



WXPI Williamsport Community Radio
1307 Park Ave. Box #1
Williamsport, PA 17701
(570)-398-0318

Planning and Programming

This section identifies the exact plan for the campaign. The following components of the plan are included in this section:

- Goals and Objectives
- Target Audience
- Key Strategies and Messages
- Campaign Calendar and Timeline
- Event Management Plan



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Goals and Objectives

The goals, which were a result of the team efforts, were not easily quantified. The objectives were measured by the amount of money and attendance gained post event. With this event, the team found that Task Management Goals were the most effective to meet the client's needs.

Campaign Goal #1:

To raise the awareness of WXPI Community Radio Station throughout the Williamsport community.

Campaign Goal #2:

To hold an event appropriate for all demographics.

Campaign Goal #3:

Increase favorable opinions about WXPI throughout the community.

Campaign Objective #1:

To hold an event by April 13, 2012 at which no less than 75 people attend.

Campaign Objective #2:

To produce and get published both pre-event and post-event communication pieces April 27, 2012.



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Target Audience

Target Audience – Primary

There are several publics that are targeted within this campaign. The event is focused on raising awareness of WXPI 88.5, but also bringing together the community of Williamsport. There are currently 87 members who are on the station’s volunteer list, and their council is made up of ten volunteers who run and support the station. The members of WXPI, volunteers and its council make up the first set of the campaign’s target audience. The second target audience is the community of Williamsport. The campaign will be advertised throughout the city using means of communication, such as news releases, radio PSA’s, and feature stories within the local paper in hopes of involving the city for the event.

Demographics

Below is a breakdown of the primary target audience’s demographics within the city of Williamsport. The demographics that are explained include; age, average household income, gender, population by ethnicity, and education level.

Age

Population by Age	Williamsport, PA
Median Age	31.70
Age 0-5	7.91%
Age 6-11	7.40%
Age 12-17	7.41%
Age 18-24	19.55%
Age 25-34	11.57%
Age 35-44	11.67%
Age 45-54	12.47%
Age 55-64	9.17%
Age 65-74	5.92%
Age 75-84	4.66%
Age 85+	2.26%

Source: (“South Williamsport demographics,” 2011)

By looking at the age demographics of Williamsport one can see that the highest population by age is the range of 18-24. The total population for the Williamsport area is 29,381 as of 2010 (“South Williamsport demographics,” 2011). This range is relevant because there are two colleges within the area, Pennsylvania College of Technology



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(PennTech) and Lycoming College. Although the populations of people who attend both colleges in the area are not directly reflected in the census, this is still a vital target audience because of how many people within that age group are present in Williamsport. According to PennTech's website, there are currently 4,933 college students enrolled there while the Lycoming College website states approximately 1,400 students attend the college.

Average Household Income

Williamsport's (Lycoming County) average household income as of 2010 is \$43,258, which is just below Pennsylvania's average income of \$50,289 ("17702 zip code," 2011). WXPI can be heard in Lycoming, Clinton and Union counties, each county has a similar average household income. According to the U.S. Census Bureau, Clinton County's average household income is \$39,354 and Union County's average household income is \$45,474 ("State and county," 2011). By looking at the average income within Lycoming, Clinton, and Union Counties it can be concluded that donations may be possible, especially by the people residing in Lycoming and Union County. Although, the household income is relatively high donations may be a challenge for some the average income families for the average household income counties.

Gender

Williamsport population by gender is almost 50/50. The total male population is 14,680 or 49.68%, while the total female population is 14,869 or 50.32% ("Williamsport PA population," 2011). By looking at the gender demographics of Williamsport it can be concluded that an equal number of men and women will be targeted in the campaign.

Population by Ethnicity

2010 Population by Ethnicity	Williamsport, PA
Population Hispanic	1.81%
Population Non-Hispanic	98.19%

Source: ("South Williamsport demographics," 2011)

The above chart explains the population by Ethnicity; by looking at it one can see that the majority of the population is non-Hispanic population within Williamsport. Although this chart does not break down what non-Hispanic is, for this campaign it can be concluded that there will be more non-Hispanics at the event than Hispanics. One of the main goals for this campaign was to reach the underrepresented population within



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Williamsport. As shown above the population of the underrepresented is very slim making this goal hard to reach.

