



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

# Research

This section identifies all components of research gathered for the success of the campaign. The following components of research are included in this section:

- Situational Analysis
- Problem and Opportunity
- Pre-Event Survey and Analysis



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## **Situational Analysis**

### ***Overview of the Organization***

WXPI 88.5 Williamsport Community Radio is a local non-profit radio station located in Williamsport, PA that has been established since June 2011 and has a strong desire for serving the people in the community. Their tower is located in Jersey Shore Pennsylvania and they broadcast as far as Lycoming, Clinton, and Union Counties. Although they don't reach very far from where their tower is located, they have made their radio broadcast available to anyone across the world through their online broadcast.

The organization is completely volunteer based and serves to broadcast the local news while also adding in national and international news for the public's interest. They want to educate the public on everything going on in the world from community matters to current issues across the world. The radio station also has programming that includes a wide selection of music and talk shows that are open to the public to submit their own podcasts for broadcast. WXPI has recently become an affiliate of the Pacifica Radio Network. Pacifica Radio Network is the oldest noncommercial broadcast network in the United States and includes 150 independent public, community, college, low power, and Internet radio stations in four countries (Webmaster, 2011).

### ***Missions and Goals***

WXPI was established as a project of *The Williamsport Guardian*, which is an organization that aims to educate the public about local cultural, social, and political events within the form of a newspaper. Their mission is to serve the local community in print, and now WXPI will provide the community with similar information through the airwaves. The station provides the community with training, infrastructure and access to public airwaves to develop and broadcast a variety of programming ("Our Mission,"). They want their community members' voices to be heard whether it be a local band or an individual with an opinion. They are committed to being a very diverse station that plays a host of different talk shows and music. Alongside their mission to broadcast a wide spectrum of news, they play music ranging from, classical, current pop/hip hop, country and much more. With the power of WXPI they will provide airtime to the underserved groups, regional non-profit organizations and local musicians ("Our Mission,").

The station's main goal is to add variety and localism to Williamsport radio. In an effort to create more sense of community in the Williamsport area, the station broadcasts local news, music, and public affairs programming but also focuses on national and international news ("Our Mission,"). They are purely dedicated to ideals such as democracy, human rights, peace, and the freedom to express oneself.



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### ***History and Founder***

Alison Hirsch, the founder of WXPI 88.5 attended the National Conference for Media Reform in Memphis, Tennessee in January 2007. At the conference she listened to a presentation by Prometheus Radio, which explained the benefits and more information about community radio stations. She was presented with the information that Williamsport had room for a very small station with the call numbers of 88.5. She came home to Williamsport with the information and later presented it to *The Williamsport Guardian* board members. The board members agreed that they would be the umbrella organization to the new radio station. Alison was given the task of finding money for an engineering survey to submit to the FCC. Numerous individuals within the community donated, but the biggest donation came from the building trade unions, who donated hundreds of dollars. With Alison's passion to have local news heard and minorities served, she officially launched WXPI in June 2011.

After Alison held the first meeting with *The Williamsport Guardian* board members a small group was formed. The initial members included: Cynthia Vosk, Dan Mason, Kelly Armos, Steve Mendez, Helen Gould, and Barb Andreassen. After assigning tasks and developing a board, Isaac Conner became involved in WXPI, which was around the time of their first major fundraising event before the station was broadcasted through the radio. He then became the station manager in June 2011. Isaac officially resigned in March 2012 and is now working solely with Billtown Burlesque, and although WXPI does not have an official person to replace him they are working as a group to do the job he used to do.

### ***Social Responsibility***

The station possesses its own social responsibilities. A large part of why the station exists is to serve a different public than other radio stations in the greater Williamsport are. The station serves the underrepresented. It is their responsibility to make sure they keep this public's best interest in mind. Being a community radio station, they also have the responsibility to serve not just the underrepresented, but the community at large.





