, their inherent interest in the field, and a general understanding of WKUF's target market, they were able to unravel an all-encompassing plan that should be repeatable for years.

Some challenges were faced throughout the term that required the Team to research further beyond common business tools and concepts previously learned. With deliberate and collaborative critical thinking, they were able to identify the core problems of an organization not operating at its full potential, and use their combined problem-solving skills to address these identified problems with solutions to uniquely fit the capabilities of WKUF now and in the future. With this they can provide a comprehensive strategic plan to maintain growth for years to come with ideas less limited by manpower, focusing on expansion.

Reflecting on lessons learned for the future, some future recommendations for coming into a project where one is very unfamiliar with the subject matter, you should immediately connect with an expert on the subject matter and begin your research early. While the Team met with Kyle Kupsche during the term and learned a great deal about the organization that helped them develop our final solutions, it could have been done sooner had the staff advisor known beforehand. Meeting with him early in Week 2 could have helped establish more context and provide clarity for details that were being assumed. Additionally, the consulting team could have also benefited from meeting with

the station's volunteer members from the Flint community. His perspectives could have shed light on details or factors that were unknown. Looking back at how insightful Kyle was to the research and decision-making, a similar value could have been acquired through using that connection more.

Another area for improvement would include surveying students and garnering more responses. The Team could have utilized their network connections more to get more students to take the survey and provide more accurate results and more opinions to consider. This caused the conclusions to be drawn from a small sample size, with added bias from responses that came from existing members of the organization. While the results appear to reflect the student body as a whole, there is no qualitative or quantitative data to provide 100% validity to the points made.

Lastly, the conversation with Janis Mueller at the end of the semester was very enlightening and helped the Team think deeper and more creatively about the problems at hand. It would have been very impactful to meet with her earlier in the term as she provided a unique perspective compared to inside the classroom. All in all, while there were some roadblocks, missed opportunities, and lack of efficiency at times, the Business Consulting Team is confident in their findings, suggestions, and conclusions. Undoubtedly, with a clear target market, WKUF is able to not only increase listeners, but gain more active members, and become a much larger voice on Kettering's campus and in the Flint community.

RESOURCES

KUSF. (n.d.). Retrieved December 16, 2022, from http://www.kusf.org/

*WKUF-LP Flint 94.3 FM*. WKUF. (2022, October 28). Retrieved December 16, 2022, from

https://wkuf.fm/

WKDU Philadelphia 91.7FM: *Commit radio warfare*. WKDU Philadelphia 91.7FM | Commit

Radio Warfare. (n.d.). Retrieved December 16, 2022, from https://wkdu.org/

WRAS-FM 88.5. **Georgia Public Broadcasting**. (n.d.). Retrieved December 16, 2022, from

https://www.gpb.org/radio/stations/wras
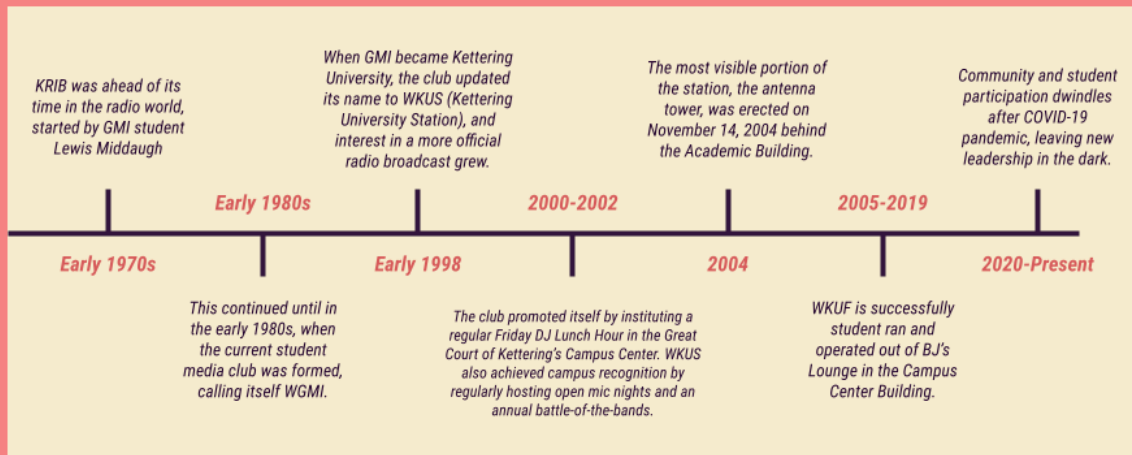
APPENDIX A: MIDTERM REFLECTION
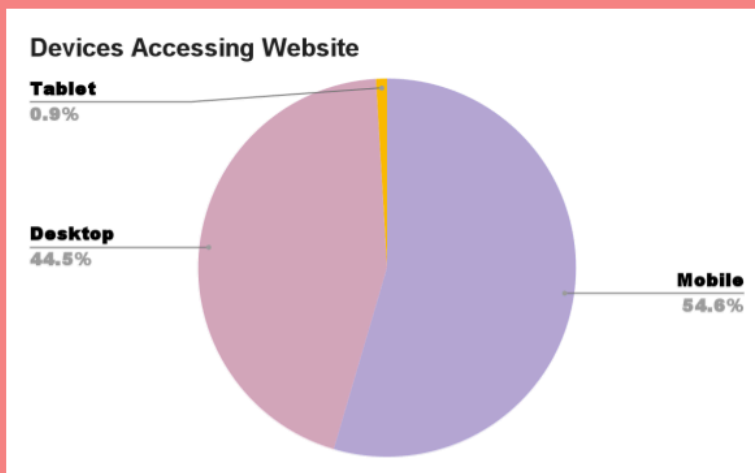
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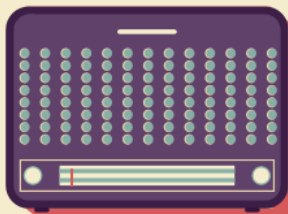
OVERVIEW

PROJECT OVERVIEW

- **Clarify WKUF Needs [Target Audience/Market]**
  - Meeting with Kyle Kupsche (the Faculty Advisor)
    - Club vs. University Radio Station
      - Club = Larger focus on the members art
      - Radio Station = Larger focus on the consumers
  - *Goal = Internal Expansion, Growth, & Retention*
- **Market Research & Analysis**
  - Radio Station Research (WDZZ, UofM Flint, etc.)
  - Student Survey
- **Introduction Marketing and Promotion**
- **Strategizing a Growth & Retention Plan**

WKUF HISTORY

Early 1970s
KRIB was ahead of its time in the radio world, started by GMI student Lewis Middaugh

Early 1980s
When GMI became Kettering University, the club updated its name to WKUS (Kettering University Station), and interest in a more official radio broadcast grew.

(This continued until in the early 1980s, when the current student media club was formed, calling itself WGMI.)

Early 1998

2000-2002
The club promoted itself by instituting a regular Friday DJ Lunch Hour in the Great Court of Kettering's Campus Center. WKUS also achieved campus recognition by regularly hosting open mic nights and an annual battle-of-the-bands.

2004
The most visible portion of the station, the antenna tower, was erected on November 14, 2004 behind the Academic Building.

2005-2019
WKUF is successfully student ran and operated out of BJ's Lounge in the Campus Center Building.

