

Radio for You
EZ Listenin' Firm



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The Issue

The EZ Listenin' Firm is working to ensure the future of Kansas Public Radio by increasing private funding. KPR is a National Public Radio (NPR) affiliate network that consists of stations in Lawrence, Atchison, Emporia, Osburg-Junction City, Manhattan and Chanute. KPR has a weekly audience of 108,300 individual listeners. In 2011, 6,000 KPR members contributed \$700,000, with an average contribution of \$120.

Our research indicates that current listeners rely on KPR for programming not available elsewhere. However, stagnant donor levels indicate a need for increased incentives to encourage free-riders to become members. Attracting Millennial listeners is important for expanding KPR membership. Developing a relationship with Millennials now will increase the likelihood that they will become members in the future. In order to attract younger listeners, KPR must expand its online presence and use this presence to better compete with online radio. KPR must change Millennial perception of public radio, increase awareness of what KPR offers and allow for more listener content control.

The Proposal

Public funding cuts have resulted in an increased need for private donations, and KPR's 60th anniversary provides an exciting opportunity to strengthen the foundation for KPR's future. KPR needs to focus on continued support from current members, commitment from listeners not yet donating, and expansion of its listenership to a new, younger audience.

We created strategies and tactics based on the following three goals:

1. To maintain current membership
2. To turn listeners into members
3. To attract Millennial listeners

To maintain current membership, KPR should recognize members for their contributions through additional incentives at membership levels. KPR also needs to increase its interaction with members both online and offline. To turn listeners into members KPR should provide additional incentives to encourage a new level of commitment from listeners. KPR should encourage its current members to act as advocates for the value the programming that public radio provides. To attract Millennial listeners, KPR must change perception of public radio by creating awareness of what the network can offer young listeners. KPR's online presence opens up alternatives for increased interaction and listener control. By providing opportunities for students to become involved with KPR on their campuses, KPR can build lasting relationships with Millennials. KPR's 60th anniversary offers new and exciting ways to connect with each of these audiences.

The initial budget is \$15,000, with an expanded budget of \$50,000, for a total of \$65,000. The total cost of implementing all tactics included in this strategic plan is \$64,989.77.



Situation Analysis

Client

Kansas Public Radio (KPR) is licensed to the University of Kansas, as granted by the Federal Communications Commission. It is an affiliate of National Public Radio (NPR). KANU of Lawrence began broadcasting in 1952 and became a charter member of National Public Radio in 1971. The station has acquired six repeater stations since 2000. These stations are in Atchison, Emporia, Junction City, Chanute and two stations in Manhattan.

KPR provides the traditional analog KPR station and a High Definition (HD) sister station, KPR2. KPR programming features both national and local news along with classical and jazz music. It airs both local and nationally distributed programs. The KPR2 signal features an all news-talk programming format, with both local and nationally distributed programs. KPR and KPR2 programming is available online through the KPR website. Listeners can tune-in to either station via live stream or listen to specific program episodes or playlists on demand.

Environment

The largest source of funding for KPR comes from individual donations. In 2011, 6,000 KPR members (donors of \$20 or more) contributed \$700,000, with an average contribution of \$120. Funding is also provided through corporate support. Two-hundred underwriters purchased \$450,000 in on-air announcements last year. KPR also makes use of federal, state and university funding and grants.

The landscape for public broadcasting is being significantly altered by cuts to government funding. Over the past few years, six states, including Kansas, have either cut spending already or have budget cuts planned.

Specifically for KPR, cuts at the state level have slashed KPR's funding to \$800,000 per year with a threat of more to come. While funding from state and federal government do not account for the majority of KPR's budget, the money is critical, particularly to rural stations. Funding from the state and federal government level accounts for secured and assured funds for the stations, not donation money, numbers the station is hopeful to attain. Rural stations rely on government money for their educational programs, integral to some rural curriculum.

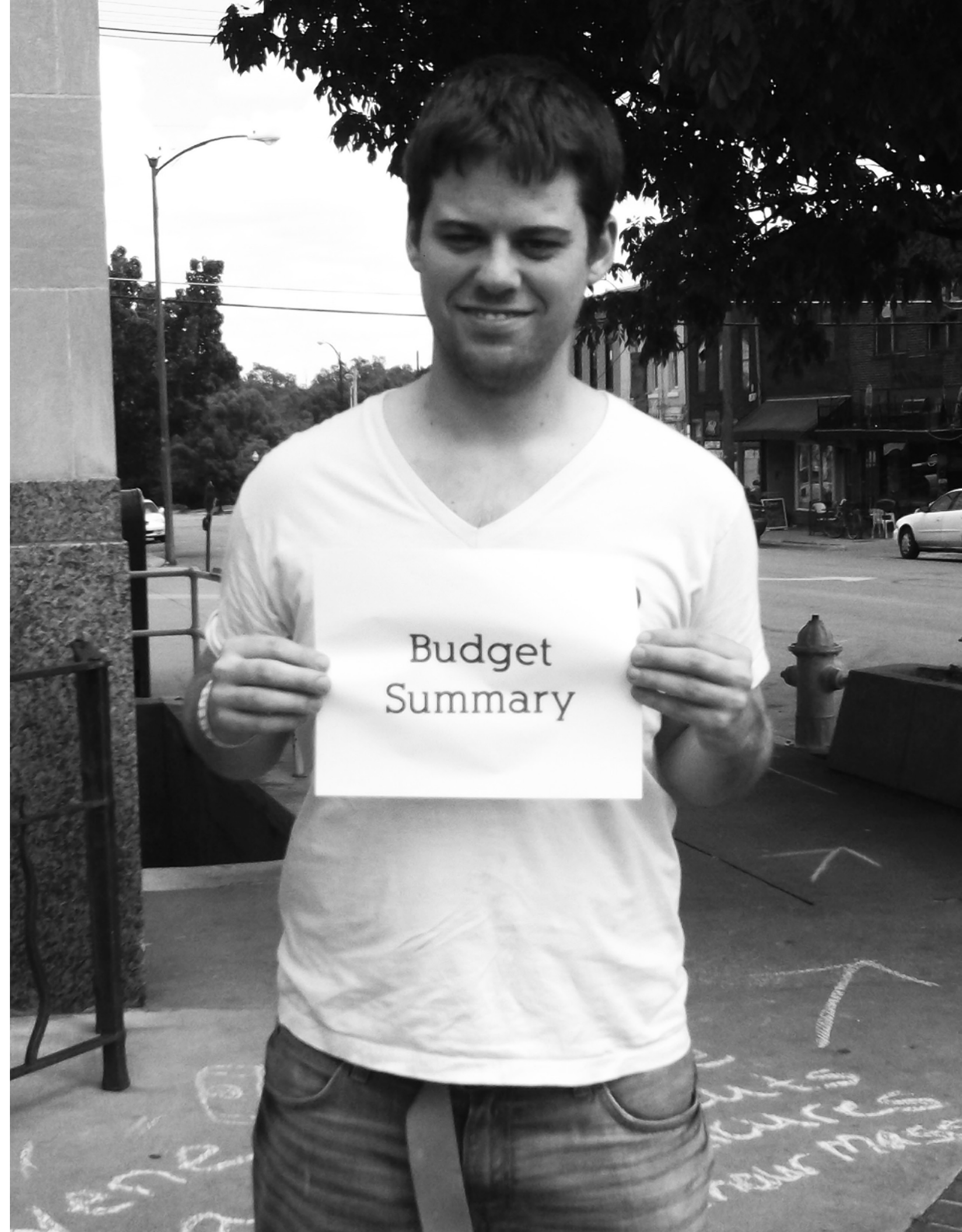
Challenges

KPR is popular among baby boomers with nearly two-thirds of the listeners falling between the ages of 35 and 64. KPR hopes to expand to younger generations; however, Millennials or “Generation Y-ers” express more interest in digital media compared to traditional radio. After the explosion of online music sources like iTunes and Pandora, the music industry saw a decline in traditional media users. The proliferation of Smartphones and portable MP3 players have also added to the decline of traditional radio listeners. KPR faces challenges due to the rapidly changing online trend among the Millennial generation.

NPR has been caught up in two recent scandals that brought up questions of liberal bias. Senior correspondent Juan Williams was fired in October 2010 for saying he got “nervous” seeing people dressed in Muslim garb on airplanes. In March 2011, CEO Vivian Schiller left NPR after a top fund raiser was caught on tape making his political leanings and opinions of the popular Tea Party movement clear. This added to the pre-conceived notions of KPR’s liberal biases. Due to its affiliation with KU, people have developed opinions about KPR as being arrogant or snobby. People in other parts of the state have referred to KU as “Snob Hill” because of a perceived air about the campus and the city of Lawrence. The city is also known for being in the only county in the state that consistently votes democratic.

Why Action is Necessary

KPR wants to expand its listenership to a younger audience in the hope of retaining them as life-long audience members. The network also wants to translate more current listeners into donors. KPR has a weekly audience of 108,300 individual listeners, but only 6,000 are members. In order to achieve these goals, these challenges must be addressed.



Initial Budget

Execution	Cost
60th Anniversary Party	\$125.00
Car Magnets	\$83.97
Wescoe T-Shirts	\$1,899.10
Chalk	\$4.50
Kinkos	\$13.00
Business after-hours	\$749.74
KU Alumni Magazine	\$925.00
Billboards	\$5,000.00
Coffee Mugs	\$1,191.00
Smartphone App	\$5,000.00
Total	\$14,991.31
Available Budget	\$15,000.00

Expanded Budget

Execution	Cost
Window Clings	\$8,986.98
Band for 60th Party	\$12,000.00
Membercard	\$25,000.00
Trail Mix	\$111.06
Ad in Sunflower Publishing	\$1,665.00
Ad in <i>The Independent</i>	\$2,013.00
Parks and Rec registration and T-Shirt	\$722.42
Total	\$49,998.46
Available Budget	\$50,000.00

Research



Secondary
Research

Client Research

Client Overview

Information from kansaspublicradio.org

Kansas Public Radio (KPR) is a National Public Radio (NPR) affiliate network. The University of Kansas holds the broadcasting license for KPR, as granted by the Federal Communications Commission, and it operates out of Broadcasting Hall at 1120 West 11th St. in Lawrence, Kan. The station is divided into five departments: administration, programming, news, development and information technology/engineering, each with its own staff.

The KPR umbrella includes the traditional analog KPR station and its High Definition (HD) sister station, KPR2, which launched in 2006. These signals provide coverage to the eastern part of the state as well as part of Missouri. KANU of Lawrence began broadcasting in 1952 and became a charter member of National Public Radio when it first aired in 1971. Between 2000 and 2011, the station acquired six repeater stations, including K210CR of Atchison, KANH of Emporia, KANV of Olsburg-Junction City, K258BT and K250AY of Manhattan, and

KANQ of Chanute. KANU, and all acquired stations, took the collective name of Kansas Public Radio in 2002.

The KPR programming format features national and local news along with classical music and jazz, with some eclectic music and comedy or variety style shows. It airs both local and nationally-distributed programs from National Public Radio, Public Radio International, American Public Media, the British Broadcasting Corporation and others. Musical programs are often supplemented by live classical, jazz or bluegrass performances broadcast from the Live Performance Studio in the KANU station. The KPR2 signal features an all news-talk programming format, with both local and nationally-distributed programs.

KPR provides coverage of Kansas' legislative, executive and judicial branches year-round through its Statehouse Bureau in Topeka. The Bureau was opened in 1978 and is often referred to as the KPR-Network. KPR is the only broadcast outlet in the state that provides a statehouse news service. Other Kansas stations, both commercial and non-commercial, can become KPR-Network affiliates and pay an annual fee

Station	KPR	KPR2
KANU, Lawrence	91.5 FM	91.5 HD
K210CR, Atchison	89.7 FM	89.7 HD
KANH, Emporia	89.9 FM	91.3 HD
KANV, Olsburg-Junction City	91.3 FM	91.3 HD
K258BT, Manhattan	99.5 FM	
K250AY, Manhattan		97.9 FM
KANQ, Chanute		90.3 FM

for access to this service. KPR produces a free weekly health series that is also available to other stations via subscription.

KPR has a weekly audience of 108,300 individual listeners. All programming became available online on the KPR website in 1999. Listeners around the world can listen to either KPR or KPR2 online via live stream or listen to talk-news program episodes and music program playlists on demand through the website. The website also includes KPR Sidecar, which offers listener polls, photos of the week submitted by listeners and Kansas trivia. An additional section of Sidecar called KPR Pix is currently being implemented, which will feature photo slide shows.

Funding for KPR comes from several sources. Individual donations account for the largest source. In 2011, 6,000 KPR members (donors of \$20 or more) contributed \$700,000, with an average contribution of \$120. Funding is also provided through corporate support. Two hundred underwriters purchased \$450,000 in on-air announcements last year. KPR also makes use of federal, state and university funding and grants.

According to the KPR website, the station's Board of Advisers serves it in a number of ways. The Board gives direction and advice for continued growth and development of KPR, works to promote it in all possible ways and secures resources for its continued support. It serves as a connection to the business community and other external bodies and keeps the Director aware of current matters of concern or opportunities for KPR. As advisers on the Board, individuals also identify and form connections

within the organizations and businesses they personally represent, and serve as leaders for the KPR community through their direct financial support and long-term membership. Members of the KPR Board of Advisers members of the board Tom Doyle, Lisa Hallberg, Dr. Brock Kretzinger, Bill Kurtis, Mike Matson, Dr. Richard and Barbara Meidinger, Dr. Roy and Bev Menninger, David Porterfield, Vickie Randel and Teresa Williams. The Mission Statement for the KPR Board of Advisers is as follows:

“The mission of the Board of Advisors is to provide an opportunity for the active participation of KPR supporters who are committed to the continuing development and success of Kansas Public Radio at the University of Kansas. The experience, counsel and input of the Board of Advisors, individually and as a group, contribute to achieving the overall goals of the Station.”

Scheduling/Programming
Information from kansaspublicradio.org

KPR

Format: News, classical, jazz and eclectic music, comedy and variety

Programming: There are 133 hours of airtime each week between 5:00 a.m. and midnight, divided between different programming styles as indicated below.

KPR Programming	Hours a Week
Classical Music	47
News	41
Jazz	22
Eclectic Music	12
Comedy and Variety	11
All	133

There are 95 hours of airtime on the weekdays between 5:00 a.m. and midnight, divided between different programming styles as indicated below.

KPR Programming - Weekdays	Hours (Mon. - Fri.)
Classical Music	45
News	35
Jazz	15
Eclectic Music	0
Comedy and Variety	0
All	95

There are 38 hours of airtime on the weekends between 5:00 a.m. and midnight, divided between different programming styles as indicated below.

KPR Programming - Weekends	Hours (Sat., Sun.)
Classical Music	2
News	6
Jazz	7
Eclectic Music	12
Comedy and Variety	11
All	38

KPR2
(High definition radio)

Format: News, comedy and variety

Programming: There are 133 hours of airtime each week between 5:00 a.m. and midnight, divided between different programming styles as indicated below.

KPR2 Programming	Hours a Week
News	127
Comedy and Variety	6
All	133

There are 95 hours of airtime on the weekdays between 5:00 a.m. and midnight, divided between different programming styles as indicated below.

KPR2 Programming	Hours (Mon. - Fri.)
News	95
Comedy and Variety	0
All	95

There are 38 hours of airtime on the weekends between 5:00 a.m. and midnight, divided between different programming styles as indicated below.

KPR2 Programming	Hours (Sat., Sun.)
News	32
Comedy and Variety	6
All	38

Note: All programming breakdowns cited above are based on the schedules available on the KPR website that indicate programming run between 5:00 a.m. and midnight. Information regarding programming between the hours of midnight and 5:00 a.m. was not available on the KPR website.

Program Descriptions

“A Night on the Town”

Broadcast on KPR Saturdays 9:00 - 11:00 p.m.

“A Night on the Town” is a program created by George Harter in 1980 that focuses on music from film scores and Broadway. Harter founded Musical Theater Heritage, a non-profit production company, in 1998 to produce the program for national syndication on the WFMT Fine Arts Network, beginning in 1999. “A Night on the Town” is still hosted by Harter today and is broadcast from 82 stations in the United States and Canada. It is also available online at www.anightonthetown.org.

(kansaspublicradio.org, anightonthetown.org)

“A Prairie Home Companion”

Broadcast on KPR Saturdays 5:00 - 7:00 p.m., repeated Sundays 10:00 a.m. - noon

“A Prairie Home Companion” has been written and hosted by Garrison Keillor since its debut in 1974. Broadcasts were made from various venues in the St. Paul area until 1978 when the program moved permanently into The World Theater. The program went off the air in 1987, returning in 1989 under the name “American Radio Company of the Air” and was broadcast from New York City. In 1992, the program returned to its original name and its home in Minnesota at The World Theater, having since been renovated and renamed The Fitzgerald. Today, the program is produced by Prairie Home Productions and distributed nationally by American Public Media (APM) to more than 600 radio stations and 4 million listeners each week. The program has been broadcast from venues around the world and in almost every state, but most often originates

from St. Paul. Episodes feature music, comedy bits and a signature monologue by Keillor.

(kansaspublicradio.org, prairiehome.publicradio.org)

“All Things Considered”

Broadcast on KPR weekdays 3:00 - 6:00 p.m.

Broadcast on KPR2 weekdays 7:00 - 9:00 p.m.

The first edition of National Public Radio’s (NPR) “All Things Considered” aired in 1971 on 90 public radio stations. It boasts the highest listenership for afternoon drive-time radio news programs. The program features the news stories of the day, commentaries, and features on art, music and entertainment. National Public Radio hosts are Robert Siegel, Melissa Black and Michelle Norris, although Norris’ host seat is currently filled by Audie Cornish. The program’s local host at Kansas Public Radio is Laura Lorson.

(kansaspublicradio.org, npr.org)

“All Things Considered” Weekend Edition

Broadcast on KPR Saturdays 4:00 - 5:00 p.m.

NPR’s “All Things Considered” extended its broadcast to seven days a week in 1977 with one-hour editions airing on Saturdays and Sundays. The program has been hosted by Guy Raz since 2009 and “introduces listeners to the stories behind the headlines and the voices of people who are changing the world” *(kansaspublicradio.org)*. It also features musical selections and interviews with artists. Raz created the “Three-Minute Fiction” writing contest, in which he invites popular authors on air to judge fiction pieces submitted by program listeners.

(kansaspublicradio.org, npr.org)

“As It Happens”

Broadcast on KPR2 weekdays 5:30 - 6:30 p.m.

“As It Happens” is produced by CBC/Radio-Canada, Canada’s national public broadcaster, and hosted by Carol Off and Jeff Douglas. It premiered in 1968 as a nightly five and a half hour program in which a host made telephone calls to a number of interviewees. In 1973, the format shifted slightly to become the 90-minute talk program with the two hosts that we know today. Hosts still call interviewees from around the world and broadcast the conversations they have on both current headlines and lighter stories on a broad range of topics.

(kansaspublicradio.org, cbc.ca)

“World Have Your Say”

Broadcast on KPR2 noon - 1:00 p.m.

“World Have Your Say” is produced and distributed by the British Broadcasting Corporation (BBC) World Service. It has been hosted by Ros Atkins since its debut in 2005. The program features an interactive format in which the agenda is determined largely by listeners calling in or providing comments and questions online on current headlines and issues.

(kansaspublicradio.org, bbc.co.uk)

“Newshour”

Broadcast on KPR2 3:00 - 4:00 p.m.

“Newshour” is produced and distributed by the BBC World Service. It provides news and current event coverage and interviews from around the world two times every day and is hosted by the BBC global team of correspondents, including Owen Bennett-Jones, Claire Bolderson, Lyse Ducet, Robin Lustig and Julian Marshall.

(kansaspublicradio.org, bbc.co.uk)

“The World Today”

Broadcast on KPR2 weekdays 6:30 - 7:00 p.m.

Hosts Max Pearson and Roger Hearing take a relaxed approach on this BBC World Service program. The World Today provides the latest in business, sports, culture, lifestyle and health, through news coverage, interviews and features.

(kansaspublicradio.org, bbc.co.uk)

“World Briefing”

Broadcast on KPR2 Weekdays 5:00 - 5:30 p.m.

BBC World Service provides news reports from around the world on “World Briefing.”

(bbc.co.uk)

“World Service”

Broadcast on KPR2 weekdays 5:00 - 9:00 a.m. and 9:00 p.m. - midnight, Saturdays 5:00 - 9:00 a.m. and 3:00 p.m. - midnight, Sundays 5:00 - 8:30 a.m. and 3:00 p.m. - midnight.

“World Service” is an international broadcasting service that provides breaking world news and informational programming on arts, sports, science and business for radio, television, online and mobile. World Service coverage rests on a network of international correspondents, reporters and producers.

(kansaspublicradio.org, bbc.co.uk)

“Bob Edwards Weekend”

Broadcast on KPR2 Saturdays 11:00 a.m. - 1:00 p.m.

“Bob Edwards Weekend” is a Public Radio International (PRI) program hosted by highly respected NPR’s “Morning Edition” former host Bob Edwards. It is a two-hour interview showcase that features a variety of people, including newsmakers, historians, authors, artists

and actors. Edwards typically has three-to-five guests during an episode, but occasionally opts instead for a couple of longer interviews. He also takes the program outside the studio on occasion to produce longer documentaries.

(kansaspublicradio.org, pri.org)

“Bullseye”

Broadcast on KPR2 Saturdays 2:00 - 3:00 p.m.

“Bullseye” is a weekly arts and entertainment interview program that features comedians, writers and musicians from all genres. Host Jesse Thorn started the program while at the University of California and took it from a college radio hit to a podcast favorite. It is distributed by PRI and was formerly titled “The Sound of Young America.”

(kansaspublicradio.org, pri.org)

“Car Talk”

Broadcast on KPR Saturdays 9:00 - 10:00 a.m., repeated Sundays noon - 1:00 p.m.

Broadcast on KPR2 Sundays 11:00 a.m. - noon.

In 1977, brothers Tom and Ray Magliozzi were invited to Boston’s NPR radio station, WBUR, to discuss car repair. Shortly thereafter, they were given a weekly program called “Car Talk.” It debuted as a national program presented by NPR in 1987. Today, the Magliozzi brothers, known as “Click and Clack,” continue to give car advice to approximately 4.3 million listeners weekly on more than 600 public radio stations. In addition, “Click and Clack Talk Cars” runs in 335 newspapers, and cartalk.com gets 400,000 visitors weekly.

(kansaspublicradio.org, cartalk.com)

Classical Music

Broadcast on KPR weekdays 9:00 a.m. - 3:00 p.m. and 6:00 - 9:00 p.m.

Classical music programming is provided on Kansas Public Radio (KPR) during segments in the morning, afternoon and evening. Host Mark Edwards is on the air in the mornings from 9:00 a.m. to noon., host Jeff Watson is on the air in the afternoons from noon to 3:00 p.m., and host Cordelia Brown is on the air in the evenings from 6:00 to 9:00 p.m. Programming is also supplemented by live performances from KPR’s Live Performance Studio.

(kansaspublicradio.org)

“From the Top”

Broadcast on KPR Sundays 9:00 - 10:00 a.m.

“From the Top” is an NPR program that has worked to showcase the talents of young classical artists since its beginning in 2000. It is hosted by pianist Christopher O’Riley. Each one-hour episode features five performances taped before live audiences in concert halls across the country. There are also interviews, sketches and games with the young artists. The program airs on more than 200 public radio stations to approximately 700,000 listeners, and was also a Public Broadcasting Station (PBS) television show that ran for two seasons, called “From the Top at Carnegie Hall.”

(http://www.news.ku.edu/2007/june/19/fromthetop.shtml, fromthetop.org)

“Hearts of Space”

Broadcast on KPR Saturdays 6:00 - 7:00 a.m. and Sundays 11:00 p.m. - midnight.

“Hearts of Space” began in 1973 as a weekly late-night program in San Francisco produced and hosted by Stephen Hill. The program went into

national distribution on public radio in 1983 by way of NPR's satellite system and continues today as a one-hour program that airs on more than 200 NPR affiliate stations. It is the most widely-syndicated "space music" program, and includes electronic, world, ambient, new-age, classical and experimental music. Since its beginning as a local radio show, the "Hearts of Space" entity has grown to become a music and broadcast producer that includes radio syndication, a record company and an Internet streaming service.

(kansaspublicradio.org, hos.com)

"Here & Now"

Broadcast on KPR2 weekdays 11:00 a.m. - noon.

"Here & Now" is a one-hour mid-day news program produced by WBUR, Boston's NPR affiliate station. Host Robin Young provides coverage for a variety of interests with news in public policy, foreign affairs, science, technology and the arts.

(kansaspublicradio.org, hereandnow.wbur.org)

"Jazz in the Night"

Broadcast on KPR weekdays 9:00 p.m. - 12:00 a.m., Saturdays 5:00 - 6:00 a.m. and 11:00 p.m. - midnight, and Sundays 5:00 - 7:00 a.m.

"Jazz in the Night" features a mix of traditional and contemporary jazz. Host Bob McWilliams has hosted jazz programs on KANU and KPR since 1983 and has hosted "Jazz in the Night" since 1996. The show features the "New Release Spotlight" on Wednesdays from 10:00 - 11:00 p.m., during which McWilliams showcases four of the best new releases in the genre. The Jazz Scene host David Basse also serves as a host for the program.

(kansaspublicradio.org)

"KPR Presents"

Broadcast on KPR Sundays 8:00 - 9:00 p.m., repeated on KPR2 Sundays 1:00 - 2:00 p.m.

"KPR Presents" is a public affairs program hosted by Kaye McIntyre that showcases lectures, discussions and dialogues from around the area. McIntyre began hosting and producing the program in 2006. (kansaspublicradio.org)

"Marian McPartland's Piano Jazz"

Broadcast on KPR Wednesdays 9:00 p.m. - midnight (during "Jazz in the Night" spot)

"Piano Jazz" is produced by South Carolina ETV and distributed by NPR. It is hosted by jazz legend Marian McPartland, who was inducted into the National Radio Hall of Fame in 2007. In each episode McPartland interviews a guest musician and selects sets of songs accordingly. It has become NPR's longest running and most widely syndicated jazz program.

(kansaspublicradio.org, npr.org)

"Morning Edition"

Broadcast on KPR weekdays 5:00 - 9:00 a.m. Broadcast on KPR2 weekdays 9:00 - 11:00 a.m.

"Morning Edition" debuted in 1979 under the production and distribution of NPR in Washington. It is hosted by Steve Inskeep in Washington and Renée Montagne in Los Angeles, and provides breaking news with commentary and analysis, as well as coverage of the arts and sports. Morning Edition draws an audience of nearly 14 million listeners, which is public radio's largest audience. David Darman serves as the KPR local host for the program.

(kansaspublicradio.org, npr.org)

"Perspective"

Broadcast on KPR2 Sundays 8:30 - 9:00 a.m.

"Perspective" is a weekly public affairs program, hosted by Richard Baker, which covers a variety of social, political and cultural issues. It was heard for many years on the Kansas State University Radio Network and became available on KPR2 in 2010.

(kansaspublicradio.org)

"Pipedreams"

Broadcast on KPR Sundays 9:00 - 11:00 p.m.

American Public Media's "Pipedreams" premiered in 1982 and is the only nationally distributed radio program dedicated to the pipe organ. Host and senior executive producer Michael Barone shares organ works and performances, and talks with relevant figures including composers, organists, organ builders and restorers.

(kansaspublicradio.org, pipedreams.publicradio.org)

"The World"

Broadcast on KPR2 weekdays 4:00 - 5:00 p.m.

"The World" is produced by BBC World Service, Public Radio International and WGBH Radio Boston. It provides breaking news coverage of major world issues and stories in science, technology, business, sports and art, as well as features, interviews and music from around the world. Senior producer Marco Werman assisted in creating the program format in 1995 and started producing the Global Hit segment in 1997, which links world musicians and musical trends to the news of the day and is still part of the program. Lisa Mullins has hosted the program since 1998 and Werman serves as the substitute host.

(kansaspublicradio.org, pri.org)

"Retro Cocktail Hour"

Broadcast on KPR Saturdays 7:00 - 9:00 p.m.

KPR program director Darrell Brogdon has hosted the "Retro Cocktail Hour" since 1995. It provides an eclectic and diverse selection of music, including lounge music, tiki tunes, soundtracks from the 60s and 70s and everything in between. The program has gained a widespread listener base through its availability online.

(kansaspublicradio.org)

"Right Between the Ears"

Broadcast on KPR Sundays 7:00 - 8:00 p.m. Broadcast on KPR2 Sundays 2:00 - 3:00 p.m.

"Right Between the Ears" is a sketch comedy program that spoofs current entertainment, politics, sports and celebrities. It was created and produced by KPR program director Darrell Brogdon in 1983 under the title "The Imagination Workshop" as a radio drama series. By 1990 it had become the sketch comedy program that is known today. The cast includes David Greusel, John Jessup, Andi Meyer, Kip Niven, Roberta Solomon, Rick Tamblyn and Teri Wilder, and they also do live performances. In addition to broadcast on KPR, "Right Between the Ears" is broadcast on Laugh USA Sirius-XM 96.

(kansaspublicradio.org, rightbetweentheears.com)

"Talk of the Nation"

Broadcast on KPR2 weekdays 1:00 - 3:00 p.m.

"Talk of the Nation" is an NPR mid-day news-talk program hosted by Neal Conan that allows listeners to take part in the conversation by calling in, emailing or messaging through social media. It provides an exchange of ideas and opinions on the big issues in the news

in the areas of politics, science, education, religion and the arts.

(kansaspublicradio.org, npr.org)

“Talk of the Nation: Science Friday”

Broadcast on KPR2 Fridays 1:00 - 3:00 p.m.
(During “Talk of the Nation” spot)

Friday editions of “Talk of the Nation” focus on the news and issues in the areas of science and technology. “Science Friday” is hosted by Ira Flatow.

(npr.org)

“The Jazz Scene”

Broadcast on KPR Saturdays 1:00 - 4:00 p.m.

“The Jazz Scene” provides a selection of new and vintage jazz. Host David Basse is a Kansas City jazz musician who brings background and expertise in the business to his broadcasts. In addition to Basse’s jazz selections, the program features interviews and performances from new local artists and well-known musicians who are traveling through the area.

(kansaspublicradio.org)

“This American Life”

Broadcast on KPR Saturdays noon - 1:00 p.m.
Broadcast on KPR2 Sundays noon - 1:00 p.m.

“This American Life” is produced by Chicago Public Radio and hosted by Ira Glass. It debuted in Chicago in 1995, became a nationally distributed program in 1996 and was distributed by Public Radio International by 1997. Today, it is broadcast on 555 public radio stations with an estimated 1.8 million weekly listeners. The “This American Life” podcast is often the most popular of the week in America. For each episode, Glass chooses a theme and “real stories from real people” are worked

together around the theme in a new and interesting way. The program’s run has led to the publication of books, as well as adaptations for film and television series.

(kansaspublicradio.org, pri.org)

“Trail Mix”

Broadcast on KPR Sundays 1:00 - 7:00 p.m.

KPR’s “Trail Mix” is produced and hosted by Bob McWilliams. It features music from a wide array of singer-songwriters in the areas of Americana, alternative country, folk-rock, bluegrass, traditional folk and Celtic music. McWilliams pays special attention to upcoming concerts in the area as well as artists with new or recent releases when he creates his song sets. He also works to create song sets with similar topics, themes and styles, and makes use of KPR’s vinyl collection.

(kansaspublicradio.org)

“Wait Wait... Don’t Tell Me!”

Broadcast on KPR2 Saturdays 10:00 - 11:00 a.m.

“Wait Wait... Don’t Tell Me!” is a weekly hour-long quiz program that offers a modern take on the original radio quiz format. Host Peter Sagal asks questions over the week’s news to listeners and the rotating trio of panelists, which include writers, reporters and comedians. Carl Kasell serves as the show’s official judge and scorekeeper. The program is co-produced by NPR and Chicago Public Radio and debuted in 1998.