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### ***Current Volunteers***

WXPI is a nonprofit organization so therefore it has no paid employees and runs exclusively on volunteers. Along with the list (below) of ten volunteer WXPI Council members, there are also numerous other volunteers who DJ shows, teach others how to make podcasts, help with underwriting or fundraising, and various other tasks. The Council serves as the board of directors who make all final decisions on how to run the station effectively. The members who serve on the Council have one common interest, and that is to serve the local community with news, bands, events, and music. The members meet once a week at The Pajama Factory in Williamsport PA. Along with meeting once a week, the council members are also responsible for making sure WXPI follows all FCC rules and regulations in order to be a successful community radio station.

### ***WXPI's Council Members and Positions***

<b>Volunteer Name</b>	<b>Position on WXPI Council</b>
<b>Alison Hirsch</b>	General Manager
<b>Isaac Conner</b>	Station Manager
<b>Dan Mason</b>	News Director
<b>Steve Mendez</b>	Music Programming
<b>Kelly Amos</b>	Community Outreach
<b>Kia Howard</b>	Events Coordinator
<b>Shadet Warren</b>	Volunteer Coordinator
<b>Helen Gould</b>	Underwriting Coordinator
<b>David Whitman</b>	Marketing & Public Relations
<b>Curtis Musheno</b>	Technical Director

According to Alison, they have a total of 33 members and only five are paid employees; everyone else, including board members are volunteers. There are currently 87 members who are on WXPI's volunteer list. The other members attend meetings, create podcasts for broadcast, and attend WXPI's events in downtown Williamsport. They are responsible for the bulk of the meeting attendance, and programming WXPI offers. The members currently also help in gaining awareness of WXPI through word-of-mouth and recruiting other community members to join the organization.

### ***WXPI Membership***

WXPI has a group of underwriters and Charter Memberships. These memberships are based on a \$25 yearly fee and each member receives the option to choose what the station airs. There is a list of programs given to each charter member including the option to create and broadcast their own program.



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### *Accomplishments and Strengths*

Pennsylvania has 266 FM radio stations between the 87 and 92 MHZ frequencies that are reserved for educational, community and noncommercial use. WXPI is one of three community stations in Pennsylvania who offer an extensive format that is not centered on education or religion (gazette). Along with being one of the three community radio stations in Pennsylvania who offer a vast amount of formatting to the airwaves, WXPI has also been recognized in Williamsport. All restaurants on Fourth Street in Williamsport pick a charity to raise money for during Mardi Gras. All the money raised is given to the specific charity, which then benefits that organization. WXPI was the chosen charity of Ozzie & Mae's Hacienda Restaurant, and had the opportunity to gain money and awareness through this event.

WXPI also has a large variety of programming for being such a small radio station. Currently they offer 34 different radio shows. Considering they have a limited number of members and volunteers. This is a huge accomplishment. Another accomplishment is WXPI has programming offered 24 hours a day seven days a week with the exception of three hours not being filled each week.



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The chart below lists all of the programming WXPI offers. On the following page the chart gives a description of each show that is broadcasted by WXPI.