2020-Present
Community and student participation dwindles after COVID-19 pandemic, leaving new leadership in the dark.

OVERVIEW – WEBSITE ANALYTICS

Devices Accessing Website
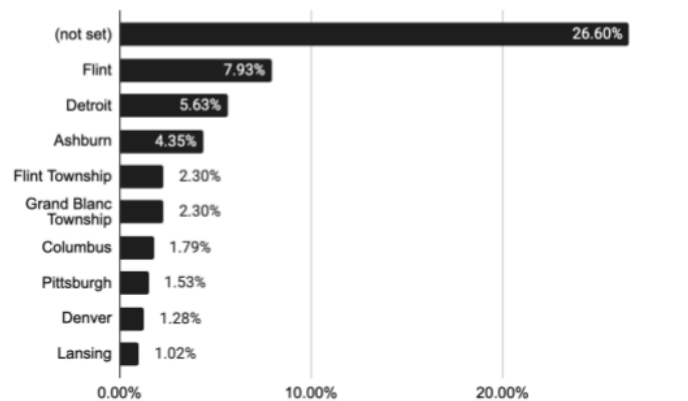
Tablet 0.9%
Desktop 44.5%
Mobile 54.6%

- **Listen Live**
  - Always on, able to click any playlist
- **Event Request**
- **Request Songs**
- **On-Demand Shows**
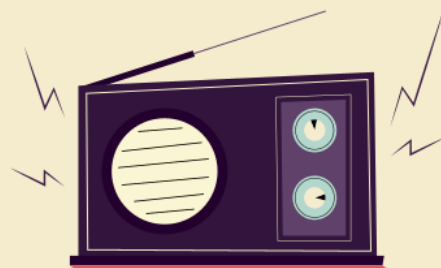- **WKUF History**
- **& More!**

OVERVIEW – WEBSITE ANALYTICS

Locations of Website User

- **The "LP" suffix denotes the low power nature of the station.**
- **We want to consider the music taste of those who most listen.**

Location	Percentage
(not set)	26.60%
Flint	7.93%
Detroit	5.63%
Ashburn	4.35%
Flint Township	2.30%
Grand Blanc Township	2.30%
Columbus	1.79%
Pittsburgh	1.53%
Denver	1.28%
Lansing	1.02%

02

TARGET MARKET ANALYSIS

TARGET MARKET ANALYSIS

STUDENT BODY

Younger, with an interest in pop music

Little connection or awareness of WKUF

Potential for growth & recruitment

FLINT COMMUNITY

Older with an average age of 36.

Strong base with listeners based in the city of Flint comparable to large stations
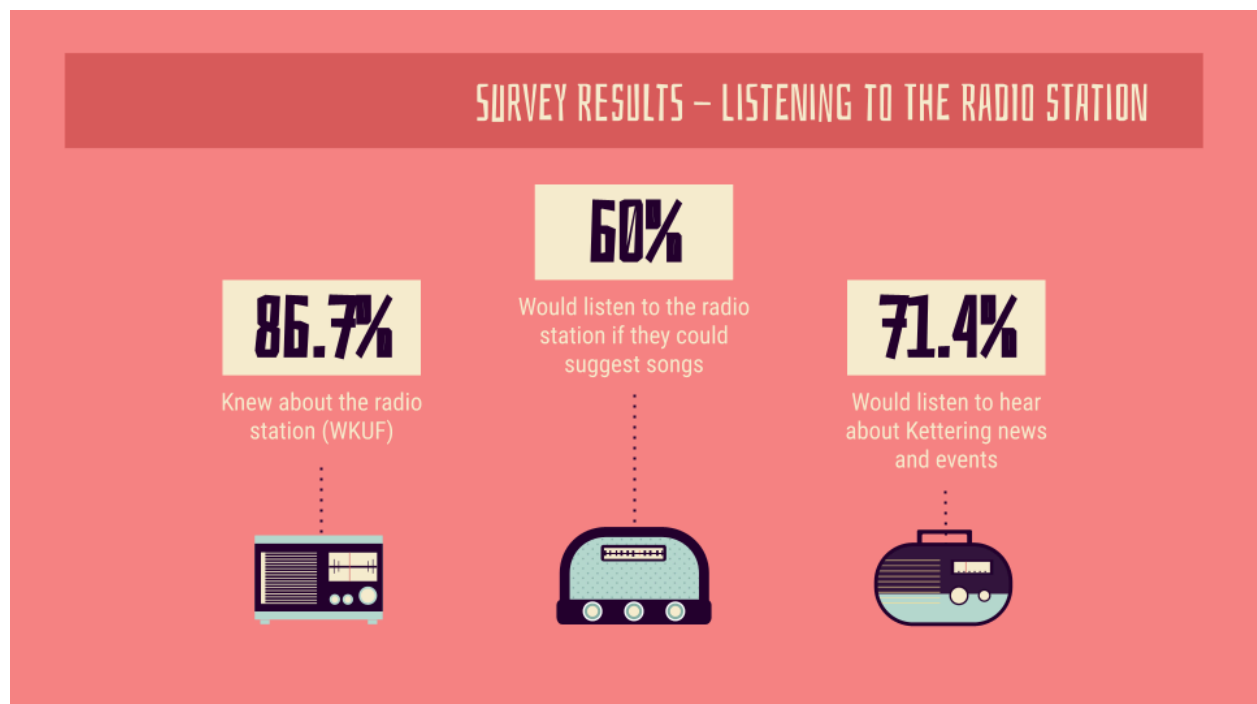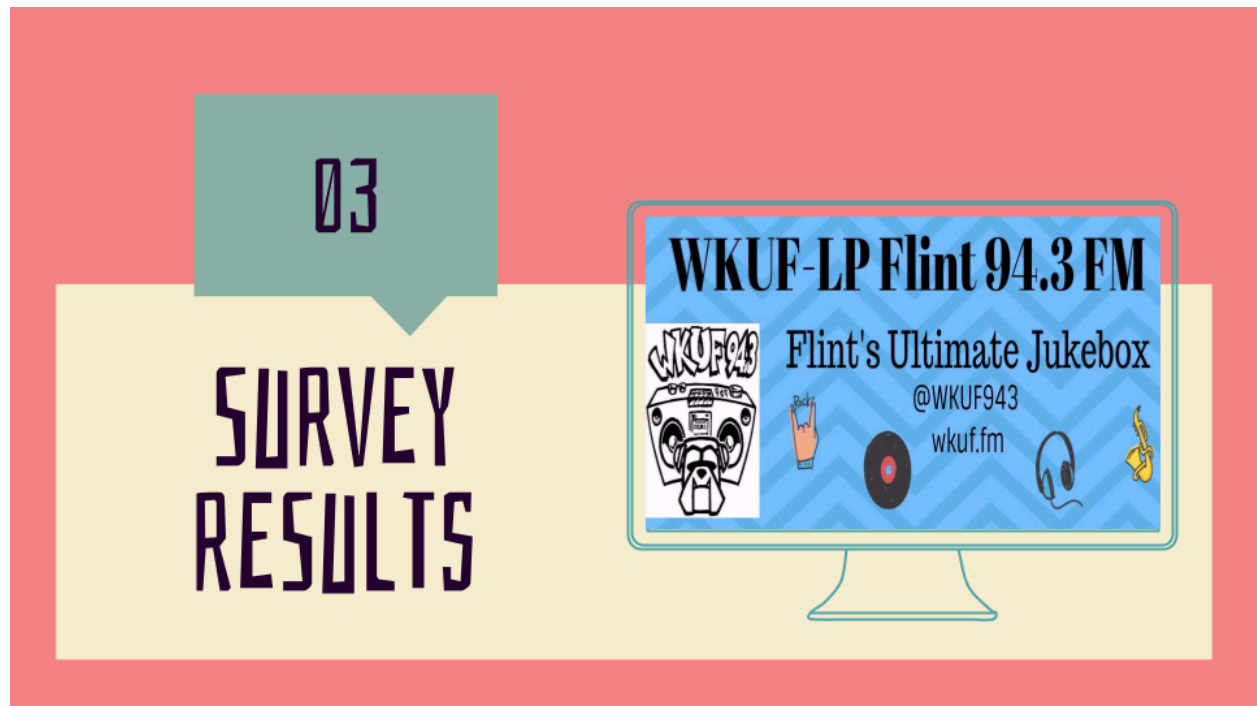
Stable connection overall