(kansaspublicradio.org, npr.org)

“Weekend Edition Saturday”

Broadcast on KPR Saturdays 7:00 - 9:00 a.m.
Broadcast on KPR2 Saturdays 9:00 - 10:00 a.m.

NPR’s Scott Simon ties up the week’s news and gives background and analysis on the Saturday broadcast of “Weekend Edition.” The program’s format also includes features on a variety of topics and human interest stories, and calls on regular contributors for news in music, literature, economics, sports, math and science. Simon also contributes his own essays occasionally. The program is heard on nearly 600 NPR affiliate stations by approximately 4 million listeners each week. Kaye McIntyre serves as KPR’s local host.

(kansaspublicradio.org, npr.org)

“Weekend Edition Sunday”

Broadcast on KPR Sundays 7:00 - 9:00 a.m.
Broadcast on KPR2 Sundays 9:00 - 11:00 a.m.

Weekend Edition Sunday debuted in 1987, extending NPR news coverage to seven days per week. It provides coverage of breaking news events, as well as interviews with politicians, artists, scientists, theologians, historians, writers, artists, musicians and newsmakers. It also includes a puzzle segment with Will Shortz, crossword editor at The New York Times. National security respondent Rachel Martin is currently serving as the interim host while Audie Cornish, who took the host position in 2011, is filling Michelle Norris’ seat on “All Things Considered.”

(kansaspublicradio.org, npr.org)

“Whad’Ya Know?”

Broadcast on KPR Saturdays 10:00 p.m. - midnight

“Whad’Ya Know?” is a two-hour comedy, quiz and interview program produced by Wisconsin Public Radio (WPR) and distributed by Public Radio International. Host and “quiz master” Michael

Feldman started the program at WPR in 1985 and has since written three books from the show’s content and his experiences as host. In addition to a Whad’Ya Know? quiz each hour that tests the audience, listeners and callers, the program format includes discussion of unusual news, banter between Feldman and his sidekick Jim Packard, trips into the live studio audience to chat with fans, jazz from John Thulin and the What’Ya Know? band, and a satirical monologue from Feldman.

(kansaspublicradio.org, pri.org)

“Wiretap”

Broadcast on KPR2 Saturdays 1:00 - 2:00 p.m.

Public Radio International’s “Wiretap” is hosted and produced by Johnathan Goldstein. It is a comedy program described as part fact and part fiction in which listeners are brought into Goldstein’s life and imagination. Episodes typically go back and forth between monologues from Goldstein and phone calls with his roster of characters and contributors. It is distributed by Public Radio International (PRI)

(kansaspublicradio.org, pri.org)

Online Presence

(Information taken on April 11, 2012)

Social Media

Current Facebook Activity

KPR has an active Facebook page entitled “Kansas Public Radio” with 3,159 “likes.” The Facebook page lists the KPR stations in its different reach cities. It also provides photos, live stream listening, and various KPR links. KPR’s Facebook page is well maintained with regular posts several times a day.

Current Twitter Handles

@kprnews	The most popular account, @KPRnews, includes KS news, commentary & information from the Kansas Public Radio news empire. It has only 217 tweets but 1,509 followers.
@KPRInfo	The most active account, @KPRInfo, includes general news and information about KPR. It has 488 tweets but only 211 followers.
@KPRRETROWPN	Tweets about KPR's <i>Retro Cocktail Hour</i> . Hosted by Darrell Brogdon.
@kprbrogdon	Darrell Brogdon, host of KPR's <i>Retro Cocktail Hour</i>
@kprkoranda	Stephen Koranda KPR Statehouse Bureau Chief Stephen Koranda. Tweets about Kansas political news.
@kprthompson	Bryan Thompson tweets about the health and well-being of Kansans.
@kprradiobob	Tweets from KPR's late-evening jazz staple, hosted by Bob McWilliams
@kprmark	Maintained by Mark Edwards, Classical music director and 9 a.m.-host on Kansas Public Radio. Includes tweets about classical music information and news.
@KPRTRAILMIXFYI	Tweets about Celtic, bluegrass, contemporary acoustic and folk music, hosted by Bob McWilliams.
@KPRJAZZSCENE	Featuring jazz from big bands to current performers, KC musician David Basse tweets about local and visiting jazz artists.
@KPRANOTTFYI	George Harter tweets about the past century of Broadway and theatrical music.
@KPRTRAILMIX	See @KPRTRAILMIXFYI
@KPRCLASSICALAM	Rachel Hunter tweets about classical music ranging from the Middle ages to the latest in classical recordings.
@KPRJAZZNIGHT	See @kprradiobob
@KPRCLASSICALPM	See @KPRCLASSICALAM
@KPRCLASSICALEVE	See @KPRCLASSICALAM

KPR is currently operating 16 different Twitter handles. Many of KPR's programs have specific Twitter handles, as do several of KPR's program hosts. Some of these twitter handles provide the same description and tweet about the same material. For example, KPR currently has three separate Twitter handles for classical music and two handles pertaining to *Trail Mix*.

The most popular Twitter handles among Twitter users are @kprnews with 1,509 followers and @KPRInfo with 211 followers. The most frequent handle is @KPRInfo is with 488 tweets.

Despite sporadic tweets, many of the handles are not very active. None of the specific programming twitter handles follow anyone and have very few followers. For example, @KPRCLASSICALPM has only nine followers and follows zero people.

Current Website

The official KPR website is www.kansaspublicradio.org. It offers an abundance of general information relevant to KPR. The website's scrolling banner is a representation of KPR's current news and events and can be altered and controlled by the website viewer depending on which story the viewer wishes to click on.

Under the "support" tab on the main website banner, there is information regarding donating, underwriting, and various volunteer options. The support tab also explains KPR's membership levels and directions on how to donate via Internet and phone. The "schedule" tab contains a list of

programming for both KPR and KPR2 and a brief description of each program and the program's particular host. However, there is not an accurate depiction of what exactly KPR2 is and how it differs from KPR.

The "news" tab offers the latest stories from the KPR newsroom along with an overview of each program's host. Both current and upcoming KPR events and volunteerism opportunities are visible for the viewer as well.

Online shopping is an option under the "shop" tab along. These items include an assortment of KPR water bottles and coffee mugs, umbrellas, and eco-friendly bags.

Website Issues

There seem to be inconsistencies between the programming schedules available on the KPR website and what is on air at certain times during the week. There are also links on the website that are "dead links" or links that direct the viewer to content other than what is indicated.

The current KPR website lacks explicitly listed options for underwriters. The website only offers a phone number for information on becoming an underwriter, who the current underwriters are, and the benefits of being an underwriter.

KPR website also lacks descriptive staff bios under the "KPR Staff" portion of the website. The "KPR staff" tab isn't clear as it is only located on the bottom of the website under the "about us" section. The only information offered on the KPR staff is name of staff member and their position/ title.

Detailed descriptions for all membership incentives are not included on the KPR website. In fact, the only relevant information included about membership is the specific membership levels and directions on how to become a KPR member.

Support

Membership Levels

Information from kansaspublicradio.org

Student Supporter: To be a Student Supporter, one must donate \$20 to \$59 and have 12 months of membership.

Public Radio Supporter (Basic Membership Level): Public Radio Supporters donate \$60 to \$74 and receive 12 months of membership benefits.

Classic Club: To be in the Classic Club, one must donate \$75 to \$119. In addition to having 12 months of membership, the Classic Club member is also allowed to make one musical request for a special occasion.

Director's Club: Members of the Director's Club donate \$120 to \$179. They have 12 months of membership and are allowed to make two musical requests for special occasions.

Announcer's Club: Members of the Announcer's club donate \$180 to \$239. They have 12 months of membership, can place two musical requests and are also placed on the "KPR Hosts Recommend" list.

Improv Club: Members of the Improv Club donate \$240 to \$364. They have 12

months of membership, can place two musical requests, are placed on the "KPR Hosts Recommend" list and are able to book a tour of KPR.

Press Club: Members of the Press Club donate \$365 to \$499. They have 12 months of membership, can place two musical requests, are placed on the "KPR Hosts Recommend" list, are able to book a tour of KPR and will be invited to the KPR Concert Series.

Broadcaster's Society: Members of the Broadcaster's Society donate \$500 to \$999. They have 12 months of membership, can place two musical requests, are placed on the "KPR Hosts Recommend" list, are able to book a tour of KPR, will be invited to the KPR Concert Series and have two invitations to the annual Major Donor Appreciation Event.

Leadership Circle: Members of the Leadership Circle donate \$1,000 or more. They have 12 months of membership, can place two musical requests, are placed on the "KPR Hosts Recommend" list, are able to book a tour of KPR, will be invited to the KPR Concert Series, have two invitations to the annual Major Donor Appreciation Event and can also make four announcements in one day for their favorite local programs.

Underwriting

Information from kansaspublicradio.org

Underwriters are companies and organizations that support KPR through generous donations. Each underwriter is mentioned on air, reaching more than 100,000 KPR listeners each week. The underwriter announcements are each

15 seconds long and there are no more than two spots during each break in order to maximize the amount of programming for listeners. The announcements do not include pricing, calls to action, inducements to buy or comparative or qualitative language. The announcements do not endorse third parties or use personal pronouns. In their announcements, underwriters can describe their product or service, its features and benefits, use an established slogan, and mention its website, business location and hours of operation.

Dick Wright Planned Giving Society

Information from kansaspublicradio.org

Bequest: Donors can make a bequest in their will or in a living trust for a definitive amount or percentage to KPR.

Income-Producing Trust: With an income-producing trust, the assets go to KPR at the trust's conclusion.

Charitable Annuity: Through a charitable annuity with KPR, a person can have an immediate tax deduction and also receive income for life at market rates.

Life Insurance Policy: KPR can be named the beneficiary of a whole life insurance policy that is no longer needed for family or business security.

Retirement Plan: This allows for the remaining assets in an IRA or other plan to be left to KPR. This also has tax advantages to the donor.

Volunteer Opportunities

Information from kansaspublicradio.org

There are multiple volunteering opportunities available for people to support KPR. People can help set-up at events, take tickets and hand out fliers. Supporters can also help with pledge drive activities by answering telephone calls and recording testimonials to be used on-air.

Vehicle Donation

Information from kansaspublicradio.org

KPR accepts old, usable vehicles to be auctioned to the highest bidder. KPR has joined with Vehicles for Charity to give listeners this opportunity. More than \$133,000 has been raised since the program first began. When the car or truck is auctioned, 70 percent of the proceeds go to KPR. The donation is tax-deductible.

Lawrence GiveBack Card

Information from kansaspublicradio.org

Free Money: Users of the Lawrence GiveBack Card can earn credits when they shop. These credits go toward future purchases.

Shop Local: The credits accumulated can be used at more than 65 retailers that have partnered with KPR for GiveBack.

Support Local Charities: Each time a person uses the Lawrence GiveBack card, a donation is given to Kansas Public Radio at no extra cost to the cardholder.

History

History of Public Broadcasting

Information from wsvh.org and current.org

The first wireless signal was sent in 1895 with the first regularly broadcasting, noncommercial station in the United States following in 1912. At that time, most broadcasts were just weather forecasts or farm reports.

In 1927, the Federal Radio Commission was created, helping noncommercial broadcasting stay relevant, but was replaced by the FCC in 1934. Created to promote the Cooperation Doctrine, the National Advisory Council on Radio in Education was established in 1930 to create an alliance between commercial radio and educators. There were 50 noncommercial FM stations by 1949, the same year that the first station—in Berkeley, Calif.—claimed to be supported by listeners.

Radio struggled to compete with television in the 1950s, but the Public Broadcasting Act of 1967 gave noncommercial television and radio the opportunity to distribute information and build a strong financial structure.

National Public Radio (NPR) began program service in 1971 with the first production of “All Things Considered.” Due to easier distribution of information due to a satellite system launched in 1979, the number of public radio stations tripled during the 1970s and 80s.

History of KPR

Information from kansaspublicradio.org

KANU 91.5 FM began broadcasting at 1:45 p.m. on Sept 15, 1952, moving to daily broadcasts from 1 p.m. – 11 p.m. by 1955. The station broadcast their first NPR show, “All Things Considered,” on May 3, 1971 and connected to the National Public Radio satellite system at the beginning of 1979.

Although KANU lost KU sports broadcasting rights in 1983, the station began broadcasting 24 hours per day in 1985. In the next two years, KANU began service to Emporia and Manhattan via translators.

KANU’s Statehouse Bureau began sharing its work with other public stations in 1989 before the Statehouse Bureau became Kansas Public Radio in 1990. KANU added service to Atchison in June of that year and won their first Non-Commercial Station of the Year award from the Kansas Association of Broadcasters in 1996.

The station started carrying programming over the Internet in 1999 and added live concert broadcasts in June 2001. With broadcast towers in Lawrence, Atchison, Emporia and one planned for Junction City, KANU renamed itself KPR in June 2002. That Fall, the station raised \$200,000 in pledges during the fall membership campaign.

KPR launched high definition services in 2006, including digital broadcast of the main channel, plus KPR 2, a 24-7 news-talk channel, featuring programs from NPR, BBC and CBC.

Similar Situations

Public Radio Stations

WFUV Radio

Information from wfuv.org

WFUV is a non-commercial, listener-supported public radio station and has been licensed to Fordham University for 60 years. The station serves nearly 350,000 listeners each week in the New York area and thousands more across the world through its website. WFUV is a leader in contemporary music. It offers a mix of rock, singer-songwriters, blues, world and other music, plus headlines from National Public Radio, local news, sports and Metro Traffic.

WFUV reaches its diverse and tech-savvy group via Twitter and Facebook. Its Facebook page and Twitter account are continuously updated to provide listeners with the most relevant and timely information. WFUV maintains conversation with listeners who comment on Facebook status updates. Its Twitter account is updated numerous times each hour.

Membership

Thank-you gifts: In order to include its listeners and attract them to donating, WFUV allows the members to choose how they want to be thanked for their contribution. The options include: New Music Sampler, FUV Live 14 CD, WFUV Winter hat, WFUV black hoodie, CD of the Month Club, Marquee Membership, and CD of the Month and Marquee Membership. Members can also choose from The Alternate Side CD, The Alternate Side T-shirt, and Cityscape: The Little Red Book

of New York Wisdom. Members also have the option of choosing to have no thank-you gift sent to them. The full amount of their donation will then go to the radio station.

MemberCard Discounts: Members receive discounts from stores, shops and restaurants that WFUV has partnered with. Along with these permanent discounts, there are also “limited time offers.”

Member Line Giveaways: They have free tickets and other offers through the WFUV Member Line. They work with venues, bands, and promoters to get tickets and other benefits for members.

CD of the Month Club: People can begin or renew their support and receive a new release CD every month for a year.

FUV Live CD Series: Each fall, the station releases an exclusive CD of its favorite live performances that took place in its studio.

Amazon.com Purchases

WFUV has an agreement with amazon.com that allows people to purchase music, DVDs and other merchandise through the WFUV website. People can access amazon.com through the WFUV website, and a portion of the revenue from purchases is given to WFUV. Any purchase that starts through an Amazon link on WFUV.org will benefit the station. It does not cost the purchaser any extra money. This benefit also includes the listed items that are sold through independent sellers working with amazon.com.

iTunes Purchases

Similar to amazon.com, purchasing from the iTunes store through the WFUV store benefits WFUV. A portion of the revenue is given to the station.

Give the Gift of WFUV

Listeners can purchase a new membership for a friend. The new member receives a present from WFUV, plus 12 months of all the benefits of being a member.

NET Foundation: NET Public Radio and NET Television

Information from netnebraska.org, columbustelegram.com and kearneyhub.com

In 2007, the NET Foundation for Television and Radio launched its Inspire Nebraska Campaign. The campaign's goal was to raise \$25 million through Annual Giving and Permanent Endowment by 2012. It hoped to raise \$15 million in Annual Giving and \$10 million in Permanent Endowment. The Inspire Nebraska campaign was led by James Seacrest, a Lincoln, Neb. philanthropist and former owner of Western Publishing Company in North Platte, and Ron Hull, longtime producer and advisor for NET. Forms of Annual Gifts include membership gifts, donor club gifts (membership in the Sports Partners Club), memorial gifts, honorary gifts and special project gifts. Endowment Gift opportunities include bequests, stocks, charitable gift annuity, retirement and pension plans, charitable remainder trusts and charitable lead trusts, life insurance, and living trusts. The Inspire Nebraska Campaign did not reach its goal of \$25 million by 2012, but

it raised more than \$15 million and continues to accept donations.

(netnebraska.org)

Newspaper Article From Lincoln, Neb.: "NET to Host Inspire Nebraska Campaign Events in Norfolk and Columbus"

According to this article, The Inspire Nebraska Campaign launched in the Northeast region of Nebraska with dinner events in Columbus and Norfolk. It was one of the last regions NET visited for its campaign. The event included cocktails, dinner, and a program that highlighted the station's 55-year history. NET aimed to raise \$1.5 million in the northeast region.

(netnebraska.org)

Newspaper Article: "NET fundraisers look to Northeast Nebraska"

At the time The Inspire Nebraska Campaign reached Columbus and Norfolk, more than 80 percent of the goal had been reached. The article made note of the importance for NET of private investment as federal support had decreased significantly in recent years. NET receives support from the federal and state levels as well as the University of Nebraska, but approximately 25 percent of its revenue comes from private support.

(columbustelegram.com)

Newspaper Article: "NET campaign: Inspire Nebraska"

In central Nebraska, NET's Inspire Nebraska Campaign hosted a dinner program at the Kearney Country Club. Similar to the dinner parties in Columbus and Norfolk, NET highlighted its 55-year history with a short program. Jeff

Beckman, executive director of the NET Foundation for Television and the Net Foundation for Radio, said it is a statewide initiative because every town across Nebraska is important to the future of public broadcasting in Nebraska.

(kearneyhub.com)

Radio Kansas

Information from radioks.org

Radio Kansas is a service of Hutchinson Community College. The network has three stations which service the Hutchinson and Wichita areas through KHCC (90.1 FM), the Salina and Manhattan areas through KHCD (89.5 FM), and the Great Bend and Hays areas through KHCT (90.9 FM), reaching over one-million Kansans. Radio Kansas has applied to the FCC to add an additional station to serve the Council Grove, Emporia and Osage City areas through 104.1 FM.

Radio Kansas has classical music, NPR news including "Morning Edition," "All Things Considered," and "Weekend Edition," "Nightcrossings" instrumental music, jazz, sacred music on Sunday mornings, opera, "A Prairie Home Companion" and "Car Talk." Listeners can tune in online to primary, full-service program stations, Radio Kansas HD1 or Radio Kansas HD2, which is a full-time jazz station.

Sponsor your own day at Radio Kansas

Radio Kansas allows listeners to "sponsor a day" by honoring a friend or family member or by bringing attention to a personal event. A Day Sponsor Membership is \$250 and allows the member to make seven on-air announcements

throughout the day of his or her choice. Typical sponsorships include birthdays, anniversaries or special personal events. Radio Kansas accepts only two sponsors each day.

Wills and Bequests

Listeners can support Radio Kansas by including Radio Kansas in a will. This is the easiest way to support Radio Kansas.

Charitable Gift Annuities

Radio Kansas offers two types of charitable gift annuities, a Gift of Cash and a Gift of Appreciated Property. Radio Kansas receives the majority of its donations from Charitable Gift Annuities. Through a Gift of Cash, Radio Kansas receives cash donations, no less than \$10,000. This method pays the donor, who must be at least 60 years of age, each year for the remainder of the donor's life. A Gift of Appreciated Property is the second way to fund a Charitable Gift Annuity. This donation can be real estate, stocks and bonds, art work or other valuables. The donor must have the donation appraised before he or she donates it to Radio Kansas (excluding stocks and bonds).

Charitable Trusts

Listeners can support Radio Kansas by creating a trust, which is a separate legal transaction arranged by the donor. The types of Charitable Trusts listeners can use to support Radio Kansas include a Charitable Remainder Unitrust, a Charitable Remainder Annuity Trust and a Charitable Lead Trust.

A Charitable Remainder Unitrust sets up a changing annual payment to the

donor. The annual payment is based on a pre-arranged percentage of return on the value of the trust. These payments continue for the remainder of the donor's lifetime. The balance of the trust then goes to Radio Kansas.

A Charitable Remainder Annuity Trust is similar to the Charitable Remainder Unitrust. Instead of paying a percentage of the value of the trust each year, the donor gets a fixed amount that does not change. Donors also cannot contribute any more toward the trust during his or her lifetime.

With a Charitable Lead Trust, the donor and Radio Kansas change the roles they had in the Charitable Remainder Unitrust. The income created by the trust goes to Radio Kansas instead of to the donor. The remaining value of the trust goes wherever the donor has designated.

Life Estate

With Life Estate donations, a donor can give a personal residence to Radio Kansas. The donor can live in the personal residence or rent it out for the remainder of his or her lifetime. The donation results in an immediate tax deduction for the donor. When the personal residence is handed over to Radio Kansas, Radio Kansas can then sell it.

Kansas City Public Media - KCUR 89.3

Information from kcur.org

KCUR is licensed to the Curators of the University of Missouri. KCUR streams many of its programs live through KCUR.

org. Much of the Kansas City Public Media (KCUR-FM and KCUR.org) content is available through archives and as podcasts.

KCUR Membership

Member of KCUR will receive the quarterly KCUR newsletters, the Year-In-Review and email updates. If members donate \$75 or more, they are eligible for a KCUR MemberCard. The MemberCard benefits include performances and attractions, lodging, dining and local and online merchants. MemberCard benefits also extend across the United States with TravelCards. With TravelCards, members can get two-for-one savings with activities like golf, dinners and shows.

Horizon Membership

Listeners of KCUR have the opportunity to become Horizon Members. As a Horizon Member, memberships are automatically renewed.

The John C. Dods III Endowment Society

This Endowment Society offers listeners the opportunity to purchase watts from KCUR. John C. Dods III had the idea to create an endowment to guarantee that KCUR continues to provide news and entertainment on the airwaves. Listeners can purchase any number of KCUR's 100,000 watts. Each watt is \$100 and listeners who purchase 10 watts or more are guaranteed membership and receive numerous benefits. Purchasers can also pay off the watts over multiple years.

Membership Benefits

Benefits of donating to the John C. Dods III Endowment Society and becoming a member include: A framed certification of virtual ownership of the watts purchased, inclusion on KCUR's Website, in its member magazine and in the Year in Review, being featured in the UMKC Annual Report of Charitable Giving, recognition in KCUR's electronic newsletter, an on-air thank-you, private tours of KCUR studios and the opportunity to watch a live broadcast, and Invitation to events at KCUR.

Create a Named Endowment

By purchasing 250 or more virtual watts, members can create a named endowment fund. This provides continued support to KCUR and gives the donor on-air recognition of the support.

The Walt Bodine Legacy Guild

By giving a planned gift to KCUR, donors automatically become members of The Walt Bodine Legacy Guild. As a Bodine Legacy Guild, donors may also be eligible to become members in the John C. Dods III Watts Endowment Society. There are many options for planned giving. Donors can put KCUR in their wills or trusts, through charitable gift annuity, or in a life insurance policy, an IRA or 401(k).

Include KCUR in Your Will

Donors have many options for estate gifts. They can include KCUR in their will or trust, make a bequest and also add KCUR to an estate plan without having to rewrite a will or trust.

Bequests for Our Greatest Needs

KCUR accepts unrestricted bequests. This gives KCUR the ability to use the gift for what it needs at the time it receives the bequest.

Percentage Bequest

This allows listeners to donate a percentage of the estate to KCUR.

Donate your unwanted vehicle to KCUR

KCUR allows people to donate unwanted but usable cars to the station. KCUR accepts most types of vehicles, from cars to boats to motorcycles. The vehicle donation program is administered by the non-profit organization Vehicles for Charity.

Membership Associations

KU Endowment Association

Information from kuendowment.org

The KU Endowment Association is an independent, non-profit organization and is the official fundraiser for the University of Kansas. It was established in 1891 as the first foundation for a public university in the United States. The state finances only about 21 percent of KU's budget, making the KU Endowment Association important to the functioning of the university. Private donors fund nearly all of the scholarships students receive through KU. KU Endowment accepts planned gifts, which benefit the university at a later date, endowed funds, gifts of securities, gifts of real estate, corporation and foundations support and KU employee

Similar Situations

payroll deduction.

KU Employee Payroll Deduction

Faculty and staff can provide support to the university by giving a portion of their paycheck to the university. The donation may be directed to a specific department or elsewhere. Donations to KU Endowment are tax-deductible.

Women Philanthropists for KU

Women Philanthropists for KU, WP4KU, is a group that encourages women to support the University of Kansas through philanthropy and leadership. The group puts members in an advisory board, whose goal is to increase involvement of women at KU. WP4KU has events throughout the year that are designed to reinvest connection to KU

KU Giving Magazine

The KU Giving Magazine is published three times each year. It includes stories of people, places, and programs that benefit from the gifts received through KU Endowment.

Chartered Financial Analysts (CFA) Society of St. Louis

Information from cfasociety.org/stlouis

The CFA Society of St. Louis is a member of the CFA Institute, which has more than 96,000 members in 134 countries. The CFA Society of St. Louis currently has 566 members. Involvement with the society allows for practitioners in the investment community to network and exchange ideas. It also offers members frequent corporate and

educational meetings. The society holds meetings one-to-three times per month between September and June. The society relies on sponsors to help fund its programs and events for members. One of the many requirements to become a member of the society is that the individual provide two sponsors.

60th Anniversary

For its 60th anniversary in April of 2009, the CFA Society of St. Louis hosted a panel discussion on U.S. economics and financial markets at the Sheraton Clayton Plaza Hotel in St. Louis. More than 280 people showed up to the event.

Entrepreneurs' Organization (EO)

Information from eonetwork.org

EO is a global membership association with more than 8,000 business owner members in 40 countries. It offers its members connections to other entrepreneurs as sources of information and mentors, as well as continuing education opportunities with business schools around the world.

25th Anniversary

2012 marks EO's 25th anniversary, which it will celebrate with events hosted by chapters and members throughout the year in various locations. The organization has chosen the theme "THRIVE" for the year's celebration, citing its members' ability to endure times of hardship and to push forward in business and life. EO has provided an anniversary video and a "Video Wall" as ideas and inspiration for its chapters and members as they plan their anniversary events.

National Council of Juvenile and Family Court Judges (NCJFCJ)

Information from ncjfcj.org and ncjfcj.org/blog

The NCJFCJ is a membership organization that works to improve the justice system and raise awareness of issues it poses for children and families. It currently has membership of more than 1,900 juvenile and family law professionals and receives funding from federal and state grants, private foundations and member donations. One benefit that members enjoy is receipt of a few different publications related to juvenile and family justice and current issues.

(ncjfcj.org)

75th Anniversary

For its 75th anniversary in May of 2012, the NCJFCJ will have a celebration at its annual conference in New Orleans. Throughout the year it will be highlighting the organization's history of accomplishments on its blog. It has also created special 75th Anniversary Diamond Recognition Levels to encourage donations this year. Levels are based on the number 75, ranging from a donation of \$75 to be recognized in the "Precious Diamond Jubilee Club," to \$750 and the "Brilliance Diamond Jubilee Club," to \$7,500 and the "Flawless Diamond Jubilee Club." Donors receive a donor ribbon or pin (depending on level of donation) and recognition on the NCJFCJ website and at the annual convention. Donors at the highest level are also offered complimentary admission to the 75th Anniversary Celebration party at the conference.

(ncjfcj.org/blog)

World Federation of Occupational Therapists

Information from wfot.org

The WFOT works to promote occupational therapy internationally as both an art and a science, and supports continued growth and development of the field. The WFOT umbrella includes 69 member organizations internationally. Individual Professional membership totals to more than 25,000 therapists and National Organization membership is now more than 350,000 therapists worldwide. One benefit of membership is the opportunity for discounted subscription to Occupational Therapy International. Members are offered a 25 percent discount for print and online subscriptions and a 30 percent discount for online-only subscriptions.

World Occupational Therapy Day

WFOT began recognizing World Occupational Therapy Day on October 27, 2010. The day was designated primarily for groups of occupational therapists and students to organize events in their areas that help raise awareness and funds for the WFOT.

Linguistic Data Consortium (LDC)

Information from ldc.upenn.edu

The LDC is an association that generates and organizes speech and text databases among other resources for research and development and makes them available to member companies, universities and government research bodies. The University of Pennsylvania serves as the host institution of the LDC.

20th Anniversary

In 2012, the LDC will mark the 20th anniversary. In honor of this milestone, the LDC is offering a five percent discount on membership renewals for those who were members in 2011. Those who renew before March 1, 2012 will receive an additional five percent discount, meaning a 10 percent discount overall. The LDC is also offering a five percent membership renewal discount for those who were not members in 2011 but who were members in previous years if they renew before March 1, 2012.

Audience

NPR Profile 2011: Insights into the Public Radio Audience

Demographics

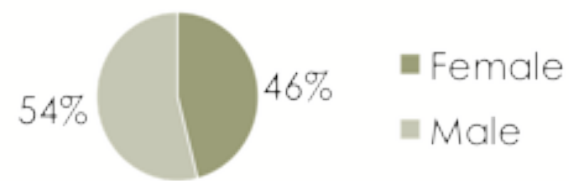
Information from NPR Profile 2011

According to the 2011 NPR profile, 54 percent of listeners are male and 46 percent are female. It is particularly popular among Baby Boomers with 66 percent of the listeners being in the age range of 35 to 64. The median age of NPR listeners is 49. Eighty-seven percent of NPR listenership is Caucasian while Hispanics make up the second largest listening group at six percent. Thirty-three percent of the NPR jazz listeners are African American. The lifestyle and purchase patterns are similar for all NPR listeners regardless of ethnicity or race.

Nearly seven in 10 listeners are likely to have a bachelor's degree and are 38

percent more likely to have a PhD than the average adult. The median household income is \$92,400, which is significantly higher than the national average of \$59,500. Two-thirds of NPR listeners are married, and they are less likely to have children living at home. Forty-one percent live in a house with only two people and 61 percent of NPR listeners are employed full-time. The majority of these listeners work for a private business but a significant amount of listeners are employed by the government or are self-employed. Listeners are more than twice as likely than the average adult to work in top management. Fifty-six percent are more apt than the average American to consider their work as a career rather than a job.

KPR Listener Demographics



Psychographics

Information from NPR Profile 2011

The majority of NPR listeners are affluent and highly educated. NPR listeners tend to have a significant amount of free time, which they spend doing self-improvement activities. These activities include: hiking, biking, reading, traveling, cooking, gardening and other active pastimes. Television is not a high priority for this demographic and is the least-used source of news and entertainment. Listeners enjoy a wide variety of movie

genres with the top three categories being comedy, dram, and adventure. Seventy-two percent of the audience has been to the movies in the last six months. They are cultured and enjoy the fine arts with 34 percent having visited a museum and 24 percent having attended a live theatre performance in the past year.

NPR listeners travel frequently for both business and pleasure. Fifty-nine percent have a valid passport and 44 percent have traveled abroad in the past three years. The most popular abroad destinations include Western Europe, Mexico, South and Central America and the Caribbean. More than 75 percent of listeners have traveled domestically in the past year and are 81 percent more likely than the average adult to have traveled six or more times within the country in the past year. Some of the most popular activities while traveling is fine dining, shopping, sightseeing, going to the beach, visiting national parks and other outdoor recreation. Seventy-six percent of NPR listeners prefer to travel to a destination that they have never visited.

Listeners enjoy a wide variety of domestic hobbies. More than half regularly entertain friends and relatives in their homes. NPR listeners are 42 percent more prone than the average adult to cook for leisure. They are interested in games that stimulate the mind such as puzzles and chess, and are 56 percent more likely to read books than the average adult. NPR listeners have a strong affinity for music and are 84 percent more apt to play an instrument themselves.

Physical fitness and outdoor activities

are popular among NPR listeners. Fifty-nine percent participate in some form of regular exercise with the most popular activities being walking, backpacking or swimming. They enjoy extreme sports as well and are almost twice as likely to try kayaking, sailing and skiing. They are 40 percent more likely than the average adult to have camped outdoors in the last year.