Education Level

School Enrollment Level	Williamsport Total Statistics
Nursery School, Preschool, Kindergarten	695
Elementary School (Grades 1-8)	2,689
High School (Grades 9-12)	1,834
College	4,081
Graduate School	105

Source: ("Williamsport PA population," 2011)

Above is a chart that explains school enrollment levels in Williamsport. The highest education level is at the college level. For this campaign and event it can be concluded that more of the college level population will be at the event. Although this event is also targeting families in Williamsport, it is expected that the majority of people attending are at the college age level. The information above relates to the programming that WXPI offers because each of the shows they produce to aim at different age groups and people who have different education levels. By looking at the education level statistics WXPI can also decide how much time they want to contribute to programming that caters to that specific age group.



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Psychographics

Below is a list that displays the psychographics of the two target audiences for this campaign.

WXPI Members	Williamsport Community
Liberals	Values education
Democrats	Enjoys food
Serve communities	Patronize local businesses
Like radio / media outlets	Enjoy music
Social media users	Liberals
Entrepreneurs	Democrats
Take pride in being involved in non-profits	Like radio
Value local news and programs	Entrepreneurs
Serve to educate others	Serve non-profit organizations



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Target and Secondary Groups

There are three secondary audiences that are going to be focused on for this campaign. The secondary target audience includes media outlets, local government and community leaders. Media outlets will be focused on because the event will have well developed visual pieces for media outlets to broadcast. Media outlets include radio stations, news stations, and newspapers. Local government, community leaders such as the restaurant owners will be targeted because they are icons within Williamsport and will be directly involved in the event.



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Key Strategies and Messages

The overall theme for the WXPI campaign was to educate the people about WXPI through a community friendly event. The purpose of the event, WXPI's Wing War, was to engage the outside community with the radio station. Wings are very popular and well known with many different age groups, and with the target audiences that were trying to be reached, this type of event gained the interest that was hoped for. Engaging the community and providing surveys throughout the event allowed WXPI to fulfill their goal of allowing different members of the community to have a say. The post event survey allowed for attendees to share what they liked and didn't like, and what they would like to see in the future. This is good for the overall goal and mission of WXPI, which is to make community members' voices heard. Another purpose for the event was to gain interest in the radio station itself, in hopes to adhere to their mission of gaining more members and volunteers for the station, giving the community members a chance to be heard on radio.



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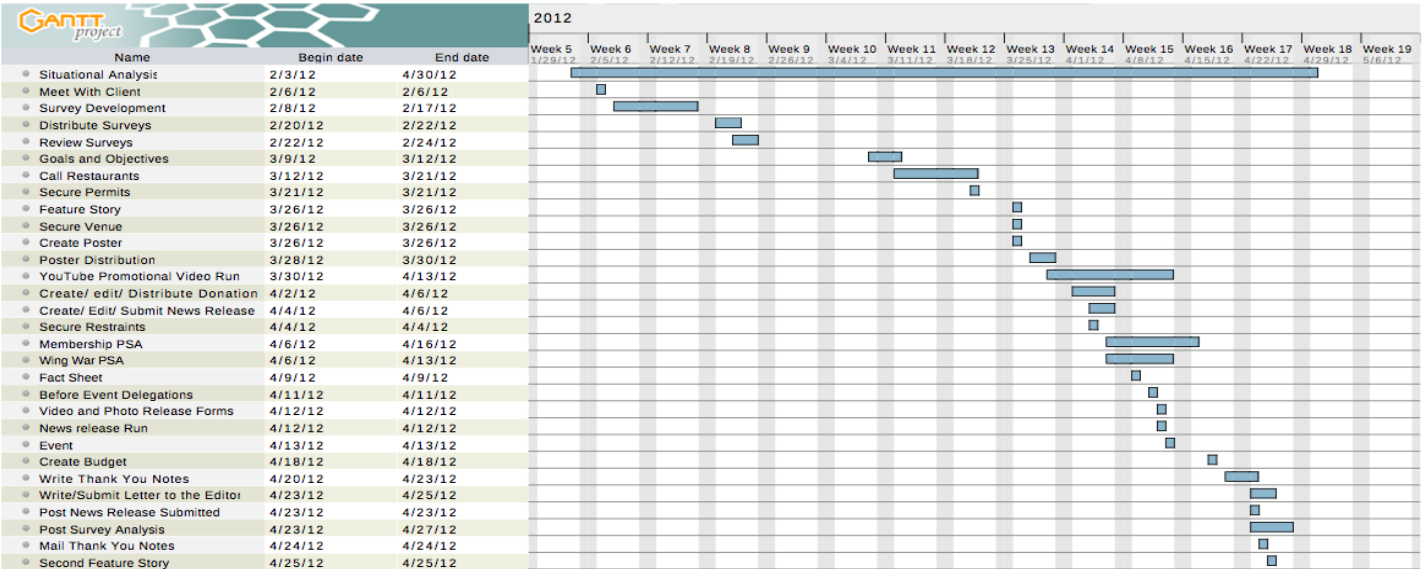
Campaign Gantt Calendar and Information