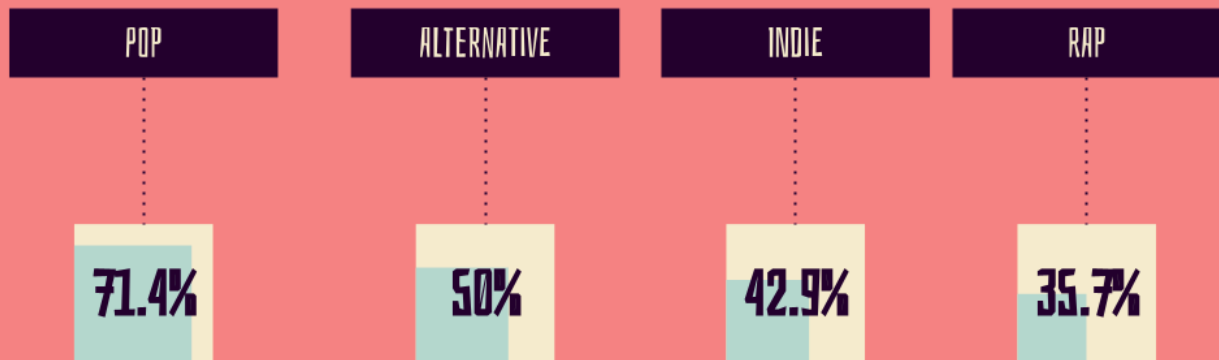## LIMITING BELIEFS OF STUDENT BODY

- **Students:**
  - Listen to music on their phone
  - Enjoy listening to music they like
  - Pay monthly to listen to to various streaming platforms (Youtube, Spotify, Etc.)
  - Read news online, TV, or Social Media
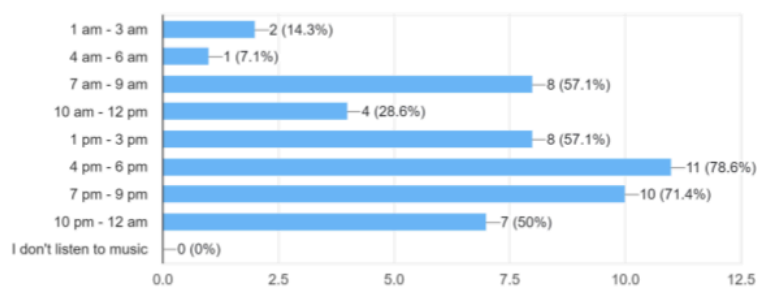
So, how do we appeal to them?

03

SURVEY RESULTS

WKUF-LP Flint 94.3 FM

Flint's Ultimate Jukebox

@WKUF943

wkuf.fm

SURVEY RESULTS – LISTENING TO THE RADIO STATION

60%

Would listen to the radio station if they could suggest songs

86.7%

Knew about the radio station (WKUF)

71.4%

Would listen to hear about Kettering news and events

SURVEY RESULTS – FAVORITE GENRE OF MUSIC

POP

71.4%

ALTERNATIVE

50%

INDIE

42.9%

RAP

35.7%

SURVEY RESULTS – WHEN DO STUDENTS LISTEN TO MUSIC

What time do you usually listen to music?

Time	Count
1 am - 3 am	2 (14.3%)
4 am - 6 am	1 (7.1%)
7 am - 9 am	8 (57.1%)
10 am - 12 pm	4 (28.6%)
1 pm - 3 pm	8 (57.1%)
4 pm - 6 pm	11 (78.6%)
7 pm - 9 pm	10 (71.4%)
10 pm - 12 am	7 (50%)
I don't listen to music	0 (0%)

0.0   2.5   5.0   7.5   10.0   12.5

ISSUES WITH CURRENT STREAMING CONTENT

SONGS

Random Playlists at Different Times of Day

Most Not Organized By Genre, Too Much Variety

SHOWS

Not Enough Kettering News & Announcements

Major Focus on Community Members' Interests

04

MARKETING STRATEGY

MARKETING PLAN — OPPORTUNITIES FOR GROWTH

AWARENESS	RECRUITMENT	RETENTION
Interact with Clubs/ Student organizations **Play music in LC and Rec, song recommendations on white boards in LC**	**Info Sessions** **Increase activity during common hour**	**Target Freshman** **Foster passion in the radio station**
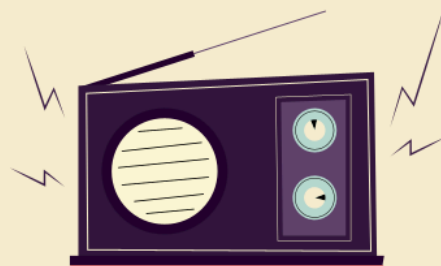
WKUF JAM/INFO SESSION

POTENTIAL IDEA...

- *Similar to Phi Delta Theta's Low-Fi & Chai*
  - Info night/session during lunch for students to stop by and ask questions.
    - See what's available for them to do
  - Advertise to clubs to use the event streaming service.

POTENTIAL IDEA...

MUSIC PLAYLIST PROPOSAL

- Clubs/Rec Classes could submit playlists for the radio to play at a certain time in lieu on DJ-ing their own events.
  - Club can just turn on the radio and have their playlist for the duration

POTENTIAL IDEA...

