

WGVU
Public Media



PBS



MEDIA CAMPAIGN

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2020

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EXECUTIVE SUMMARY

Business Challenge

The business challenge that WGVU presented to us was that they wanted more of a younger following and to increase brand awareness. WGVU explained to us that they want to increase their listeners/viewers, engage with a younger audience of 18-35 years old, increase the amount of followers on social media, and build community awareness. They had also wanted to fill their podcast segments and get more traction on their Youtube channels. We want viewers to be aware that WGVU is for a younger generation and able to make that adjustment.

Target Audience

WGVU's target audience mostly consists of women and children. They are likely to live in a lower income neighborhood. For WGVU's television platform the target audience consists of small children, likely too young for school, and their caregiver (women, ages 25-40). Older female viewers (30+) show a large interest in the drama and cooking programs. Men ages 35-55 are targeted for specific television segments such as the science programs. WGVU's radio engages most with males. The average listener has completed a higher level of education, and they are employed making over \$50,000 per year. In addition, a large majority of listeners are actively involved in the community.

As a whole a bulk of the target audience resides in the greater grand rapids area. In total 2.6 million residents in West and Southwest Michigan tune into television programs, and 1.3 million possible residents reach in radio.

EXECUTIVE SUMMARY CONT...

Main Communications Challenge

The communication challenge that WGVU faces is reaching a younger demographic through social media. By expanding each of the Youtube channels that are already made to video segments that aren't targeted towards just residents in West Michigan but anyone anywhere it would create a brand awareness of WGVU and PBS as a whole. We would produce video segments like how to pick a great beer, how to make beer, how to cook this, or great popular restaurants. These are already similar video segments on their channels that were the most popular and received thousands of viewers. By tapping into that market and expanding something that has proven to be popular they could gain traction through Youtube and then expand it into all the other social media channels and podcasts.

Tactics

This campaign would offer various tactics like increasing social media presence, buying merch for others to win through giveaways for following them, and commercials in popular weekend show segments.

STRATEGY

The videos that were the most popular were from WGVU35's Youtube channel "Judah and the Lion" 43k views, Shelley's Vlog "Ethan Bortnick" 17k views, The Draught "Speciation Artisian Ales" 420 views, and Order Up! "Noodles and Company" 3.7k views. By creating more videos that are similar to this but not targeted to just West Michigan residents you can expand your viewers/listeners.

This is an untapped media that would virtually cost nothing besides production/time. These are videos that aren't limited to a certain target audience but something that 18-35 year olds would have a great interest in. This would overall increase subscribers, engage a younger audience, increase the amount of viewers, and build community awareness and brand awareness for PBS.

SWOT

STRENGTHS

1. **Local** : Grand Rapids based. Located in the Meijer Broadcast Center on GVSU Pew Campus.
2. **Accredited affiliates**: PBS, NPR and GVSU
3. **Public Support** : 68% of funds originate from individual members in west Michigan
4. **Free to the public**: Can be accessed with an antenna or basic plugin because it is a public broadcast system.
5. **Established Media**: They have radio, television, podcasts, website, e-newsletter, and social media.

WEAKNESSES

1. **Little audience engagement.**: Study showed that seniors (elderly) and under 12 years old were current consumers. Trying to get a younger demographic- millennials.
2. **Low Budget**: \$15,000
3. **Little digital media**
4. **Public recognition and knowledge of the company low**

OPPORTUNITIES

1. **Engagement** with partners
2. **Broadcast** other media across popular media channels
3. **Interact** with younger audience 18-35
4. **Increase** amount of listeners, followers, and viewers on digital media

THREATS

Competition:

- Wood TV 8 (NBC)
- WZZM 13 (ABC)
- WXSP the X
- Fox 17
- WOOD-Am (talk radio)
- WLAV-Fm (classic rock)
- WBCT-Fm (country music)

COMPETITIVE SET



- **Wood TV 8 (NBC)**
- **WZZM 13 (ABC)**
- **WXSP the X**
- **Fox 17 WOOD-Am (talk radio)**
- **WLAV-Fm (classic rock)**
- **WBCT-Fm (country music)**

These are the local television/radio stations that are competition for WGVU.



COMMUNICATION CHALLENGE

It may be hard to reach people through televisions, radio, or the internet because consumers may not have one or the other. If we broaden our media through each of these it's likely that the average consumer will have a radio, tv, or phone.