### WXPI Programs

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6:00 am	Democracy Now!	Democracy Now!	Democracy Now!	Democracy Now!	Democracy Now!	Country	Gospel
7:00 am	Morning Music	Morning Music	Morning Music	Morning Music	Morning Music	Country	Gospel
8:00 am	Voices of Williamsport	Morning Music	Morning Music	Morning Music	Morning Music	The Rick Smith Show	Gospel
9:00 am	Democracy Now!	Democracy Now!	Democracy Now!	Democracy Now!	Democracy Now!	The Rick Smith Show	Sierra Club Radio News & Earth Sky
10:00 am	Pulse of the Port	Pulse of the Port	Pulse of the Port	Pulse of the Port	Pulse of the Port	Pacifica Archives	The Song Parlor
11:00 am	Pulse of the Port	Pulse of the Port	Pulse of the Port	Pulse of the Port	Pulse of the Port	Pacifica Archives	The Song Parlor
Noon	Democracy Now!	Democracy Now!	Democracy Now!	Democracy Now!	Democracy Now!	Pure Riddem	Retro Classic Showcase
1:00 pm	Classic Jazz	Classic Jazz	Classic Jazz	Classic Jazz	Classic Jazz	Pure Riddem	Retro Classic Showcase
2:00 pm	Oldies	Oldies	Oldies	Oldies	Oldies	Pulse of the Port	The Academia
3:00 pm	Top 40	Top 40	Top 40	Top 40	Top 40	Pulse of the Port	Top 40
4:00 pm	The Rick Smith Show	The Rick Smith Show	The Rick Smith Show	The Rick Smith Show	The Rick Smith Show	Pulse of the Port	Traditional & World Music
5:00 pm	The Rick Smith Show	The Rick Smith Show	The Rick Smith Show	The Rick Smith Show	The Rick Smith Show	No programming	No programming
6:00 pm	No programming	Pacifica News	Pacifica News	Pacifica News	Pacifica News	Freethought Radio	Pacifica Archives
7:00 pm	Meet the Artist Monday	Pulse of the Port	Pulse of the Port	Pulse of the Port	Pulse of the Port	Pulse of the Port	Oldies
8:00 pm	Strats & Bars	Strats & Bars	Strats & Bars	Strats & Bars	Strats & Bars	Strats & Bars	Loon Radio
9:00 pm	Soul	Soul	Soul	Soul	Soul	Hard Rock	Collective Perspective
10:00 pm	R & B	R & B	R & B	R & B	DJ 220	The Big Takeover	R & B
11:00 pm	The Cypher (Hip-Hop)	The Cypher (Hip-Hop)	The Cypher (Hip-Hop)	The Cypher (Hip-Hop)	DJ 220	The Cypher (Hip-Hop)	Hear the Evidence
Midnight	Izzo Pod	Izzo Pod	Izzo Pod	Izzo Pod	Junkhead's Substance Radio	DJ 220	Loon Radio
1:00 am	Izzo Pod	Izzo Pod	Izzo Pod	Izzo Pod	Izzo Pod	DJ 220	The Collective Perspective
2:00 am	DJ 220	DJ 220	DJ 220	DJ 220	DJ 220	DJ 220	DJ 220
3:00 am	DJ 220	DJ 220	DJ 220	DJ 220	DJ 220	DJ 220	DJ 220
4:00 am	Crooners & Big Band	Crooners & Big Band	Crooners & Big Band	Crooners & Big Band	Crooners & Big Band	Crooners & Big Band	Crooners & Big Band
5:00 am	Crooners & Big Band	Crooners & Big Band	Crooners & Big Band	Crooners & Big Band	Crooners & Big Band	Crooners & Big Band	Crooners & Big Band

Source: ("Program Schedule,





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### ***WXPI Program Descriptions***