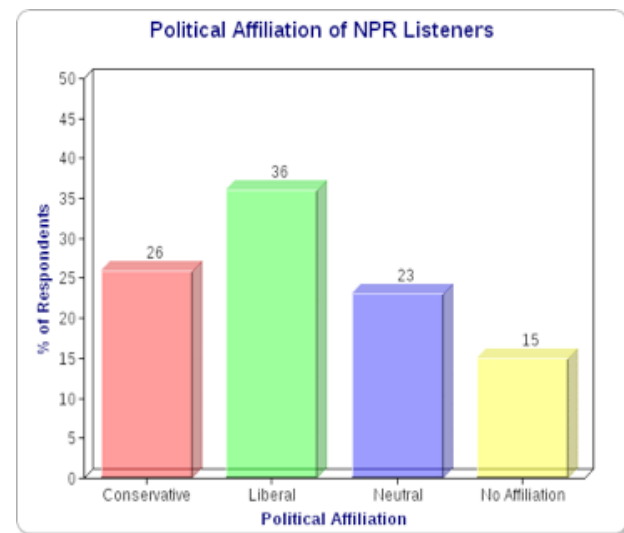
They consider social and environmental responsibility a high priority. This demographic is environmentally conscious and a heavy partaker in the green movement. They are nearly four times more likely than the average adult to participate in an environmental group or cause. Eighty percent of NPR listeners recycle and 15 percent are more prone than the average adult to give up convenience for an environmentally-safe product. Seventy-five percent of listeners view preserving the environment as a high priority and 42 percent purchase environmentally-friendly vehicles.

Seventy-five percent rate social responsibility as being highly important. They are more likely to believe in equal opportunity for all people and strive to increase the welfare of society. They are twice as likely to be a member of a charitable organization. Ninety-five percent of NPR listeners value honesty and integrity, and 100 percent of listeners put their family, community and country among the top of their priorities.

Listeners are very proactive within their community and many are considered to be influencers. NPR listeners are nearly three times more likely than the average adult to be influential, which is defined as "a person who participates in three or

more public activities that demonstrate uncommon engagement within their community.” Examples include: serving on a committee, participating in fundraising, serving at a shelter and other forms of community engagement. NPR listeners are among the highest concentration of key community leaders.

They are very likely to participate in elections and have a high participation in politics. More than three-fourths of listeners voted in local, state or federal elections last year. The audience has a mix of political attitudes. Twenty-six percent are conservative, 36 percent liberal and 23 percent neutral. NPR listeners are almost seven percent more probable to be very liberal. They are 14 percent more likely than the average adult to have written or called a politician and 10 percent more apt to have attended public meetings regarding town affairs.



NPR listeners are heavy consumers of print media. 32 percent of listeners read 25 or more newspapers in a month. They are four times more likely to read the New York Times and more than half as likely to read the Wall Street Journal than

the average adult. They frequently read magazines such as: National Geographic, AARP, Time, Consumer Reports, and Better Homes and Gardens. Forty-seven percent of NPR listeners are heavy radio users and listen to 17 hours of content per week. The highest amount of listeners tune-in on a typical weekday from 6:00 to 10:00 a.m. NPR listeners are less likely to subscribe to satellite radio than the average U.S. adult.

Listeners are among the first to embrace the Internet within the Baby Boom generation. NPR listeners are fond of e-commerce as 60 percent of listeners made an online purchase in the last month. Compared to the rest of their generation, listeners greatly outpace online news consumption and are very interactive with the web. They are likely to access the Internet via cell phone while commuting or engaging in another activity. Compared to the general population, NPR listeners are 85 percent more likely to listen to online radio and three times more prone to have downloaded a podcast in the last month. Seventy-one percent of listeners have accessed online news in the past month, which is significantly greater than the online news consumption of the U.S. population. More than half of the NPR audience is considered moderately-to-heavy Internet users. Listeners visit the Internet an average of 15 times in a single week.

Ninety percent of the listeners are email users and are much more likely to write and contribute to blogs. They make phone calls over the Internet more than non-listeners. Their Internet lives are consistent with their offline lives. They typically use the web for utilitarian purposes and to simplify their lives by

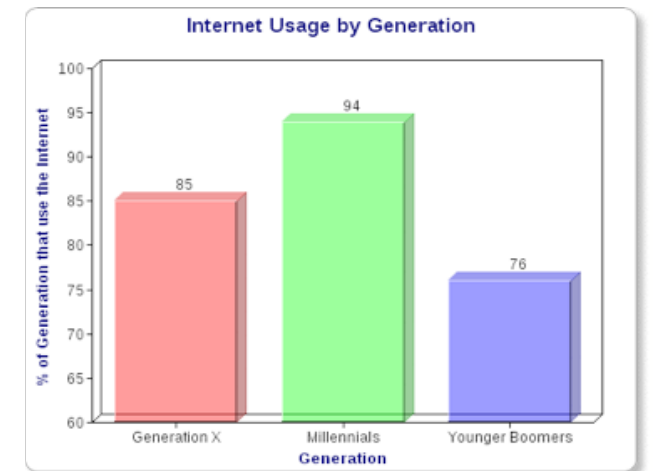
doing things such as paying bills, seeking television and movie listings and tracking their stocks. NPR listeners tend to adopt the latest technologies as 44 percent of them are more inclined to own a digital camera than the general population.

Listeners are independent thinkers and don't like to abide by trends or follow what is considered socially popular. Their buying habits give evidence to their independent lifestyle where brand name and image does not affect their purchase decisions. They are practical and savvy consumers but are more inclined to shop at a high-end retail store. However, half of NPR listeners have shopped at Walmart or Target in the last three months. They are deliberate consumers and rarely buy on impulse. They generally map out purchases such as airline tickets, computer software or a vehicle well in advance.

They are more prone to visit a doctor in greater frequency than the average American and a high amount visit medical specialists. NPR listeners are as likely to eat at a fast-food restaurant as the average American. They are big consumers of the Starbucks franchise as they are 64 percent more likely than the average adult to purchase an item from there.

NPR listeners enjoy enhancing the comfort of their homes with expensive furniture and remodeling. They are 24 percent more apt to purchase a piece of furniture that costs \$1,500 or more and 54 percent more probable to spend more than \$7,500 to remodel their homes. Current listeners take a proactive approach to acquiring insurance on any

valuable asset to their life. Eighty-eight percent of listeners have car insurance and 67 percent have homeowners insurance. Listeners are 18 percent more likely than the national average to have life insurance. NPR listeners pay close attention to their personal finances and tend to be conservative with their investments. They tend to invest in IRAs, securities and U.S. saving bonds.



Millennial Generation

McCann Worldgroup, 2011

Information from <http://www.scribd.com/doc/56263899/McCann-Worldgroup-Truth-About-Youth> & <http://www.kiplinger.com/businessresource/forecast/archive/how-generation-y-will-work-and-live.html?si=1>

Millennials, also known as Generation Y, is the demographic following Generation X. Based on a study conducted by the McCann Worldgroup of 7,000 Millennial participants, technology is the center of their priorities. Approximately 53 percent of Millennials aged 16 to 22 would give up their sense of smell for a piece of technology such as a smartphone or laptop. Community is another high-ranking priority among this demographic. When asked the question, “How would you most like to be remembered?”

Participants most commonly answered, “as a person who was loved by many.”

When targeting the Millennial generation, brands find it difficult to stay relevant and in-touch with a demographic that tends to have large clutter-filled networks. The most essential way for brands to stay prominent among this demographic is to remain truthful and genuine. Brands’ reputations are extremely volatile among this generation and brands must be sensitive to keeping promises and remaining trustworthy in order to maintain its credibility.

Millennials enjoy working in teams, and eight out of 10 things they consider themselves good at deal with how they relate to other people. They prefer social brands that produce or publish content deemed “cool” and “worth sharing.” “Millennials are more likely to purchase based on peer recommendations rather than advertisements.” (“Make Way for Generation Y”, 2010)

Edelman Millennials 8095

Information from Edelman: 8095

Based on a study conducted from 3,100 Millennials, 86 percent share their brand preferences through their social media platforms and 70 percent stay loyal to brands they favor. More than 50 percent are more likely to share more personal information with a brand if there

Percentage of Millennials who share their brand preferences through social media 86%

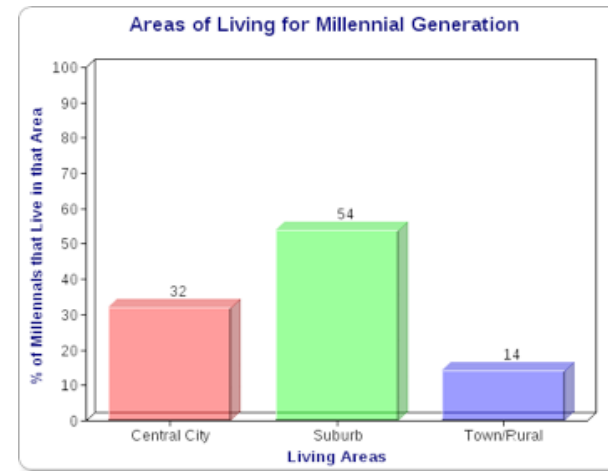
Percentage of Millennials who stay loyal to a brand 70%

is an incentive such as free samples, coupons or pre-released information. However, most Millennials are very protective of sensitive information such as pictures and private life, and they are not as likely to disclose this information than previous generations. Millennials are conscious when acquiring information about a product before purchasing it, and 51 percent consult four or more sources before choosing a product or service. Friends and family are the biggest influencers of purchase behavior. One month prior to this study, 54 percent had consulted a friend or family member about a purchase pertaining to food and 39 percent pertaining to electronics. One week prior to this study, 36 percent had purchased a product that a friend had introduced them to.

Pew Research: “The State of Millennials” (July 2011)

Information from <http://pewinternet.org/Presentations/2011/Jul/Millennials.aspx>

As of 2009, there are 45.8 million Millennials. Compared to other generations, American Millennials are more ethnically diverse as 61 percent are white, 19 percent Hispanic, 13 percent African American, and four percent Asian. Millennials have moved away from town and rural settings. Most of them prefer cities and urban areas. In 2009, 21 percent of Millennials were married and 75 percent were either unmarried or single.



Make Way for Generation Y – Kiplinger

Information from <http://www.kiplinger.com/businessresource/forecast/archive/how-generation-y-will-work-and-live.html?si>

Generation Y is the most highly educated generation in American history. One-in-five Millennials are over the age of 18 and have already graduated from college, 25 percent are working on graduate degrees and another 25 percent are currently enrolled in college. Thirty percent of the Millennial population is currently not in school but expect to earn a degree in the future. Another interesting trend among this generation that ties in with globalization is that it strives to become more culturally aware. Nearly 250,000 Millennials study abroad each year.

Although this generation is highly adept to the IT revolution, there are consequences that result from constant immersion in technology. Some of the Millennial population has been said to practice atypical workplace etiquette. Text messaging and other messaging tools limit Millennials’ communication skills with customers, colleagues and bosses.

Millennials expect their jobs to be fun and meaningful, and few will stick with a job they dislike for a paycheck. Sixty-six percent of Millennials who are already employed expect to change jobs sometime throughout their lives. On the other hand, 62 percent of Gen X-ers and 84 percent of Baby Boomers plan to stay with their current employers.

Millennials feel compelled to make their work world a better place. Gen Y-ers typically exemplify more loyalty toward individuals in their workplace rather than the company itself. Millennials tend to find jobs through networking and would prefer to work alongside friends. Most Millennials would choose a flexible schedule and more vacation time rather than a higher paycheck.

BluePrint for the Millennial America

Information from <http://www.scribd.com/doc/44487427/Blueprint-for-Millennial-America>

Millennials make up the largest generation in American history and they are estimated to constitute 33 percent of the electorate by 2016. Forty-one percent of Millennials are currently striving to eliminate the socioeconomic achievement gap and improve student outcomes of kindergarten through 12th grade education. This generation wants American education to be the best in the world. Along with education, they believe that any student who aspires to attend college should have access to the resources to do so. Millennials are prominent figures in addressing environmental issues and 31 percent consider it a top priority.

Millennial Donors

Information from <http://millennialdonors.com/research>

Although technology and social media are integral parts of their lives, this generation is driven more by personal relationships and human connections to donate to a cause. Trust plays a huge role in their giving decisions. Nine out of 10 donors said they would stop giving to an organization if it lost their trust. Millennials are more likely to volunteer for an organization if they have already donated to them. In 2010, 93 percent of Gen Y-ers gave to nonprofit organizations. Millennials revealed that they are more likely to give to multiple organizations than to focus on one. Due to the dominant use of technology by Millennials, they are more prone to give through online donation options. Gen Y-ers are more often motivated to give by a compelling mission or cause.

Millennials' interest in membership mainly relies on the cost. Nearly eight out of 10 Gen Y-ers volunteered for nonprofit organizations last year and 90 percent of those volunteered more than once.

Digital Media Trends

The Infinite Dial 2011: Navigating Digital Platforms

Information from *Arbitron/Edison Research at arbitron.com*

Arbitron and Edison Research conducted a national telephone survey in January 2011. The survey included 2,020 people aged 12 and older. The survey explored various digital platforms and the impact of these platforms on radio and other media. The following summarizes the key findings of the survey and the implications of the results.

Reach of Online Radio

The number of people listening to online radio, which includes AM/FM streams and Internet-only streams, has doubled every five years since 2001. Approximately 57 million teens and adults in the United States now listen to online radio each week.

The survey discovered that the growth of digital radio corresponded with the listeners' ability to access broadband Internet. At the time the survey was taken, mobile devices had begun to add to the growth. Consumers are tuning into online radio in their car despite the difficulty of doing this.

Eighty-nine percent of online radio listeners also listened to local AM/FM broadcast stations in the past week. The people analyzing the survey think this suggests that online radio is not replacing over-the-air radio, but is complementing it.

Pandora Garnering Significant Listening

This survey shows the significant increase in popularity of Pandora. One in 10 Americans had used Pandora during the past week, and almost one in four (23 percent) persons between the ages 25 to 34 use Pandora every week. The survey found that the main reasons for Pandora's growth include high name recognition, personalized content, ability to skip songs, few commercials and the wide selection of music.

Facebook Achieves Majority; Twitter Usage Significantly Smaller

The number of people with Facebook profiles has grown substantially in the last three years. In 2008, approximately eight percent of U.S. residents used Facebook, compared to 51 percent in 2011. The survey also found that nearly one in five (18 percent) of Americans visited social networking sites numerous times each day.

At the time this survey was taken, in January 2011, eight percent of Americans used Twitter, while 92 percent had heard of the site.

The Number of Passionate Users Is High for TV and AM/FM Radio

The survey looked at the number of "passionate users" of TV and AM/FM Radio. The study incorporated the number of users who indicate that they

"love" the medium and the usage of that medium across the population. Among the media the study looked at, TV and AM/FM Radio led with the furthest reach and with the highest number of people who indicated good will toward the platform. With specific devices, broadband Internet access and cell phones inspired the most passion among respondents.

Internet Even More Essential to Americans' Lives; Well Over Half of Smartphone Owners Would Rather Live Without TV Than Give Up Their Smartphones

Forty-five percent of respondents in the survey indicated that the Internet is the medium which is "most essential to your life." In 2002, only 20 percent of respondents indicated the same. Among people between the ages of 18 and 34, 60 percent said the Internet is the most important medium in their life. Respondents were asked to choose whether they would rather give up their non-iPhone smartphone or their TV, almost six in 10 (58 percent) would rather give up their TV than their smartphone.

Ages of Heavy Radio Users Closest to Population; Heavy Internet Users Skew Younger, Heavy TV Users Lean Older

The results of the survey show that radio users are spread evenly across all ages, while more young people use the Internet and more older people watch TV. The median age of heavy radio users is 41 years old, the median age of

heavy Internet users is 36 years old and the median age of heavy TV users is 48 years old.

IMPLICATIONS

The analysts of this survey came up with nine implications for the results of this survey. The following is a summary of the implications.

1. Homes Are Fully Digital and Fully Networked

The expansion of broadband, multiple computers in a single household, and Wi-Fi means more opportunities for interaction with the audience, as well as great expectation from the audience. Mobile and in-car are growing frontiers, but it is also important for media to connect with the audience at home. While Americans are using their mobile phones at increasing rates, media should remember that half of American households have multiple computers.

2. Online Radio Is on a Roll

Online Radio is gaining ground fast. More people are listening to online radio for longer periods of time. Although this growing use of online radio is promising, it is not enough to ensure success online. In order to succeed, online strategies need to differentiate themselves from other online media so listeners understand why they are choosing that specific service.

3. Consumers Show Interest in In-Car Online Radio

Consumers are showing more interest in online radio while in their cars. More

than 10 percent are already listening to online radio while in their car, the demand is not overwhelming. As it becomes easier to access digital radio while in a car, the number of online, in-car listeners may increase.

4. Pandora Is Changing Consumer Expectations of Online Radio

The growth of Pandora radio has left broadcast radio wondering what will happen next. Ten percent of the population listens to Pandora every week, showing that radio personalities are less important to Pandora listeners. However, this should not be an excuse for over-the-air broadcasters to do away with the personalities behind the music and the importance of talent.

5. Growth in Smartphones Requires a Reevaluation of Customer Relationships

When creating an app, the strategy needs to be more than just the creation of the app, it needs to connect with the users. The proliferation of apps has made it easy for some apps to get lost in the overload. The increase in mobile social network updating and the use of location-based apps presents local media with an opportunity. Local media can connect with users out-of-home and bring users to advertisers by providing audio.

Arbitron/Edison Research, The Infinite Dial 2011: Navigating Digital Platforms 11 2011 Arbitron Inc./Edison Research

6. Facebook Is on a Trajectory to Become a Mainstream Media Platform

In January 2011, half of Americans used Facebook. Most of the growth in recent years comes from people aged 35 to 54,

making Facebook a platform for people of all ages. Facebook is the hub of social networking, and media companies should make Facebook work for them.

7. Social Media Proficiency Should Become a Primary Skill Set

Social media is an important way to connect with audiences. The growth of social media has made it important for companies to have a strategy to keep up with social media trends and communicate effectively through these avenues. Companies need employees who are familiar with social media sites and can create a conversation with the audience.

8. Digital Platforms Are Helping Americans Consume More of All Forms of Media

The proliferation of digital platforms are not replacing traditional platforms, they are creating more opportunities for audiences to consume media. As all digital platforms become more prevalent, creating content that is easy to use and represents a company's purpose is critical.

9. Radio Is Relevant and Resilient

Radio stations have the ability to persuade over-the-air listeners to visit their online platforms as well as their advertiser's online platforms. Audiences can connect to radio via cell phones, social networking, streaming, podcasts and websites. Radio has the opportunity to reach consumers in many forms at all times.

Competitors

Direct Competitors:
Public Radio Stations

Douglas and Johnson Counties

KCUR

KCUR is one of Kansas Public Radio's closest competitors. Like KPR, it is an NPR affiliate station and the two stations share several syndicated news programs. It is targeted toward the Kansas City Metro Area and reaches a 90-mile radius in Northwestern Missouri and Northeastern Kansas. Along with offering many of the same NPR programs as KPR, it also plays jazz and classical music. The classical program on KCUR is not locally produced but is rebroadcast after original production by Minnesota Public Radio, making requests impossible. The classical program plays Monday through Thursday evenings for a total of 11 hours each week. On Thursday evenings KCUR replaces an hour of this classical programming with a live broadcast of the Kansas City Symphony performances. On Friday and Saturday nights KCUR offers four hours of eclectic mix on "Fish Fry." At midnight on Saturdays KCUR has one hour of jazz, compared to 22 hours of jazz each week on KPR. "American Routes" plays a variety of American music, including blues, jazz, old time rock, country, Latin and classical, from 2:00 to 4:00 p.m. on Saturdays. KCUR provides news programs from midnight to 9 p.m. on the weekdays. This programming consists of national and international programs, including "BBC World Service," "Morning Edition," "Talk of the Nation," "All Things Considered," and "Marketplace and the World."

Competitors

It also provides local news and talk programs, including “Central Standard,” “Up to Date,” “Here and Now” and “Fresh Air.” KCUR is licensed to the Curators of the University of Missouri and is produced at the University of Missouri-Kansas City. KCUR has a long list of underwriters, including the Hall Center for the Humanities and the KU Cancer Center, which are both affiliated with the University of Kansas.

(kcur.org/business)

Manhattan

Radio Kansas

Radio Kansas serves Hutchinson, Wichita, Salina, Manhattan, Great Bend and Hays. It also broadcasts NPR and plays a similar schedule to KPR. During the weekdays, it plays “Morning Edition” from 5:00 to 9:00 a.m. followed by a seven-hour block of classical music. “All Things Considered” is played 5:00 to 7:00 pm. “Nightcrossings” is an instrumental music program that plays during the evenings. Radio Kansas plays a mix during the weekends, with NPR programs “Car Talk” and “A Prairie Home Companion.” However, Radio Kansas does not broadcast “This American Life.”

(radiokansas.org)

Direct Competitors:
Independent Radio Stations

Douglas and Johnson Counties

KKFI

KKFI is a local, independent, non-commercial, non-profit, volunteer-based, community radio station serving the Kansas City metro area. According to its website, KKFI’s vision is to give a “voice to the voiceless” and those “in our community who are otherwise un-represented or under-represented by mainstream media” (kkfi.org). KKFI offers both music and news/talk programs. The music KKFI plays includes blues, jazz, reggae, rock, hip hop, alternative, Hispanic and world music. There are two hours of jazz every weekday during the afternoon. KKFI’s local and national public affairs programming often deals with working class, anti-war sentiments, justice, LGBTQ and alternative health issues. Based on its programming, the station has liberal slant.

(kkfi.org)

Direct Competitors:
Commercial Radio Stations

Douglas and Johnson Counties

KCMO 710

KCMO is the Kansas City metro area’s Fox News Radio provider. On weekday mornings KCMO provides local programming. This is followed by national Fox News programs from Laura Ingraham, Dave Ramsey, Sean Hannity, Michael

Savage, Rusty Humphries, John Batchelor and the Red Eye Radio program. On the weekends KCMO provides local programming and Fox News productions. It is a purely news and talk format. Based on its programming, the station has a conservative slant.

(710kcmo.com)

KMBZ

KMBZ serves the Kansas City metro area. On weekday mornings it plays local news. The morning news is followed by a local talk show, “The Voice of Merrill.” On weekday afternoons it plays “Rush Limbaugh,” the most listened to radio talk show. All KMBZ programming is news and talk format. Based on its programming, the station has a conservative slant.

(kmbz.com, rushlimbaugh.com)

Emporia

KVOE

KVOE consists of KVOE AM 1400, Country 101.7 FM and Mix 104.9 FM and covers the Emporia area. KVOE AM 1400 provides local news and sports coverage, weather and Emporia State University news.

(kvoe.com)

Junction City

KJCK

KJCK is the local Junction City news station. It provides sports coverage of Kansas State, the Kansas City Royals, and local high school sports teams. Local coverage includes city hall meetings and announcements and “1st News and

Weather.” KJCK organizes a “Teacher of the Month” program. National programming includes “America in the Morning” with Jim Bohannon, “Yum-O” with Rachael Ray, “The Huckabee Report” with Mike Huckabee, and programs with Sean Hannity and Laura Ingraham. Based on its programming, the station has a conservative slant.

(kjck.com)

Manhattan

KMAN

KMAN is Manhattan’s local news and talk radio provider. It provides a variety of news and talk programming including “Rush Limbaugh,” Clark Howard, who focuses on financial issues, and Jim Bohannon, who focuses on entertainment and pop culture. There are national sports shows from ESPN Radio and Dan Patrick. KMAN also has local sports coverage of Kansas State and high school teams and local morning news.

(1350kman.com)

Topeka

KMAJ 1440 AM

KMAJ is the Topeka area broadcaster for Fox News programs, including “Sean Hannity” and “Rush Limbaugh”. Additionally, it offers national syndications of “Coast to Coast AM” with George Noory, and programs with Dave Ramsey, Dennis Miller, and Dr. Joy Browne during the weekdays. The only local programming offered during the weekdays is KMAJ-AM from 11:30 p.m. to midnight. Local programming offered on the weekends includes programming with

Merle Blair and Megan Jones. Based on its programming, the station has a conservative slant.

(kmaj1440.com)

Indirect Competitors: News Sources

Television

According to a report from the New York Times, Americans spend an average of four hours and 39 minutes watching television each day. Much of this time is spent on channels with 24-hour news cycles, which might draw people away from public radio for news. During campaign season, TV news channels see an additional increase in occasional viewers. For the week of Jan. 16, 2012, Nielsen reported Fox News and CNN as producing two of the top six cable shows as each station ran one of the Republican presidential debates. This medium also reaches the widest audience. According to research by California State University, Northridge, 99 percent of households now have at least one television set and 66 percent have three or more. TV also benefits from having both audio and visual stimulation for viewers.

(<http://www.csun.edu/science/health/docs/tv&health.html>, <http://www.nielsen.com/us/en/insights/top10s/television.htm>)

Newspapers

Traditional newspaper readership may be on the decline, but it still presents a reliable source of information for Americans. Gannet Publishing Co., responsible for the production of more than 80

newspapers, including USA Today, saw a 3.7 percent decrease in earnings for 2011. This decrease resulted in a loss of approximately \$5.2 billion of revenue over the course of the year for the company. Newspapers are facing similar problems to radio in that many consumers are searching for alternative sources online or using smart phone technology.

(<http://online.wsj.com/article/SB10001424052970203960804577239091927368310.html>)

Internet Sources

With the rise of social media and video sharing websites, the Internet has become a place for consumers to catch up on news and information or listen to music. On Nielsen's list of the top 10 video sites online, nine of the 10 sites listed were either video sharing, social media or news sites. YouTube ranked first on the list. Although not seen by the public as reliable sources for hard news, Americans are spending increasing amounts of free time on sites like Facebook and Twitter. Eighty percent of active Internet users use social media outlets when online.

(<http://www.nielsen.com/us/en/insights/top10s/internet.html>)

Indirect Competitors:
Music and Entertainment Sources

iTunes

After the explosion of iTunes in 2004, the music industry began to see a decline in traditional media users. Apple recorded \$2 billion in net sales of music-related products through iTunes in its first quarter earnings in 2012, representing a significant increase for the

company. Downloads from the software also accounted for \$205 million of Warner Brothers' digital revenue. Consumers are paying per-song or buying albums instead of turning to the radio to listen to music. The convenience and portable nature of the MP3 format has lead to this change. Consumers are also purchasing and downloading audio-books through iTunes to read on smart phones and other mobile devices.

(http://www.nytimes.com/2012/02/09/business/media/young-people-are-watching-but-less-often-on-tv.html?_r=1&hp)

Music Streaming Sites

Sites such as Spotify, Rhapsody and Pandora Radio are accounting for increasingly significant shares in the music industry. According to a report from All Things Digital, streaming sites are growing at 36 percent per clip. Sites that require payment for services, such as Spotify's \$10 per month fee, brought in \$15 million for Warner in the last quarter of 2011.

(http://idc.api.edgar-online.com/efx_dll/edgarpro_dll?FetchFilingConvPDF1?SessionID=WkTFo4xHyHogIS&ID=8352715)

Video Sharing Sites

Instead of paying for music, some consumers are finding and listening to music on video sites like YouTube and VEVO. According to Nielson, these two sites recorded the most unique viewers in November 2011 with 130,775 visiting YouTube and 42,729 visiting VEVO. Users are able to browse and search through millions of videos for free and find music to suit his or her needs or tastes.

(<http://www.nielsen.com/us/en/insights/top10s/internet.html>)

Problem/Opportunity

Problems

Funding

Public broadcasting all over the United States now relies heavily on donations as national and state funding is slashed all over the country. As recently as Feb. 10, 2012, a Kansas House of Representatives Committee rejected pleas from public broadcasting to restore \$800,000 of funding already cut by the state. For the next fiscal year, Kansas public broadcasting will receive \$600,000 total, down from the original \$2 million. While Republican State Representative Pete DeGraaf is moving to cut all state spending for public broadcasting, Western Kansas Representatives are looking to preserve it due to its positive effect on education for children. On the state level, Rhode Island, South Carolina, Oklahoma and Idaho also all have either already cut funding or have proposed bills to cut funding.

(<http://www.eldoradotimes.com/newsnow/x2112940044/Committee-rejects-funding-for-public-broadcasting>)

With cuts also being threatened on a national scale as well, public radio stations like KPR must try to make up the difference with private funding and donations. NPR's budget has also been targeted as an area to cut the nation's spending.

"Government grants make up only about 10 percent of the public radio economy, said NPR CEO Vivian Schiller (no relation to Ron Schiller) in an appearance Monday at the National Press Club. But that cash is a 'critical cornerstone'

of NPR funding, she said. 'This money is particularly important for stations in rural areas. Their government funding is a larger share of revenue — 30 percent, 40 percent, 50 percent or more,' said Ms. Schiller."

(<http://www.npr.org/blogs/thetwo-way/2011/03/09/134387775/update-latest-on-aftermath-of-npr-execs-comments>)

Negative perceptions

As far as recent memory lasts, NPR has been accused of liberal bias. Two recent events only served to make this perception worse. Senior correspondent Juan Williams was fired in October 2010 for saying he got "nervous" seeing people dressed in a Muslim garb on airplanes and CEO Vivian Schiller left NPR after a top fundraiser was caught making his political leanings all too clear. In the Juan Williams incident, Williams called his dismissal a "chilling assault on free speech" according to abcnews.go.com. Williams also claimed that his firing was part of a long standing movement to marginalize him after he began appearing regularly on Fox. NPR countered by saying it was not the first time Williams had crossed the line with his comments. In March 2011, NPR CEO and President Vivian Schiller resigned after a then-senior vice president for fundraising, Ron Schiller (unrelated to Vivian Schiller,) was caught on camera slamming conservatives and musing that NPR might be better off without federal funds (npr.org). Republicans and Tea Party activists used these comments to call to strip all federal for all public broadcasting including both NPR and PBS according to an abcnews.go.com article. Conservative media and Fox News have been pushing this topic even

further. One opinion article on Fox News accused NPR of being unabashedly liberal because of a report showing it to have more liberals working there than conservatives even though the same report found little evidence of bias in the actual programming (foxnews.com). The hardest part about this issue is that what may be considered liberal here in Kansas might also be considered moderate or even somewhat conservative on the East Coast where much of the content for NPR is being produced. While there is little KPR can do about the content of NPR, KPR will have to work extra hard to make sure that its locally produced content is shown to be without bias.

(<http://abcnews.go.com/Politics/juan-williams-thinking/story?id=11937951&page=2>, <http://www.npr.org/blogs/thetwo-way/2011/03/09/134387775/update-latest-on-aftermath-of-npr-execs-comments>, <http://www.foxnews.com/opinion/2011/03/16/earth-tax-dollars-npr>)

KPR also faces certain perceptions due to its affiliation with KU. People in other parts of the state have been known to refer to KU as Snob Hill because of a perceived air about the campus and the city of Lawrence. The city is also known for being in the only county in the state that consistently votes democratic.

Opportunities

60th Anniversary

This year, KPR will be celebrating 60 years of serving the community. This is a fantastic opportunity to thank current members and listeners and attract new ones by engaging listeners in the celebration.

Online Content

With the digital age in full swing, KPR can reach a broader audience than ever before through online content. By making its station available on the internet or through smart phones, everyone can be a potential listener, not just people in the immediate area. NPR announced a new promotion within its organization, according to the New York Times. Kinsey Wilson is taking charge in hopes of "stitching together" NPR's radio and online content in the hopes of growing its digital presence.