Name	Begin date	End Date
Situational Analysis	2/3/12	5/1/12
Meet With Client	2/6/12	2/7/12
Survey Development	2/8/12	2/18/12
Distribute Surveys	2/20/12	2/23/12
Review Surveys	2/22/12	2/25/12
Goals and Objectives	3/9/12	3/13/12
Call Restaurants	3/12/12	3/22/12
Secure Permits	3/21/12	3/22/12
Feature Story	3/26/12	3/27/12
Secure Venue	3/26/12	3/27/12
Create Poster	3/26/12	3/27/12
Poster Distribution	3/28/12	3/31/12
YouTube Promotional Video Run	3/30/12	4/14/12
Create/ edit/ Distribute Donation Forms	4/2/12	4/7/12
Create/ Edit/ Submit News Release	4/4/12	4/7/12
Secure Restraints	4/4/12	4/5/12
Membership PSA	4/6/12	4/17/12
Wing War PSA	4/6/12	4/14/12
Fact Sheet	4/9/12	4/10/12
Before Event Delegations	4/11/12	4/12/12
Video and Photo Release Forms	4/12/12	4/13/12
News release Run	4/12/12	4/13/12
Event	4/13/12	4/14/12
Create Budget	4/18/12	4/19/12
Write Thank You Notes	4/20/12	4/24/12
Write/Submit Letter to the Editor	4/23/12	4/26/12
Post News Release Submitted	4/23/12	4/24/12
Post Survey Analysis	4/23/12	4/28/12
Second Feature Story	4/24/12	4/25/12
	4/25/12	4/26/12



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Gantt Chart

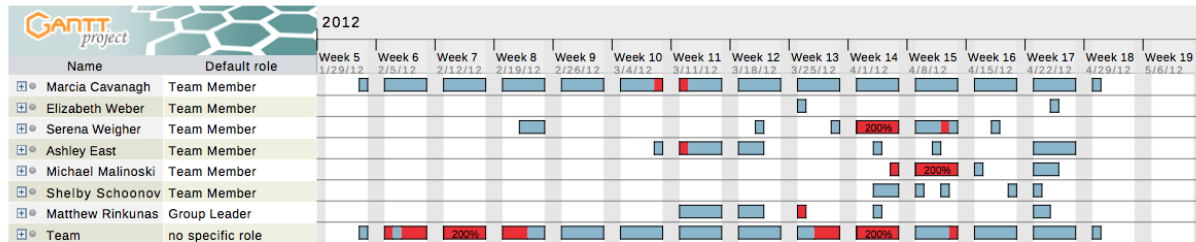


WXPI Wing War

Apr 27, 2012

Resources Chart

6





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Special Event Management Plan

Summary and Theme

The main theme of the event is a wing war competition, which features four of Williamsport's restaurants where food and chicken wings are main features on the menu. The restaurants include; Acme, Benjie's, Rum Runners, and The Senate. The restaurants will be provided with a table and name cards displaying their restaurant name and what type of wings they are offering. The restaurant that is voted to have the best wings will receive free underwriting from WXPI for one year. The event will take place on Friday, April 13, 2012 from 5-7pm, and will be held at The Pajama Factory in Williamsport. For entertainment at the event, Luke Brady and WXPI's DJ Michael Blaustein will provide live music. They will each play a 50-minute set of all acoustic music.

