



WXPI Williamsport Community Radio  
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## Team Roster

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## **Introduction**

The following book has been built to document and encompass the PR Team's campaign for WXPI Radio. WXPI Radio is a non-profit organization that was originated in Williamsport, Pennsylvania and has been on the air for roughly one year. The purpose of the PR Team's campaign for WXPI Radio was to increase awareness of their organization in the community of Williamsport and a secondary goal of raising money for WXPI, since WXPI is completely non-profit and volunteer based. Because our purpose was to increase awareness for WXPI Radio, there was a lot of research, objectives, and planning that had to take place in order to be successful in this and then be able to successfully evaluate the campaign as a whole. The following pages of this campaign book will include every step that the PR Team took in order to ensure that more people knew about WXPI and secondly that we could raise a little bit of money for them as an organization.

This campaign book includes all of the research methods that were taken in order to then create attainable objectives and lastly to put on a successful event. The PR Team did extensive research in order to find out the history of the town of Williamsport, WXPI Radio Station, their mission, the environment, and many other areas as well. This was all put into a situational analysis which helped the PR Team to see the circumstances that had to be worked with. Surveys were then distributed to the town of Williamsport and results calculated to have knowledge of the best type of event to hold, where, when and other small details.

After the surveys were calculated, and objectives made, the planning and programming of the campaign event are documented in the book as well. Everything has been laid out from the PR Team's goals, to target audience, key strategy and message, and a timeline within the campaign book.

For communication, multiple media outlets were used and examples of each have been laid out within the book. The plan for communication to the target audiences was explained in detail and then social media such as Facebook and Twitter were used, as well as traditional media in the form of feature stories and news releases to promote the event. Also within the action and communication section is a detailed budget that encompassed everything that money needed to be spent on, how much was spent, and how much money was made at the event to make up for the cost of everything.





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Lastly, the PR Team included an evaluation section which evaluates every aspect of the campaign, including lists of what was done great versus what was done weak and why. The evaluation helped to determine the overall success of the campaign. Everything listed above is documented within the following pages of the PR Campaign Book and ends with a bibliography and appendix detailing all sources and supporting material.