(<http://mediadecoder.blogs.nytimes.com/2012/02/24/with-promotion-npr-signals-growing-prominence-of-digital-media/?scp=1&sq=NPR&st=cse>)

Young Listeners

KPR has a large opportunity in all communities in which it broadcasts for young listeners. There is a decent-sized population of college students in four of the six towns that KPR broadcasts from. Manhattan is home to Manhattan Christian College and to the state's second largest school, Kansas State University. Emporia is home to Emporia State University. Atchison is home to Benedictine College, a Catholic school with a little more than 1400 students in the town of 11,000. Finally, Lawrence is home to Haskell University and the state's largest school, the University of Kansas. These populations should help KPR reach its goal of attracting a younger audience that will remain loyal to the station over time. While they may not benefit the station financially now, they can help the station in the long run by building brand awareness. In Lawrence

in particular, the demographics are overwhelmingly in favor of producing loyal listeners. Both NPR and KPR report that listeners are 2.5 times as likely to be college graduates compared to the average citizen (KPR lecture slides). According to the 2010 census, 52.6 percent of the population of Lawrence has a bachelor's degree or higher.

(census.gov)



Focus Group Summary

The students in Associate Professor David Guth's 2012 Strategic Campaigns class conducted a total of seven focus groups. Participants in each of these focus groups were college students, either from the University of Kansas, Emporia State University or Kansas State University. Emporia State University and Kansas State University were chosen based on the presence of KPR repeater stations in Emporia and Manhattan, as well as their proximity to Lawrence. Focus group questions addressed students' radio listening habits, news consumption, awareness of both public radio and Kansas Public Radio, music listening habits and interests, student lifestyles and donation habits and opinions. One focus group was conducted Friday, February 24, 2012, on the Emporia State University campus with ESU students who are studying communications or public relations. Another focus group was conducted Friday, March 2, 2012, on the Kansas State University campus with KSU students who are studying public relations. There were four focus groups conducted on the University of Kansas campus with KU students. One was held on Tuesday, February 21, 2012 and three were held on Wednesday, February 29, 2012. All focus groups were recorded and participants were informed of their rights as research subjects in accordance with the regulations of the University of Kansas Human Subjects Protection Committee - Lawrence. Summaries of all individual focus groups are included in the research binder provided by Associate Professor David Guth.

Note: There was a focus group scheduled for Wednesday, February 22, 2012, with members of the KU chapter of Public Relations Student Society of America. Because only one person participated in this focus group, we have included the data it provided in the "Interviews" subsection of our Primary Research.

Radio

The majority of participants in the focus groups said they listen to radio primarily in their car. Participants said they listen to online radio through their phones using apps for Pandora and NPR. A few participants said they stream radio online while they are at work or at home. There was a variety of how often participants listen. Some participants said they listen every day and other participants said they listen "less than an hour per week." Some participants said they prefer to listen to their iPod or iPhone on longer car trips.

When listening to the radio, the majority of participants said they most often listen to music stations. Their favorite station formats are pop, rock and country. A few participants said they listen to jazz and classical music on the radio. All participants said they strongly dislike commercials. Most participants said they would change the station when a commercial comes on, and several participants commented that they would rather listen to a bad song than a commercial.

News

Most focus group participants said they prefer to get their news from the Internet, using either online news sites or social media sites like Twitter and Facebook. They access this information using both their smartphones and computers. Television was not a common source for news among participants. Those who did use TV for news said it often served as background noise instead of a source of information. Use of physical newspapers appears to be limited to local publications like the Emporia Gazette, the Lawrence Journal-World, and the University Daily Kansan on the KU campus.

Participants said they like to get their news at a variety of times of the day. Overall, they consume news continuously throughout the day via quick updates from online news sites, social media and word-of-mouth. They then look into stories of interest in more depth later depending on when they have free time in their schedules. Many said they use their smartphones for these quick news updates and their computers for further exploration.

Participants listed a wide variety of news sources they like and trust. There was not a noticeable favoring of one source over another. There were a few participants who expressed distrust in news stations in general because they believe them to be biased. Participants expressed varying levels of interest in local, national and international news.

A number of participants said they do not typically seek out news and only obtain news that comes to them. There seemed to be more interest in being

informed and more willingness to seek out news from students who were a little bit older and more mature. Overall, participants like social media channels, especially Twitter, for getting news updates, which allows them to control the news that comes to them.

Public Radio

The majority of participants said they are not active listeners of NPR and perceive it as being for older generations. Many participants said they had listened to public radio and a few said they are regular listeners, citing it as a way to feel well-informed. Joel Peterson from one of the University of Kansas focus groups said, "I feel better about myself whenever I listen" with Preston Bukaty adding, "I turn it on to sound intellectual to the people I live with." Some expressed no interest in public radio.

Most of the participants consider public radio a good source for news, but think it is boring. Participants said it's best to listen to NPR during extended periods of time in the car. One person in particular said that public radio requires a significant block of time spent listening in order to benefit. Ford Castino from a University of Kansas focus group said, "You need to invest time to listen because they have a lot of information that you can't just pop in on." Several participants associated public radio with advertising or commercials.

KPR

Awareness of KPR varied among focus group participants. Although only a few participants were avid KPR listeners, many were aware of KPR. There were several participants who had no awareness of KPR. A few participants said they are familiar through older generations. Many participants were confused about KPR's affiliation with NPR and many were unaware of KPR's affiliation with the University of Kansas. Many participants said they had listened to programs that were likely provided by KPR, but were unaware of the source.

The majority of participants had limited awareness of the KPR programming. Participants assumed that either local news or classical music took up the majority of KPR's programming. Among participants who were listeners, the most popular programs were "This American Life," "All Things Considered," "Prairie Home Companion" and "Car Talk." Most of these participants did not listen to these programs through KPR, but through podcasts. A few participants said they listen to KPR's classical music. One participant in particular, who is a music performance major, said he wishes KPR offered a wider selection of classical music.

Music

Participants rely on their phones and computers for listening to music and listen both at home and while commuting. They access music from their personal musical libraries, like iTunes, as well as from online music streaming sites. Their music tastes are influenced

by recommendations from others, as well as from sources like iTunes Genius or the Billboard Top 40 charts. They also like online platforms that give them personalized playlists, like Pandora and Spotify. Overall, participants like having control over the music they are listening to.

Participants stay within their preferred musical genres in most cases. Some listen to classical music while they study because they prefer instrumental music. Those who are avid listeners of classical music said it was because they had a connection to it in a past, such as having played a classical instrument. No participants had considered KPR as a source for online classical music. A few participants expressed interest in preset classical playlists, like those offered by Pandora, Spotify or other similar music platforms. Classical music was more popular among participants than jazz. Some participants did say they enjoyed listening to live jazz shows, but said that listening to recorded jazz doesn't provide the same excitement. Keegan McCullick from the Manhattan focus group made a poignant statement about these styles of music with younger generations, saying, "There is a lot of good music that is forgotten."

Lifestyles and Psychographics

The majority of participants go to class and work during the week with a limited number of hours devoted to extracurricular activities. They said most of their free time fell in the evenings and on weekends. Their weekend schedules vary from week to week. Participants said they see extracurricular activities as ways to build resumes and gain career

experience. During the limited free time they have, participants generally enjoy watching TV, working out and spending time with friends. The majority of participants have smartphones with the exception of Emporia focus group participants. Only half of these participants had a smartphone.

Donations

All participants expressed an interest in giving back, but only to something they feel engaged in or connected to personally. Several participants had donated time or money to one or more organizations. They said they would be more inclined to donate to smaller organizations because they feel more confident about where their money is going.

In regard to donating to KPR, many said they would be willing if they knew what their money would go toward. In reference to college students, one participant said, "Give them more reasons to listen and that will give them more reason to care." A few participants expressed concern about donating via text message or on the Internet, both for safety reasons and because it doesn't offer the same personal appeal as donating directly through someone you know. A few participants said they see donating as something for older generations. "Only old people donate," Castino said. One participant expressed an interesting in giving to KPR once he had disposable income available. A few felt no need to give to KPR, saying that there are older, wealthier donors who will continue to provide funding.

Focus Groups Summary Key Findings

Radio	<ul style="list-style-type: none"> • Mostly listen in car • Stream online through phones and computers • Dislike commercials
News	<ul style="list-style-type: none"> • Want to control the news that comes to them • Prefer to get news online • Popularity of Twitter • Unpopularity of TV
Public Radio	<ul style="list-style-type: none"> • Boring • Not a quick way to get news • Associate with advertising and commercials • Associate with older generations
KPR	<ul style="list-style-type: none"> • Lack of awareness of KPR and its programming • Confused about KPR/NPR affiliation • Lack of awareness of KU affiliation • Not wide enough classical selection for regular listeners • Associate with older generations
Music	<ul style="list-style-type: none"> • Want to control the music they listen to • Rely on phones and computers • Typically stay within preferred genres • Majority prefer classical to jazz
Lifestyles & Psychographics	<ul style="list-style-type: none"> • Rely on smartphones
Donations	<ul style="list-style-type: none"> • More inclined to donate to smaller organizations • Assume that older and wealthier donors will provide necessary funding for KPR

What it Means About Millennials

- Want to be in control of when and how they get their news and music.
- Associate KPR and NPR with older generations, in terms of both listening and funding.
- Lack awareness and understanding of KPR's affiliation with NPR and with the University of Kansas.
- Rely most heavily on smartphones for music and news consumption.

Online Survey Summary

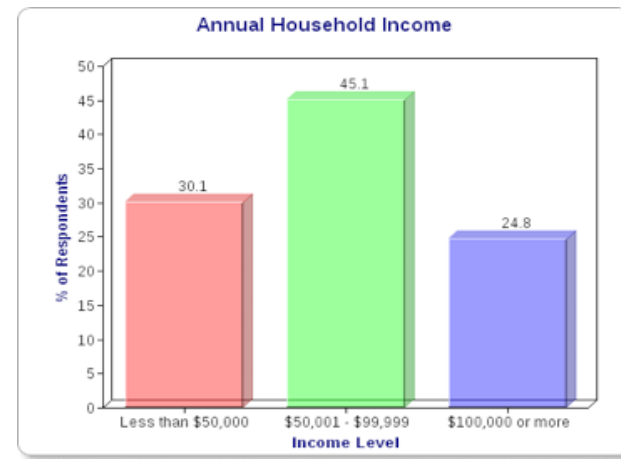
The online survey was administered February 27, 2012 to March 3, 2012, using SurveyMonkey.com. A link to the survey was sent to the 6,300 subscribers to the monthly e-newsletter of Kansas Public Radio and 379 responses were collected, which is a 6 percent response rate. For the purpose of analysis, this was a self-selected sample and is therefore not representative of the KPR e-newsletter readership. Students in Associate Professor David Guth's 2012 Strategic Campaigns class developed the survey questions. The survey was administered in compliance with the regulations of the University of Kansas Human Subjects Committee - Lawrence. This is a summary of the results of the survey, and does not include all questions or results. All survey questions, results and cross-tabulations are included in the research binder provided by Associate Professor David Guth.

Demographics

Fifty-eight percent of respondents were female and 41 percent were male. Only 25 percent of respondents were between ages of 18 and 50, while 47 percent of respondents were between ages 51 and 65, and 29 percent of respondents were 66 or older. Sixty percent of participants were married, 14 percent were single, 10 percent were divorced and 7 percent were widowed. Seventy-two percent claimed residence in Douglas, Johnson and Shawnee Counties with 33.4 percent living in Douglas County. All survey respondents have obtained a high school degree. Eighty-seven percent have obtained a bachelor's

degree and 52 percent have obtained a Master's degree or higher. Fifty percent of respondents from Riley County and 40 percent from Lyon County have obtained a Doctoral degree, compared to 17 percent from Douglas County, 16 percent from Johnson County and 13 percent from Shawnee County.

Nearly 70 percent of respondents reported an annual household income of more than \$50,000. Differences in income appear to be due



to differences in age and the number of individuals that contribute to a household's income. Forty-seven percent of individuals age 18 to 35 reported annual income of less than \$50,000, while the greatest number of respondents age 36 and older reported income between \$50,001 and \$99,999 each year. The majority of single, divorced and widowed respondents reported annual income of less than \$50,000, while 84 percent of married respondents and 65 percent of respondents who are in a relationship reported an annual income of more than \$50,000.

Which of these best describes how often you listen to KPR?

Sixty-nine percent of respondents said they listen to KPR "several times a day." Comparing responses to this question of KPR members and non-members showed that there is not a significant difference in how often they listen. The majority of both members (74 percent) and non-members (53 percent) said they listen "several times a day."

What times of day do you listen to KPR?

Eighty-nine percent of respondents said they listen to KPR during the morning. Only 16 percent listen late at night. There were fairly equal numbers of respondents listening in the early afternoon (62 percent) and in the evening (64 percent).

Where do you listen to KPR?

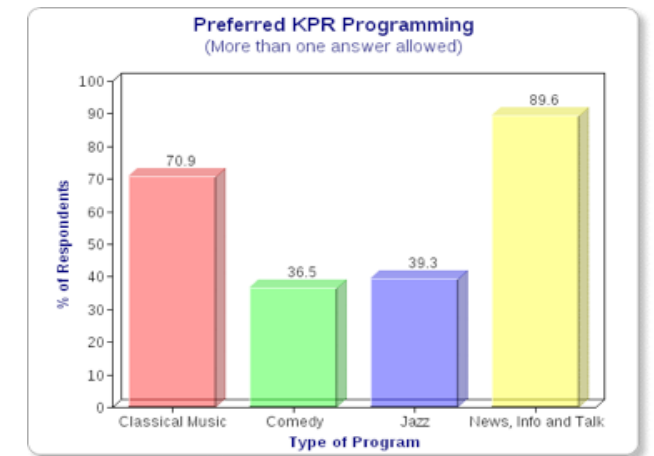
Eighty-nine percent of respondents reported listening to KPR in the car. Listening in the car represented the greatest percentage for all age groups except for those ages 66 or older. While 79 percent of all respondents said they also listened at home, 89 percent of respondents age 66 or older reported listening to KPR at home. Respondents with a Master's degree were most likely to listen at home (84 percent). Only 25 percent of respondents listen to KPR in the office.

How do you listen to KPR?

Ninety-seven percent of respondents said they listen to KPR through traditional broadcast and 33 percent said they listen online. Nine percent of respondents said they listen through a mobile phone or other wireless device. Respondents who received a high school degree represent the highest percentage of online listeners (35 percent). Men are more likely to listen to KPR online or through other wireless devices than women.

What kind of programming attracts you to KPR?

Nearly 90 percent of respondents said they are attracted to KPR for News/Talk programming, followed by classical music.

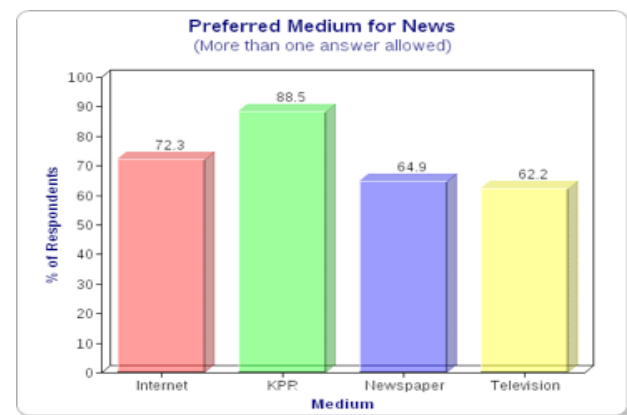


Comparing responses to this question from respondents of different counties showed that the highest percentage of respondents said they are attracted to News/Talk programming in all counties except Johnson. Ninety-one percent of Johnson County respondents said they are attracted to KPR for classical music programming. Respondents age 66 or

older are also most attracted to KPR for classical music programming (92 percent).

Which program(s) do you listen to on KPR?

For every cross-tabulation evaluated, “All Things Considered” and “Morning Edition” were the most popular programs offered by KPR. Eighty-five percent of respondents said they listen to “All Things Considered,” making it the most popular program. “Morning Edition” ranks second with 82 percent, followed by “Car Talk” with 66 percent and “A Prairie Home Companion” with 63 percent. “Wiretap” is the least listened to program among respondents with only 12 percent. “Wiretap” was the least popular program for every cross tabulation evaluated. “Morning Edition” is the most popular program among people between the ages of 18 and 50, whereas “All Things Considered” is the most popular program among those ages 51 or older.



Which medium/media do you turn to get the news?

KPR was the most popular news source among respondents. Results showed that the higher the education level of the respondent, the more likely they are to use newspaper to get their news. Forty-five percent of respondents with only a high school diploma read the newspaper, compared to 73 percent of respondents with a Doctoral degree. Respondents age 18 to 35 said they use the Internet most often for news (94 percent). Respondents age 36 and older said they most often use KPR for news. Eighty-two percent of respondents 66 or older use television for news, compared to 38 percent of respondents between the ages of 18 and 35. Respondents age 66 or older also read the newspaper more for news than respondents age 18 to 35 (78 percent compared to 47 percent).

On a scale of one-to-five (1-5), with one being the least and five being the most, please indicate your level of agreement with this statement: “I am a loyal listener to KPR”

Eighty-five percent of respondents characterized themselves as either loyal (4) or very loyal (5) KPR listeners. The greatest percentage of respondents in all age groups characterized themselves as very loyal KPR listeners (ranking of 5). This percentage was lower among respondents age 18 to 35, where there was a greater spread in the level of loyalty indicated. Comparison of loyalty among respondents who have differing levels of education showed a slight increase in levels of loyalty with higher

levels of education. The majority of respondents in all education levels indicated that they were very loyal (5), but the percentage of respondents who said they were very loyal (5) was highest among those who have Master’s or Doctoral degrees. When comparing KPR donors and non-donors, there is a difference in loyalty levels. While 74 percent of donors characterized themselves as very loyal (5), only 32 percent of non-donors characterized themselves as very loyal (5), and 36 percent characterized themselves as loyal (4).

Indicate any other radio stations that you listen to

KCUR was the most mentioned other radio station that people listened to, followed by oldies, classical and country music station formats.

Are you a member/donor of KPR?

Seventy-five percent of all respondents were members of KPR. However, only 56 percent of respondents age 18 to 35 and 69 percent of respondents age 36 to 50 were members, whereas 87 percent of respondents age 66 or older were members. Eighty-one percent of respondents with a Master’s degree and 86 percent of respondents with a Doctoral degree were members, compared to 60 percent of respondents who only had a high school degree.

How would you characterize your annual donation?

Regardless of income level, the majority of participants (52 percent) reported donating between \$51 and \$180 per year. Education level did seem to affect the amount donated, as participants with an associate’s degree or less were more likely to give less than \$50 per year. Age also seemed to affect donations, as 53 percent of respondents in the youngest age bracket gave less than \$50 per year as well. While the majority of both genders said they donate between \$51 and \$180 annually, men were less likely to donate less than \$50 dollars and more likely to donate \$181 or more.

Are you aware that KPR is primarily funded by private/non-government donations?

If were not aware that KPR is primarily funded by private/non-government donations, does knowing this make you more willing to donate to KPR?

Ninety-seven percent of respondents were aware that KPR is primarily funded by private/non-government donations. Fifty-nine percent of these respondents said knowing this information would make them more willing to donate to KPR while 41 percent said it would not change their inclination to donate. Willingness to donate varied among respondents of different education levels after they were made aware of KPR’s primary funding. Eighty percent of respondents with a high school degree said they would be more likely to donate, and 27 percent of respondents with Doctoral degrees said they would

not change their donating habits after being made aware of this information.

Comments

There were a high number of comments indicating that people are very fond of KPR and rely on it for their news. People expressed that one of the reasons that they obtain news from KPR is because it's unbiased and the news ranges from local to international stories. Another reason that some people listen to KPR for news is because the hosts are personable and do not "talk down to the audience." Many people stated that they trust KPR and that it's the first place they go to become informed of what's in the news.

Respondents indicated being fans of certain shows, such as "This American Life" and "All Things Considered" and a strong dislike for "Wiretap." There were a high number of comments praising the programming and many of the respondents said that they love the classical music that is played.

Some respondents said that they listen to KPR on their commutes to work and in certain areas complained of frequently weak signals or no signals at all.

Many respondents stated that they are proud listeners and supporters and encourage friends and family to do likewise. A few indicated that they wished that they could donate but could not do so because they are too financially burdened.

Online Survey Key Findings

Seventy percent of respondents have an annual household income of \$50,000 or more. Twenty-five percent of respondents have an annual household income of \$100,000 or more.

The majority of non-member respondents listen to KPR "several times a day" and 68 percent of non-members characterize themselves as either loyal or very loyal listeners.

The younger the listener, the more likely the listener is attracted to KPR for News/Talk programming.

Ninety-one percent of Johnson County respondents are attracted to KPR for classical music programming.

"Wiretap" is the least popular program offered by KPR. Only 12 percent of respondents say they listen to the program, and many respondents made negative comments about it as well.

Only 38 percent of respondents age 18 to 35 turn to television to get their news.

Education level appears to affect whether members donate, more so than income level.

The highest percentages of respondents with Doctoral degrees were from Riley County (50 percent) and Lyon County (40 percent). These counties had the lowest number of responses among the five counties that were pulled for cross tabulations.

Interviews

Kansas Public Radio Expert

Sheri Hamilton
KPR Development Director
Wednesday, April 4, 2012

On Underwriters:

Hamilton explained the history of underwriting and how it has evolved from 30 seconds in length per spot to 15 seconds per spot. "One of the main reasons people choose to listen to public radio is to escape the barrage of commercial messages found on commercial radio," said Hamilton. "This move doubled our inventory, but didn't compromise the listener."

The three website ads offered for purchase are main banner, leaderboard and an ad on KPR's streaming player.

On Membership Incentives:

Hamilton discussed that KPR went "premium-free" (incentive free) in 1997, reasoning that stations spend thousands of dollars on production and shipping of those incentive items. KPR fundraising has increased steadily since it stopped offering incentives and it gets to put 100% of the donations towards the programming its listeners love. Hamilton said, "Listeners thank us for doing that."

Hamilton explained that the current membership incentives offered are those that cost the station very little to no money. KPR offers "request cards" that allow the listener to make a request on special occasions such as an anniversary or a birthday. Hamilton said,

"It's nice because it encourages interactivity between the donor and the folks at the station, and it doesn't cost us more than the paper we print it on."

Hamilton explained benefits for donors include the donor, underwriter and volunteer appreciate event, which was recently cut due to budget. They also give private station tours and the KPR hosts send out CD recommendations. Hamilton stressed the importance of "very inexpensive" membership incentives.

On the KPR concert series:

Hamilton discussed the three live performances KPR offers each year. Donors and underwriters receive invitations to these events, and the other seats are given away over the air and through social media.

Industry Expert

Kent Cornish
Kansas Association of Broadcasters President/Executive Director
Saturday, March 10, 2012

Cornish is 58 years old and has been in broadcasting in Kansas for more than 25 years, most recently as the Vice President/General Manager at KSAS/KMTW in Wichita from 2001-2008. Other broadcast experience includes 10 years at KTKA TV, Topeka and 12 years at WIBW TV, Topeka. Cornish, born in Topeka, graduated from the University of Kansas with a BS in Journalism and attended Washburn University Law School.

On KPR:

Cornish began his interview by discussing the branding switch from KANU Radio to Kansas Public Radio when it spread its listening area to include more providers. He called it a “smart move because it better explains what they are and what they stand for.” Cornish noted the niche that typical public radio stations, including KPR, create in the radio audience, separating them from commercial radio stations.

“Their news and information section is longer, so they can create programming in a longer form,” Cornish said. “They are also able to have unique music shows and they have a beautiful studio with the capabilities of having live music sessions or recording new music just for them.”

Cornish also expressed appreciation for KPR’s Audio Reader program, which KPR general manager Janet Campbell oversees. Audio Reader, a channel that relies on volunteers to come in and read newspapers and books for the blind, offers an “important and very unique” service to the Lawrence area. He has fond memories of Audio Reader because he learned to speak on air during his freshman year at KU through this program.

On the KPR Demographic:

Immediately, Cornish separated KPR’s listeners into two different sections: people who listen for the news and people who listen for the unique music programming. Overall, he defined them as a “very educated audience that tends to be upper-middle aged.” He said the number of listeners is not as important

for KPR as the number of donors because KPR does not have the same worries as commercial stations.

On Underwriting:

Cornish said the people and companies who underwrite rarely take the money from advertising or marketing budgets, but rather from a community budget or other area. “The people who tend to underwrite for Kansas Public Radio do it because they think it is important—not because 5,000 people are listening, but because they want to support a community, and public radio is important to any community,” Cornish said.

On Public Broadcasting:

In general, Cornish feels that public broadcasting (radio and television) provides “essential” programming that commercial stations cannot support.

“A commercial station could not survive financially carrying ‘Sesame Street’ or educational shows,” Cornish said. “They just couldn’t raise enough money to off-set running primetime, network programming or an evening newscast.”

He expressed the importance of the original, local programming public broadcasting provides to schools for educational purposes.

“I’ve always felt they provide a fair alternative,” Cornish said. “That’s why they are members of the KAB. They pay a different structure of dues, but they don’t face some of the same issues that commercial broadcasters have in terms of running commercials or political spots.”

On Public Broadcasting Budget Cuts:

Cornish said there is a separate association for public TV and radio that determines how state funding gets divided between stations, but it is not equal. He expressed concern over funding cuts from the state, saying it would be “significant” and would “eliminate jobs and certainly eliminate programming.” He said that there is currently no money in the budget for the fiscal year 2013. The Senate Appropriations Committee has moved to put the money back in but both the House of Representatives and the Senate would have to approve the change.

Public broadcasting is also facing a “double-whammy” of cuts with some people in the federal government trying to cut the budget for the Corporation for Public Broadcasting. There are two main arguments for this proposed cut.

“One of the arguments this year is by people who don’t like public broadcasting because they feel it has a liberal slant,” Cornish said. “There is a conservative faction that just doesn’t want them at all, or feel they should pay their own way. The other argument used is that these stations compete directly with commercial stations. In reality, most commercial stations don’t compete for ad dollars or for audiences with public broadcasting because of the unique programming. They are two different kinds of listeners. There isn’t that competition, but for many, it’s the principal of, ‘Why are we paying for public broadcasting with tax money?’ Well, if it’s not funded, then they will start competing because they will get to the point where they will just start selling commercials instead of

underwriting. The argument that there is direct competition just doesn’t hold water.”

KAB’s Stance:

While Cornish does not directly testify at the statehouse on behalf of KAB for public broadcasting, he provides feedback for them to “let them know that the Kansas Association of Broadcasters supports them.” He said, “We think they should be fully funded.”

Public Radio Listeners

Steven Warren
Current KPR and KCUR Member
Wednesday, March 14, 2012

Warren is 60 years old and is the Vice Chancellor for Research and Graduate Studies at the University of Kansas. He completed a bachelor’s degree, master’s degree and doctorate degree at KU. Warren has been a member of a public radio station for the past 30 years. For the past 12 years, he has been a member of both KPR and KCUR. He considers himself a moderate democrat and has a household income of \$100,000 or more.

On Public Radio:

Warren said that he has listened to public radio since he was a graduate student. He began donating to public radio once he could afford it. “I was using it so I just assumed I would contribute,” Warren said. “It was higher quality content than most of the other things out there and that content obviously costs money.”

He maintains a membership with both KCUR and KPR because he says he uses both equally and so he should contribute to both equally. He usually gives \$750 a year to each station.

On Funding:

Warren knew that funding was probably inadequate, but would rather see that money be made up through private donations.

“I’m really not concerned with the funding getting cut,” Warren said. “I’m not upset about it. What I am upset about is the cuts to education and many social programs. I mean it’s certainly not ideal, but if the choice is to cut funding to education, some social program for the poor, or public broadcasting I would rather see it come from public broadcasting. All that means is they are going to have to start doing a better job getting people to donate.”

On KPR:

Warren enjoys the local news and the classical music programming. He listens to KPR when he wakes up and when he gets to work, and again on his way home from work. If he is going to be in his office, and not out at meetings around campus, he will listen to the classical music programming in the afternoon. He agrees that KPR has a certain appeal because it is based in Kansas and at KU. “Well of course, who I think of when I think of Kansas News: Laura Lorson with KPR,” Warren said.

On Attracting Younger Listeners:

Warren began listening to public radio after hearing about it from fellow researchers when he was a graduate student. These days he does not necessarily feel like that is the best way to appeal to students. “Wouldn’t that just reinforce the stereotypes these kids have about public radio? Old, liberal and elitist. Some kids might like that, but many others may not,” Warren said.

Warren encouraged using students groups to help grow an audience among undergraduates. During his time at KU, he was president of Student Union Activities and a member of Beta Theta Pi. “If you want to get them [students], create a student group that can recommend programming,” Warren said. “Then reach out to other students groups to cover their events. I don’t remember anyone offering that to our groups when I was in school, but I can’t imagine why we would have turned them down. Give them a personal connection with the organization and they’ll be more likely to choose your station over just getting the content for free somewhere else.”

Erin Shandy
Former KPR Member, Current KCUR Member
Saturday, March 3, 2012

Erin Shandy is the Store Manager at the J.Crew at the Legends. She lives in Blue Springs, Mo. with her husband and their two daughters. She considers herself very liberal.

On KPR:

Shandy is a lifelong public radio listener. Growing up, her parents rarely turned the TV on and instead listened to public radio. Shandy has continued this tradition in her own house. Up until a few years ago she was a member of KPR. Shandy switched over to KCUR because she said she began to notice evidence of the funding cuts to the station.

“The only thing they play in the afternoons now is classical,” Shandy said. “My kids won’t listen to that so we have switched over. KCUR has the same NPR programs, but offers a better variety of local shows.”

On KPR Funding:

Shandy, who is a native Kansan, said that she saw Governor Brownback’s funding cuts as the main reason behind KPR’s decline. Shandy is not happy with the cuts to public broadcasting and voiced her disagreement with Brownback’s cuts to arts funding.

On Public Radio:

Shandy seeks out public radio for the variety of programming. She uses the news programming to keep herself and her family well informed, and she uses the other programming for entertainment as an alternative to TV.

Bailor Hardman
NPR Listener, Infrequent KPR Listener
Sunday, March 11, 2012

Bailor Hardman is a single 25 year old living in Kansas City, Kan. He completed his undergraduate degree at the University of Kansas and is currently a fourth-year med student at the University of Kansas Medical Center. He categorized his annual household income as less than \$50,000 and described himself as a Democrat.

On Radio Listening Habits:

Hardman’s radio listening habits most often involve National Public Radio content, either through the NPR app on his phone or the NPR website on his computer. He said that how much he listens varies depending on his schedule, but it averages to once a week.

On News Habits:

Hardman gets his news online, using his phone and computer. He most often uses Twitter on his phone and follows several news sources, including NPR, BBC, The New York Times, The New Yorker and The Atlantic.

On Music Habits:

For music, Hardman typically uses his personal iTunes library or Pandora and listens on his phone or iPod. He also listens to NPR’s “All Songs Considered” on occasion. To get new music, he sometimes uses sites for free downloading that he acknowledged as illegal. Hardman most often listens to music

while he is going to and from work. He listens to a variety of music and is interested in exploring new, unfamiliar genres. When asked about classical music specifically, Hardman said he listens to it some while studying. He also mentioned that he had read about Johnny Greenwood working on some orchestral-type music for Radiohead that he was going to look into. In the area of Jazz, he said he had “listened to most of Miles Davis’ catalog and a little bit of Coltrane, but not much more.” For bluegrass or folk music, he mentioned his familiarity with Bob Dylan’s early work, but said that he doesn’t listen to these genres otherwise.

On Public Radio:

Hardman said that NPR and the BBC are the two entities that come to mind when he thinks of public radio. His NPR listening varies depending on his schedule but averages to once a week. He usually scans through the available stories and queues them up to listen to on his phone. Programs he most often listens to are the “NPR Hourly News Summary,” “All Things Considered” and “All Songs Considered.” When asked if he sees NPR as a biased news source, Hardman said he would call it slightly left of center. “Compared to other American news sources, it’s on par with CNN for being fairly unbiased. I feel like most authentic journalism is usually more toward the left anyway... more toward a liberal or a progressive-liberal ideology... NPR seems to be more honest with both sides. They’ll present a story on either side of a cultural or political rift, but I think in total they end up being more left of center.”