Upon entering the event, the audience will sign a photo release form. The photo release form allows for the people who attend the event to know their pictures may be used for items such as press releases, feature stories, or posted on websites like Facebook. If the members choose not to sign they will be given a wristband, which tells the photographer the picture cannot be used.

Audience

The participants for this event will be the participating restaurants. The restaurants include, Acme, Benjie's, Rum Runners, and The Senate. The attendees for this event include all of WXPI's volunteers, council members, and the community of Williamsport. Counting the names on the photo release forms, and counting the number of missing wristbands taken from people who did not sign the photo release form will track attendance.

The requirements for the participating restaurants are to donate a minimum of 150-300 chicken wings, and bring them to the event, they will also star in a promotional video highlighting their specific restaurant as well as talking about the event.

The requirements for the attendees of the event are minimal. There are no specific age requirements and no membership of any kind is required, there is also no initial cost to enter the event, but there is a \$5 suggested donation to honor WXPI.

Overall, the Wing War competition will feature the four above restaurants competing to win a year worth of underwriting offered by WXPI. Upon entering the event, each attendee will receive 8 tickets. Four tickets will be for tasting wings and four tickets will be for voting for the person's favorite wings. Each tasting ticket will be



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redeemable for 2 chicken wings from a restaurant's table. This means that each person will be able to receive up to 8 chicken wings per four tickets. When they are done using their four tasting tickets, attendees will be able to go back to their favorite restaurant's wing table and place their four voting tickets in whichever restaurant's jar that they wish. Tickets can be distributed all in one restaurant's jar or a couple in each. This voting process is up to the attendee. If needed attendees can purchase extra tickets for \$1 and receive two tickets. Each \$1 can give the person two tickets to taste, and two tickets to vote for wings.

Newsworthy

The event is newsworthy because WXPI is a local radio station that was established specifically for the community of Williamsport. Their goal is to serve the community. This event is newsworthy because it brings everyone in Williamsport together, which accomplishes one of WXPI's goals as a community radio station. This event will appeal to the target audiences because the community is involved in similar activities on a monthly basis. For example, First Friday is a monthly event that falls on the first Friday of each month during which many restaurants, coffee shops, libraries, and art galleries feature local bands, art, and different foods. First Friday is a highly attended event. The event will be a similar type of event that takes place during First Friday, which is why it will appeal to the target audiences.



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Ethical and Legal Considerations

A permit for the event was purchased for \$10. The permit formed as a contract that stated the event could be held at The Pajama Factory, it also stated that the four restaurants could provide food at the event.

Photo release forms will be filled out upon entering the event location. Everyone who attends the event will fill out the form stating they allow themselves to be featured in photos taken at the event. Couples and family members can fill out the form for their whole family. The people attending will also be given the option to opt out of signing the form, and therefore will be given a wristband. The wristband serves as reminder to those taking pictures that they do not want to participate and are not to be featured in any photos taken at the event. Upon entering they will be explained the rules of the event. The rules include:

- Upon entrance, you will be given eight tickets total.
- Four tickets will be used to sample the wings and four tickets will be used to vote for your favorite wings.
- One ticket can be used for a maximum of three wings.
- Blue tickets are to be used to sample the wings.
- Orange tickets are to be used to vote for your favorite wings.
- Video and photo release forms must be signed by the public, if you do not wish to sign the form you will be given a wristband.
- Mansfield Public Relations team may taste wings, but are not permitted to vote.
- This is an eat in and dry event, no alcohol please.

Participating restaurants and performers will fill out contracts. The contracts ensure that the participants follow through with all of the agreements made prior to attending the event. The date to commit by is one week before the event, April 7, 2012. They will also fill out a video consent form stating they allow us to film in their establishment, and broadcast the video on YouTube, Facebook or Twitter.



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Action Plan

Contacts

- **The Pajama Factory:** to reserve the room
- **Wegmans:** to ask for donations
- **The Williamsport Sun Gazette:** to inquire about news releases, and letters to the editor
- **The Bureau of Codes:** to obtain a permit in order to hold the event at The Pajama Factory
- **Acme:** to reserve the date/time/place for the Wing War, confirm wing amount, and sign initial contract before holding the event.
- **Benjie's:** to reserve the date/time/place for the Wing War, confirm wing amount, and sign initial contract before holding the event.
- **Rum Runners:** to reserve the date/time/place for the Wing War, confirm wing amount, and sign initial contract before holding the event.
- **The Senate:** to reserve the date/time/place for the Wing War, confirm wing amount, and sign initial contract before holding the event.