TARGET AUDIENCE

WHO & WHEN (Seasonal/Peak Buying Times)

If we did a Facebook Ad during the peak months that people would be inclined to listen to music or 18-35 year olds would have more free time to listen/watch to PBS we could have a ad during the summer months. This would hit the millennials who aren't in school for the summer or are more inclined to be taking vacations where they have the time to listen, watch, and enjoy. A facebook ad would generally run \$1000 a month and we could run this for a few months or run instagram for \$5 a day hitting anyone in the Grand Rapids area.

18-35

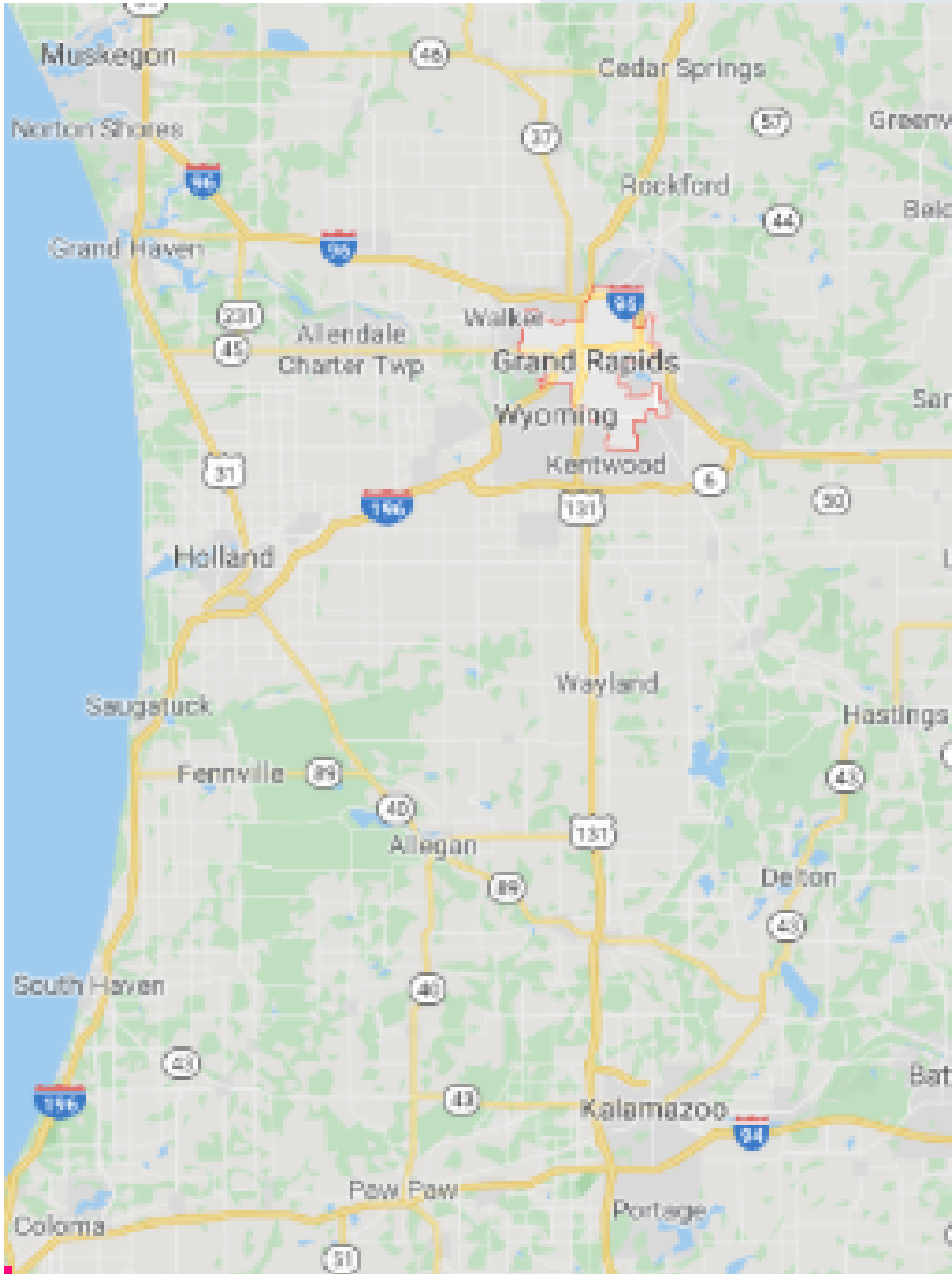
YEAR OLDS

PODCAST
LISTENERS

YOUTUBE
WATCHERS

HOME
MAKERS

TARGET AUDIENCE RANGE



ADVERTISING AND MEDIA OBJECTIVES



WGVU
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Building Awareness: Our objective would be to reach a younger crowd ranging from 18 year olds - 35 year olds. WGVU's platform usually caters to women and younger children that are usually staying at home during the day. WGVU wants to target college students/young adults in the Grand Rapids/ Kalamazoo/Battle Creek area. This would be beneficial because you can then target a lot of college students who go to GVSU, GRCC, WMU, or Davenport. WGVU already utilizes a lot of platforms but it's more of an issue of creating content on those platforms that will be interesting to 18- 35 year olds. We would increase their use and engagement of social media by 30%-50%.

Since WGVU relies on tv, radio, podcasts, and social media to broadcast their media then we can use this to our benefit. We would expand to newer social media like Instagram, TikTok, utilize podcasts more, and expand on Youtube. Most of the social media listed above wouldn't need to have funds to gain traction, but we could pay for promoted posts to get better word of WGVU. We would then be able to have funds for events that could promote WGVU even more. With an advertising budget of \$15,000 this will be helpful for WGVU because they can utilize the funds for advertising merch, paid promoted posts, and editing for videos. We could focus on building community awareness and increasing viewers/listeners by targeting to the audience locally and directing posts towards them.

ADVERTISING AND MEDIA OBJECTIVES

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Measurement Plan: Over the course of one year we would like to increase the use of social media for Facebook by 20%, Instagram by at least 30%, Youtube by 500 subscribers, create 5 new podcast segments, and expand to at least 1 new platform such as TikTok. With these platforms, we hope to increase engagement and actually create content that 18-35 year olds would be interested in. It will be hard to increase engagement with all of these platforms but this will be beneficial to WGVU to target