On Kansas Public Radio:

When asked what first comes to mind when he thinks of Kansas Public Radio, Hardman said, “I don’t have a good characterization of Kansas Public Radio.” He said he has listened to KPR on a few occasions (less than five) on live stream on his phone and thought he had accessed the station through the NPR app. He remembered catching mostly state news on these occasions, but said he typically seeks out more national and international coverage. He said he doesn’t have much awareness of the programming KPR offers, but thought there was at least some national news run between segments of state news.

On Control:

Hardman stressed the importance of being able to decide what he wants to listen to at what time when asked if he would consider listening to KPR for programs that he could also get elsewhere, like from NPR directly. He said he is usually lining up the specific segments he wants to listen to on his phone, not listening live. “The times I’ve listened to Kansas Public Radio I’ve just put it on live and heard whatever they’re playing at that time, but most of the time that’s not how I access it,” he said. “I’m not really listening to radio, just turning it on and letting it go... more on-demand.”

On the Public Radio App:

He was not aware of the Public Radio Player app, but thought that it sounded similar to the option to find a public radio station through the NPR website or app.

On KPR’s Association with the University of Kansas:

Hardman was not aware of KPR’s association with the University of Kansas, and expressed some confusion as to its relation to the KU student-run radio station, KJHK, after learning of this affiliation. He said that knowledge of this affiliation doesn’t really change his perception of KPR, but that it might make him a little bit more likely to listen because of his own affiliation with KU.

On KPR Funding:

Hardman was not surprised that KPR’s funding is primarily private and non-governmental, but he wasn’t fully aware of it prior to this interview. He said that state and federal funding for public radio was “a very positive thing,” and that he wishes there were more funding. Referring to NPR, he said, “I wish it was able to be more of a national entity, kind of like what the BBC is to Britain.” He feels strongly about the necessity of the service public radio provides. “It’s important to not have a private monetary interest tied to your content creation,” he said. He said that for public radio, creating content for, or even pandering to a specific audience is “not such the driving force it would be for other privately-owned news entities.”

On Donating to Public Radio:

Public radio is a service Hardman said he would be willing to donate to, both now and in the future. In regard to donating to KPR, he said he would probably be more likely to donate on the national level now, based on his current usage.

Philip Hardman Limited NPR listener Saturday, March 10, 2012

Philip Hardman is 55 years old and married with two children. He lives in Osborne, Kan., where he practices law. He completed his undergraduate degree at the University of Kansas, and attended law school at Washburn University. He categorized his annual household income as \$100,000 or higher and described his political affiliation as Democratic.

On KPR:

Because Osborne does not fall within KPR’s coverage area, Hardman is unable to listen to KPR programming over traditional radio. He was familiar with KPR’s programming and remembered KANU-FM from when he was a student at KU. He remembered KPR’s “Jazz in the Night” program specifically, and said he would be interested in this program today if he were able to pick up the KPR signal and if he weren’t typically watching television on weekday evenings when it is broadcast. He was unaware before this interview that he could access KPR programming online. When he was made aware of the availability of “Jazz in the Night” online at any time, he expressed interest in listening to it while in the office.

On Public Radio:

Hardman is able to pick up the Salina/Manhattan signal from the Radio Kansas public radio network, and this is how he listens to National Public Radio. He described himself as a “very limited listener” of NPR. The only program he

listens to is “Weekend Edition Saturday” broadcast by Radio Kansas on Saturday mornings from 7:00 to 9:00 a.m. When asked if he felt that NPR as a news source was biased in any way, he said “No. No, I find it to be apolitical almost.”

On Listening to Music:

He was introduced to Pandora in the past three months and has since been using it for music in his office. “I like Pandora as a concept,” he said. “You can approve or disapprove of certain selections they play... a chance to kind of edit what they give you.”

On KPR’s Affiliation with the University of Kansas:

Hardman did not fully understand KPR’s affiliation with the University of Kansas prior to this interview. He said that knowing of this affiliation made him feel “more favorably, toward both the entity and the University of Kansas as a supporting entity.”

On Funding:

He had gathered that KPR was primarily funded by private/non-government donations from his knowledge of NPR’s funding. When asked about his feelings toward state and federal funding for public radio, Hardman said, “I’m sure it’s inadequate, and I would be inclined to heartily encourage more state and federal funding for this cause—for National Public Radio—because of its neutrality and its unusual programming in so far as traditional radio.” He said he feels strongly that public radio provides a necessary and important service and that it would be a cause he would be willing to donate to. He said

he had never been contacted for support, nor had he sent a check on his own. “Maybe right now I’m just kind of a free-loading listener,” he said. “But I feel that the cause is good and the programming is enjoyable, so it would certainly not be offensive to me to contribute. I think it would be probably a more sensible expenditure than many of the expenditures I have.”

Claire McInerny
NPR/KPR Listener
Wednesday, March 14, 2012

Claire is a junior at the University of Kansas majoring in Journalism with an emphasis in news and information, and minoring in English. McInerny works for the KU student-run radio station, KJHK, as a producer and she hopes to work for a national public radio station after she graduates.

On Listening Habits:

McInerny listens to NPR both over-the-air and online at least once a day. “I listen to NPR on the radio when I’m in my car by myself. When I go through the home page of the website every day I’ll listen to the podcast if the story looks interesting and I also have apps on my phone that I listen to while I walk to class,” she said.

McInerny prefers the radio to get her news to any other medium. When asked why she prefers the radio, she said, “News stories with audio-only elements makes listening to news more like talking about it with a friend. When I read print stories I have to be the one

engaging myself but when I listen to an NPR/KPR piece it seems like someone is telling me exactly what’s going on.”

On Public Radio:

She finds it confusing having KCUR in Kansas City and KPR in Lawrence because she doesn’t know which is the NPR affiliate. Although she doesn’t listen to KPR specifically for news, she finds it interesting when KPR reporters contribute stories to NPR. Among NPR programs, she prefers “Morning Edition” for news stories, “This American Life,” “Snap Judgment” and “RadioLab” for entertainment.

McInerny donated once to “This American Life,” and said she would begin donating on a more regular basis once she graduates and has a full-time job. In reference to public radio running strictly off private donations, she said, “I love that public radio runs off donations because it makes it different from any other media outlet. Public radio stations and programs still exist because its fans want it to be there, not because advertisers are supporting it.”

Sue McPherson
NPR Listener, Past KPR Listener
Tuesday, March 13, 2012

Sue is in her seventies and is a teacher at Holy Infant, a Catholic grade school in Ballwin, Mo. She is a big fan of NPR and has been listening for much of her life. She likes that the news is unbiased and the mix of news and entertainment programming.

On Public Radio:

McPherson’s Favorite NPR programs are “Prairie Home Companion,” “All Things Considered” and “Whad’Ya Know.” She listens to public radio at home and in the car. She frequently downloads podcasts to listen to on her iPod touch while she walks her dog. She used to live in Grain Valley, Missouri and enjoyed listening to KCUR, but now lives in eastern Missouri and listens to public radio stations in her area.

Critics of Public Radio

Matthew Stafford
Non-listener
Tuesday, March 13, 2012

Matthew Stafford is a 42-year-old University of Kansas graduate and has worked for a pharmaceutical company for more than 15 years. He is a Republican with an annual salary more than \$100,000.

On Public Funding:

He wants all government funding of NPR to be stopped and doesn’t enjoy any of the programming that it has to offer. He said, “I’ve had to listen to ‘All Things Considered’ more than 200 times and its extremely liberal, biased reporting makes me want to puke.” He continued, “Why would the government fund something that doesn’t support equal viewpoints?”

He sees funding to KPR in a similar manner and made the point that the government shouldn’t add to unnecessary spending on something that the

public can fund. “When the government can’t afford many other things, KPR is the first thing that needs to be cut.”

On KPR:

Stafford saw no value in public radio because kids and American society have so many other resources to find news that is unbiased. He also praises the ability for the public to control the way they listen to the music they enjoy.

“I respect that KPR has programming loyal to KU like live music and guest speakers but if listeners demand it enough then they will donate to keep it alive,” Stafford said.

Dennis Bohm
Non-listener
Wednesday, March 14, 2012

Dennis Bohm is a single, 30-year-old graduate of Washburn University. He is a Kansas native who now lives in Washington, D.C. Bohm works for Americans for Prosperity, a conservative advocacy group that promotes limited government, lower taxes and free market economic policy. He describes his political affiliation as Libertarian.

On NPR:

When asked what comes to mind when he thinks of public radio, Bohm said, “Liberal biased news.” He said that it’s “purely accidental” if he listens to NPR. He might stop on a radio station providing a newscast and be able to tell that it offers a left-leaning perspective without necessarily being able to tell if it is

NPR or another source until the station identifies itself. In situations where he has had to listen to NPR for longer periods of time, for example, in a taxi where he can’t control the radio selection, he said, “I listen to it until I am able to see the bias, and then I start to tune it out.”

On KPR:

Bohm mentioned that he used to listen to KPR for its classical music programming while he was living in Topeka. He described his listening as very occasional and only he stopped on the station if it were playing classical music. He said that he was not in a position to comment on any bias of KPR’s programming because it had been several years since he had listened.

He was unaware of KPR’s association with the University of Kansas, but said that it did not change his perception of the entity.

On Public Funding:

Bohm was unaware that KPR is primarily funded by private or non-government donations. When asked if he was aware of the affiliation between KPR and NPR, he said that he assumed they were both funded by taxpayer funds. Upon learning of the primarily private funding of KPR, he said, “That’s great. They should completely privatize it then... get the government out of it altogether.”

On the Value of Public Radio:

Bohm said that he thinks public radio is important to “the few people that actually listen to it on a regular basis, which are mostly older folks who don’t have

access to the Internet or cell phones. But unfortunately, that population is dwindling and if the state and federal governments are in such peculiar positions as to start cutting funding for certain programs, I think it could definitely be one of them on the chopping block. Yes, it would be sad to see it go, but unfortunately we all need to start making some tough choices.”

Bohm stressed that biases are difficult to avoid and that they are not connected to whether an entity is privately or publicly run and funded.

“It can be private, it can be all donor-based, but more than likely there’s some sort of board, some sort of governing body that oversees the content,” he said. “So then you’re still answering to the shareholders, which are basically the donors. So if you have to do that you’re still pandering to their needs and desires or else they’re not going to give money.”

He continued, discussing the alternative of total public funding. “If the government’s the one who’s in control of it, then it’s the governing body... the one who’s in control of what the content is and what’s actually on there. Would the president... or Congress... would they be the ones to oversee the content? To oversee who’s publishing the content? More than likely that’s going to be someone that’s appointed by someone else... and then do they have some kind of a bias?”

He acknowledged that this might be a pessimistic view on the prevalence of biases, but said that they seem to be a part of our human nature and the world we are living in.

PRSSA Focus Group Participant

Virginia Downing
Occasional NPR listener
Wednesday, February 22, 2012

KU student Virginia Downing is a member of KU’s chapter of the Public Relations Student Society of America (PRSSA). The Lansing, Kan. native is a senior, majoring in journalism.

On Radio Habits:

While she is more likely to plug her iPod into her car for longer trips, Downing mostly listens to KU’s KJHK station when commuting to and from campus in her car. She also listens to KJHK on her computer as well. Downing enjoys news/talk programming in the morning in order to catch up on current events, but is turned off by it in the afternoons, when she feels the talk shows are “not topical.” She dislikes commercials and frequently changes the station during commercial breaks.

On Public Radio:

When Downing hears NPR, she immediately thinks of the word “Elite” and when she thinks of public radio in general, she thinks of the word “local.” She likes to get news through the NPR app on her phone and says she listens to NPR a few times per week. While Downing is an NPR listener, she has little awareness of KPR outside of her own Strategic Campaigns course. She said the reason she does not listen to KPR is that she does not know what which station it plays on.

On Music:

Downing enjoys several types of music, but really likes classical for studying or during down time. She also likes jazz and mainstream country. She expressed an interest in having control over her music selections, preferring to use her iPod or websites like Pandora or Spotify in order to tailor her own playlists. Downing said she would love to have a public radio or KPR app on her phone if it were free.

On Donations:

Downing donates to several charities and said she would be willing to donate to KPR if she had a personal connection to the brand and knew where her money was going. She also wants to feel appreciated by the company if she does decide to donate.



Audience Profiles

Current Listeners

According to our secondary research, current listeners fall in the Baby Boom generation with 66 percent of listeners being between ages 35 and 64. Eighty-seven percent of KPR current listeners are Caucasian. This audience is more likely to have a bachelor's degree, a Ph.D. and a higher annual income than the average adult. Current KPR listeners have a large amount of free time that they dedicate toward self-improvement.

Our survey results show that 89 percent of respondents use KPR to obtain news, while only 62 percent use television. Ninety-seven percent of respondents said they listen to KPR through traditional broadcast, while 33 percent said they also listen online.

Millennials

Our secondary research indicates that the Millennial generation differs from previous generations because they grew up with mass media and technology. Millennials are ethnically diverse and are the most highly educated generation in American history.

It is evident from both the primary and secondary research that Millennials prefer to get their news via the Internet, using either online news sites or social media sites like Twitter and Facebook. Millennials tend to discover and share music through YouTube, Pandora, Spotify and Facebook with friends and family.

KPR fails to appeal to younger generations

Survey results show that 25 percent of survey respondents were younger than 51 years old suggesting that KPR listeners tend to be from older generations. This is consistent with NPR's median listener age of 49 years.

Millennials lack awareness of KPR

Focus group results suggest that Millennials are not knowledgeable about KPR and its programming. They are also confused about KPR's affiliation with NPR, as well as its affiliation with the University of Kansas.

KPR's Weekdays and Weekends offer different programming

Weekday programming consists of news, classical music and jazz programs, whereas weekend programming consists of more news/talk, comedy, and programs with more eclectic music. KPR is also one of the few providers in the area that offers large blocks of classical music. More than 90 percent of survey respondents from Johnson County are attracted to KPR for its classical programming. This was the only county where news programming was not the most popular.

KPR has an opportunity online

The digital media trends section of secondary research shows that online radio is becoming increasingly popular. Focus group results show that streaming radio online is popular among

Millennials. However, focus group results also show that Millennials lack awareness of the availability of KPR programming online. KPR has the opportunity to encourage traditional radio listeners to access its programming online.

Free riders still consider themselves loyal listeners

The majority of non-member survey respondents listen to KPR "several times a day" and 68 percent of non-members characterize themselves as either loyal or very loyal listeners. This shows that they are engaged with the programming but have not been motivated to donate.

KPR lacks strong incentives for donations

Secondary research shows that KPR offers limited incentives for donating other than goodwill toward KPR. One of the only incentives that KPR does offer is the opportunity to submit a limited number of song requests. This is a somewhat archaic incentive in the age of online music sharing given that many listeners would simply find that particular song immediately elsewhere.

Education affects donations more than income

Survey results show that respondents' education level is more likely to influence their decision to donate than their income level. Because Millennials are the most highly educated generation in American history, they have an increased potential to become KPR donors.

Personal recommendations influence behavior

According to secondary research, recommendations from peers and family influence Millennials' decisions and behavior more than advertising.

Millennial donors enjoy personal connections with organizations

While Millennial donors are more likely to make online donations, they still like to have a personal experience or connection with the organization. Both secondary research and focus group results show that Millennials want to feel engaged with a cause and are more inclined to donate if they know where their money is going.

Millennials have misconceptions about commercials on public radio

Focus group results show that Millennials dislike commercials on the radio and associate public radio with commercials and advertising. This shows a misconception among Millennials about public radio and its underwriting. KPR broadcasts two minutes of underwriter messages each hour, which is different than commercials and advertising.

Public broadcasting provides unique and essential service

Interview analysis provides insight into the value of public broadcasting for its educational programming. It provides essential programming that commercial stations cannot support. The analysis also highlights the importance of a

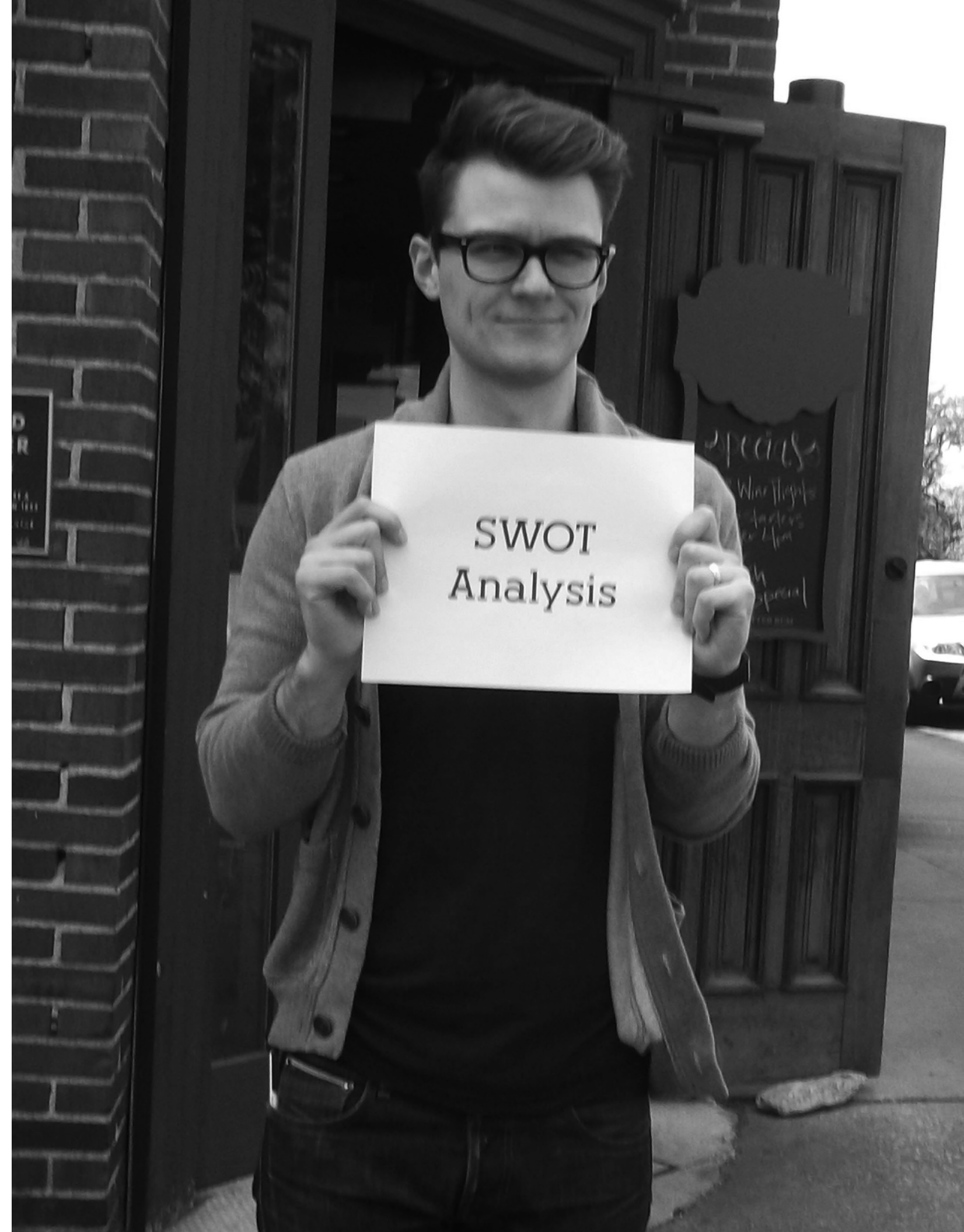
news source that doesn't have a private monetary interest tied to its content creation.

Younger listeners do not look to TV for news

Survey results show that younger respondents were least likely to use television to get their news. TV use for news was also the least used medium for the average NPR listener. Focus group results show that Millennials prefer to get their news through online news sites and social media. They particularly like Twitter.

Millennials want control of their news and music

Focus group results and interview analysis show that Millennials like to have control of the news and music they consume. They like music platforms like Pandora and Spotify that allow them to personalize playlists. They like Twitter for news, which allows them to select the news sources they want to follow.



A SWOT analysis is a planning tool used to visually represent the internal strengths and weaknesses and external opportunities and threats associated with an organization. Strengths and weaknesses are current advantages and disadvantages that are within the control of the organization. Opportunities and threats are potential positive and negative factors that may affect the organization in the future but are not within its control.

Strengths	Positive internal factors
Weaknesses	Negative internal factors
Opportunities	Positive external factors
Threats	Negative external factors

A SWOT analysis is plotted on a four-quadrant grid with the horizontal axis separating positive and negative factors, and the vertical axis separating internal and external factors. It provides a method for organizing research and a visual representation of the findings.

The SWOT analysis diagram for Kansas Public Radio can be found on the following page.

Strengths

- 108,300 weekly listeners
- Loyal listenership
- No commercials
- Revenue from underwriters
- Underwriting air time
- Radio promotes itself
- Portable medium
- Live studio music
- Online streaming
- Variety of programming
- Different programming than commercial radio
- Text donations
- Niche programming
- Affiliation with KU
- Affiliation with KPR
- Affluent current listenership
- Classical programming
- Private funding

Opportunities

- 60th Anniversary
- Presidential election
- Growth of online news and social media
- Growth of online radio
- Growth of smartphone use
- KPR can use traditional radio to lead listenership online
- Better member incentives
- Current listeners interested in self-betterment programming
- Johnson County listeners like classical programming
- Free riders consider themselves loyal
- Millennials are highly educated
- Millennials prefer recommendations to advertising
- Millennials donate online
- Millennials donate to smaller organizations
- Millennials dislike commercials

Weaknesses

- Variety of programming
- Niche programming
- Classical programming
- No advertising revenue
- Misconception about advertising
- Limited donor incentives
- Website inconsistencies
- Lack of listener control
- Negative perception of KU
- NPR's perceived liberal bias
- Reliance on donations
- Stagnant membership
- Free riders
- Few young listeners
- Millennials lack awareness of KPR
- Millennials confused about NPR affiliation
- Millennials confused about KU affiliation

Threats

- Decrease in government funding
- Aging listenership
- Competition from KCUR
- Other public radio stations' member incentives
- Popularity of music streaming sites
- Millennials want control
- Millennials want a personal connection to donate
- Loss of credibility due to perceived bias
- Limited interest in HD radio and KPR2

Strengths

108,300 weekly listeners

KPR's weekly listenership indicates it already has a large audience and can reach out to these listeners for donations.

Loyal listenership

Eighty-five percent of KPR listeners surveyed said they are either loyal or very loyal listeners. Loyal listeners are more likely to donate to KPR than listeners who are not loyal.

No commercials

Unlike commercial radio, KPR's programming is not interrupted by commercials. KPR has more airtime for programming and does not interrupt listeners with constant commercials.

Revenue from underwriters

Revenue from underwriters supports KPR but does not interfere with programming like commercials on commercial radio.

Underwriting airtime

There are only two minutes of underwriting messages each hour. These messages do not interrupt programming as frequently as commercials and are read by radio announcers, letting listeners enjoy their shows.

Radio promotes itself

Radio is a medium that allows for promotion and advertising. KPR has a direct connection to its audience through its own medium.

Portable medium

Radio is convenient and can be easily accessed almost anywhere. People can now access radio on their computers and phones and can take radio wherever they go.

Live studio music

KPR has a live studio, which adds additional excitement to programming. It appeals to listeners who enjoy live music but do not want to pay to see performances.

Online Streaming

The availability of online streaming gives KPR listeners increased access to programming. It also provides listeners access outside the KPR coverage area.

Variety of programming

KPR's variety of news, talk and musical programming provides an array of programs for listeners to enjoy.

Different programming than commercial radio

Commercial radio provides programming with an incentive to earn money. Public radio does not have a private

monetary interest in its content creation. It provides programming for the purpose of education that is not found elsewhere.

Text donations

KPR has the capability to collect donation via text message. Texting a donation is a modern, easy way to donate a desired amount with little effort and many prefer it as a method of donation.

Niche programming

KPR's variety of programming allows listeners to find a specific niche that suits their interests.

Affiliation with KU

KPR's affiliation with the University of Kansas can increase loyalty to the KPR network. Those who feel a connection to the KU may feel more inclined to support KPR.

Affiliation with KPR

Loyal NPR listeners can use KPR as a means of accessing popular NPR programs.

Affluent Current Listenership

KPR listeners are highly educated and tend to have a higher annual income. This translates to a higher probability for donation.

Classical programming

KPR provides classical music programming from 9:00 a.m. to 3:00 p.m. on weekdays. Listeners attracted to classical music are able to tune in during large blocks of time that KPR sets aside for this genre.

Private funding

With recent cuts to government funding and more cuts expected, KPR benefits from being primarily funded by private and non-government donations.

Weaknesses

Variety of programming

KPR offers different programming at different times of the day and has a distinctly different broadcast schedule on weekdays than it does on weekends. This makes it difficult for listeners to know what to expect when they tune into KPR unless they are regular listeners or are familiar with its schedule.

Niche programming

Many of the programs broadcast on KPR interest specific groups of people and therefore lack widespread appeal.

Classical programming

KPR provides classical music programming from 9:00 a.m. to 3:00 p.m. on

weekdays. This represents a large block of time each day that listeners who are not interested in classical music choose not to listen.

No advertising revenue

Because KPR does not run traditional advertising, it does not have the same means for revenue as commercial radio stations.

Misconception about advertising

Millennials from focus groups associate public radio with advertising and commercials. KPR has underwriting messages as opposed to traditional advertising and needs to address the lack of awareness of the difference between advertisements and underwriting messages in both content and air time.

Limited donor incentives

KPR offers limited incentives to listeners to become members. One of the incentives it does offer is opportunities for song requests, which is archaic when compared to online channels that can play songs immediately.

Website inconsistencies

As a source for information about KPR and its programming, the website must be consistently updated to reflect the most recent broadcast schedules and checked to ensure proper functioning of all links.

Lack of listener control

Listeners do not have the power to choose what content is provided to them when listening to live broadcasts.

Negative perception of KU

Potential listeners with negative perceptions of the University of Kansas may not listen to KPR because it is licensed by the university.

NPR's perceived liberal bias

Potential listeners who think that NPR has a liberal bias may not listen to KPR because of its affiliation with NPR.

Reliance on donations

With recent cuts to government funding and more cuts expected, KPR is becoming increasingly dependent on private and non-government donations.

Stagnant membership

Although KPR's weekly listenership has increased, its number of members has remained low.

Free riders

While 95 percent of KPR listeners do not donate, 68 percent consider themselves "loyal listeners."

Few young listeners

25 percent of survey respondents were 50 years old or younger. Millennials in focus groups associate KPR and public radio with older generations.

Millennials lack awareness of KPR

Millennials have limited awareness of KPR and its programming, and are mostly unaware of KPR's online features and of KPR2.

Millennials confused about NPR affiliation

Millennials know that KPR is affiliated with NPR in some way, but lack understanding of the relationship between the two.

Millennials confused about KU affiliation

Millennials are unaware of the direct relationship between The University of Kansas and KPR.

Opportunities

60th Anniversary

June 2012 will mark the 60th Anniversary of KPR. The anniversary is an opportunity for KPR to use new marketing and advertising strategies to thank those who currently donate and attract new listeners and members.

Presidential election

There is typically increased attention to news during an election year. KPR has the opportunity to provide those listeners with the most vital news regarding the 2012 presidential election.

Growth of online news and social media

The growth of social media is rapidly changing the way people obtain their music and news. Millennials turn to online sources for news and like Twitter for quick news updates. KPR has an opportunity to improve their social media presence, making it more accessible and relevant to Millennials.

Growth of online radio

Millennials prefer music sites like Pandora, iTunes, or Spotify for their music because these sites create playlists, allow listeners options for customization and provide song recommendations. KPR has the opportunity to provide similar features that give listeners playlists, personalization and recommendations.

Growth of smartphone use

The growth of smartphones and applications is changing the way traditional radio listeners get their music and news. KPR has the opportunity to create an application that offers convenient mobile access to its programming.

KPR can use traditional radio to lead listeners online

Because the Internet is a passive medium, listeners may not be familiar with KPR's options for listening online. KPR has the opportunity to use traditional radio to increase online listening.

Better member incentives

KPR has the opportunity to offer a member incentive card similar to ones offered by comparable public radio stations.

Current listeners interested in self-betterment programs

KPR's programming allows listeners to learn about a wide range of topics and become better informed.

Johnson County listeners like classical programming

What separates KPR from KCUR is the amount of classical music programming that it offers. KPR has the opportunity to promote its classical programming throughout this county, where listeners surveyed expressed high levels of interest in the genre.

Free riders consider themselves loyal

Free riding listeners feel connected to KPR on some level. KPR has an opportunity to turn a large number of connected listeners into committed members.

Millennials are highly educated

KPR has the opportunity to convince Millennials that they can continue to add to their knowledge through KPR's variety of informative programming. Education level also appears to have an effect on whether an individual listens to or supports public radio.

Millennials prefer recommendations to advertising

KPR has an opportunity to use its loyal listeners as advocates for the network and its programming and attract Millennial listeners.

Millennials donate online

Millennials use the Internet for almost all aspects of their lives. This makes them more likely to make online donations. KPR currently offers an online donation option and could continue to expand this opportunity.

Millennials donate to smaller organizations

Millennials like to feel a personal connection to an organization before donating and they like to know where their money is going. This is positive for a smaller, local organization like KPR.

Millennials dislike commercials

KPR has no commercials and two minutes or less of underwriting an hour, which appeals to those who do not like traditional radio advertising. KPR must make this distinction known to Millennials.

Threats

Decrease in government funding

With proposed cuts to government funding of public radio, KPR must find other sources of revenue to make up for money lost.

Aging listenership

The average KPR listener tends to be middle aged or older. KPR must find a way to connect with younger audiences in order to maintain and increase listenership and donations in the future.

Competition from KCUR

KCUR offers many of the same NPR programs that KPR offers.

Other public radio stations' member incentives

Similar public radio stations give listeners more incentives to donate. More enticing member benefits elsewhere could draw listeners away from KPR.

Popularity of music streaming sites

Because listeners, particularly Millennials, are turning to popular music streaming sites like Pandora for the control it offers them, KPR could lose some of its audience.

Millennials want control

Millennials are looking to social media sites like Twitter and music sites like Pandora in order to better control their news and entertainment programming. With more customizable options available, KPR needs to give listeners a way to control the content they receive.

Millennials want a personal connection to donate

Millennials are more likely to donate to a smaller organization that they trust and feel a connection to. They also want to feel confident about where their money is going.

Loss of credibility due to perceived bias

KPR must eliminate the public perception of biased reporting in order to maintain credibility.

Limited interest in HD radio and KPR2

Listeners lack awareness of HD radio, as well as KPR2 and its programming. KPR must address the lack of awareness.

Analysis

With a weekly listenership of more than 108,000, KPR has a large number of potential members to reach out to in order to increase its membership base. KPR must prompt its members to become advocates for the network. There are a number of aspects that make KPR valuable to its listenership, including the fact that it has no commercials, runs just two minutes of underwriting per hour and offers educational programming that listeners cannot get elsewhere. Current members can serve as advocates for the importance of donating to KPR and motivate free riders to donate. They can also encourage young adults, who are likely to be influenced by personal recommendations, to start listening. Becoming regular listeners now will increase their potential to become members later. With increased membership, cuts to government funding do not present as great a threat. In addition to prompting their advocacy, KPR must also keep its current members actively donating. Promotion of KPR's 60th anniversary is a way to inspire these members to match or even increase their donations this year.

Ninety-five percent of listeners are free riders. KPR must make these listeners aware of changes in government funding. If they understand that their donation is imperative to keeping KPR programming on the air, they will be more likely to donate. KPR also needs to give these free riding listeners more incentives to donate. Stagnant donor levels show that goodwill to KPR alone is not incentive enough for the vast

majority of listeners to donate. KPR can look to other public radio stations as models for new incentive ideas.