Contingency Plans

The team's contingency plan features the second objectives if the original idea were to fall out of place. During the event several of the following back up plans were implemented. The plans are as follows:

1. If a participating restaurant backed out before the event, there would be least four other confirmed restaurants to maintain the idea of a competition. The team aimed for five or six participators to increase the competition and give leeway for lost competitors.
2. All members would be in Williamsport at least four hours before the event. If not all members could make it; alternative people were assigned their delegations via the delegation chart to complete the tasks.
3. If a performer could not make the event, there would be music hooked up via an Internet radio station to fill the gap between performers/announcing the winner.
4. If the participators ran out of wings during the event, they were to have extra 100+ wings ready to be brought to the event. If the restaurants ran out of wings the total number of wings the public could get from each ticket was to be dropped by one wing.
5. If the team ran out of other food options during the event, there would be an established runner to leave the event a pick up more food items.



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6. If any publicity work did not make it into the paper, there would be at least one other alternative piece sent at the same time to ensure publicity.

Evaluation Measures

The Wing War can be evaluated in many ways, below is a list of the ways the event could be evaluated:

1. Press coverage
2. Number of people present at the event
3. Fundraising and donations
4. Number of hits on YouTube video
5. Social media sites feedback
6. Post-event surveys distributed

A more detailed explanation of the evaluation measures listed above will be explained in the evaluation section of this campaign book.



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Delegation Worksheet

Assignment:	Assigned To:	Time Due:	Time Completed:	Completed By:
Sweep floors before event	Liz	3:00pm	2:30pm	Liz/Ashley
Mop floors before event	Marcia	3:00pm	2:30pm	Marcia/Shelby/ Ashley
Hang up lights	Mike	4:30pm	3:45pm	Matt
Set up tables/chairs	Everyone	3:45pm	3:15pm	Everyone
Put out trash can	Ashley	4:45pm	4:30pm	Ashley/Shelby
Set up sound system	Matt	4:00pm	4:00pm	Matt/Mike
Bring and set out napkins/plates/etc.	Shelby	3:30pm	3:30pm	Shelby
Bring and set out jars for voting	Shelby	3:30pm	3:00pm	Shelby/Ashley
Bring signs for vendors	Matt	N/A		Matt
Put out signs for vendors	Ashley	3:15pm	2:30pm	Ashley/Shelby/Mike
Set up entrance table	Shelby	2:45pm	2:45pm	Ashley/Shelby
Bring photo release forms	Marcia	N/A		Marcia
Put out photo release forms/bracelets/tickets	Serena	3:15pm	3:00pm	Serena
Hand out tickets/explain rules	Marcia	5-7pm	5-7pm	Marcia/Shelby
Bring pens and pencils for surveys	Marcia	N/A		Marcia
Have pens and pencils for surveys	Serena	5-7pm	5-7pm	Serena/Marcia
Bring surveys	Marcia	N/A		Marcia
Handing out/collecting surveys	Serena/Ashley	7:00pm	6-7pm	Serena/Ashley
Greet vendors/musicians	Ashley/Liz	4:30pm	4:15pm	Ashley
Sit at entrance table	Serena	5-7pm	5-7pm	Serena/Liz
Bring directional signs	Matt	N/A		Matt
Hang up directional signs	Shelby/Ashley	4:30pm	4:00pm	Shelby/Ashley
Bring trash bags	Marcia	N/A		Marcia
Empty trash as needed	Marcia/Shelby/ Ashley	N/A		Marcia/Shelby/ Ashley/Matt
Take pictures	Everyone	2-7pm	2-7pm	Everyone
Bring and refill celery/dressing as needed	Marcia	N/A		Marcia
Runners	Mike	N/A		Mike
MC/Speaker	Matt	5-7pm	5-7pm	Matt
Tear down tables and chairs	Everyone	8:30pm	8:15pm	Everyone
Take down lights	Matt	9:00pm	8:45pm	Matt