A Campaign Proposal for the WIWU-TV 51

Indiana Wesleyan University
Marion, IN 46936
Public Relations Campaign
Spring 2013

WIWU-TV 51 PR Campaign Spring 2014
Indiana Wesleyan University
Marion, IN 46952

April 15, 2014

Garrett Matney
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Dear Mr. Matney,

Thank you for the opportunity to propose a public relations campaign for the WIWU-TV. Mic'd Media looks forward to creating a campaign that aids in achieving public relation efforts of WIWU-TV.

As an introduction to our campaign, we would like to share some background information with you regarding our firm's members.

- **Stephen Weeks** is the Executive Director. Weeks is a Media Communications senior. He has received a job at FOX59 Indianapolis as a Production Assistant.
- **Kelly Reed** is the Administrative Assistant to the Executive Director. Reed is a Strategic Communications sophomore. She is interning with Lucky B Boutique and currently works as the assistant secretary in Burns Science Building.
- **Kelsey Batson** is the Finance Director. Batson is a Strategic Communications freshman. She is interning with her church and USA Football as a Communications Director.
- **Emily Houp** is the Research and Marketing Director. Houp is a Strategic Communications freshman. She is to be a public relations intern for Go International Missions Organization.
- **Katie Cervoni** is one of the Media Directors. She is a Strategic Communications and Leadership sophomore. She is working as an event-planning intern with a non-profit golf tournament.
- **Debbie Luwagga** is the second Media Director. She is an International Relations and Pre-Law freshman. She will be working in Uganda.

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In this public relations campaign proposal we will conduct primary and secondary research, define goals and objectives, as well as suggest detailed strategies and tactics to be employed. With a budget of $400, this campaign will provide WIWU-TV with new tactics to implement into your current public relations efforts.

Thank you for allowing Mic'd Media to design a public relations campaign for WIWU-TV. We look forward to working with you and we hope to hear from you soon!

Best Regards,

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WIWU-TV Campaign Proposal

Primary Research

Description

- Station was founded in 1995, Indiana Wesleyan wanted to diversify majors.
- Paul Crisp started the station and is still the Station Manager.
- The station's main purpose is to train students in a professional environment in broadcast TV.
- 24 hour all original programming
- Continually adding programming, which includes a sports show, and live coverage of the school's major sporting events.
- Awards and accomplishments
    - WIWU was licensed as a Class A, full power station by the FCC in 2001.
    - WIWU has several awards from the Indiana Association of Broadcast Schools, as well as several silver and bronze Telly Awards.
    - Award winning Crossroads news magazine program.

Research Methods

- Perform a focus group of students on campus to give us a basis from which to work.
- Perform a survey for IWU students to take online.
- Analyze WIWU-TV's social media presence and compare it to Taylor University and Huntington University's media relations.

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Focus Group

Data Collection

- **Attendance**: 9 total. Three guys and five girls. Underclassmen and Upperclassmen.
- **Goal**: Find feelings and attitudes of people on campus toward WIWU-TV
- **Date**: February 19
- **Duration**: 30 minutes
- **Description**: We began by asking simple questions such as names, ages, and yes or no questions. We wanted to get the feeling of the group we were working with.
- **Found**: All nine people had heard of the TV station; only two people knew the name of the station; nobody watched it on a regular basis; only one person said he occasionally watched it online.
- ***Solution***: Promote the programming to students in order to ultimately increase publicity in the community— WIWU-TV's primary audience.

Focus Group Research Results

These are the questions we asked the members of our focus group with their responses. They are broken into categories based on differences within the responses. The category shows a major area in which they are related. This is used to show categories the focus group responded to most.

Question 1: What comes to mind when you think of WIWU-TV?

Category Code	Response
A	Soccer games
A	Basketball games
B	The TVs in Elder Hall
C	Music
C	Telesales

Coding Categories
A Covering Students
B School
C TV

Question 4: Do you think there is a lack of communication about the TV station here on campus? Explain.

Category Code	Response
A	Yes; the other majors aren't informed
A	Yes; only communication majors get involved
A	Yes; elder is the only place that represents it

Coding Categories
A Yes - Not publicized

Question 2: Do you watch it? Why or why not?

Category Code	Response
A	No; I do not know how
A	No; I do not know what channel
A	No; I did not know I could online
B	No; I already see the events it covers first hand
C	Yes; I stream games online sometimes

Coding Categories
A No - Clueless
B No - No reason to
C Yes - Online

Question 3: What would make you watch WIWU-TV?