Millennials are largely unaware of KPR and its programming. They are more aware of NPR, but are confused about the affiliation between the two. They also are largely unaware of KPR's affiliation with KU. For KU students in particular, awareness of this affiliation could inspire listeners. Additionally, Millennials associate KPR with older generations. Increased awareness of the variety of programming KPR provides could help combat this perception. Because Millennials rely on the Internet and smartphones for most of their news and music consumption, KPR needs to use its online presence to attract them as listeners. It can do this by increasing awareness of its online presence and by increasing the means in which Millennials can interact with it online. One problem that live broadcast presents is a lack of listener control, which Millennials consider a high priority. The availability of KPR's programming online provides a means for listeners to select the programs they want to listen to and when they want to listen to them.

Planning



Area Chapters of the Kansas Bar Association

Intervening Public

Rationale: Area chapters of the Kansas Bar Association, including the Douglas County Bar Association, Johnson County Bar Association and the Topeka Bar Association, provide connections to lawyers in the surrounding areas. Lawyers are well-educated, middle-to-upper class professionals and fit KPR's current listener profile. These chapters of the Kansas Bar Association are important to our campaign because they represent an opportunity for expansion of KPR's listenership and membership.

Key Message: Area chapters of Kansas Bar Association, you should allow us speak at your Continuing Legal Education programs because the service KPR provides is important to your members.

Area Chapters of the Public Accountants Association of Kansas

Intervening Public

Rationale: Area chapters of the Public Accountants Association of Kansas, including the Capital City Chapter, Eastern Chapter and North Central Chapter, provide connections to accountants in the surrounding areas. Accountants are well-educated, middle-to-upper class professionals and fit KPR's current listener profile. These chapters of the PAAK are important to our campaign because they represent an opportunity for expansion of KPR's listenership and membership.

Key Message: Area chapters of the Public Accountants Association of Kansas, you should allow us to speak at your 2012 seminars because the service KPR provides is important to your members.

Area Junior Chambers of Commerce

Special and Primary Public

Rationale: Area Junior Chambers of Commerce are young professionals between the ages of 18 and 41 who are potential listeners and donors. They are well-educated, career-driven and aspire to be upper class. Jaycee members are interested in bettering themselves and their communities. They are important to our campaign because they represent an opportunity for expansion of KPR's listenership.

Key Message: Junior Chamber of Commerce members, you should listen to KPR because it provides programming that will keep you informed of state and local issues that you need to know about in order to succeed.

Area Music Enthusiasts

Primary Public

Rationale: Area music enthusiasts live in coverage area cities and pursue opportunities to listen to and learn about a variety of music. They are interested in exploring new genres and enjoy live performances. Demographically, area music enthusiasts are a diverse group of people, but their passion for music makes them valuable to KPR. Area music enthusiasts are important to our campaign because they appreciate a

Target Audiences

variety of musical genres and will support live music events.

Key Message: Area music enthusiasts, you should attend KPR music events because they provide music entertainment that interests you.

Area Musicians

Intervening Public

Rationale: Area musicians live in coverage area cities and have an interest in performing at local events to strengthen their presence in the area and gain publicity. They are important to our campaign because they provide entertainment options for KPR's 60th anniversary party.

Key Message: Area musicians, you should participate in KPR's 60th anniversary party because you benefit from the awareness it creates among the community.

Area Newspapers

Intervening Public

Rationale: Area newspapers, including the Lawrence Journal-World, Kansas City Star, Topeka Capital-Journal and University Daily Kansan, serve as additional ways to reach KPR listeners. They are important to our campaign because they are media that KPR listeners consume.

Key Message: Area newspapers, you should cover KPR's 60th anniversary party because it interests your audience.

Kansas College/University Faculty

Intervening Public

Rationale: Kansas college/university faculty live in coverage area cities, are middle-to-upper class and are mostly from the Baby Boom generation. They are well-educated white-collar professionals and tend to have moderate to liberal views. They are also active in their communities and seek self-improvement. Many are supporters of public radio and are interested in being positive influencers for students. Kansas college/university faculty are important to our campaign because they can serve as KPR advocates for young adults.

Key Message: Kansas college/university faculty, you should encourage students to listen to KPR because you care about preparing them for the future.

Kansas Medical Society

Intervening Public

Rationale: The Kansas Medical Society provides connections to physicians in the surrounding areas. Physicians are well-educated, middle-to-upper class professionals and fit KPR's current listener profile. The Kansas Medical Society is important to our campaign because they represent an opportunity for expansion of KPR's listenership and membership.

Key Message: Kansas Medical Society, you should allow us to speak at your Annual Meeting because the service KPR provides is important to your members.

Lawrence Chamber of Commerce Members

Special and Primary Public

Rationale: Lawrence Chamber of Commerce is connected to influential community members who are potential listeners and donors. As a member of the Lawrence Chamber of Commerce, KPR can participate in events that provide networking opportunities. Lawrence Chamber of Commerce is important to our campaign because they provide valuable connections in the coverage area for KPR.

Key Message: Lawrence Chamber of Commerce members, you should attend our Business After Hours because it will be a good opportunity to network and socialize with other area businesses and professionals.

Lawrence GiveBack Businesses

Special and Intervening Public

Rationale: Lawrence GiveBack Businesses are local businesses that provide a variety of services to the Lawrence community. KPR's 60th anniversary party provides them an opportunity to increase their visibility with local patrons while supporting a local service. Lawrence GiveBack Business are important to our campaign because they are likely to participate in KPR's 60th anniversary party and will attract others to the event.

Key Message: Lawrence GiveBack businesses, you should participate in KPR's 60th anniversary party because you can benefit from the interaction with the community.

Member-Listeners

Primary and Intervening Public

Rationale: Member-listeners live in KPR coverage area cities, are middle-to-upper class and are mostly from the Baby Boom generation. They are well-educated white-collar professionals and tend to have moderate to liberal views. They are also active in their communities and seek self-improvement. As loyal listeners and contributors to KPR, they feel strongly about the importance of the service it provides. Member-listeners are important to our campaign as funding providers and as KPR advocates.

Key Message: Member-listeners, you should continue donating to KPR because it provides you with programming you can't get anywhere else.

Key Message: Member-listeners, you should encourage non-member listeners to donate to KPR because you want to be able to continue listening to its programming.

Non-member Listeners

Primary Public

Rationale: Non-member listeners live in coverage area cities, are middle-to-upper class and are mostly from the Baby Boom generation. They are well-educated white-collar professionals and tend to have moderate to liberal views. They are also active in their communities and seek self-improvement. As loyal listeners of KPR who are not yet donating, non-member listeners are important to our campaign as an audience with membership potential.

Key Message: Non-member listeners, you should donate to KPR because provides you with programming you can't get anywhere else and you have the chance to be part of its success.

Young Artisans

Primary Public

Rationale: Young artisans are young adults who live in coverage area cities or attend Kansas area colleges or universities. They are well-educated and tend to have moderate to liberal views. Those who are undergraduate students may be studying music or other fine arts subjects. Those who have completed their education are young adults who are involved in their communities in a variety of ways, including volunteer organizations. These individuals are interested in expanding their cultural experiences and supporting local businesses and causes. Young artisans are important to our campaign because they represent an opportunity to expand KPR's listenership.

Key Message: Young artisans, you should listen to KPR because it provides programming that interests you.

Young Emerging Professionals

Primary Public

Rationale: Young emerging professionals are young adults who live in coverage area cities or attend Kansas area colleges or universities. They are well-educated, career-driven and aspire to be upper class citizens. They also tend to have moderate to liberal views. Those who are undergraduate students may

be studying a variety of subjects, but are generally very career-driven and may have plans to pursue a postgraduate or professional degree. They are interested in being informed about the world and prepared for the workforce. Those who have completed their education are young professionals who are involved in their communities in a variety of ways, including recreational sports leagues and various volunteer organizations. Young emerging professionals are important to our campaign because they represent an opportunity to expand KPR's listenership.

Key Message: Young emerging professionals, you should listen to KPR because it provides programming that will help you have a successful career.



Goal One: To maintain current membership

Objective 1: Create awareness of KPR's 60th anniversary

Tactic 1: Create 60th anniversary logo

Target Audiences: Member-listeners

Brief Description: Add a 60th anniversary element to the current KPR logo for 2012.

Timetable: June 2012 – December 2012

Cost: Free

Tactic 2: Promote special donation levels for 2012

Target Audiences: Member-listeners

Brief Description: Promote the 60th anniversary by creating special donation levels. Encourage donations of \$60, \$160, \$260, \$360, \$460, \$560 and \$600, using email blast lists, social media channels, the KPR website, on-air announcements and the KPR blog.

Timetable: June 2012 – December 2012

Cost: Free

Tactic 3: Give 60th anniversary iced coffee cups as “Birthday Gifts” for donating at special donation levels

Target Audiences: Member-listeners

Brief Description: Give donors who donate \$60, \$160, \$260, \$360, \$460, \$560 or \$600 a 60th anniversary iced coffee cup.

Timetable: June 2012 – December 2012

Cost: \$324.50 for 50 iced coffee cups (discountmugs.com)

Tactic 4: Place 60th anniversary billboard on the Kansas Turnpike between Topeka and Lawrence

Target Audiences: Member-listeners

Brief Description: Purchase a billboard that promotes KPR's 60th anniversary alongside the Kansas Turnpike between Topeka and Lawrence.

Timetable: July 2012

Cost: \$2500 for one month (Lamar Outdoor Advertising)

Tactic 5: Place 60th anniversary billboard on the Kansas Turnpike between Emporia and Topeka

Target Audiences: Member-listeners

Brief Description: Purchase a billboard that promotes KPR's 60th anniversary alongside the Kansas Turnpike between Emporia and Topeka.

Timetable: July 2012

Cost: \$2500 for one month (Lamar Outdoor Advertising)

Tactic 6: Throw 60th anniversary party in South Park, Lawrence

Target Audiences: Member-listeners; Non-member listeners; Young emerging professionals; Young artisans; Area music enthusiasts; Area musicians; Lawrence GiveBack businesses

Brief Description: Celebrate KPR's 60th anniversary by hosting a party in South Park, Lawrence. The party is free and open to the public and would take place on an evening in July or August from approximately 5:00 to 10:00 p.m. Lawrence GiveBack booths will offer food for sale and give a percentage of profits to KPR (to be negotiated). Live music

will consist of three local bands and a headliner. Ideally, the music provided at the event will be a mix of classical, jazz and folk/bluegrass. Members will have the opportunity to meet and greet the headliner prior to the party. We also suggest that KPR approach the Lawrence Parks and Recreation Department to secure a permit to sell local beer.

Timetable: An evening in July or August

Cost: \$12,0125: \$125 for park permit and alcohol license, \$12,000 for band fees (Lawrence Park and Recreation)

Tactic 7: Distribute a media kit to area media for the 60th anniversary party

Target Audiences: Area newspapers

Brief Description: Create a media kit consisting of a traditional news release, social media news release, backgrounder and fact sheet to distribute to area media, including the Lawrence Journal-World, University Daily Kansan, Kansas City Star and Topeka Capital-Journal. The purpose of the media kit is to encourage publicity for the 60th anniversary party.

Timetable: June 2012

Cost: Free

Objective 2: Encourage members to interact with KPR online

Tactic 1: Update website to better suit user needs

Target Audiences: Member-listeners

Brief Description: To increase KPR's website traffic, there are improvements that we suggest. We suggest that you include explicitly listed options for underwriters, staff bios in the "KPR Staff" section, detailed descriptions for all membership incentives and increased options for user control. Some options that enhance user control are the provision of separate audio clips for every news story and downloadable mp3 versions of all program episodes. We also noticed inconsistencies in KPR and KPR2 schedules, and dead links that don't match linked content. Our research also indicates that Millennials

would be prone to download news programs and pre-set "study playlists" of classical and jazz music.

Timetable: Beginning June 2012

Cost: Free

Tactic 2: Keep program episodes archives up-to-date within two weeks of current date

Target Audiences: Member-listeners

Brief Description: Keep KPR program episodes archives up-to-date within two weeks of current date.

Timetable: Beginning June 2012

Cost: Free

Tactic 3: Use air time to drive traffic to the website and social media channels

Target Audiences: Member-listeners

Brief Description: Promote the website and social media channels on air to encourage listeners to visit the website and social media channels.

Timetable: Beginning June 2012

Cost: Free

Tactic 4: Maintain Facebook page

Target Audiences: Member-listeners

Brief Description: Use Facebook to provide relevant information and to interact with fans. Lead the conversation with fans by asking questions and prompting responses. Keep the page up-to-date with upcoming events.

Timetable: Beginning June 2012

Cost: Free

Tactic 5: Maintain @kprnews Twitter handle

Target Audiences: Member-listeners

Brief Description: Use @kprnews to provide continuous news stories, KPR updates and other bits from its over-the-air broadcasting. The @kprnews Twitter handle can also be used to tweet out links to audio clips. This will allow KPR listeners to seek out the particular news stories that interest them.

Timetable: Beginning June 2012

Cost: Free

Tactic 6: Unify all individual KPR program Twitter handles into @KPRInfo

Target Audiences: Member-listeners

Brief Description: Consolidate KPR Twitter handles, except for @kprnews, into one distinct @KPRInfo handle. This will provide consistency and eliminate confusion among Twitter users who want to follow KPR but are unsure of which Twitter account to follow. The @KPRInfo handle can be used to tweet about any relevant information that pertains to KPR and its listeners. The Twitter handles that will be deleted and instead covered by @KPRInfo are: @KPRTRAILMIXFYI, @KPRJAZZSCENE, @KPRANOTTFYI, @KPRTRAILMIX, @KPRCLASSICALAM, @KPRJAZZNIGHT, @KPRCLASSICALPM, @KPRCLASSICALEVE and @KPRRETROWPN.

Timetable: Beginning June 2012

Cost: Free

Tactic 7: Unify @kprnews, @KPRInfo and host Twitter handles through retweeting and mentioning other handles

Target Audiences: Member-listeners

Brief Description: Create interaction between KPR Twitter handles through retweets and mentioning other handles. This creates a sense of community among all twitter handles and followers. It encourages followers of one handle to follow other handles. The Twitter handles

that will be interacting are: @kprnews, @KPRInfo, @kprradiobob, @kprmark, @kprbrogden, @kprthompson and @kprkoranda.

Timetable: Beginning June 2012

Cost: Free

Tactic 8: Use all Twitter handles to interact with followers

Target Audiences: Member-listeners

Brief Description: Communicate and interact with the KPR follower base on Twitter by mentioning and retweeting followers.

Timetable: Beginning June 2012

Cost: Free

Tactic 9: Provide separate audio clips with every news story on website

Target Audiences: Member-listeners

Brief Description: Create audio clips to complement news stories on KPR's website.

Timetable: Beginning June 2012

Cost: Free

Tactic 10: Tweet audio clip links for all news stories from @kprnews

Target Audiences: Member-listeners

Brief Description: Tweet links to news story audio clips using the @kprnews handle. Tweeting links to audio clips will provide followers with a different way of consuming the news.

Timetable: Beginning June 2012

Cost: Free

Tactic 11: Include website and social media information on all advertising and promotional materials

Target Audiences: Member-listeners; Young emerging professionals; Young artisans

Brief Description: Encourage people to visit the website and Twitter accounts by including the website URL and Twitter handles on all KPR promotional materials.

Timetable: Beginning June 2012

Cost: Free

Tactic 12: Create Pinterest account

Target Audiences: Member-listeners

Brief Description: Create a Pinterest account that will display pictures of events and KPR merchandise to spread awareness and keep KPR top of mind.

Timetable: Beginning June 2012

Cost: Free

Tactic 13: Create and maintain “Members Only” section of website

Target Audiences: Member-listeners

Brief Description: Members can access The “Members Only” section of the website with login ID and password. This section of the website will include a calendar for members’ only events where members can discuss the upcoming events, a “Donor of the Month” spotlight, a member discussion forum, a “Referral Leader Board” that shows members who have referred the most new donors, and a “KPR Hosts Recommend” section that includes top CD lists from music hosts, book lists from news hosts, and other relevant recommendations.

Timetable: Beginning June 2012

Cost: Free

Objective 3: Keep KPR top of mind for current listening demographic

Tactic 1: Expand current “Music Notes” blog into a comprehensive KPR blog

Target Audiences: Member-listeners

Brief Description: Expand current “Music Notes” blog on the KPR website into a comprehensive KPR blog that includes posts on music, news and events from a variety of staff members and KPR hosts. The blog should also be synchronized with all KPR social media accounts.

Timetable: Beginning June 2012

Cost: Free

Tactic 2: Sell KPR travel mugs and iced coffee mugs at local coffee shops

Target Audiences: Member-listeners

Brief Description: Sell KPR travel mugs, iced coffee mugs at La Prima Taza, Java Break, The Pulse, Wheatfields and Aimee’s in Lawrence. These could include 60th anniversary mugs and cups as well as other mugs and cups purchased on the KPR website. These businesses will receive a percentage of proceeds for participating (to be negotiated). This tactic should be expanded to local coffee shops in the repeater station cities.

Timetable: Beginning June 2012

Cost: \$866.5: \$324.50 for 50 to-go mugs, \$542 for 50 iced coffee cups (discountmugs.com)

Tactic 3: Give discount for using a KPR mug or cup at local coffee shops

Target Audiences: Member-listeners

Brief Description: A trade-off should be arranged with La Prima Taza,

Java Break, The Pulse, Wheatfields and Aimee's in Lawrence to offer discounts on coffee to customers using KPR mugs and cups (to be negotiated). This includes 60th anniversary mugs and cups as well as other mugs and cups purchased on the KPR website. In exchange for offering discounts, KPR will give these businesses underwriting spots (number of spots to be negotiated). This tactic should be expanded to local coffee shops in the repeater station cities.

Timetable: Beginning June 2012

Cost: Free

Tactic 4: Reach out to Jazz Haus to create a "Jazz in the Night" event once per month

Target Audiences: Member-listeners; Area music enthusiasts

Brief Description: Ideally, KPR would partner with the owners of the Jazz Haus to broadcast "Jazz in the Night" with Bob McWilliams live from Jazz Haus one night each month. If this is not an option, we suggest KPR partner with the owners of Jazz Haus to play "Jazz in the Night" programming one night each month. This may require a trade-off with the Jazz Haus in which KPR offers underwriting spots in exchange for this "Jazz in the Night" publicity. This tactic could be expanded to similar venues in the repeater station cities.

Timetable: June 2012

Cost: Free

Tactic 5: Place 60th anniversary billboard on the Kansas Turnpike between Topeka and Lawrence

Target Audiences: Member-listeners

Brief Description: See Goal 1, Objective 1, Tactic 4

Tactic 6: Place 60th anniversary billboard on the Kansas Turnpike between Emporia and Topeka

Target Audiences: Member-listeners

Brief Description: See Goal 1, Objective 1, Tactic 5

Tactic 7: Advertise in the *Kansas Alumni Magazine*. Kansas college/university alumni publications

Target Audiences: Member-listeners

Brief Description: Run one two-thirds page color ad in the *Kansas Alumni Magazine* in the September 2012 issue. This tactic could be expanded to include other Kansas college/university alumni publications, including ESU's *Spotlight*, KSU's *K-Stater* and WU's *Washburn Alumni Magazine*.

Timetable: Fall 2012

Cost: \$925 for two-thirds color page in Kansas Alumni magazine

Tactic 8: Hand out trail mix with show info at city events

Target Audiences: Member-listeners; Young emerging professionals; Young artisans

Brief Description: Hand out trail mix with information about "Trail Mix" to local patrons during bike races, Art in the Park, Music in the Park in Lawrence and similar community events in repeater station cities.

Timetable: Springs and Summers

Cost: \$116.06: \$34.60 for 240 clear party bags with ties (Koyal Wholesale), \$57.50 for 250 "Trail Mix" stickers (customizedstickers.com), \$23.96 for two bags of Member's Mark Mountain Trail Mix (Sam's Club)

Tactic 9: Advertise in Sunflower Publishing community magazines

Target Audiences: Member-listeners

Brief Description: Run one one-half color ad in the Fall 2012 issues of the Sunflower Publishing publications, including *Sunflower Living* and community magazines in Lawrence, Manhattan, Topeka, Shawnee and Hutchinson.

Timetable: October 2012 and March 2013

Cost: \$1,665 for ½ color page

Tactic 10: Advertise classical music programming in *The Independent* magazine

Target Audiences: Johnson County Member-listeners

Brief Description: Survey research indicates that Johnson County listeners are attracted to KPR for its classical programming, so we suggest KPR advertise its classical music programming in *The Independent*. This is a magazine for people who live in Johnson County and readers are individuals who have a high involvement in the greater Kansas City area non-profits. Run one full-page color ad in the Fall 2012 issue of the magazine.

Timetable: October 2012 and March 2013

Cost: \$2013 for full color page

Tactic 11: Host a Business After Hours through the Lawrence Chamber of Commerce

Target Audiences: Lawrence Chamber of Commerce members

Brief Description: Contact Lawrence Chamber of Commerce about hosting a Business After Hours, preferably in 2012. Business After Hours offer a chance for chamber members to gather, socialize and network.

Timetable: September, October, November or December 2012 (depending on availability)

Cost: \$749.74: \$280 for 10 Signature The Classic Hostess trays (HyVee), \$450 for 36 bottles of wine (Cork and Barrel), \$19.74 for four large boxes of Ritz crackers (Sam's Club)

Tactic 12: Contact area chapters of the Kansas Bar Association to arrange appearances at Continuing Legal Education programs

Target Audiences: Area chapters of Kansas Bar Association

Brief Description: Contact area chapters of the Kansas Bar Association, including the Douglas County Bar Association, Johnson County Bar Association and Topeka Bar Association, to arrange appearances at the Continuing Legal Education programs they sponsor. KPR representative(s) will share information about its programming and the importance of member support.

Timetable: Beginning June 2012

Cost: Free

Tactic 13: Contact Kansas Medical Society to arrange an appearance at the 2013 annual meeting

Target Audiences: Kansas Medical Society

Brief Description: Contact Kansas Medical Society to arrange an appearance at the 2013 annual meeting in Topeka, Kansas. KPR representative(s) will share information about its programming and the importance of member support.

Timetable: May 2013

Cost: Free

Tactic 14: Contact area chapters of the Public Accountants Association of Kansas to arrange appearances at seminars

Target Audiences: Area Chapter of the Public Accountants Association of Kansas

Brief Description: Contact area chapters of the Public Accountants Association of Kansas to arrange appearances at seminars, including the Kansas Accountants Seminar in Manhattan in June 2012, the Gear Up Farm and Ranch Seminar in Topeka in October 2012, the Topeka Gear Up 1040 Seminar in Topeka in December 2012 and the K C Metro Jennings 1040 Seminar in Kansas City in December 2012. KPR representative(s) will share information about its programming and the importance of member support.

Timetable: June, October and December 2012

Cost: Free

Objective 4: Provide additional incentives at membership levels to influence donors to donate more

Tactic 1: Create and maintain “Members Only” section of website

Target Audiences: Member-listeners

Brief Description: See Goal 1, Objective 2, Tactic 13

Tactic 2: Create a referral system for gaining new members

Target Audiences: Member-listeners

Brief Description: Create a referral system to recognize members who refer new members. To keep record of new members gained, new members will be asked to fill out a brief questionnaire upon their first log in. The questionnaire will include basic information like name, place of residence, phone number, email and birthday. It will also ask whether the new member was encouraged to donate by a current member, and if so, he will be asked for the name of that current member. The “Referral Leader Board” will be included in the “Members Only” section of the website and will list the members who have referred the most people. When members have reached five referrals, the member will be recognized on air and will receive a complimentary T-shirt.

Timetable: June 2012

Cost: Free

Tactic 3: Expand current incentives for membership levels

Target Audiences: Member-listeners

Brief Description: Incentives at each membership level include those originally offered by KPR and those we suggest. Incentives that we suggest adding are as follows: window clings and access to a “Member’s Only” section of the website starting at the Public Radio Supporter level, use of a MemberCard provided by membercard.com starting at the Classic Club level, birthday shout-outs starting at the Press Club level, “meet and greet” events and lunch with the member’s favorite KPR host starting at the Leadership Circle level.

Descriptions of each incentive will be provided under each membership level on KPR’s website.

Timetable: Beginning June 2012

Cost: Free

Tactic 4: Join membercard.com

Target Audiences: Member-listeners

Brief Description: Join membercard.com in order to offer MemberCards to KPR members who donate \$75 or more. With a MemberCard members receive numerous benefits from both local and online merchants.

Timetable: Beginning June 2012

Cost: \$24,500 for 7,000 cards (Colorado Public Radio)

Goal Two: To turn listeners into members

Objective 1: Use members as advocates

Tactic 1: Provide “KPR Member” window clings to all members

Target Audiences: Non-member listeners; Member-listeners

Brief Description: Give window clings to all members, starting at the \$60 base level. Members will have window clings on their cars to indicate they are KPR members. This visibility will allow members to serve as advocates and encourage listeners to support the station.

Timetable: Beginning June 2012

Cost: \$8,986.98 for 6000 window clings (Vista Print)

Tactic 2: Create a referral system for gaining new members

Target Audiences: Member-listeners

Brief Description: See Goal 1, Objective 4, Tactic 2

Tactic 3: Throw 60th anniversary party in South Park, Lawrence

Target Audiences: Member-listeners; Non-member listeners; Young emerging professionals; Young artisans; Area music enthusiasts; Area musicians; Lawrence GiveBack businesses

Brief Description: See Goal 1, Objective 1, Tactic 6

Tactic 4: Create YouTube video of member testimonials

Target Audiences: Non-member listeners; Member-listeners

Brief Description: Upload YouTube video of member testimonials to the blog, website, Twitter, and Facebook. Members featured in the video will answer questions about why they listen to KPR, what KPR means to them and why they donate to KPR.

Timetable: Beginning June 2012

Cost: Free

Tactic 5: Tweet member testimonial quotes during pledge drive

Target Audiences: Non-member listeners; Member-listeners

Brief Description: Live tweet member testimonial quotes during pledge drives to keep KPR interacting with followers. Quotes will be from members about why they listen to KPR, what KPR means to them and why they donate to KPR.

Timetable: During pledge drive

Cost: Free

Objective 2: Provide additional incentives at membership levels to influence listeners to donate

Tactic 1: Give MemberCard incentive to first-time members for donations of \$60 or more this year for the 60th anniversary

Target Audiences: Non-member listeners

Brief Description: Give first-time donors who donate \$60 or more the MemberCard this year only, in celebration of the 60th anniversary. For all other members, this incentive is for donations of \$75 or more.

Timetable: Beginning June 2012

Cost: Free

Tactic 2: Join membercard.com

Target Audiences: Non-member listeners

Brief Description: See Goal 1, Objective 4, Tactic 4

Tactic 3: Create and maintain “Members Only” section of website

Target Audiences: Non-member listeners

Brief Description: See Goal 1, Objective 2, Tactic 13

Tactic 4: Expand current incentives for membership levels

Target Audiences: Non-member listeners

Brief Description: See Goal 1, Objective 4, Tactic 3

Objective 3: Create awareness of KPR's 60th anniversary

Tactic 1: Create 60th anniversary logo

Target Audiences: Non-member listeners

Brief Description: See Goal 1, Objective 1, Tactic 1

Tactic 2: Promote special donation levels for 2012

Target Audiences: Non-member listeners

Brief Description: See Goal 1, Objective 1, Tactic 2

Tactic 3: Give 60th anniversary coffee mugs as “Birthday Gifts” for donating at special donation levels

Target Audiences: Non-member listeners

Brief Description: See Goal 1, Objective 1, Tactic 3

Tactic 4: Place 60th anniversary billboard on the Kansas Turnpike between Topeka and Lawrence

Target Audiences: Non-member listeners

Brief Description: See Goal 1, Objective 1, Tactic 4

Tactic 5: Place 60th anniversary billboard on the Kansas Turnpike between Emporia and Topeka

Target Audiences: Member-listeners

Brief Description: See Goal 1, Objective 1, Tactic 5

Tactic 6: Throw 60th anniversary party in South Park, Lawrence

Target Audiences: Member-listeners; Non-member listeners; Young emerging professionals; Young artisans; Area music enthusiasts; Area musicians; Lawrence GiveBack businesses

Brief Description: See Goal 1, Objective 1, Tactic 6

Tactic 7: Distribute media kit to area media for the 60th anniversary party

Target Audiences: Area newspapers

Brief Description: See Goal 1, Objective 1, Tactic 7

Objective 4: Encourage listeners to interact with KPR online

Tactic 1: Update website to better suit user needs

Target Audiences: Non-member listeners

Brief Description: See Goal 1, Objective 2, Tactic 1

Tactic 2: Keep program episodes archives up-to-date within two weeks of current date

Target Audiences: Member-listeners

Brief Description: See Goal 1, Objective 2, Tactic 2

Tactic 3: Use air time to drive traffic to the website and social media channels

Target Audiences: Non-member listeners

Brief Description: See Goal 1, Objective 2, Tactic 3

Tactic 4: Maintain Facebook page

Target Audiences: Non-member listeners

Brief Description: See Goal 1, Objective 2, Tactic 4

Tactic 5: Maintain @kprnews Twitter handle

Target Audiences: Non-member listeners

Brief Description: See Goal 1, Objective 2, Tactic 5

Tactic 6: Unify all individual KPR program Twitter handles into @KPRInfo

Target Audiences: Member-listeners

Brief Description: See Goal 1, Objective 2, Tactic 6

Tactic 7: Unify @kprnews, @KPRInfo and host Twitter handles through retweeting and mentioning other handles

Target Audiences: Member-listeners

Brief Description: See Goal 1, Objective 2, Tactic 7

Tactic 8: Use all Twitter handles to interact with followers

Target Audiences: Non-member listeners

Brief Description: See Goal 1, Objective 2, Tactic 8

Tactic 9: Provide separate audio clips with every news story on website

Target Audiences: Member-listeners

Brief Description: See Goal 1, Objective 2, Tactic 9

Tactic 10: Tweet audio clip links for all news stories from @kprnews

Target Audiences: Non-members listeners

Brief Description: See Goal 1, Objective 2, Tactic 10

Tactic 11: Include website and social media information on all advertising and promotional materials

Target Audiences: Non-member listeners; Young emerging professionals; Young artisans

Brief Description: See Goal 1, Objective 2, Tactic 11

Tactic 12: Create Pinterest account

Target Audiences: Non-member listeners

Brief Description: See Goal 1, Objective 2, Tactic 12

Tactic 13: Create and maintain “Members Only” section of website

Target Audiences: Non-member listeners

Brief Description: See Goal 1, Objective 2, Tactic 13

Objective 5: Make KPR top of mind

Tactic 1: Expand current “Music Notes” blog into a comprehensive KPR blog

Target Audiences: Non-member listeners

Brief Description: See Goal 1, Objective 3, Tactic 1

Tactic 2: Sell KPR travel mugs and iced coffee cups at local coffee shops

Target Audiences: Non-member listeners

Brief Description: See Goal 1, Objective 3, Tactic 2

Tactic 3: Give discount for using a KPR mug or cup at local coffee shops

Target Audiences: Non-member listeners

Brief Description: See Goal 1, Objective 3, Tactic 3

Tactic 4: Reach out to Jazz Haus to create a “Jazz in the Night” event once per month

Target Audiences: Non-member listeners; Area music enthusiasts

Brief Description: See Goal 1, Objective 3, Tactic 4

Tactic 5: Place 60th anniversary billboard on the Kansas Turnpike between Topeka and Lawrence

Target Audiences: Non-member listeners

Brief Description: See Goal 1, Objective 1, Tactic 4

Tactic 6: Place 60th anniversary billboard on the Kansas Turnpike between Emporia and Topeka

Target Audiences: Member-listeners

Brief Description: See Goal 1, Objective 1, Tactic 5

Tactic 7: Advertise in the *Kansas Alumni Magazine*. Kansas college/university alumni publications

Target Audiences: Non-member listeners

Brief Description: See Goal 1, Objective 3, Tactic 7

Tactic 8: Hand out trail mix with show info at city events

Target Audiences: Non-member listeners; Young emerging professionals; Young artisans

Brief Description: Goal 1, Objective 3, Tactic 8

Tactic 9: Advertise in Sunflower Publishing community magazines

Target Audiences: Non-member listeners

Brief Description: See Goal 1, Objective 3, Tactic 9

Tactic 10: Advertise classical music programming in *The Independent* magazine

Target Audiences: Johnson County non-member listeners

Brief Description: See Goal 1, Objective 3, Tactic 10

Tactic 11: Host a Business After Hours through the Lawrence Chamber of Commerce

Target Audiences: Lawrence Chamber of Commerce members

Brief Description: See Goal 1, Objective 3, Tactic 11

Tactic 12: Contact area chapters of the Kansas Bar Association to arrange appearances at Continuing Legal Education programs

Target Audiences: Area chapters of Kansas Bar Association

Brief Description: See Goal 1, Objective 3, Tactic 12

Tactic 13: Contact Kansas Medical Society to arrange an appearance at the 2013 annual meeting

Target Audiences: Kansas Medical Society

Brief Description: See Goal 1, Objective 3, Tactic 13

Tactic 14: Contact area chapters of the Public Accountants Association of Kansas to arrange appearances at seminars

Target Audiences: Area Chapter of the Public Accountants Association of Kansas

Brief Description: See Goal 1, Objective 3, Tactic 14

Goal Three: To attract Millennial listeners

Objective 1: Reshape Millennial perception of KPR as radio that appeals to Millennials

Tactic 1: Post fliers with QR codes that link to KPR online

Target Audiences: Young emerging professionals; Young artisans

Brief Description: Post fliers on KU, KSU, ESU and WU campuses in the academic buildings, students unions, residence halls, and fraternities and sororities. Also post fliers around Lawrence, Manhattan, Emporia and Topeka in restaurants, coffee shops, music venues, shopping districts and bars.