WKUF BULLETIN BOARD

- Team Shoutouts
- Open Positions
- Current Shows/Hosts & Openings
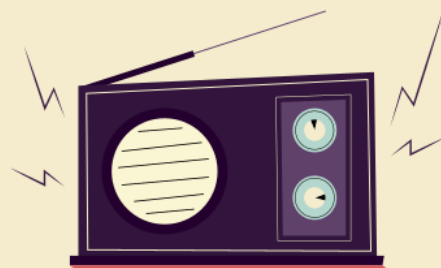- History of WKUF
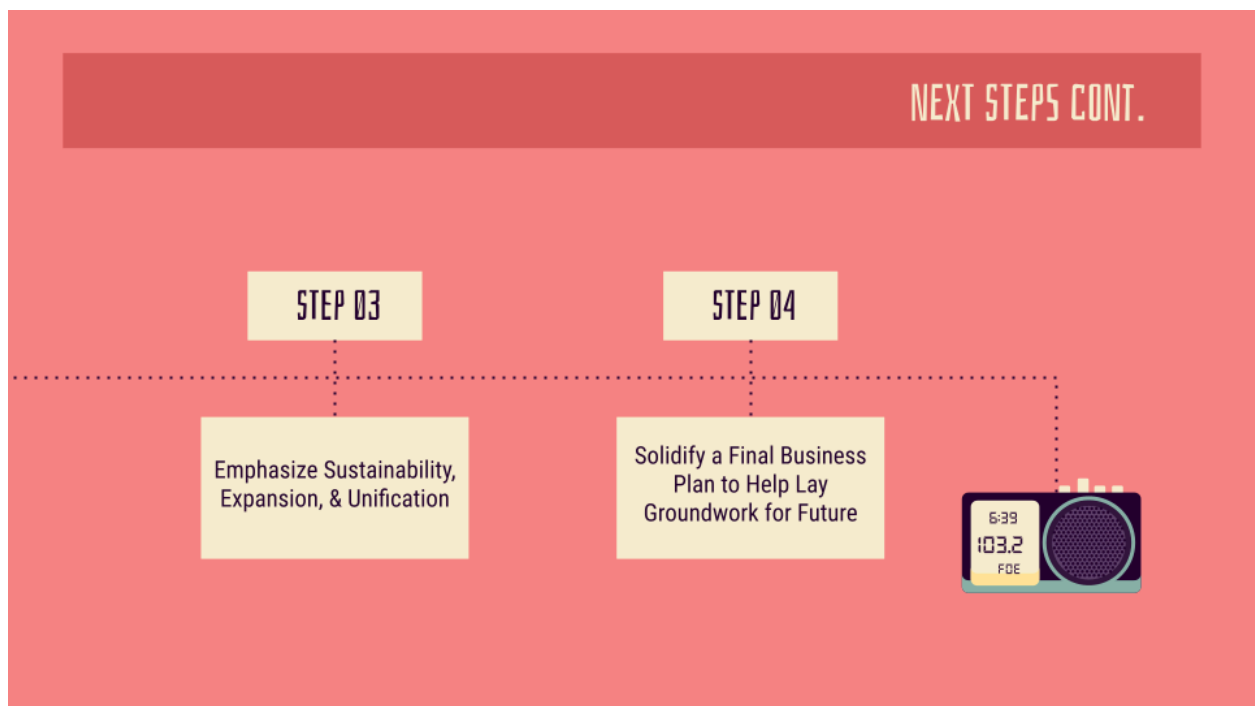- More engaging/captivating mural update

POTENTIAL IDEA...

WORK WITH THE TECHNICIAN

- Combine efforts from WKUF and the Technician to produce a digital, student-run news and radio outlet for the campus community.
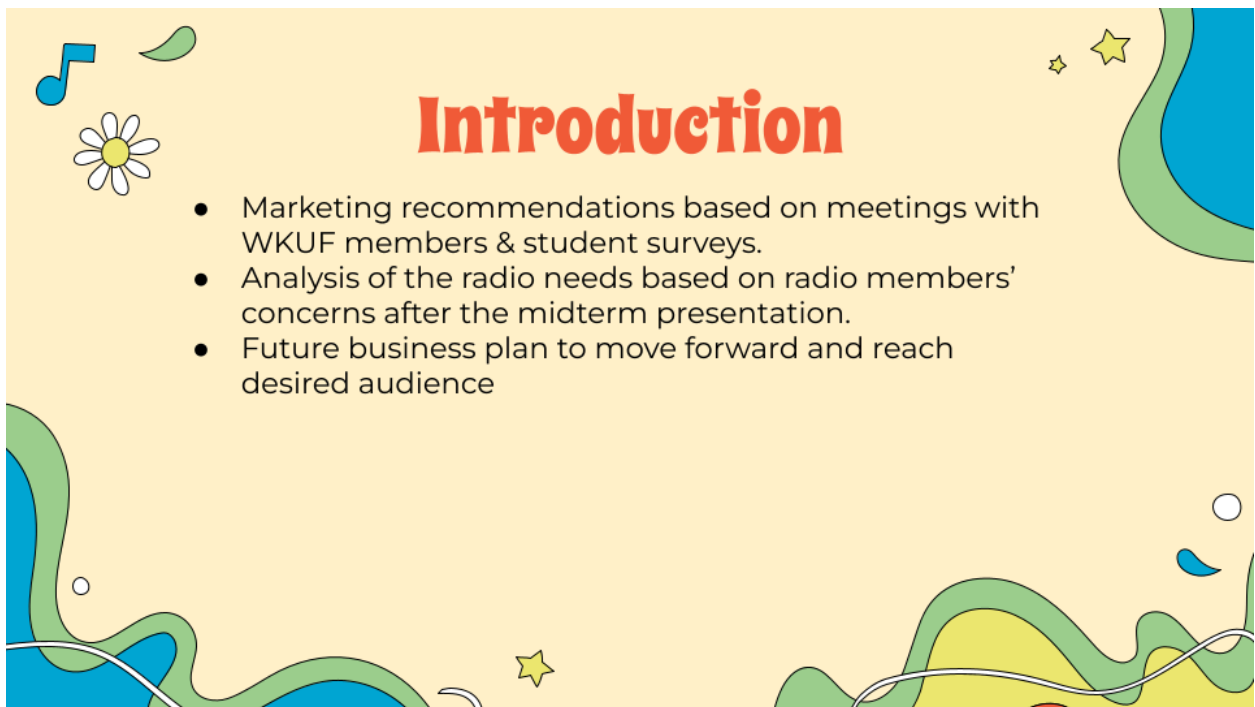 - Providing news, podcasts, intramural updates, and more!

05

NEXT STEPS

NEXT STEPS

STEP 01
Finalize Marketing Plan & Initiatives

STEP 02
Work Towards Heightening University Engagement

NEXT STEPS CONT.