the demographic they want. Upon researching through WGVU's platforms, we found that on Youtube WGVU's most popular videos on all of their channels were mostly "general" videos. Meaning that these were videos that anyone in the United States may have a general interest in and not just the targeted Grand Rapids area. The videos that were most popular were from WGVU35's channel "Judah and the Lion" 43k views, Shelley's Vlog "Ethan Bortnick" 17k views, The Draught "Speciation Artisan Ales" 420 views, and Order Up! "Noodles and Company" 3.7k views. Our advertising campaign could expand into creating segments that would interest 18-35 years olds but not be limited to 18-35 year olds residing in the Grand Rapids area. This would be effective because our target demographic uses social media/phones more than children or senior citizens. This could create a brand awareness everywhere and increase viewers for all of PBS. We would focus on creating content like how to videos, exploring popular restaurants, or what makes a good beer. These are already the most viewed videos on WGVU's youtube platform and we could take this knowledge and expand upon it more.

KEY INSIGHT

Utilizing social media advertising to reach a large online audience from ages that actually uses social media, and not limiting ourselves to creating content just for the Grand Rapids area.

STRATEGIES AND TACTICS

Strategy One: Social Media It is recommended that WGVU utilizes social media to communicate with its target audience on a routine basis.

- **Tactic 1.1 Engage existing followers**

Posts will be made at least once a week engaging with existing followers. Content includes media generated through free platforms such as Canva.

- **Tactic 1.2 Paid Promotions on social media**

The paid promotion tool will be utilized to share media to users within the target area. It is suggested that a custom reach and budget is used to ensure this tactic stays within the budget set. Shared content should be eye catching and simple as to keep the attention of new potential followers.

- **Tactic 1.3 Engagement through 'stories'**

The 'stories' feature will be utilized to share temporary content to give followers a peek at what's going on behind the scenes. Tactic 1.4 Hire an Intern An intern will be hired to plan a schedule, create content and manage social media accounts.

.Strategy Two: Television When working with a larger budget television ads are a great thing to consider. The reach is astonishing, reaching individuals within the target market plus more. It is recommended that the promotions are done during peak season airings.

- **Tactic 2.1 Ads on FOX**

Ads will be strategically purchased for specific time slots on the FOX Network.

- **Tactic 2.2 Ads on ABC**

Ads will be strategically purchased for specific time slots on the ABC Network.