<i>Programming Offered</i>	<i>Explanation</i>
<i>Collective Perspective</i>	<i>Broadcasts philosophical conversations among friends from across North America (Webmaster, 2011)</i>
<i>Country</i>	<i>Plays country music</i>
<i>Crooners &amp; Big Band</i>	<i>Plays 30s and 40s music from before and after World War II. Includes songs by Frank Sinatra</i>
<i>Democracy Now!</i>	<i>Produces national, independent, award-winning news program hosted by journalists, Amy Goodman and Juan Gonzales, with people and perspectives rarely heard on U.S. corporate owned media (Webmaster, 2011)</i>
<i>DJ 220</i>	<i>Plays techno music with DJ Jeremiah Johnson Earth Sky</i>
<i>Freethought Radio</i>	<i>A Madison, WI based radio show for atheists, agnostics, doubters and skeptics, which features discussions on the separation of church and state</i>
<i>Gospel</i>	<i>Plays gospel music</i>
<i>Hard Rock</i>	<i>Plays hard rock music</i>
<i>Hear the Evidence</i>	<i>Plays hip hop with local DJ Jonanthan McJunkin</i>
<i>Izzo Pod</i>	<i>Plays eclectic music with some talk from the Ipod with DJ Isaac Connor</i>
<i>Junkheads Substance Radio</i>	<i>Plays punk rock music</i>
<i>Loon Radio</i>	<i>Plays music and social commentary from Mansfield's Journalism professor Dan Mason</i>
<i>Meet the Artist Monday</i>	<i>Broadcasts interviews with local musicians and features a sampling of their music</i>
<i>Morning Music</i>	<i>Plays popular oldies, Motown, and indie songs. Anything upbeat and fun to listen to on your drive to work will be played during this show</i>
<i>Oldies</i>	<i>Plays popular oldies music</i>
<i>Pacifica Archives</i>	<i>Features historic broadcasts from the Pacifica Radio Archives</i>
<i>Pulse of the Port</i>	<i>Broadcasts music by local and out of town musicians who have appeared locally</i>
<i>Pure Riddem</i>	<i>Plays reggae music</i>
<i>R &amp; B</i>	<i>Plays popular R &amp; B music</i>
<i>Retro Classic Showcase</i>	<i>DJ Steve Mendez plays classic soul, blues, and R &amp; B during this show</i>
<i>Sierra Club Radio News &amp; Earth Sky</i>	<i>Broadcasts news from the Sierra Club, includes interviews on nature and the environment</i>
<i>Soul</i>	<i>Plays popular soul music</i>
<i>Strats &amp; Bars</i>	<i>Plays blues music</i>
<i>The Academia</i>	<i>A broadcasted local show produced by children, and for children</i>
<i>The Big Takeover</i>	<i>Broadcasts garage, punk and underground music with DJ Jack Stewart</i>
<i>The Cypher (Hip Hop)</i>	<i>Plays hip hop music</i>
<i>The Rick Smith Show</i>	<i>Broadcasts a progressive news and commentary for the working class from a teamster with a sense of humor, based in Carlisle PA</i>
<i>The Song Parlor</i>	<i>Plays popular folk music, produced by the popular Pennsylvania voice John Patterson</i>
<i>Top 40 (In The Mix)</i>	<i>Plays today's hottest hits, unheard favorites, and hottest remixes</i>
<i>Traditional and World Music</i>	<i>Plays mostly international music, but include roots music from both the United States and internationally</i>
<i>Voices of Williamsport</i>	<i>Broadcasts interviews with local community leaders and notables</i>



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### ***Past Fundraising and Outreach Events***

WXPI has sponsored various fundraising and outreach events within the city of Williamsport. They completed a total of three events before the station was on air in 2011. The events included the Fundraiser Gathering, Concert, and Bands Playing at Various Bars. WXPI's early events were set forth to gain awareness of the organization as well as gain funds to help support the station while it was in transition of being established.

After WXPI was officially on air they hosted four events. They included, Inaugural Party, First Friday, Spoken Word, and Mardi Gras. The events WXPI held after they were officially on air were hosted to gather funds to help keep the station running. The exact amount of people who attended each event is unknown, because attendance was not kept or counted upon entering.

Within the city of Williamsport there are approximately 250 supporters of the radio station. The supporters include local businesses, restaurants, and donator's, who include individuals, or restaurants who donate their space, money or time for WXPI's fundraiser events. Without having the community's support, the events WXPI put on would not be possible.

The following table explains events that WXPI has implemented and a description of each. The description includes the main theme of the event, how many people attended, where the event was located, and the date the event occurred.





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### *Events and Descriptions*