STEP 03
Emphasize Sustainability, Expansion, & Unification

STEP 04
Solidify a Final Business Plan to Help Lay Groundwork for Future

APPENDIX B: FINAL PRESENTATION

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
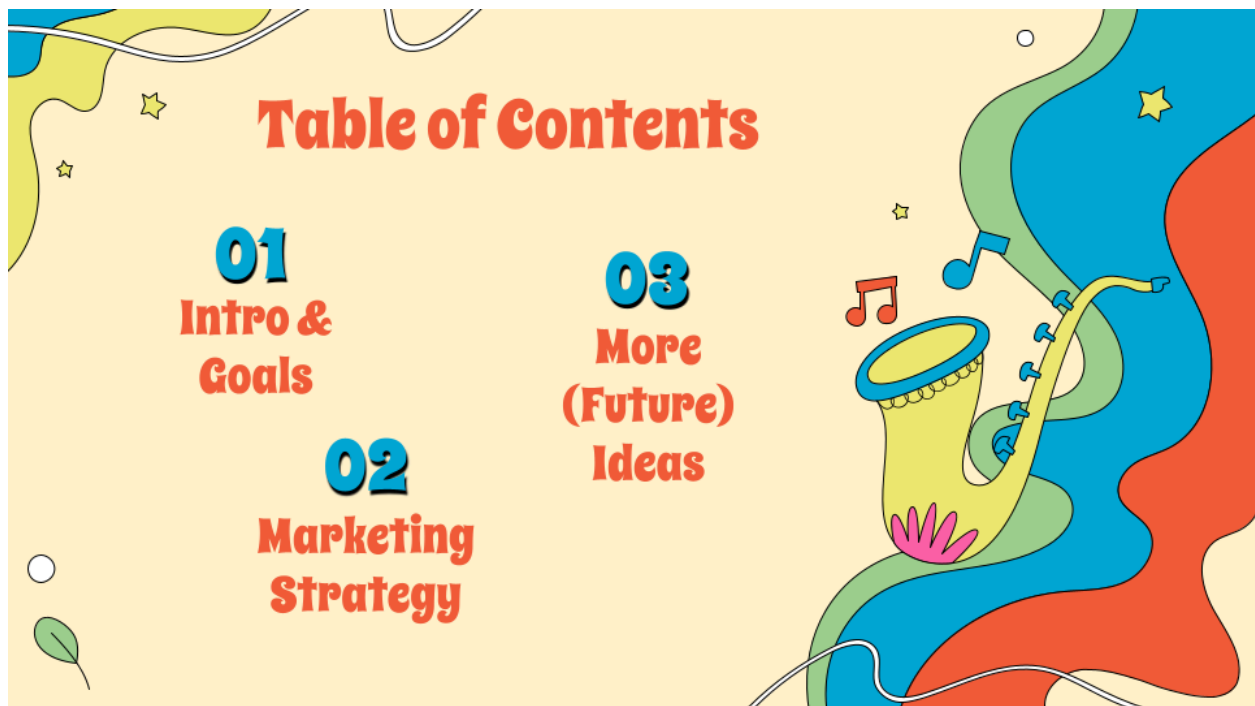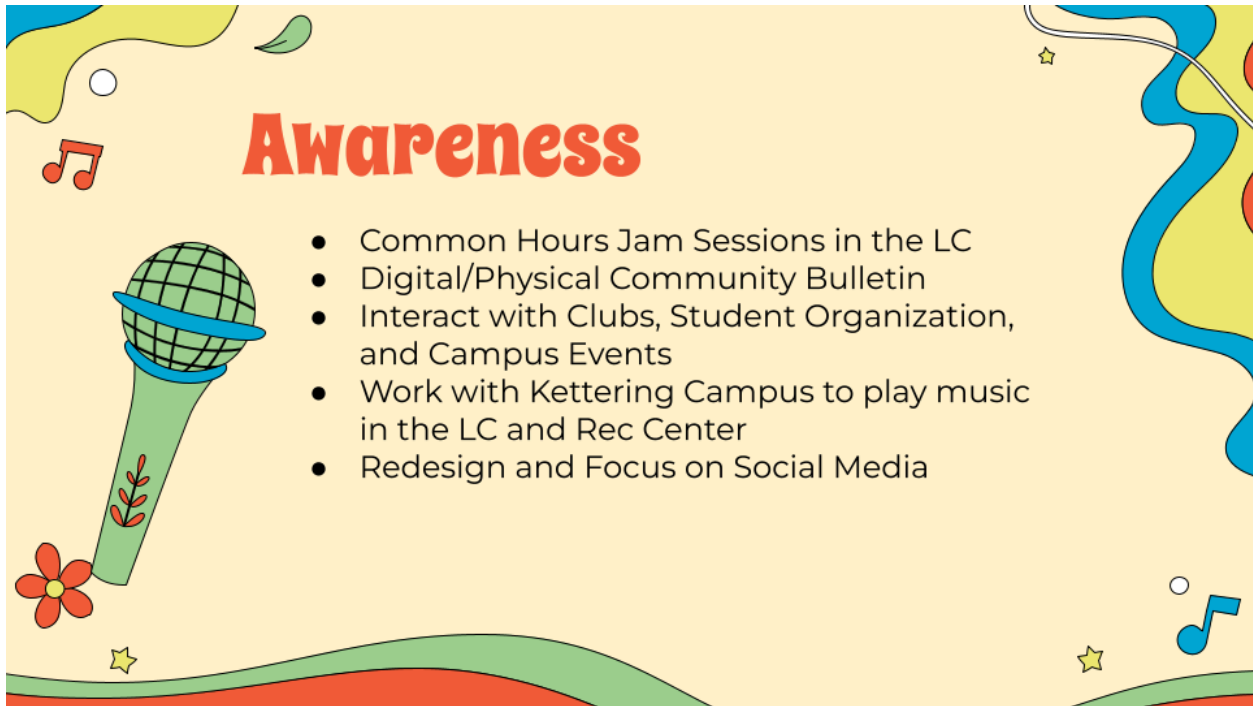
Goals Achieved

- 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
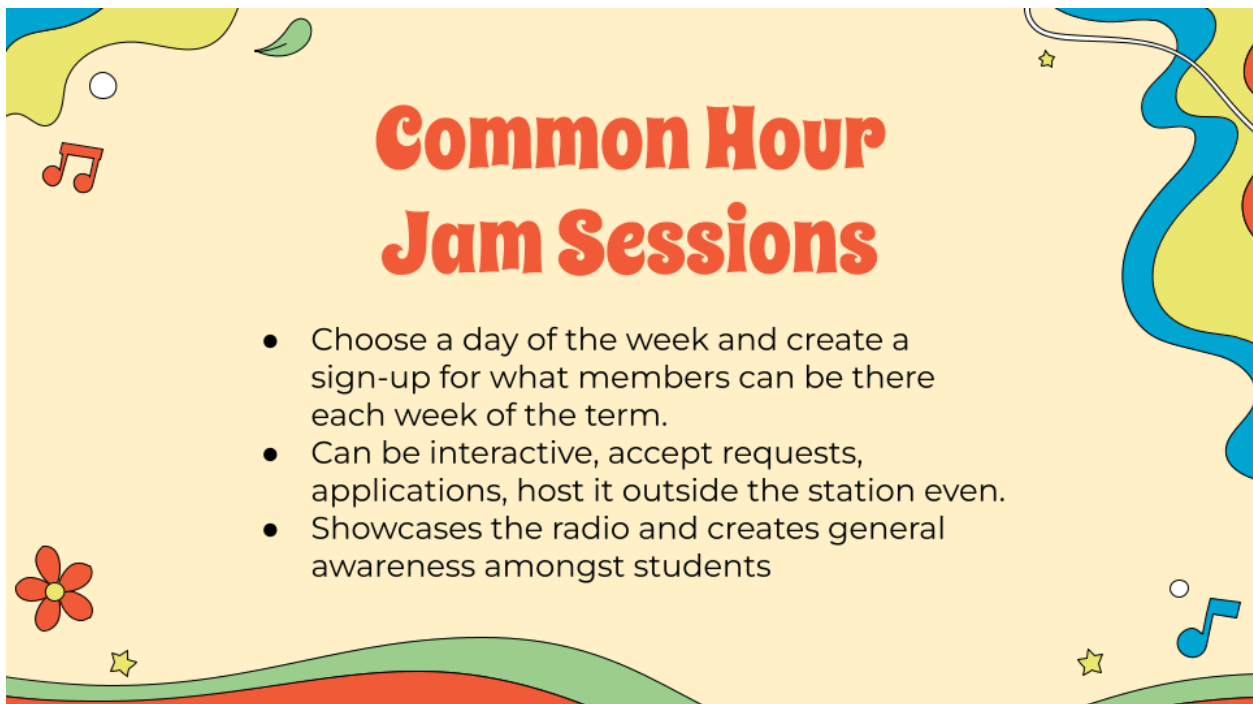
02