- **Tactic 2.3 Ads on HGTV**

Ads will be strategically purchased for specific time slots on the HGTV channel.

STRATEGIES AND TACTICS

cONT...

Strategy Three: Merch

This strategy gives the client the opportunity to spread some of their owned branding around the region.

- **Tactic 3.1 T-shirts**

Purchase branded shirts to giveaway sporadically to followers on social media.

- **Tactic 3.2 Wristbands**

Purchase wristbands to giveaway sporadically to followers on social media.

.Strategy Four: Podcast Contest The strategy gives the client the opportunity to add a new segment to their page while connecting with the youth in their target area.

- **Tactic 4.1 Promotion**

Promote events on social media. Another option is to send a representative to travel to local schools and talk to the youth about the company and the event.

- **Tactic 4.2 Host Event**

Host the event! Invite all the participants and their families to a venue to celebrate their efforts and to present the winner of the competition. A cash prize can be given to the top three finishers from the budget set aside for the event.

STRATEGIES AND TACTICS

cONT...

Strategy Five: Media Promote yourself! By purchasing media the company will reach individuals in their target market and more within seconds!

- **Tactic 5.1 Billboards**

Create a catchy tagline and add your logo to reach consumers at lightning speed.

- **Tactic 5.2 Flyers**

Post flyers wherever they're allowed! Use fun images and crazy fonts to turn heads and capture attention.

\$15k Budget

	Week 1					Week 2					Week 3					Week 4					Budget
	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	
Social Media																					
Instagram (Continuous)	[Orange bars]																				\$ 1,358.18
YouTube (Continuous)	[Orange bars]																				\$ 1,358.18
Tik Tok (Continuous)	[Orange bars]																				\$ 1,358.18
Intern (Continuous)	[Orange bars]																				\$ -
Total Spend																					\$ 4,074.53
Television																					
Fox (Continuous)	[Orange bars]																				\$ 9,840.00
HGTV	[Orange bars]																				\$ 3,715.00
Total Spend																					\$ 6,751.00
Merch																					
T-Shirts (Sporadic)	[Orange bars]																				\$ 3,715.50
Stickers (Sporadic)	[Orange bars]																				\$ 458.97
Total Spend																					\$ 4,174.47
Total																					\$ 15,000.00

\$100k Budget

	Week												Budget												
	1	2	3	4	1	2	3	4	1	2	3	4		1	2	3	4	1	2	3	4	1	2	3	4
Social Media																									
Instagram (Continuous)	[Bar chart showing weekly spend for Instagram]																								\$ 4,548.33
YouTube (Continuous)	[Bar chart showing weekly spend for YouTube]																								\$ 4,548.33
Tik Tok (Continuous)	[Bar chart showing weekly spend for TikTok]																								\$ 4,548.34
Intern (Continuous)	[Bar chart showing weekly spend for Intern]																								\$ -
Total Spend																									\$ 13,645.00
Television																									
Fox ABC HGTV	[Bar chart showing weekly spend for TV]																								\$ 6,072.00
Total Spend																									\$ 11,568.00
March T-Shirts (Sporadic)	[Bar chart showing weekly spend for March T-Shirts]																								\$ 3,715.00
Total Spend																									\$ 21,355.00
Stickers (Sporadic)	[Bar chart showing weekly spend for Stickers]																								\$ 4,215.50
Total Spend																									\$ 794.50
Promote Contest Event	[Bar chart showing weekly spend for Contest]																								\$ 5,000.00
Promote	[Bar chart showing weekly spend for Promote]																								\$ 20,000.00
Total Spend																									\$ 5,000.00
Media Billboards	[Bar chart showing weekly spend for Billboards]																								\$ 30,000.00
Flyers	[Bar chart showing weekly spend for Flyers]																								\$ 5,000.00
Total Spend																									\$ 35,000.00
Total																									\$ 100,000.00

CONCLUSION

WGVU is already an established business in West Michigan. For years its provided stellar content to local residents who've stumble across their work in passing. With the guidelines outlined in this media campaign, WGVU can increase its audience engagement. As a result the number of audience within reach can increase exponentially. In addition the platform's median age reach will decrease and public recognition will increase. While the old marketing method lead the company to the level of success it's at now, new potential is on the horizon. Its the start of a new beginning.

The Start of A New Beginning