Timetable: Beginning of Fall 2012 semester

Cost: \$13 for 100 fliers cut into fourths (FedEx)

Tactic 2: Expand current “Music Notes” blog into a comprehensive KPR blog

Target Audiences: Young emerging professionals; Young artisans

Brief Description: See Goal 1, Objective 3, Tactic 1

Tactic 3: Create KPR Pinterest account

Target Audiences: Young emerging professionals; Young artisans

Brief Description: See Goal 1, Objective 2, Tactic 12

Tactic 4: Attend Junior Chamber of Commerce meetings

Target Audiences: Area Junior Chambers of Commerce

Brief Description: Attend Junior Chamber of Commerce meetings and share information about KPR online and KPR social media accounts. Give members an up-to-date programming schedule.

Timetable: Beginning June 2012

Cost: Free

Tactic 5: Sponsor a Lawrence Parks and Recreation sports team

Target Audiences: Young emerging professionals

Brief Description: Sponsor a sports team through the Lawrence parks and recreation department. Pay for the team's registration fees and buy participants t-shirts that have the KPR logo prominently displayed. This tactic could also be expanded to Manhattan, Emporia and Topeka.

Timetable: Beginning June 2012

Cost: \$722.42: \$422.42 for 15 Acme baseball t-shirts with logo on the front and players' names and numbers on the back (Acme), \$280 for registration fee (Lawrence Parks and Recreation)

Tactic 6: Create Campus Correspondent positions

Target Audiences: Young emerging professionals on KU, KSU, ESU and WU campuses

Brief Description: Post Campus Correspondent positions on KU, KSU, ESU and WU career listing services and accept three applications from each campus. Campus Correspondents will use the @kprnews Twitter account to interact with students and find out what stories they would like to hear on KPR. From this interaction, they would develop student news segments to be woven into the "Morning Edition" and "All Things Considered" programming blocks. Ideally, student segments would be short and incorporated each day into the news programming, much like the segments from the Statehouse and Health Reporters. These individuals will also serve as liaisons between their campuses and KPR and use promotional

tactics in order to spread awareness of KPR. Campus Correspondents will work closely with both the News Department and Development Assistant interns to execute on-campus marketing and promotions. The on-campus initiatives that we have outlined in this plan for the KU campus would be organized and executed by the KU interns and KU Campus Correspondents. These initiatives will serve as models for similar initiatives to be organized and executed by the KU interns and KSU, ESU and WU Campus Correspondents on their respective campuses.

Timetable: Beginning Fall 2012 semester

Cost: Free

Tactic 7: Promote "study playlists" with KPR Car appearances on campus

Target Audiences: Young emerging professionals on KU campus; Young artisans on KU campus

Brief Description: Use a KPR Car to drive down Jayhawk Boulevard between class times playing classical music loudly. This will be most effective during midterm and finals weeks. Purchase two large car magnets to direct students to KPR's website to find playlists.

Timetable: Beginning October 2012

Cost: \$83.97 for two car magnets (signazon.com)

Tactic 8: Table on Wescoe during the KPR Car appearances on campus

Target Audiences: Young emerging professionals on KU campus; Young artisans on KU campus

Brief Description: Table on Wescoe and give free T-shirts during times when the KPR Car comes through. The KU Campus Correspondents will manage the tables. If students like KPR on Facebook, they will receive free T-shirts from the Correspondents with information about how to access the "study playlists." This tactic could be gradually expanded to other college campuses in the listening area.

Timetable: Beginning October 2012

Cost: \$1,899.10 for 310 black t-shirts with multi-colored logo (cheapestees.com)

Tactic 9: Use the @KPRInfo Twitter to promote “study playlists”

Target Audiences: Young emerging professionals on KU, KSU, ESU and WU campuses; Young artisans on KU, KSU, ESU and WU campuses

Brief Description: Tweet out the “study playlists” on the @KPRInfo account. The Campus Correspondents will manage the tweets. A special hashtag will be created to promote the “study playlists.”

Timetable: Beginning October 2012

Cost: Free

Tactic 10: Chalk on campus to promote “study playlists”

Target Audiences: Young emerging professionals on KU, KSU, ESU and WU campuses; Young artisans on KU, KSU, ESU and WU campuses

Brief Description: Chalk on campus to promote “study playlists.” The Campus Correspondents will be responsible for chalking. This could be gradually expanded to other college campuses in the listening area.

Timetable: Beginning October 2012

Cost: \$4.50 for sidewalk chalk (Target)

Tactic 11: Reach out to Jazz Haus to create a “Jazz in the Night” event once per month

Target Audiences: Young emerging professionals; Young artisans; Area music enthusiasts

Brief Description: See Goal 1, Objective 3, Tactic 4

Tactic 12: Sell KPR travel mugs and iced coffee cups at local coffee shops

Target Audiences: Young emerging professionals; Young artisans

Brief Description: See Goal 1, Objective 3, Tactic 2

Tactic 13: Give discount for using a KPR mug or cup at local coffee shops

Target Audiences: Young emerging professionals; Young artisans

Brief Description: See Goal 1, Objective 3, Tactic 3

Tactic 14: Maintain @kprnews Twitter handle

Target Audiences: Young emerging professionals; Young artisans

Brief Description: See Goal 1, Objective 2, Tactic 5

Tactic 15: Unify all individual KPR program Twitter handles into @KPRInfo

Target Audiences: Young emerging professionals; Young artisans

Brief Description: See Goal 1, Objective 2, Tactic 6

Tactic 16: Unify @kprnews, @KPRInfo and host Twitter handles through retweeting and mentioning other handles

Target Audiences: Young emerging professionals; Young artisans

Brief Description: See Goal 1, Objective 2, Tactic 7

Tactic 17: Use all Twitter handles to interact with followers

Target Audiences: Young emerging professionals; Young artisans

Brief Description: See Goal 1, Objective 2, Tactic 8

Tactic 18: Create an Instagram account

Target Audiences: Young emerging professionals; Young artisans

Brief Description: Create a new Instagram account to post pictures of relevant campus events, people, and landmarks. Photos of artists,

listeners, KPR involvement in the community, studio pictures and radio personality pictures will be uploaded through this app. The username is KansasPublicRadio and the password is kansaspblicradio.

Timetable: Beginning Fall 2012 semester

Cost: Free

Tactic 19: Throw 60th anniversary party in South Park, Lawrence

Target Audiences: Member-listeners; Non-member listeners; Young emerging professionals; Young artisans; Area music enthusiasts; Area musicians; Lawrence GiveBack businesses

Brief Description: See Goal 1, Objective 1, Tactic 6

Tactic 20: Attend Kansas college/university faculty meetings

Target Audiences: Kansas college/university faculty

Brief Description: Attend Kansas college/university faculty meetings to provide the faculty with information about KPR and KPR's value to students. Faculty can encourage students to turn to KPR as a way to stay informed. We suggest meeting with faculty in the Journalism, Business, Education, Music and Law Schools.

Timetable: Beginning in Fall 2012 semester

Cost: Free

Tactic 21: Advertise in the *Kansas Alumni Magazine*. Kansas college/university alumni publications

Target Audiences: Young emerging professionals; Young artisans; Kansas college/university alumni associations

Brief Description: See Goal 1, Objective 3, Tactic 7

Objective 2: Drive traffic to the website

Tactic 1: Post fliers with QR codes that link to KPR online

Target Audiences: Young emerging professionals; Young artisans

Brief Description: See Goal 3, Objective 1, Tactic 1

Tactic 2: Maintain Facebook page

Target Audiences: Young emerging professionals; Young artisans

Brief Description: See Goal 1, Objective 2, Tactic 4

Tactic 3: Use @KPRInfo and @kprnews Twitter handles to interact with followers

Target Audiences: Young emerging professionals; Young artisans

Brief Description: See Goal 1, Objective 2, Tactic 8

Tactic 4: Include website and social media information on all advertising promotional materials

Target Audiences: Young emerging professionals; Young artisans

Brief Description: See Goal 1, Objective 2, Tactic 11

Tactic 5: Use air time to drive traffic to the website and social media channels

Target Audiences: Young emerging professionals; Young artisans

Brief Description: See Goal 1, Objective 2, Tactic 3

Tactic 6: Promote “study playlists” with KPR Car appearances on campus

Target Audience: Young emerging professionals on KU campus; Young artisans on KU campus

Brief Description: See Goal 3, Objective 1, Tactic 7

Tactic 7: Table on Wescoe during the KPR Car appearances on campus

Target Audiences: Young emerging professionals on KU campus; Young artisans on KU campus

Brief Description: See Goal 3, Objective 1, Tactic 8

Tactic 8: Use the @KPRInfo Twitter to promote “study playlists”

Target Audiences: Young emerging professionals on KU, KSU, ESU and WU campuses; Young artisans on KU, KSU, ESU and WU campuses

Brief Description: See Goal 3, Objective 1, Tactic 9

Tactic 9: Chalk on campus to promote “study playlists”

Target Audiences: Young emerging professionals on KU, KSU, ESU and WU campuses; Young artisans on KU, KSU, ESU and WU campuses

Brief Description: See Goal 3, Objective 1, Tactic 10

Tactic 10: Create Pinterest account

Target Audiences: Young emerging professionals; Young artisans

Brief Description: See Goal 1, Objective 2, Tactic 12

Tactic 11: Attend Junior Chamber of Commerce meetings

Target Audiences: Area Junior Chambers of Commerce

Brief Description: See Goal 3, Objective 1, Tactic 4

Objective 3: Increase options for user control online

Tactic 1: Provide separate audio clips with every news story on website

Target Audiences: Young emerging professionals; Young artisans

Brief Description: See Goal 1, Objective 2, Tactic 9

Tactic 2: Tweet audio clip links for all news stories from @kprnews

Target Audiences: Young emerging professionals; Young artisans

Brief Description: See Goal 1, Objective 2, Tactic 10

Tactic 3: Create a KPR app

Target Audiences: Young emerging professionals; Young artisans

Brief Description: Create a smartphone application that will live-stream both KPR and KPR2 when downloaded. The application will also provide a news feed tab that will keep users up-to-date with stories running on NPR and KPR. Promote the app on-air and through all social media channels. Provide a link on the KPR website that leads to an automatic download of the app.

Timetable: Beginning June 2012

Cost: \$5,000 (Softweb solutions)

Tactic 4: Provide downloadable mp3 versions of all program episodes

Target Audiences: Young emerging professionals; Young artisans

Brief Description: On the KPR website, provide a place for users to download news and music programs in mp3 formats. This way, the listener will have control over the content and can take it on their smartphones or iPods. Include ways to download KPR’s new “study playlists” in the same format.

Timetable: Beginning August 2012

Cost: Free

Tactic 5: Keep program episodes archives up-to-date within two weeks of air date

Target Audiences: Young emerging professionals; Young artisans

Brief Description: See Goal 1, Objective 2, Tactic 2

Objective 4: Provide student involvement opportunities on Kansas campuses

Tactic 1: Post News Department Internships and Development Assistant Internship on Career Center websites

Target Audiences: Young emerging professionals on KU campus

Brief Description: Make available internship positions more visible to students on the KU campus. We suggest posting the internships on the School of Journalism, School of Business and KU Career Center websites.

Timetable: Beginning June 2012

Cost: Free

Tactic 2: Define the News Department Internships

Target Audiences: Young emerging professionals on KU campus

Brief Description: Develop a more detailed description of the News Department positions available so students studying these areas can decide for which to apply. Give an approximate number of hours expected from the interns each week. We suggest 15 to 20 hours per week.

Timetable: Beginning June 2012

Cost: Free

Tactic 3: Revamp the Development Assistant Internship

Target Audiences: Young emerging professionals on KU campus

Brief Description: Develop a more detailed description of what is expected from this intern and expand this role to include digital media responsibilities. Digital media responsibilities include maintenance of the website and the creation of new interactive features on it, maintenance of social media outlets and interaction with fans and followers. The Developmental Assistantship Intern will oversee the Campus Correspondents and should work 15 to 20 hours each week.

Timetable: Beginning June 2012

Cost: Free

Tactic 4: Create Campus Correspondent positions on KU, KSU, ESU and WU campuses

Target Audiences: Young emerging professionals on KU, KSU, ESU and WU campuses

Brief Description: See Goal 3, Objective 1, Tactic 6



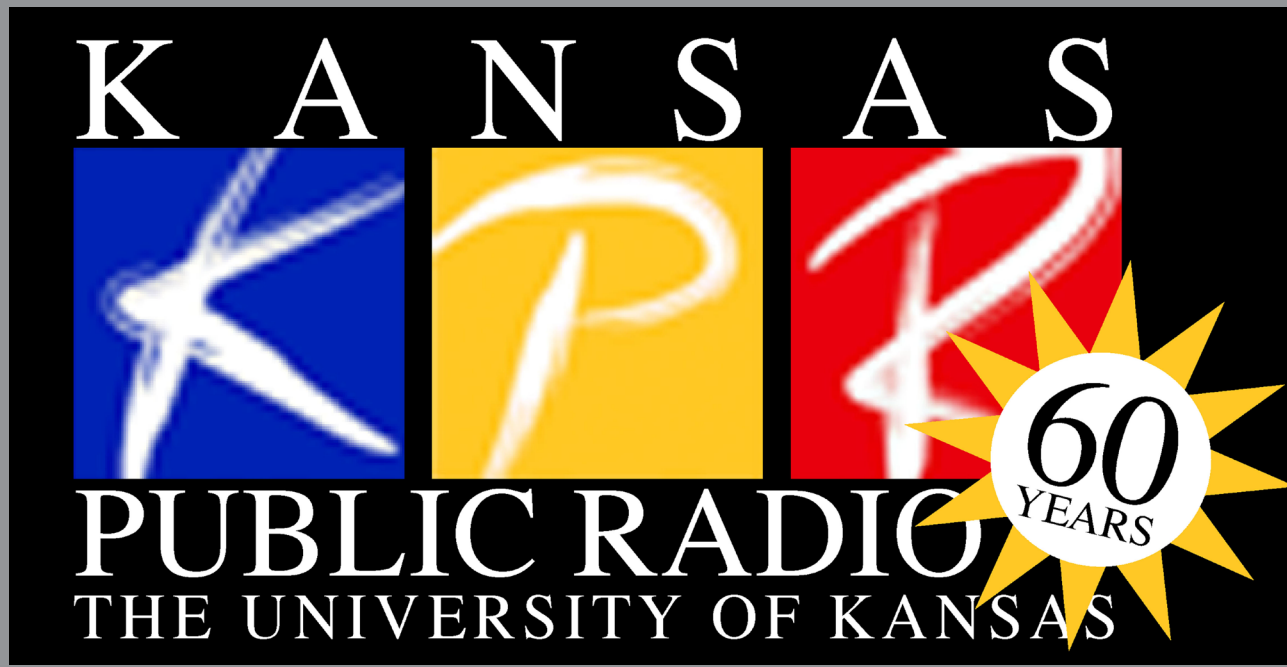
Communications Package Description #1

Title: Create 60th anniversary logo

Brief Description: Add a 60th anniversary element to the current KPR logo for 2012. This will be the logo used on all promotional material during 2012.

Status: Completed

Location: A mock-up of the logo follows this description. It is also located in the sample media packet that accompanies this plan.



Communications Package Description #2

Title: Promote special donation levels for 2012

Brief Description: Promote the 60th anniversary by creating special donation levels. Encourage donations of \$60, \$160, \$260, \$360, \$460, \$560 and \$600, using email blast lists, social media channels, the KPR website, on-air announcements and the KPR blog. The content of the script following this description will provide a guideline for the content used through social media channels, the KPR website and KPR blog.

Status: N/A

Location: The script for an on-air announcement and the mock-up of the email blast follow this description. They are also located in the sample media packet that accompanies this plan.

KPR
60th Anniversary Clip
Driving traffic to the website via on-air promo clip

ANNOUNCER 1:

Cheers to sixty great years of K-P-R.

In honor of K-P-R's sixtieth anniversary, we encourage you to donate in amounts ending in the number sixty.

Donors who contribute in amounts ending in sixty will receive a commemorative iced coffee cup.

Call to learn more or visit us online at Kansas Public Radio dot org.

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K A N S A S



PUBLIC RADIO
THE UNIVERSITY OF KANSAS

In honor of KPR turning 60 this year, donations in the following increments will receive a FREE commemorative iced coffee cup!

- \$60
- \$160
- \$260
- \$360
- \$460
- \$560
- \$600

www.kansaspublicradio.org



Communications Package Description #3

Title: Give 60th anniversary iced coffee cups as “Birthday Gifts” for donating at special donation levels

Brief Description: Give donors who donate \$60, \$160, \$260, \$360, \$460, \$560 or \$600 a 60th anniversary iced coffee cup. These “Birthday Gifts” will only be given to donors who donate in 2012.

Status: N/A

Location: N/A

Communications Package Description #4

Title: Place 60th anniversary billboard on the Kansas Turnpike between Topeka and Lawrence

Brief Description: Purchase a billboard that promotes KPR’s 60th anniversary alongside the Kansas Turnpike between Topeka and Lawrence for the month of July. The messaging encourages donations.

Status: Complete

Location: A mock-up of the design for the billboard follows this description. It is also located in the sample media packet that accompanies this plan.

K A N S A S



PUBLIC RADIO
THE UNIVERSITY OF KANSAS
91.5 Lawrence • www.kansaspublicradio.org

Ensure Another 60 Years



Communications Package Description #5

Title: Place 60th anniversary billboard on the Kansas Turnpike between Emporia and Topeka

Brief Description: Purchase a billboard that promotes KPR's 60th anniversary alongside the Kansas Turnpike between Emporia and Topeka for the month of July. The messaging encourages donations.

Status: Complete

Location: See Communication Package Description #4.

Communications Package Description #6

Title: Throw 60th anniversary party in South Park, Lawrence

Brief Description: Celebrate KPR's 60th anniversary by hosting a party in South Park, Lawrence. The party is free and open to the public and would take place on an evening in July or August from approximately 5:00 to 10:00 p.m. Lawrence GiveBack booths will offer food for sale and give a percentage of profits to KPR (to be negotiated). Live music will consist of three local bands and a headliner. Ideally, the music provided at the event will be a mix of classical, jazz and folk/bluegrass. Members will have the opportunity to meet and greet the headliner prior to the party. We also suggest that KPR approach the Lawrence Parks and Recreation Department to secure a permit to sell local beer.

Status: N/A

Location: N/A

Communications Package Description #7

Title: Distribute a media kit to area media for the 60th anniversary party

Brief Description: Create a media kit consisting of a traditional news release, social media news release, backgrounder and fact sheet to distribute to area media, including the Lawrence Journal-World, University Daily Kansan, Kansas City Star and Topeka Capital-Journal. The purpose of the media kit is to encourage publicity for the 60th anniversary party. Quotes included in news releases would require approval from Janet Campbell. Performers, food vendors, dates and times have all been chosen as an example.

Status: Complete

Location: The traditional news release, social media news release, backgrounder and fact sheet follow this description. They are also located in the sample media packet that accompanies this plan.



1120 West 11th Street
Lawrence, Kan. 66044

News Release

FOR IMMEDIATE RELEASE:
April 18, 2012

FOR MORE INFORMATION, CONTACT:
Sheri Hamilton
KPR, Development Director
Sheri@ku.edu

Kansas Public Radio Celebrates 60th Birthday

LAWRENCE, Kan.—Kansas Public Radio will host a concert in South Park, Lawrence on July 21, 2012 from 5-10 p.m. in honor of its 60th anniversary. The event is free and open to the public.

“It’s a big anniversary for us and we hope to see a lot of different faces there,” said Janet Campbell, KPR General Manager. “Kansas Public Radio wouldn’t be possible without support from the community, so we wanted to do something for the community in return.”

Restaurants associated with the Lawrence GiveBack program, including 23rd Street Brewery, TEN at The Eldridge Hotel, La Parrilla, Johnny’s Tavern, and Rudy’s Pizzeria, will be selling food. Live entertainment is provided by Grand Marquis, Blue Stem, and headliner The JAYHAWKS.

Campbell said that KPR is hosting the event as a way to thank its listeners and members for making the last 60 years possible and to ensure another 60. The event will welcome the entire community as a way to attract more listeners.



1120 West 11th Street
Lawrence, Kan. 66044

Fact Sheet

FOR IMMEDIATE RELEASE:
April 18, 2012

FOR MORE INFORMATION, CONTACT:
Sheri Hamilton
Development Director
Sheri@ku.edu

KPR 60th Anniversary Party

- What:** Kansas Public Radio's 60th anniversary party with live music by Grand Marquis, Blue Stem, and The JAYHAWKS and food sold by Lawrence GiveBack restaurants.
- Who:** Party hosted by Kansas Public Radio
- Where:** South Park, Lawrence, Kan.
- When:** Saturday, July 21, 2012 from 5-10 p.m.
- Why:** KPR is hosting the event as a way to thank the public for its success and to ensure another 60 years.

-###-

"The community is what made these last 60 years so successful," said Campbell. "This event is KPR's way of giving back to the public and get them excited about another 60 years."

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1120 West 11th Street
Lawrence, Kan. 66044

Backgrounder

FOR IMMEDIATE RELEASE:
April 18, 2012

FOR MORE INFORMATION, CONTACT:
Sheri Hamilton
KPR, Development Director
Sheri@ku.edu

Kansas Public Radio

Kansas Public Radio (KPR) is a National Public Radio (NPR) affiliate network. The University of Kansas holds the broadcasting license for KPR, as granted by the Federal Communications Commission, and it operates out of Broadcasting Hall at 1120 West 11th St. in Lawrence, Kan. KPR began broadcasting in 1952 and became a charter member of National Public Radio when it first aired in 1971. This year, KPR will be celebrating 60 years of serving the community.

The KPR umbrella includes the traditional analog KPR station and its High Definition (HD) sister station, KPR2, which launched in 2006. The KPR programming format features national and local news along with classical music and jazz, with some eclectic music and comedy or variety style shows. Its programming reaches areas of Lawrence, Atchison, Emporia, Osburg-Junction City, Manhattan, and Chanute

Funding for KPR comes from several sources. Individual donations account for the largest source. Funding is also provided through corporate support and KPR also makes use of federal, state and university funding and grants.

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Kansas Public Radio Welcomes Public to 60th Anniversary Party

April 18, 2012: 4:45 p.m.

News Facts

- Kansas Public Radio announced it will host a 60th anniversary party located at South Park in Lawrence on Sat. July 21, 2012.
- Admittance to the event is free. Cost on food will vary.
- Festivities will begin at 5 p.m. and conclude at 10 p.m.
- The event is open to the public and features live performances from Grand Marquis, Blue Stem, and The JAYHAWKS.
- Lawrence GiveBack restaurants, including 23rd Street Brewery, TEN at The Eldridge Hotel, La Parrilla, Johnny's Tavern and Rudy's Pizzeria, will be selling food.
- KPR encourages the public to attend and help celebrate the past 60 years and ensure another 60.

Quotations:

- "It's a big anniversary for us and we hope to see a lot of different faces there. Kansas Public Radio wouldn't be possible without support from the community, so we wanted to do something for the community in return."
-Janet Campbell, KPR General Manager
- "The community is what made these last 60 years so successful. This event is KPR's way of giving back to the public and get them excited about another 60 years."
-Janet Campbell, KPR General Manager
- "As a listener for over 30 years, I am really excited to celebrate the success of my favorite public radio station. I plan to bring my family and friends to the event to listen to the live music."
- Tom Redingson, KPR Member

Multimedia:

- 60th Anniversary Party Flyer: [60th Party \(PDF\)](#)
- [Link to traditional news release \(PDF\)](#)
- [Link to radio announcement](#)

Related Links:

- [Kansas Public Radio](#)
- [Lawrence GiveBack](#)
- [The JAYHAWKS](#)

For More Information:

Sheri Hamilton
KPR, Development Director
Sheri@ku.edu

Communications Package Description #8

Title: Update website to better suit user needs

Brief Description: To increase KPR's website traffic, there are improvements that we suggest. We suggest that you include explicitly listed options for underwriters, staff bios in the "KPR Staff" section, detailed descriptions for all membership incentives and increased options for user control. Some options that enhance user control are the provision of separate audio clips for every news story and downloadable mp3 versions of all program episodes. We also noticed inconsistencies in KPR and KPR2 schedules, and dead links that don't match linked content. Our research also indicates that Millennials would be prone to download news programs and pre-set "study playlists" of classical and jazz music.

Status: N/A

Location: N/A

Communications Package Description #9

Title: Keep program episodes archives up-to-date within two weeks of current date

Brief Description: Keep KPR program episodes archives up-to-date within two weeks of current date. This will allow listeners to access recent program episodes online.

Status: N/A

Location: N/A

Communications Package Description #10

Title: Use air time to drive traffic to the website and social media channels

Brief Description: Promote the website and social media channels on air to encourage listeners to visit the website and social media channels. We suggest using 15 second formats and focusing on either the website or social media channels in each.

Status: Completed

Location: Scripts for two on-air announcements follow this description. The audio and scripts for these announcements are located in the sample media packet that accompanies this plan.

KPR
Social Media Clip
Spreading awareness about KPR's social media

ANNOUNCER 1:

For all the latest news and musical updates, follow us on twitter @KPRnews and like us on Facebook.

Tweet us your thoughts or interact with us on Facebook about stories and music that are important to you.

Kansas Public Radio, let's get the conversation going.

#

KPR
Live Stream Clip
Driving traffic to the website via on-air promo clip

<p><u>ANNOUNCER 1:</u></p>	<p>Be sure to check us out online at Kansas Public Radio dot org.</p> <p>There you can listen to K-P-R and K-P-R-2 live anywhere, anytime from your computer or smartphone.</p> <p>Just click on the yellow, “listen live” icon at the top of the home page.</p> <p>Kansas Public Radio dot org.</p>
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Communications Package Description # 11

Title: Maintain Facebook page

Brief Description: Use Facebook to provide relevant information and to interact with fans. Lead the conversation with fans by asking questions and prompting responses. Keep the page up-to-date with upcoming events.

Status: N/A

Location: N/A

Communications Package Description #12

Title: Maintain @kprnews Twitter handle

Brief Description: Use @kprnews to provide continuous news stories, KPR updates and other bits from its over-the-air broadcasting. The @kprnews Twitter handle can also be used to tweet out links to audio clips. This will allow KPR listeners to seek out the particular news stories that interest them.

Status: N/A

Location: N/A

Communications Package Description #13

Title: Unify all individual KPR program Twitter handles into @KPRInfo

Brief Description: Consolidate KPR Twitter handles, except for @kprnews, into one distinct @KPRInfo handle. This will provide consistency and eliminate confusion among Twitter users who want to follow KPR but are unsure of which Twitter account to follow. The @KPRInfo handle can be used to tweet about any relevant information that pertains to KPR and its listeners. The Twitter handles that will be deleted and instead covered by @KPRInfo are: @KPRTRAILMIXFYI, @KPRJAZZSCENE, @KPRANOTTFYI, @KPRTRAILMIX, @KPRCLASSICALAM, @KPRJAZZNIGHT, @KPRCLASSICALPM, @KPRCLASSICALEVE and @KPRRETROWPN.

Status: N/A

Location: N/A

Communications Package Description # 14

Title: Unify @kprnews, @KPRInfo and host Twitter handles through retweeting and mentioning other handles

Brief Description: Create interaction between KPR Twitter handles through retweets and mentioning other handles. This creates a sense of community among all Twitter handles and followers. It encourages followers of one handle to follow other handles. The Twitter handles that will be interacting are: @kprnews, @KPRInfo, @kprradiobob, @kprmark, @kprbrogden, @kprthompson and @kprkoranda.

Status: N/A

Location: N/A

Communications Package Description # 15

Title: Use all Twitter handles to interact with followers

Brief Description: Communicate and interact with the KPR follower base on Twitter by mentioning and retweeting followers.

Status: N/A

Location: N/A

Communications Package Description #16

Title: Provide separate audio clips with every news story on website

Brief Description: Create audio clips to complement news stories on KPR's website. Currently, some news stories have accompanying audio clips and others don't. We suggest that every news story have an audio clip. Audio is what separates a radio station website from other websites that provide news.

Status: N/A

Location: N/A

Communications Package Description #17

Title: Tweet audio clip links for all news stories from @kprnews

Brief Description: Tweet links to news story audio clips using the @kprnews handle. Tweeting links to audio clips will provide followers with a different way of consuming the news and audio is what separates a radio station Twitter handle from other Twitter handles that provide news.

Status: N/A

Location: N/A

Communications Package Description #18

Title: Include website and Twitter handles on all advertising and promotional materials

Brief Description: Encourage people to visit the website and Twitter accounts by including the website URL and Twitter handles on all KPR promotional materials.

Status: N/A

Location: Website and Twitter handles have been included on all executions in this plan.