Type of Event	Explanation
<b>Fundraiser Gathering</b> Date unknown	This event showcased music and food at the winery.
<b>Concert</b> October 9, 2010  Source: ("WXPI-Williamsport community radio," 2010)	This event showcased 24 local bands and artists on two stages at the Pajama Factory. This event was WXPI's first major fundraiser and was an indoor/outdoor concert to raise money, awareness and volunteers for WXPI. The event offered food and drinks offered by restaurants including Acme, J&J Hot Dogs, and The Valley Inn. To enter the event there was a \$5 fee. According to the event's Facebook page 82 people attended the event.
<b>A Night of Burlesque</b> March 2011 and April 2011  Source: (A night of," 2011)	This event showcased Billtown Burlesque and was located at Club Z. This event was a fundraiser to help gain awareness and funds for WXPI and the performers. The event charged \$5 at the door upon entering. The event also attracted a number of people. According to both of the event's Facebook pages approximately 150 people attended the events. Since the event, Billtown Burlesque has branched into its own group. The group now does more shows and gives a percentage of their earnings to WXPI.
<b>Bands Playing at Various Bars</b> September 2011 to October 15, 2011.	This event featured various bands playing at Pig's Ear Pub, Barrel 135 and Rumrunners. At this event WXPI earned a percentage of the donations that were made. They also provide the public with the chance to learn more about WXPI and enjoy great live music. The talent featured local music and gave the community the chance to hear and appreciate local musicians. The event continued weekly (every Saturday) until October 15, 2011.
<b>Inaugural Party</b> June 2011	This event was a concert on two stages that showcased 20 local bands, guest speakers, and a cash bar at the Genetti Hotel in Williamsport.
<b>WXPI's Ultimate Hat Tournament (Frisbee tournament)</b> July 30-31 2011  Source: ("WXPI's Williamsport ultimate," 2011)	This event was located at Shaw Place Park, The East End Pool and Sheriden Park Williamsport, and started at 4 p.m. on July 30-31. There were 14 bands scheduled to perform at the event. At the event there were eight teams of randomly selected players for the first annual tournament. According to the event's Facebook page 87 people attended. The event was sponsored by Advantage Tax Services, which made it possible for WXPI to purchase t-shirts, reserve the venue and make flyers to promote the event.
<b>First Friday</b> February 3, 2012	During the February First Friday events, WXPI held an event at The Pajama Factory: Learn to Radio. This event gave the community a chance to create a radio program, become a DJ, and learn to how make a podcast for the station. According to the event's Facebook page 25 people attended the event.
<b>Spoken Word</b> February & March 2012  Source: ("Spoken word at," 2012)	This event is held once a month at Grey Art Gallery. This event is an open mic type event where a mic is left on and the public is able to talk freely in a public forum. This event is open to the public and features anyone who is interested in reading poetry, prose, freestyle verse, and dramatic readings. According to the event's Facebook page, 54 people attended the event. This event is held every second Friday of each month.
<b>Mardi Gras</b> February 2012	WXPI was selected charity of Ozzie & Mae's Hacienda Restaurant. This event features bands and a Mardi Carlo casino night.



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### ***Communication Tactics***

Traditional media has been the preferred means of communication for WXPI with the public. Several articles including news releases and feature stories are sent out through *The Williamsport Sun Gazette* and *The Williamsport Guardian*. *The Williamsport Guardian* is a non-profit, local organization that sends out a feature on any event that WXPI holds themselves, or in affiliation with. Flyers are used only when someone can volunteer their time to create them for certain events, such as promoting the WXPI Wing War.

### ***Social Media Presence and Recommendations***

They have a professional organization website that is maintained but could use more updates on their calendar page. They have a minor social network presence as of April 19, 2012, including two Facebook accounts set up (a “friends” page and a “fan” page). Facebook friends’ page has 1,903 friends and the fan page has 55 likes, which was updated last on June 3, 2011. They have a Twitter account, however neither of these two social networks are updated often enough to alert the public about events or expand on thoughts relating to the audience. Most “fans” and “friends” are affiliates of the volunteers, there are not many outside audience members. There is no phone number in any of the related links, just an email used as the contact information, a website link is also provided.

Their social network presence could be improved quite a bit to relate to their audience. A recognized “song of the day” would grab attention and be a way for the audience to comment and feel connected with the station. Relating social news would build more community relations rather than keeping their news strictly. Also, they could add their Facebook and Twitter links onto all headers used for publicity. These ideas could be used for both the Facebook page and Twitter page; using a program such as Tweetdeck, will update every page linked to a main social network. This way they can reach more people and get more of a response as to what most people are interested in listening to.