Category Code	Response
A	Campus News
A	World or US news
A	Community news
B	Restaurants in the area reviewed
B	Places in Marion to go
C	FNL type skits
C	Comedy sections

Coding Categories
A News
B Information
C Comedy

Question 5: How do you think the TV station can become more well-known on campus?

Category Code	Response
A	Involving other majors
B	Improving social media presence
B	Publicizing the online web streaming
C	Videos produced by WIWU-TV streamed before chapel
C	Videos produced by WIWU-TV streamed in Student Center

Coding Categories
A Other majors
B Online presence
C Videos

Focus Group Analysis

The data we collected in this focus group shows a few themes.

- Unawareness: The first theme, unawareness, was seen in the responses of questions two and four.

1. Question 2: "Do you watch it? Why or why not?"
    a. Only one person said the watched the WIWU-TV, and he only watched it online occasionally.

   Solution: Our team proposes a push for online streaming.
2. Question 4: "Do you think there is a lack of communication about the TV station here on campus? Why or why not?"
    a. Everyone expressed that there is a lack of communication about WIWU-TV here on campus.

   Solution: We will reach out in ways that the students will best be reached: the Internet.

- **Lack of Motivation**: The second theme, lack of motivation, was seen in questions one, two, and three.
    1. Question 1: "What comes to mind when you think of WIWU-TV?"
        a. Many affirmed they think of events on campus. If they are attending the event live, there is no need to watch it on TV.
    2. Question 2: "Do you watch it? Why or why not?"

   a. A few people mentioned that they do not watch it because it does not apply to them. They already see the events, so there is no point to watch them on television.
3. Question 3: "What would make you watch WIWU-TV?"
   a. Students were eager to suggest new programming ideas, this affirms that they feel it would be more necessary to watch if the programming were different.

   Solution: Our team will not be proposing different programming, but this question allowed us to measure the excitement about the current programming.

- Lack of Knowledge: The third theme, the lack of knowledge, is seen in questions two, four, and five.

1. Question 2: "Do you watch it? Why or why not?"
   a. People said that they did not know how to watch it, did not know what channel, and did not know it was available online.

   Solution: This showed our agency that the lack of knowledge was in a different area than we thought. The lack of knowledge is in how to watch it.

2. Question 4: "Do you think there is a lack of communication about the TV station here on campus? Explain."
   a. The responses to this question were all categorized under "yes, not publicized."
3. Question 5: "How do you think the TV station can become more well-known on campus?"
   a. We got many responses on this question, and the participants seemed to be eager to answer.. They want the TV station to be more publicized, and are offering ways in which to make that happen.

   Solution: The participants showed our agency that there is a lack of knowledge on the campus and that something needs to be done to fix it.

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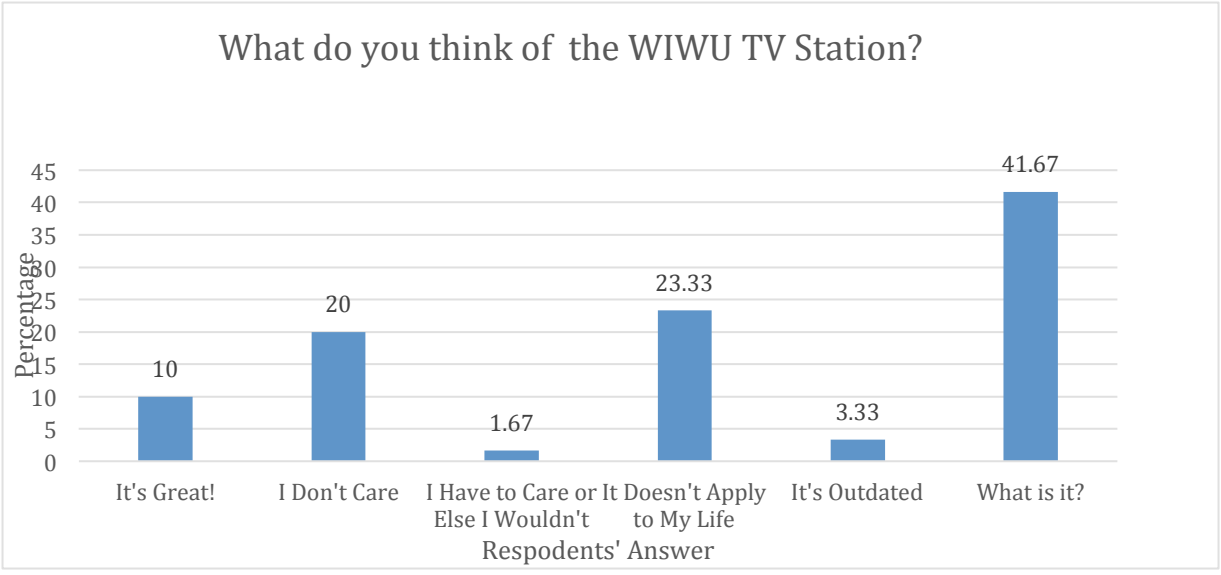
Survey