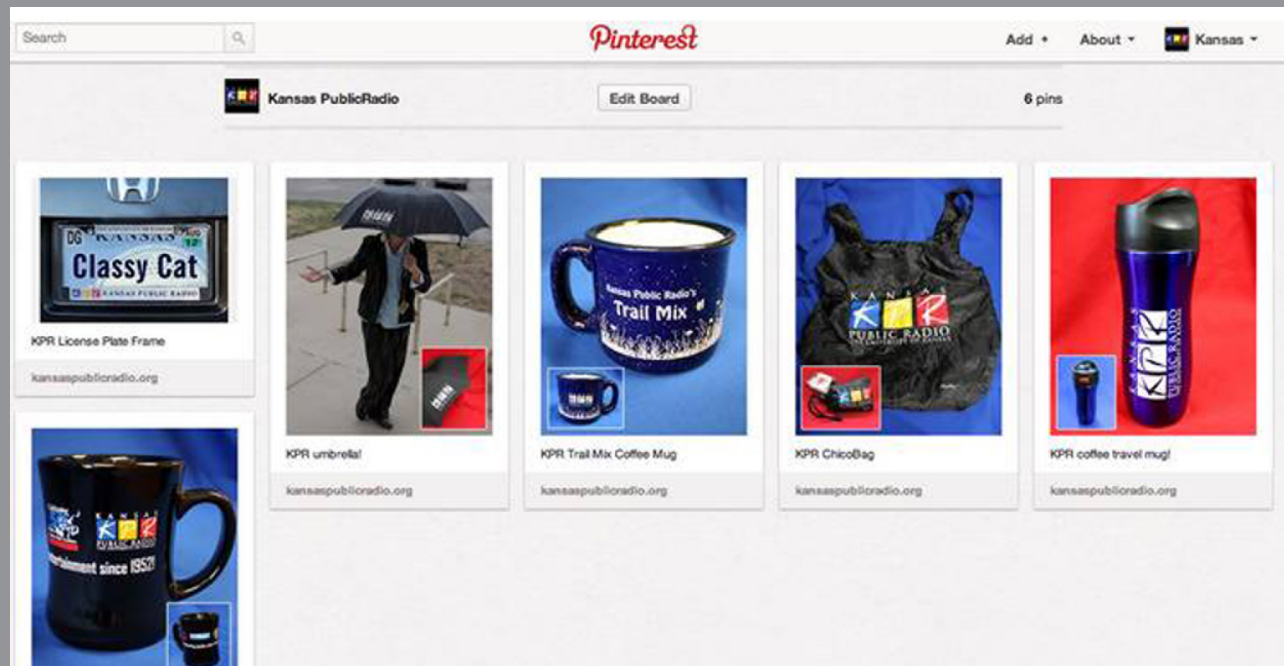
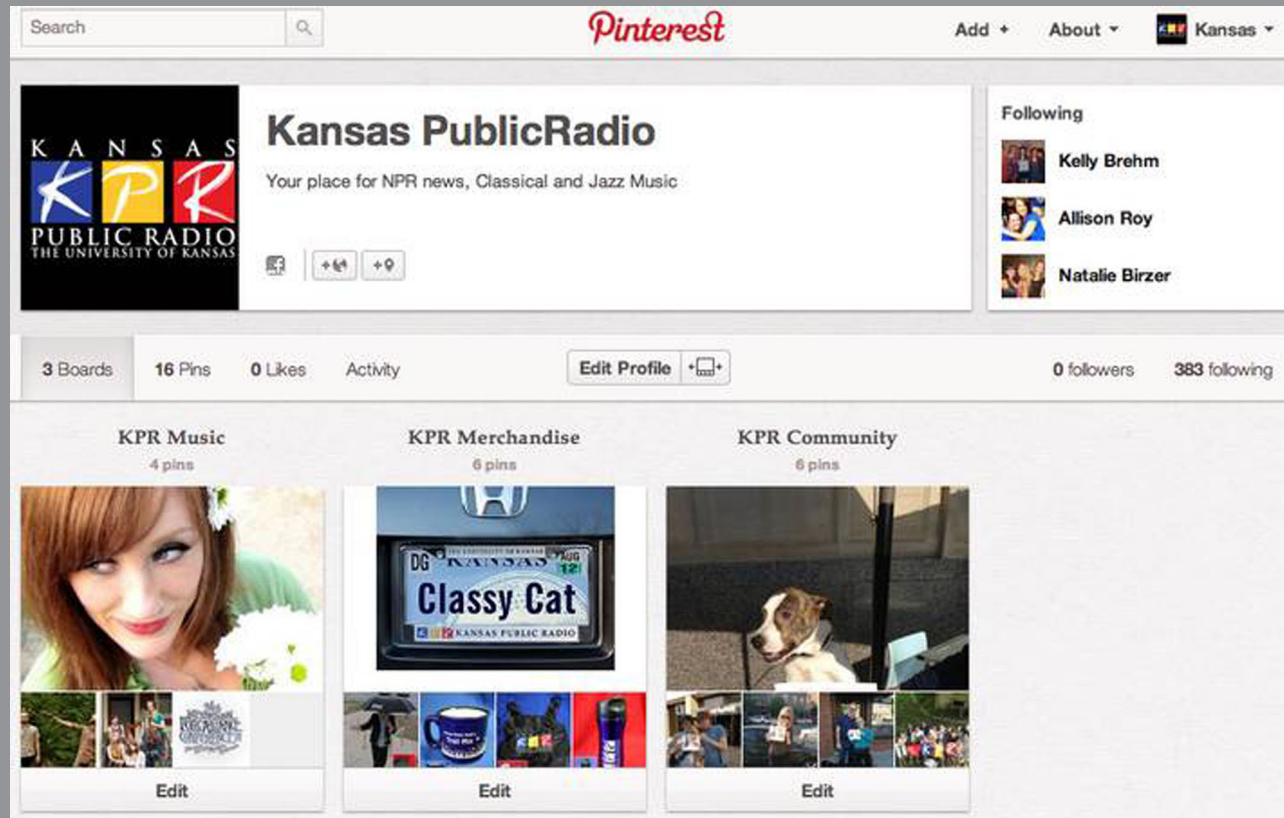
Communications Package Description #19

Title: Create Pinterest account

Brief Description: Create a Pinterest account that will display pictures of events and KPR merchandise to spread awareness and keep KPR top of mind. Photos of artists, listeners, KPR involvement in the community, studio pictures and KPR staff members will be pinned also.

Status: Complete

Location: A screenshot of the Pinterest account follows this description.



Communications Package Description #20

Title: Create and maintain “Members Only” section of website

Brief Description: Members can access The “Members Only” section of the website with login ID and password. This section of the website will include a calendar of members’ only events where members can discuss the upcoming events, a “Donor of the Month” spotlight, a member discussion forum, a “Referral Leader Board” that shows members who have referred the most new donors, and a “KPR Hosts Recommend” section that includes top CD lists from music hosts, book lists from news hosts, and other relevant recommendations.

Status: Complete

Location: A mock-up of the “Members Only” section of the website.

SPONSOR

Wondering what to do with your old car?



Donate Your Car to KPR!

[Become a sponsor](#)

- Calendar
- Forum
- KPR Hosts Recommendations



DONOR OF THE MONTH

Name: Delores Nichols
Hometown: Ottawa, Kan.
Donor since: 2000
Favorite Program: Trail Mix

Why she's a member?
"I love the variety of programming that KPR has to offer. There is no other other news source that completes me. What is life without KPR?"

MEMBER REFERRALS "TOP 10"

1. Delores Nichols	6. Mark Poppins
2. Peter Hopson	7. Sheila Goldstein

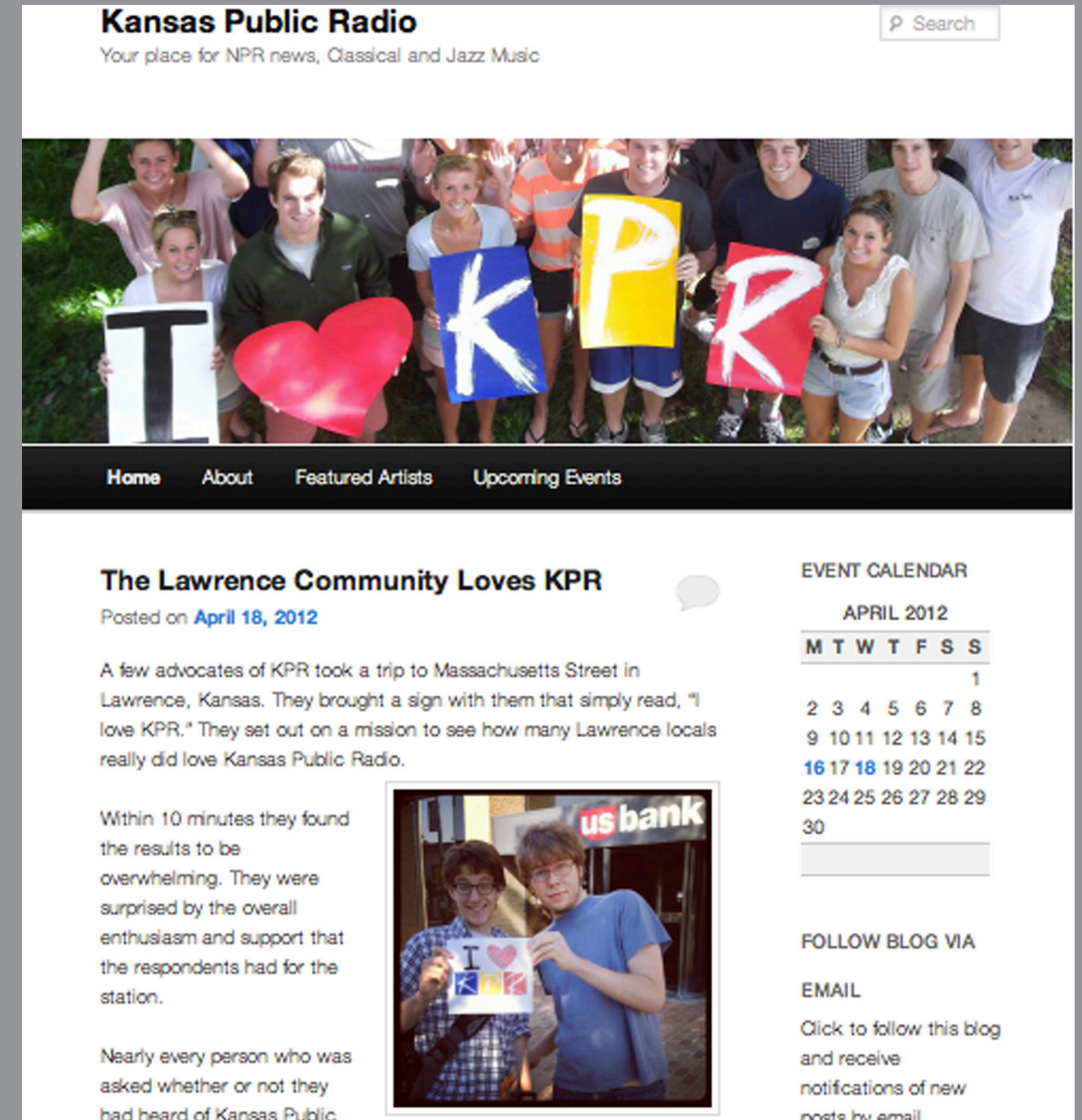
Communications Package Description #21

Title: Expand current “Music Notes” blog into a comprehensive KPR blog

Brief Description: Expand current “Music Notes” blog on the KPR website into a comprehensive KPR blog that includes posts on music, news and events from a variety of staff members and KPR hosts. The blog should also be synchronized with all KPR social media accounts.


Status: N/A

Location: Example content for the KPR blog follows this description.



Kansas Public Radio
Your place for NPR news, Classical and Jazz Music

Search




Home About Featured Artists Upcoming Events

The Lawrence Community Loves KPR

Posted on [April 18, 2012](#)

A few advocates of KPR took a trip to Massachusetts Street in Lawrence, Kansas. They brought a sign with them that simply read, “I love KPR.” They set out on a mission to see how many Lawrence locals really did love Kansas Public Radio.

Within 10 minutes they found the results to be overwhelming. They were surprised by the overall enthusiasm and support that the respondents had for the station.



Nearly every person who was asked whether or not they had heard of Kansas Public

EVENT CALENDAR

APRIL 2012

M	T	W	T	F	S	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

FOLLOW BLOG VIA

EMAIL

Click to follow this blog and receive notifications of new posts by email.

the
Infamous Stringdusters



Posted in [KPR Community](#) | Tagged [KPR Fans](#) | [Leave a reply](#) [Edit](#)

Leftover Salmon and the Infamous Stringdusters

Posted on [April 16, 2012](#)

Leftover Salmon and the Infamous Stringdusters will be performing tonight at Liberty Hall in Lawrence, Kansas.

Audiences love the Infamous



Gara

Communications Package Description #22

Title: Sell KPR travel mugs and iced coffee mugs at local coffee shops

Brief Description: Sell KPR travel mugs, iced coffee mugs at La Prima Taza, Java Break, The Pulse, Wheatfields and Aimee's in Lawrence. These could include 60th anniversary mugs and cups as well as other mugs and cups purchased on the KPR website. These businesses will receive a percentage of proceeds for participating (to be negotiated). This tactic should be expanded to local coffee shops in the repeater station cities.

Status: N/A

Location: N/A

Communications Package Description #23

Title: Give discount for using a KPR mug or cup at local coffee shops

Brief Description: A trade-off should be arranged with La Prima Taza, Java Break, The Pulse, Wheatfields and Aimee's in Lawrence to offer discounts on coffee to customers using KPR mugs and cups (to be negotiated). This includes 60th anniversary mugs and cups as well as other mugs and cups purchased on the KPR website. In exchange for offering discounts, KPR will give these businesses underwriting spots (number of spots to be negotiated). This tactic should be expanded to local coffee shops in the repeater station cities.

Status: N/A

Location: N/A

Communications Package Description #24

Title: Reach out to Jazz Haus to create a "Jazz in the Night" event once per month

Brief Description: Ideally, KPR would partner with the owners of the Jazz Haus to broadcast "Jazz in the Night" with Bob McWilliams live from Jazz Haus one night each month. If this is not an option, we suggest KPR partner with the owners of Jazz Haus to play "Jazz in the Night" programming one night each month. This may require a trade-off with the Jazz Haus in which KPR offers underwriting spots in exchange for this "Jazz in the Night" publicity. This tactic could be expanded to similar venues in the repeater station cities.

Status: N/A

Location: N/A

Communications Package Description #25

Title: Advertise in the Kansas Alumni Magazine. Kansas college/university alumni publications

Brief Description: Run one two-thirds page color ad in the Kansas Alumni Magazine in the September 2012 issue. This tactic could be expanded to include other Kansas college/university alumni publications, including ESU's Spotlight, KSU's K-Stater and WU's Washburn Alumni Magazine.

Status: N/A

Location: N/A

Communications Package Description #26

Title: Hand out trail mix with show info at city events

Brief Description: KPR representatives would hand out trail mix with information about "Trail Mix" to local patrons during events like bike races, Art in the Park, Music in the Park in Lawrence. We suggest the KPR representatives walk around the events carrying baskets with individual packets of trail mix that have a sticker on them with "Trail Mix" program information. This tactic could be expanded to similar community events in repeater station cities.

Status: N/A

Location: N/A

Communications Package Description #27

Title: Advertise in Sunflower Publishing community magazines

Brief Description: Run one one-half color ad in the Fall 2012 issues of the Sunflower Publishing publications, including Sunflower Living and community magazines in Lawrence, Manhattan, Topeka, Shawnee and Hutchinson.

Status: Complete

Location: A mock-up of the advertisement follows this description. It is also located in the sample media packet that accompanies this plan.



Communications Package Description #28

Title: Advertise classical music programming in The Independent magazine

Brief Description: Survey research indicates that Johnson County listeners are attracted to KPR for its classical programming, so we suggest KPR advertise its classical music programming in The Independent. This is a magazine for people who live in Johnson County and readers are individuals who have a high involvement in the greater Kansas City area non-profits. Run one full-page color ad in the Fall 2012 issue of the magazine.

Status: N/A

Location: N/A

Communications Package Description #29

Title: Host a Business After Hours through the Lawrence Chamber of Commerce

Brief Description: Contact Lawrence Chamber of Commerce about hosting a Business After Hours, preferably in 2012. Business After Hours offer a chance for chamber members to gather, socialize and network. We suggest that the Business After Hours be hosted at KPR's studio if space allows. If this is not an option, we suggest hosting it at the Kansas Union. For drinks and appetizers we suggest KPR provide wine and cheese and fruit trays.

Status: N/A

Location: N/A

Communications Package Description #30

Title: Contact area chapters of the Kansas Bar Association to arrange appearances at Continuing Legal Education programs

Brief Description: Contact area chapters of the Kansas Bar Association, including the Douglas County Bar Association, Johnson County Bar Association and Topeka Bar Association, to arrange appearances at the Continuing Legal Education programs they sponsor. KPR representative(s) will share information about its programming and the importance of member support.

Status: N/A

Location: N/A

Communications Package Description #31

Title: Contact Kansas Medical Society to arrange an appearance at the 2013 annual meeting

Brief Description: Contact Kansas Medical Society to arrange an appearance at the 2013 annual meeting in Topeka, Kansas. KPR representative(s) will share information about its programming and the importance of member support.

Status: N/A

Location: N/A

Communications Package Description #32

Title: Contact area chapters of the Public Accountants Association of Kansas to arrange appearances at seminars

Brief Description: Contact area chapters of the Public Accountants Association of Kansas to arrange appearances at seminars, including the Kansas Accountants Seminar in Manhattan in June 2012, the Gear Up Farm and Ranch Seminar in Topeka in October 2012, the Topeka Gear Up 1040 Seminar in Topeka in December 2012 and the K C Metro Jennings 1040 Seminar in Kansas City in December 2012. KPR representative(s) will share information about its programming and the importance of member support.

Status: N/A

Location: N/A

Communications Package Description #33

Title: Create a referral system for gaining new members

Brief Description: Create a referral system to recognize members who refer new members. To keep record of new members gained, new members will be asked to fill out a brief questionnaire upon their first log in. The questionnaire will include basic information like name, place of residence, phone number, email and birthday. It will also ask whether the new member was encouraged to donate by a current member, and if so, he will be asked for the name of that current member. The "Referral Leader Board" will be included in the "Members Only" section of the website and will list the members who have referred the most people. When members have reached five referrals, the member will be recognized on air and will receive a complimentary T-shirt.

Status: N/A

Location: N/A

Communications Package Description #34

Title: Expand current incentives for membership levels

Brief Description: Incentives at each membership level include those originally offered by KPR and those we suggest. Incentives that we suggest adding are as follows: window clings and access to a “Member’s Only” section of the website starting at the Public Radio Supporter level, use of a MemberCard provided by membercard.com starting at the Classic Club level, birthday shout-outs starting at the Press Club level, “meet and greet” events and lunch with the member’s favorite KPR host starting at the Leadership Circle level. Descriptions of each incentive will be provided under each membership level on KPR’s website.

Status: Complete

Location: A memorandum outlining the expanded incentives for membership levels follows this description.

EZ LISTENIN’ FIRM

LAWRENCE, KANSAS

MEMO

Date: May 3, 2012

To: Kansas Public Radio

From: EZ Listenin’ Firm

Subject: Incentives for membership levels

Membership Levels:

\$20-59: STUDENT SUPPORTER

- 12 months of KPR membership

\$60-74: PUBLIC RADIO SUPPORTER

(Basic membership level)

- 12 months of KPR membership
- “KPR Member” window cling
- Member login to access “Members Only” section of KPR website, which includes:
 - Calendar for members’ only events*
 - Spotlight on a “Donor of the Month”*
 - Member discussion forum*
 - “Referral Leader Board”*
 - Shows members who have referred the most new donors*
 - “KPR Hosts Recommend” list*
 - Includes CD lists from music hosts, book lists from news hosts and other relevant recommendations.*

*For 2012 only, first-time donors will receive MemberCard benefits at the Public Radio Supporter level.

\$75-119: CLASSIC CLUB

- 12 months of KPR membership
- ONE special occasion music request
 - Call in to request a song for a birthday, anniversary or other special occasion*
- “KPR Member” window cling
- Member login to access “Members Only” section of KPR website

Communications Package Description #35

Title: Join membercard.com

Brief Description: Join membercard.com in order to offer MemberCards to KPR members who donate \$75 or more. With a MemberCard members receive numerous benefits from both local and online merchants.

Local benefits include performances and attractions, lodging and dining and local merchants. Dining benefits are typically two-for-one deals. Members will receive one entree at regular price and get the second entree of equal or lesser value free. For non-dining benefits, members should notify the business upon scheduling their reservation that they will be using their MemberCard in order to receive a discount. Members may also take advantage of benefits while traveling by ordering TravelCards online.

There are over 1,100 online merchants connected to membercard.com. Online merchants that offer benefits fall into the following categories: accessories; automotive; babies & kids; books, music & movies; clothing & apparel; computers & electronics; department stores; education; flowers & gifts; food & restaurants; gift cards; health, beauty & lifestyle; home & garden; jewelry & fragrance; office supplies; pets; services; sports & recreation; toys & hobbies; and travel. Members shop online to earn rewards from the merchants they shop through. Rewards members earn can be donated to KPR or can be kept for the member's own benefit.

Status: N/A

Location: N/A

Communications Package Description #36

Title: Provide "KPR Member" window clings to all members

Brief Description: Give window clings to all members, starting at the \$60 base level. Members will have window clings on their cars to indicate they are KPR members. This visibility will allow members to serve as advocates and encourage listeners to support the station.

Status: Complete

Location: A mock-up of the "KPR Member" window cling follows this description. It is also located in the sample media packet that accompanies this plan.



Communications Package Description #37

Title: Create YouTube video of member testimonials

Brief Description: Upload YouTube video of member testimonials to the blog, website, Twitter, and Facebook. Members featured in the video will answer questions about why they listen to KPR, what KPR means to them and why they donate to KPR.

Status: N/A

Location: N/A

Communications Package Description #38

Title: Tweet member testimonial quotes during pledge drive

Brief Description: Live tweet member testimonial quotes during pledge drives to keep KPR interacting with followers. Quotes will be from members about why they listen to KPR, what KPR means to them and why they donate to KPR.

Status: N/A

Location: N/A

Communications Package Description #39

Title: Give MemberCard incentive to first-time members for donations of \$60 or more this year for the 60th Anniversary

Brief Description: For 2012 only, first-time donors who donate \$60 or more will receive a MemberCard in celebration of the 60th Anniversary. For all other members, this incentive is for donations of \$75 or more.

Status: N/A

Location: The script for an on-air announcement and the mock-up of the email blast follow this description. They are also located in the sample media packet that accompanies this plan.

KPR
First time donor
Getting Free-riders to donate

ANNOUNCER 1:

K-P-R wants to thank you for sixty great years and hopes to ensure another sixty years with your donations!

In honor of this commemorative anniversary, we're giving away free member cards to first time donors!

First time donors who donate more than sixty dollars will receive a member card that offers discounts at local and national businesses.

Learn more at Kansas Public Radio dot org.

#

K A N S A S



PUBLIC RADIO
THE UNIVERSITY OF KANSAS

In honor of KPR turning 60 this year, donations in the following increments will receive a FREE commemorative iced coffee cup!

- \$60
- \$160
- \$260
- \$360
- \$460
- \$560
- \$600

www.kansaspublicradio.org



Communications Package Description #40

Title: Post fliers with QR codes that link to KPR online

Brief Description: Post fliers on KU, KSU, ESU and WU campuses in the academic buildings, students unions, residence halls, and fraternities and sororities. Also post fliers around Lawrence, Manhattan, Emporia and Topeka in restaurants, coffee shops, music venues, shopping districts and bars.

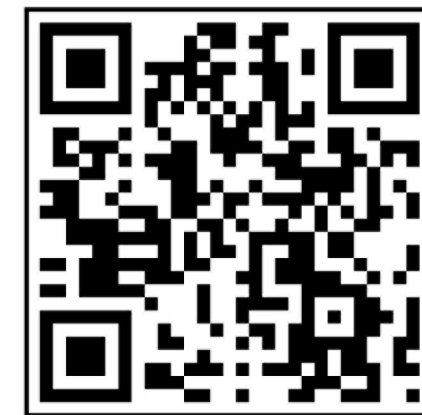
Status: Complete

Location: A mock-up of the flier with QR codes follows this description. It is also located in the sample media packet that accompanies this plan.



Scan the code to go to KPR online and get FREE:

- awesome classical and jazz
- playlists to study with
- live streaming of KPR2 for 24/7
- local to international news
- information on local upcoming events



Communications Package Description #41

Title: Attend Junior Chamber of Commerce meetings

Brief Description: Attend Junior Chamber of Commerce meetings and share information about KPR online and KPR social media accounts. Give members an up-to-date programming schedule.

Status: N/A

Location: N/A

Communications Package Description #42

Title: Sponsor a Lawrence Parks and Recreation sports team

Brief Description: Sponsor a sports team through the Lawrence parks and recreation department. Pay for the team's registration fees and buy participants t-shirts that have the KPR logo prominently displayed. This tactic could also be expanded to Manhattan, Emporia and Topeka.

Status: N/A

Location: N/A

Communications Package Description #43

Title: Create Campus Correspondent positions

Brief Description: Post Campus Correspondent positions on KU, KSU, ESU and WU career listing services and accept three applications from each campus. Campus Correspondents will use the @kprnews twitter account to interact with students and find out what stories they would like to hear on KPR. From this interaction, they would develop student news segments to be woven into the “Morning Edition” and “All Things Considered” programming blocks. Ideally, student segments would be short and incorporated each day into the news programming, much like the segments from the Statehouse and Health Reporters. These individuals will also serve as liaisons between their campuses and KPR and use promotional tactics in order to spread awareness of KPR. Campus Correspondents will work closely with both the News Department and Development Assistant interns to execute on-campus marketing and promotions. The on-campus initiatives that we have outlined in this plan for the KU campus would be organized and executed by the KU interns and KU Campus Correspondents. These initiatives will serve as models for similar initiatives to be organized and executed by the KU interns and KSU, ESU and WU Campus Correspondents on their respective campuses.

Status: N/A

Location: N/A

Communications Package Description #44

Title: Promote “study playlists” with KPR Car appearances on campus

Brief Description: Use a KPR Car to drive down Jayhawk Boulevard between class times playing classical music loudly. This will be most effective during midterm and finals weeks. Purchase two large car magnets to direct students to KPR’s website to find playlists.

Status: N/A

Location: A mock-up of the car magnets follows this description. It is also located in the sample media packet that accompanies this plan.



Communications Package Description #45

Title: Table on Wescoe during the KPR Car appearances on campus

Brief Description: Set up a table outside of Wescoe and hand out free T-shirts during the same times the KPR Car is operating. The KU Campus Correspondents will manage the tables. If students log on to their Facebook accounts and prove they “like” KPR on Facebook, Correspondents will give students T-shirts that contain directions showing them how to access these “study playlists.” This tactic could be gradually expanded to other college campuses in the listening area.

Status: N/A

Location: A mock-up of the t-shirt design follows this description. A sample T-shirt is located in the sample media packet that accompanies this plan.

(Front)



(Back)



Communications Package Description #46

Title: Use the @KPRInfo Twitter to promote "study playlists"

Brief Description: Tweet out the "study playlists" through the @KPRInfo handle. The Campus Correspondents will manage these tweets. A special hashtag will be created to promote the "study playlists."

Status: N/A

Location: N/A

Communications Package Description #47

Title: Chalk on campus to promote “study playlists”

Brief Description: Chalk on campus to promote “study playlists.” The Campus Correspondents will be responsible for chalking. This could be gradually expanded to other college campuses in the listening area in order to spread awareness about the “study playlists.”

Status: Complete

Location: A mock-up of campus chalking follows this description.



Communications Package Description #48

Title: Create a KPR Instagram account

Brief Description: Create an Instagram account to post pictures of relevant campus events, people, and landmarks. Photos of artists, listeners, KPR involvement in the community, studio pictures and radio personality pictures will be uploaded through this app. The username is KansasPublicRadio and the password is kansaspublicradio.

Status: Complete

Location: A screenshot of the Instagram account follows this description.



Communications Package Description #49

Title: Attend Kansas college/university faculty meetings

Brief Description: Attend Kansas college/university faculty meetings to provide the faculty with information about KPR and KPR's value to students. Faculty can encourage students to turn to KPR to stay informed. We suggest meeting with faculty in the Journalism, Business, Education, Music and Law Schools.

Status: N/A

Location: N/A

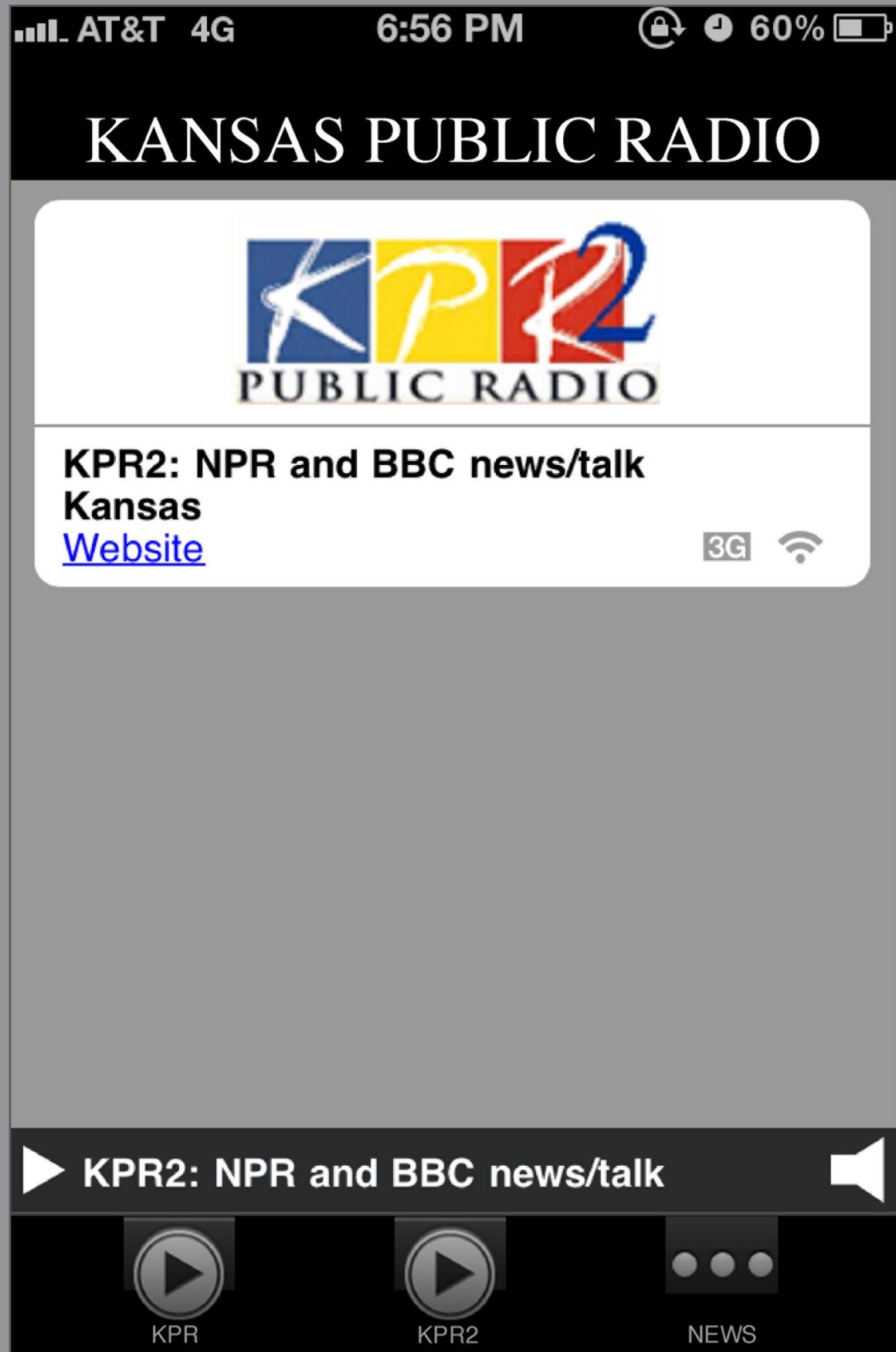
Communications Package Description #50

Title: Create a KPR app

Brief Description: Create a smartphone application that will live-stream both KPR and KPR2 when downloaded. The application will also provide a news feed tab that will keep users up-to-date with stories running on NPR and KPR. Promote the app on-air and through all social media channels. Provide a link on the KPR website that leads to an automatic download of the app.

Status: N/A

Location: A mock-up of the app follows this description.



Communications Package Description #51

Title: Provide downloadable mp3 versions of all program episodes

Brief Description: On the KPR website, provide a place for users to download news and music programs in mp3 formats. This way, the listener will have control over the content and can transfer it over to their smartphones or mp3 players. Include ways to download KPR's preset "study playlists" in the same format.

Status: N/A

Location: N/A

Communications Package Description #52

Title: Post News Department Internships and Development Assistant Internship on Career Center websites

Brief Description: Provide available News Department and Development Assistant internship positions to students on the KU campus. We suggest posting the internships on the School of Journalism, School of Business and KU Career Center websites.

Status: N/A

Location: N/A

Communications Package Description #53

Title: Define the News Department Internships

Brief Description: Develop a more detailed description of the News Department internship positions available so students studying these particular areas can decide which internship to apply for. Give an approximate number of work hours expected from the interns each week. We suggest 15 to 20 hours per week.

Status: N/A

Location: N/A



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