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
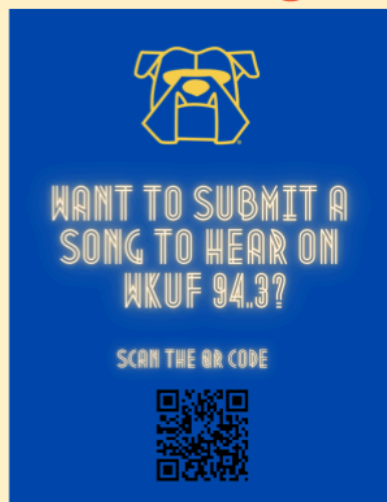- Succession Plan and training in place

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
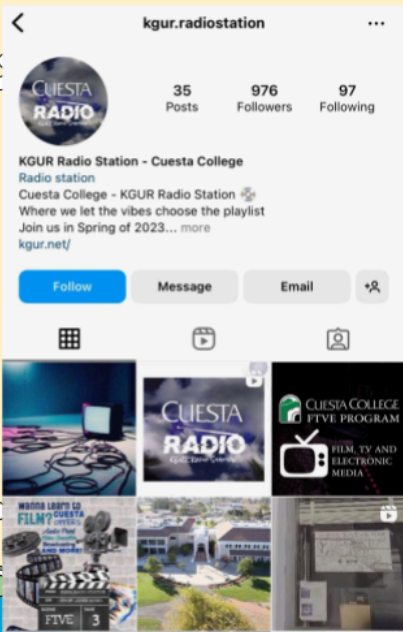   - Instagram, TikTok, Etc.
  - Link Social Media pages on website

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
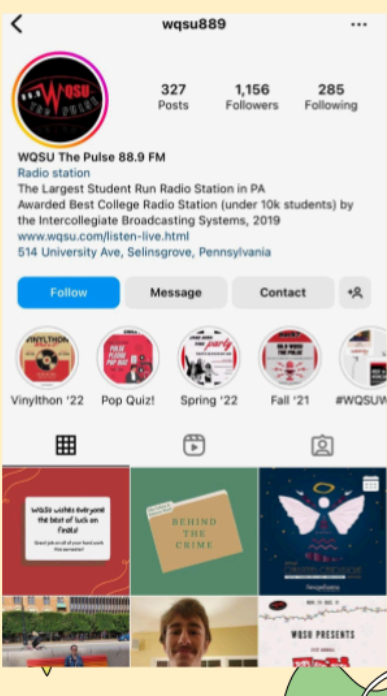
Instagram Inspiration

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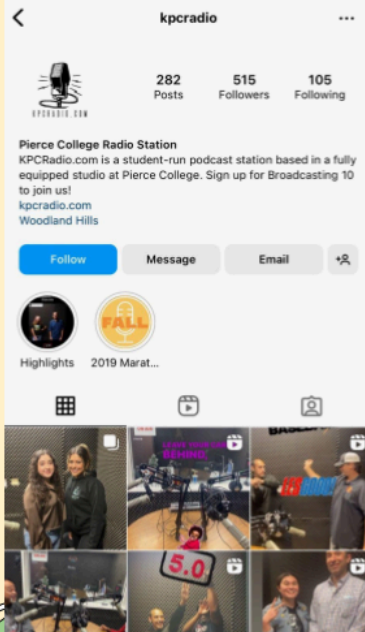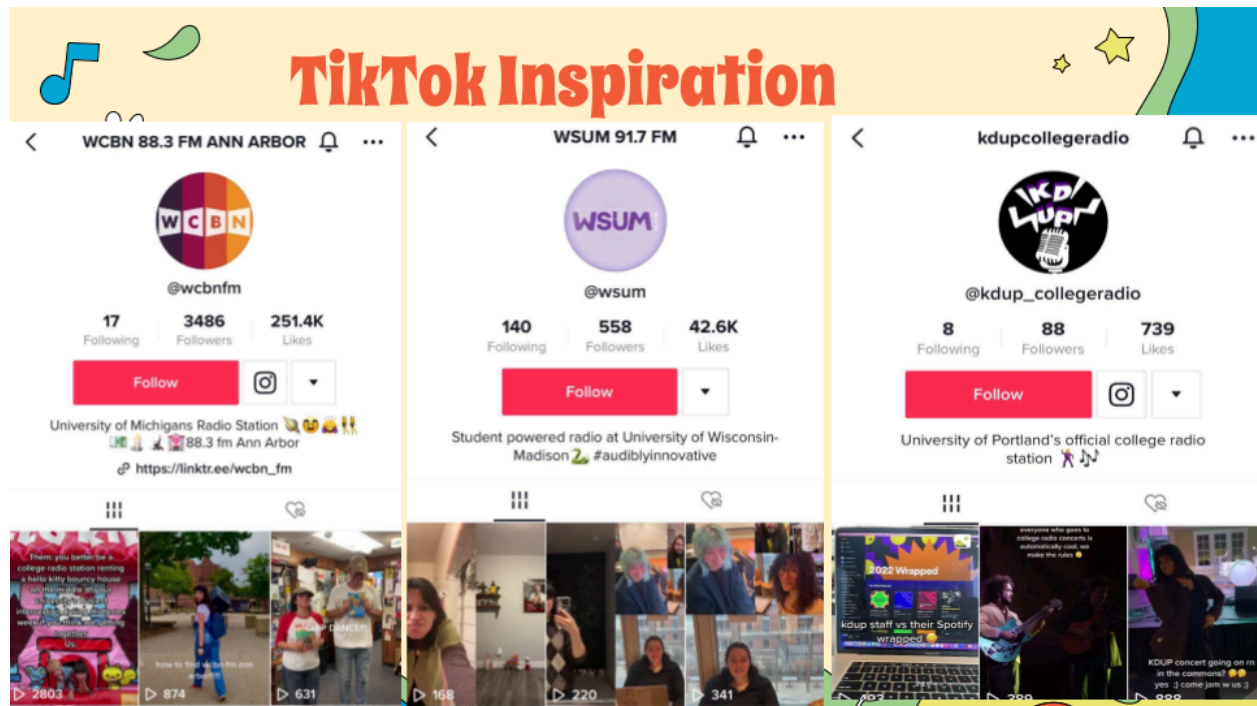- Member spotlights
- Ticket Giveaways

Inspiration Cont.