Data Collection

- **Respondents:** 60 online respondents through surveymonkey.com
- **Goal:** Find both quantitative and qualitative attitudes of people on campus toward WIWU-TV with a large pool of respondents.
- **Questions:** We asked 5 multiple choice questions and 4 open-ended questions to determine how people felt about the TV Station and what would motivate them to begin participating with the TV Station.
- **Found:** 71% of students were aware the TV Station existed but 74% said they had never watched the TV Station. The 26% that had seen the TV Station had mostly watched it in Elder and a few had watched it in their dorm. 87% of the respondents felt the TV station poorly communicated with the student body and most were looking for a better way to view the TV station or hear about programming.
- ***Solution:*** We also asked what the students were looking for through our survey. They recommended WIWU TV provide more relatable programming such as sports, IWU news and comedies. They also suggested the TV Station promote programming better as well as more social media presence. Although, only 50% said they would follow WIWU TV on social media which suggests, WIWU TV should also use other advertising methods.

Survey Results

This is an example of the attitudes of students toward the TV Station. This is taken from our online survey.



Survey Analysis

- Better communication needed
- Most people have watched it in Elder
- Suggested playing it in public places on campus and advertising
- People would watch for sports, IWU News and comedy
- Want to know programming and latest news

Social Media Presence

Data Collection

- Facebook
    - 660 likes
    - 4.5/5 star rating from 23 ratings
    - Contact information easily accessible
    - Frequently updated
    - Interactive approach
- Twitter
    - 1,952 tweets
    - 506 followers and 341 following
    - Statuses, photos, and videos
    - Linked with website
    - Updated frequently
    - No favorites or retweets
- Youtube
    - Joined February 6, 2011
    - 944 videos
    - 189 subscribers
    - 204,304 views
- Website
    - Has a connection with Twitter but not Facebook
    - Not updated as frequently as Facebook

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Social Media Presence Analysis

- Facebook is primary plug, second would be their website.
    - *Facebook:* has 646 likes
        - Most recently updated with story synopsis and news events.
    - *Website:* similar to the Facebook in the information updated but there is no way to tell visitors or people who connect with the site on a daily basis.
    - *Twitter:* should be more conversational but also has a good follower to following ratio.
    - *Findings:* Facebook being their most impressionable social media plug was not linked to their website like their Twitter, Feed and Email.
- ***Solutions***:
    - *Need for more interaction or incentivized posts.* Their Twitter and Facebook, both updated often and collecting followers and likes has no interaction. There needs to be an incentive, or posed question along with the information presented to have interaction with their audience about the latest news and information.
    - *The WIWU-TV station could provide a schedule of the web streaming program in The Sojourn, or make is accessible for students in a highly trafficked web place.* For the community the station could have a bulletin or some form of their programming on their channel to increase community viewers who are their target audience.

WIWU-TV Cites

- https://www.facebook.com/wiwutv
- http://www.wiwutv.com
- https://twitter.com/wiwutv
- https://www.youtube.com/user/wiwutv51

Secondary Research

Taylor University Media Relations

Taylor University does not have a T.V station, but here is some research on their media relations. **Includes**:

- Sports games not viewed on live T.V but they can be streamed at any time (including video / audio / stats)
- "Psychopomp" : comedy about a guy hired as the elevator operator between Heaven and Hell. Not streamed on their T.V station, but it is streamable online.
- "Vitae" is short film Taylor has posted online for anyone to watch from their 2013 Narrative Filmmaking class.