TikTok Inspiration

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
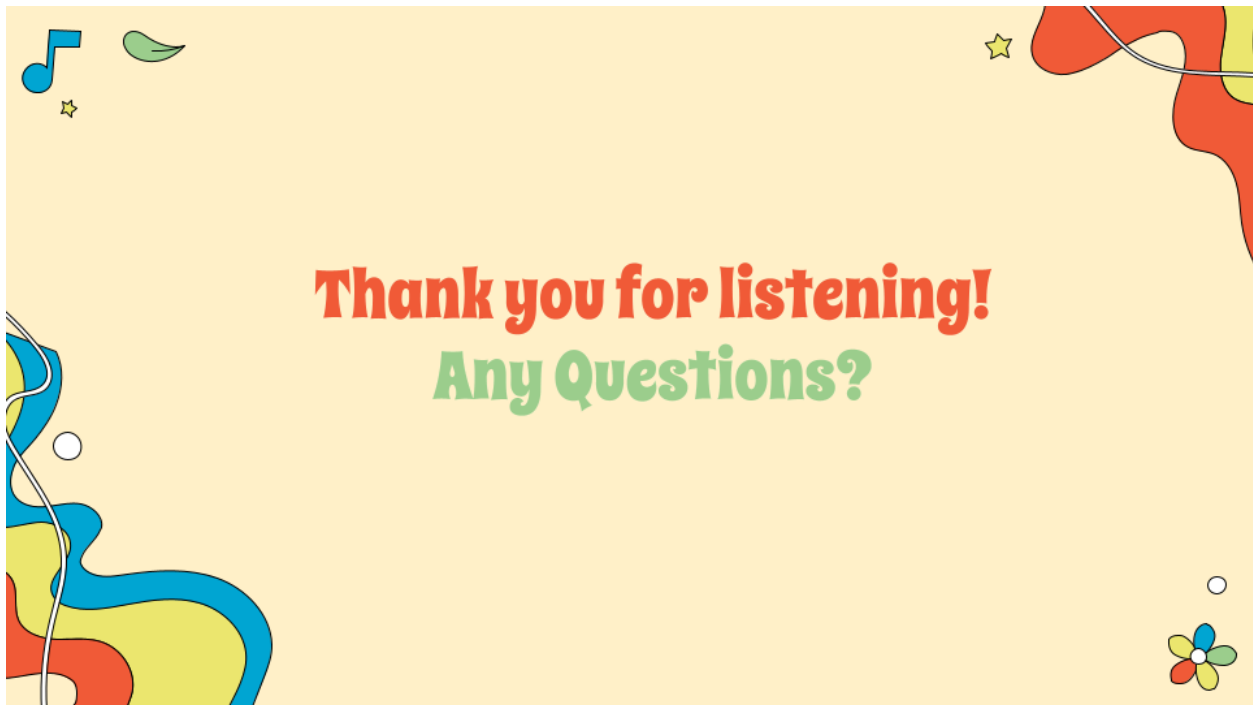 - Current disconnect in communication

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
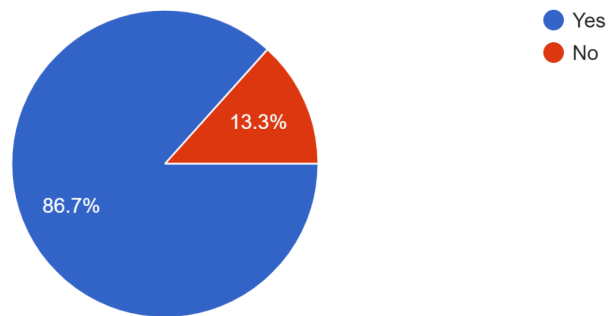- Retention & recruitment are vital to an organization's sustainability

Thank you for listening!
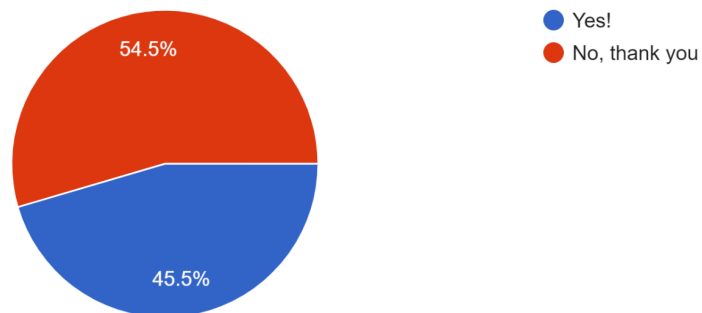### Any Questions?

APPENDIX C: STUDENT SURVEY RESULTS

Did you know Kettering University has a radio station, WKUF-LP 94.3?
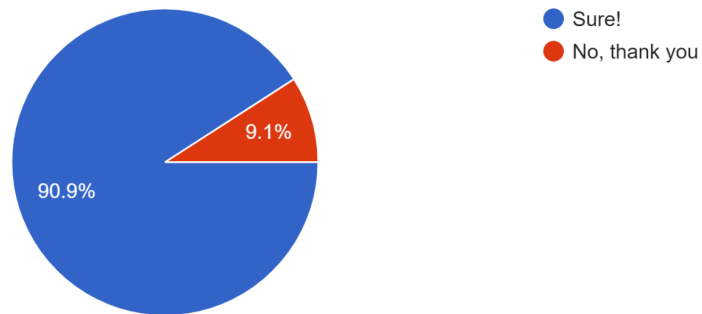15 responses

Yes
No

13.3%

86.7%

There is need for marketing, leadership, engineering, behind the scenes work, student talk shows,
etc. Would you be interested in learning more about being involved?
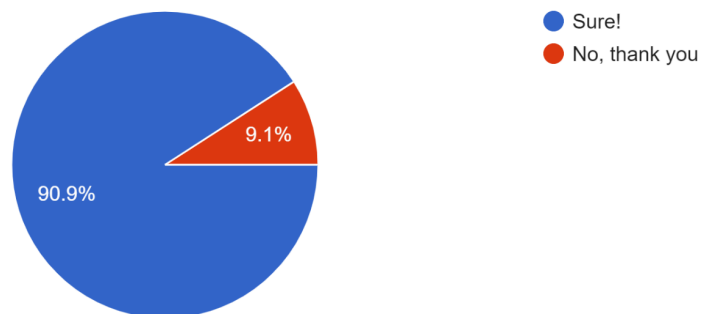11 responses

Yes!
No, thank you

54.5%

45.5%

Would you please be able to answer a few more questions to help better the radio and our capstone project?

11 responses

● Sure!
● No, thank you

90.9%

9.1%
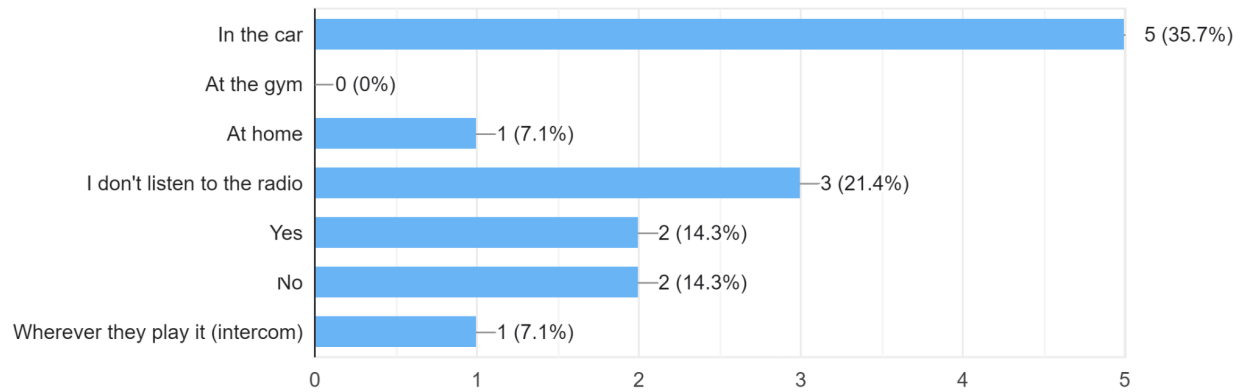
Would you please be able to answer a few more questions to help better the radio and our capstone project?
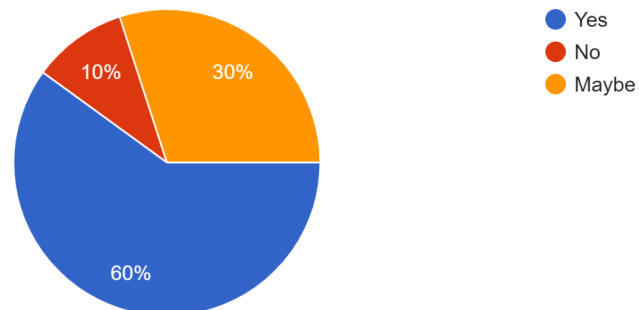
11 responses