Huntington University Media Relations

- Student focused and has a student audience base
- Includes community news
- Broadcasts once a week
- Student led (10 students on news team)
- There is not a TV station or listen on cable, student led and most showing is through their main website
- 404 Facebook likes
- First tweet 4/25/14
- 156 Twitter followers
- 446 Twitter following
- Followers are a mix of parents, alumni, students, and community members

Overall Solutions

The main solution to all of these concerns is to increase online presence through online streaming, social media, and website maintenance. A good update to all online sites will improve WIWU-TV's image among students on campus and the community. It would also help to use these online sites as a way to give viewers an idea of the programming schedule. After looking at the secondary research, WIWU could consider putting either SNL or JK or some other comedy shows on their T.V stations. WIWU could also consider showing any of their short films on the T.V station on weekend nights. The primary research and SWOT analysis provided the consensus that our focus of the campaign will be on improving availability and expanding viewership.

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SWOT Analysis

Strengths:

- Award winning station
- Well established with Marion community
- Strong social media presence- 506 followers on Twitter, 660 likes on Facebook, and 189 subscribers on YouTube
- Strong ties with academic program and equips students for futures
- Reaches audience without cable
- Solid collaboration with local churches such as CWC and Lakeview
- Video is the channel most preferred in the upcoming and growing communities and businesses

Weaknesses:

- Low budget with a school-run station
- Low presence and viewing by students at IWU
- Poor variety and outdated programming
- Vision of leaders does not align with needs of students
- Low attraction to IWU students

Opportunities:

- Connecting with the Sojourn, the Fortress, and the Chronicle Tribune to share schedules and online streaming
- Provides internships to high school students
- Accepts commercials through community businesses
- Increase student viewing through promotion and low-cost advertising strategies
- Adapt to feedback from traffic and analysis of social media pages

Threats:

- Small communication division with a school that focuses on nursing
- Other school communication competition
- Competes with other extra-curricular activities offered on campus to students
- Competes with the other TV mediums
- Graduation causing staff decrease

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Proposed Public Relations Plan

Goals

- To build a positive relationship and attitude between the student body and WIWU TV so the student body can be better educated about IWU mission and the surrounding community environment.

Objectives

- Increase WIWU-TV's social media presence among IWU students by December 2014.
    - 15% increase of Facebook likes
    - 10% increase of Twitter followers
    - Gain 5 retweets per week
    - Gain 10 Facebook shares per week
- Improve WIWU-TV's public relations activities by increasing student engagement and support by December 2014.
- Increase public viewing options on campus for students by December 2014.
- Create and increase positive attitude and awareness of students toward WIWU-TV by 20%*.

*These percentage amounts are estimates and based on limited information, but they will be sufficient to start our campaign.

Strategies

- Provide both tangible and intangible incentives for students to connect with WIWU-TV social media platform
- Create interactive social media posts to encourage retweets and shares.
- Encourage students and community to submit pictures and stories that will either be shared on-air, on Facebook, or on Twitter.
- Leverage multi-media platform opportunities.
- Expand campus wide presence through nurturing administrative support for WIWU TV.
- Position WIWU TV as IWU's media and journalism education hub through various educational opportunities.

Tactics

Strategy: Provide both tangible and intangible incentives for students to connect with WIWU-TV social media platform.

- Utilize a contest that anyone who likes Facebook or follows Twitter is entered to win a prize.
- Implement outside businesses to give donation prizes, such as gift cards, to receive more promotion on-air.
- Implement a movie night in the commons hosted and promoted by WIWU-TV. There will be a raffle to win a prize, and students' names will be entered into the raffle by liking Facebook or following Twitter.
- Ask the Administration Office for permission to encourage freshmen to like Facebook and follow Twitter during New Student Orientation at the end of August, 2014.

Strategy: Create interactive social media posts to encourage retweets and shares.

- Add flashback tweets to promote IWU achievements and excite followers twice a week.
- Ask IWU relevant fun questions to engage followers and friends once a week.
- Add pictures and videos to Facebook posts and tweets because of the societal visual trends. Pictures and videos will include clips, previews, or reviews of programming such as IWU sports. Do this at least 3 times a week.

Strategy: Encourage students and community to submit pictures and stories that will either be shared on-air, on Facebook, or on Twitter.

- Submit a slide to chapel staff that states students should submit pictures and stories to WIWU-TV Facebook or Twitter direct message.
- Remind students and community on-air of this strategy through commercials and the reporter's announcements.