● Sure!
● No, thank you

90.9%

9.1%

Where do you listen to the radio?

14 responses

| Category	Count (Percentage)
In the car	5 (35.7%)
At the gym	0 (0%)
At home	1 (7.1%)
I don't listen to the radio	3 (21.4%)
Yes	2 (14.3%)
No	2 (14.3%)
Wherever they play it (intercom)	1 (7.1%)

Would you listen to WKUF-LP 94.3 with no commercials and the ability to submit song requests whenever you'd like?
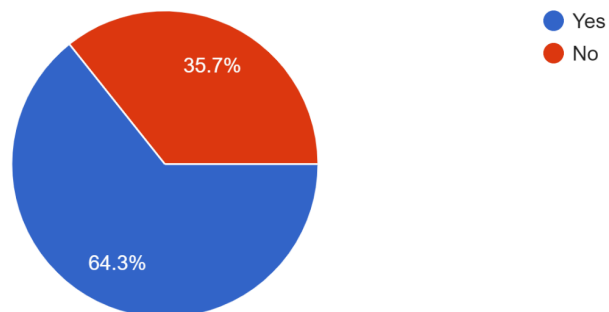
10 responses

- Yes — 60%
- No — 10%
- Maybe — 30%

Are you more likely to listen to WKUF-LP 94.3 if you could hear about Kettering news and events?
14 responses

- Yes
- No

28.6%

71.4%
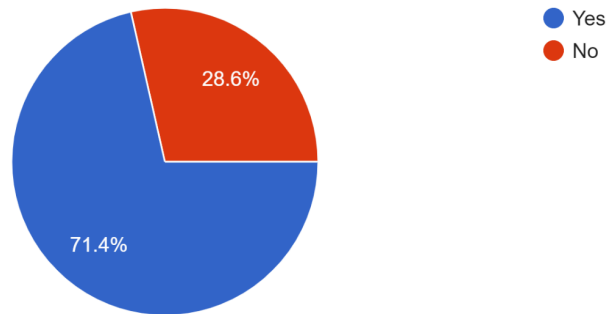
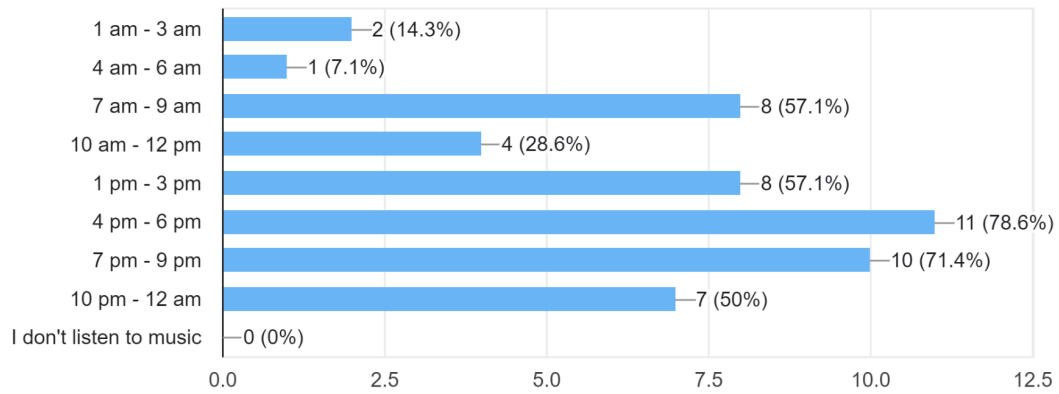Are you more likely to listen to WKUF-LP 94.3 on your phone using the TuneIn app?
14 responses

- Yes
- No

35.7%

64.3%

What time do you usually listen to music?

14 responses

Time	Responses
1 am - 3 am	2 (14.3%)
4 am - 6 am	1 (7.1%)
7 am - 9 am	8 (57.1%)
10 am - 12 pm	4 (28.6%)
1 pm - 3 pm	8 (57.1%)
4 pm - 6 pm	11 (78.6%)
7 pm - 9 pm	10 (71.4%)
10 pm - 12 am	7 (50%)
I don't listen to music	0 (0%)

What is your favorite genre of music?

14 responses

Genre	Count
Pop	10 (71.4%)
Rap	5 (35.7%)
Hip hop	2 (14.3%)
Country	3 (21.4%)
Alternative	7 (50%)
Rock	5 (35.7%)
Indie	6 (42.9%)
Heavy metal	0 (0%)
EDM	2 (14.3%)
Musicals	1 (7.1%)
Worship	1 (7.1%)
Classical	1 (7.1%)
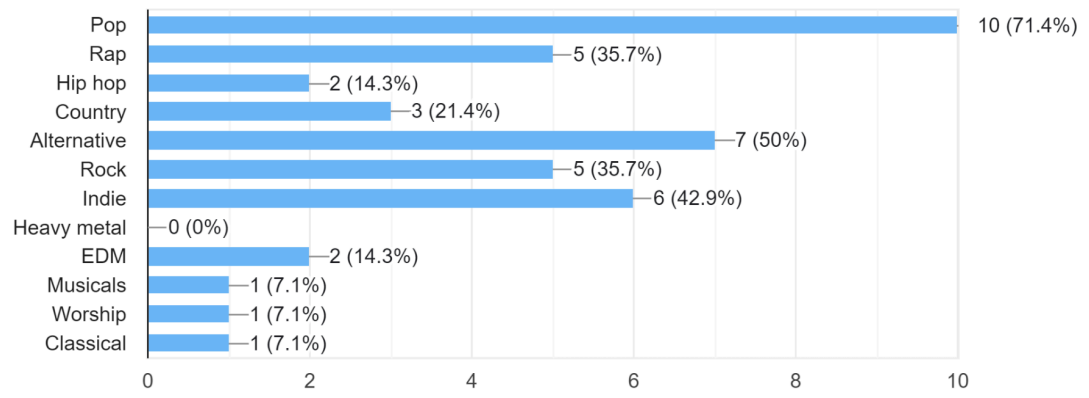
Are you involved in an organization that could benefit from radio DJ-ed events?

14 responses

- Yes: 64.3%
- No: 35.7%