Strategy: Leverage multi-media platform opportunities.

- Implement posters throughout campus in popular locations such as the commons, Baldwin, dorms, and entrances to all academic buildings.
- Submit a different slide each week to McConn, chapel, and each dorm to display on their TVs that previews the week's programming.
- Submit one monthly programming advertisement to The Sojourn to be implemented in their print newspaper.

- Send flyers through all campus mail that provides simple information about WIWU-TV.

Strategy: Expand campus wide presence through nurturing administrative support for WIWU TV.

- Contact the Conference Services Director to reserve a table and TV for one week each month to educate students of programming and display WIWU-TV on-air.
- Contact chapel tech staff to allow short, WIWU-TV sponsored clips to be displayed before chapel services begin.
- Ensure that chapel slides and clips are included on the TV above the Help Desk in the Student Center.
- Contact Recreation and Wellness Center staff to air IWU sports on one TV in the building.

Strategy: Position WIWU TV as IWU's media and journalism education hub through various educational opportunities.

- Implement a movie night sponsored by WIWU-TV that plays in the commons.
- Send campus –wide postcards through the mail that invites all students to the movie night. Incorporate that there will be a raffle.
- Hang flyers in designated areas around campus advertising for the event.
- Implement a raffle within that movie night to increase Facebook likes and tweets to educate students of WIWU-TV's social media.
- Announce throughout the night information about WIWU-TV and how to view their programming.
- Provide snacks such as popcorn and candy to create a positive attitude toward WIWU-TV.
- Instruct people involved with the station to wear WIWU-TV t-shirts to support the station and provide advertising around campus.

Calendar/Timetable

August 2014 – Participate in New Student Orientation by announcing WIWU-TV to incoming freshmen.

August 2014 – Create and send flyers for students to receive in the mail when school starts.

August 2014 – Approve that slides and clips can be played before chapel, at the Help Desk, in dorms, and at the Recreation Wellness Center. Contact chapel staff, Conference Services, and Recreation Wellness Center staff.

September 2014 – October 2014 - Promote movie night with flyers and sending postcards through the mail. (Begin last week of September)

October 2014 – Movie night in the commons sponsored by WIWU-TV. (Second week in October)

September 2014 – December 2014 – Reminder social media posts at the beginning of each month about the social media contests.

September 2014 - December 2014 – Monthly Facebook and Twitter prize drawing for contests.

August 2014 – May 2015 - Coordinate for one TV in the Recreation Wellness Center to air IWU sports through WIWU-TV.

August 2014 – May 2015 - Submit chapel slide to be played the first week of each month. Continue playing it at Help Desk as well.

September 2014 – May 2015 - Create and distribute posters that are to be hung in designated areas around campus.

August 2014 – May 2015 – Post interactive social media weekly posts.
December 2014 – May 2015 – Evaluate campaign.

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Activity	Aug.	Sep.	Oct.	Nov.	Dec.	Jan-May
New Student Orientation	X					
First week of school flyers	X					
Approve slides and clips	X					
Movie night promotion		X	X			
Movie night sponsored by WIWU-TV			X			
Social media reminders about contests		X	X	X	X	
Monthly prize drawing		X	X	X	X	
Coordinate with Recreation Wellness Center	X	X	X	X	X	X
Submit slides to chapel staff and Help Desk	X	X	X	X	X	X
Create and distribute posters	X	X	X	X	X	X
Post interactive social media weekly posts	X	X	X	X	X	X
Evaluate Campaign					X	X

Budget

Student engagement -Incentive prizes (gift cards)	$100
Promotional purposes	$200
WIWU-TV sponsored events	$100
Total	**$400**

Evaluation

This campaign will be evaluated by counting the number of Facebook likes and Twitter followers at the end of December 2014. The Facebook analytics will allow evaluation of the progress through the campaign. To compare with the survey from the beginning of the campaign, the same survey will be distributed at the end of December 2014 via email and Facebook. There will also be a survey handed out to the students before and after the movie night. These pre-surveys and post-surveys will provide information to analyze the students' attitudes before and after the event. The success of the programming push on campus will be evaluated at the end of May 2015. The number of TVs that display WIWU-TV will be counted and compared to August 2014. Whether or not slides are still appearing in chapel on the first week of every month will show the success of that particular tactic. When all of these evaluation strategies have been completed, the campaign will come to an end.