### ***Coverage Explained***

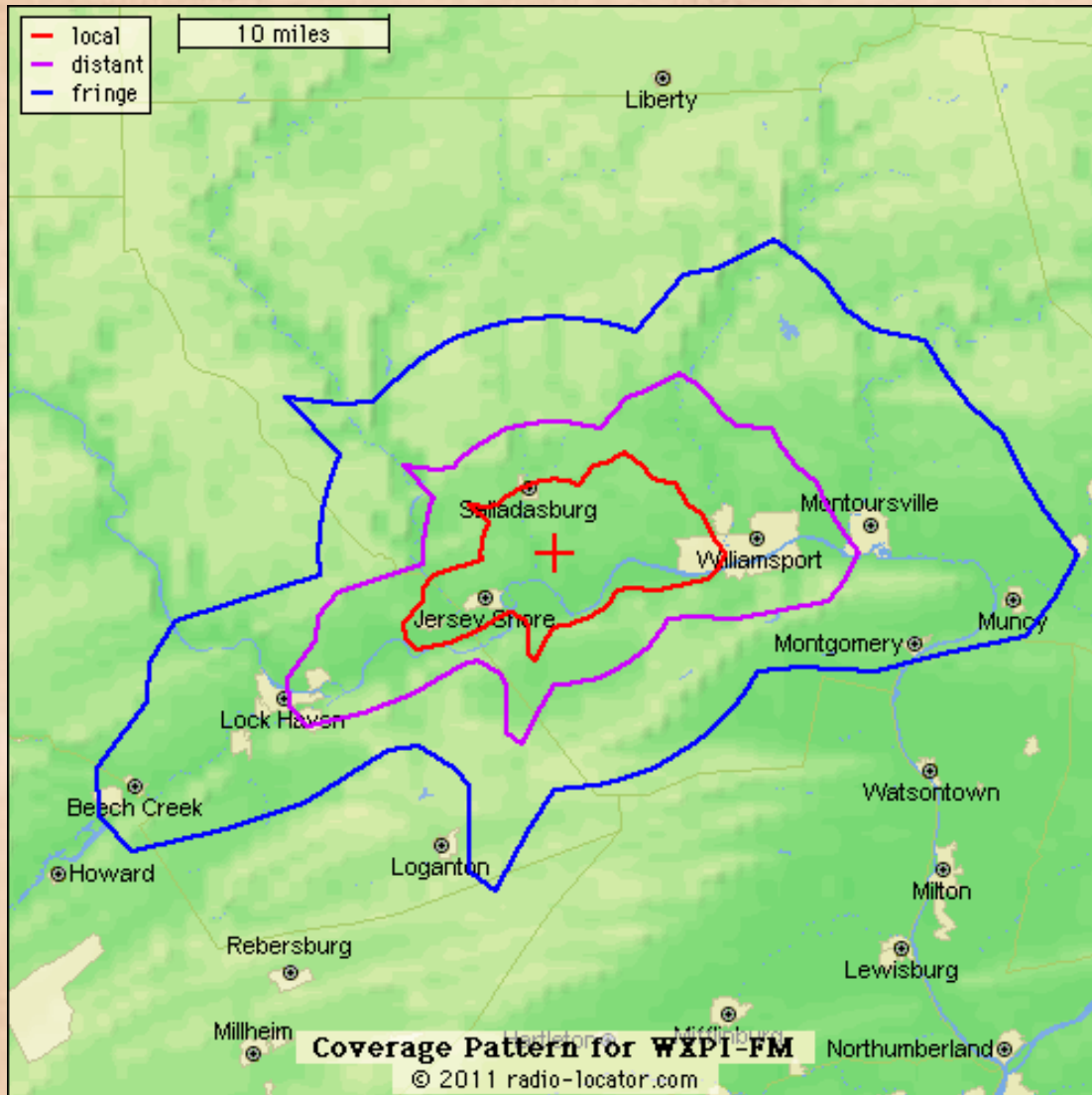
The two following maps explain the listening coverage area of WXPI, whose tower is located in Jersey Shore. WXPI broadcasts to the Williamsport area, as well as Lycoming, Clinton and Union Counties. On the map directly below one can see the best place to get coverage area for this station is outlined in red. The signal gets weaker within the areas outlined in purple and blue. The map on the next page shows the best coverage and where the signal gets weaker. There is one main difference between the following maps. Compared to the first map, the second map shows small towns and





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roads, which are helpful because it shows specifically where the public can listen to WXPI while driving.

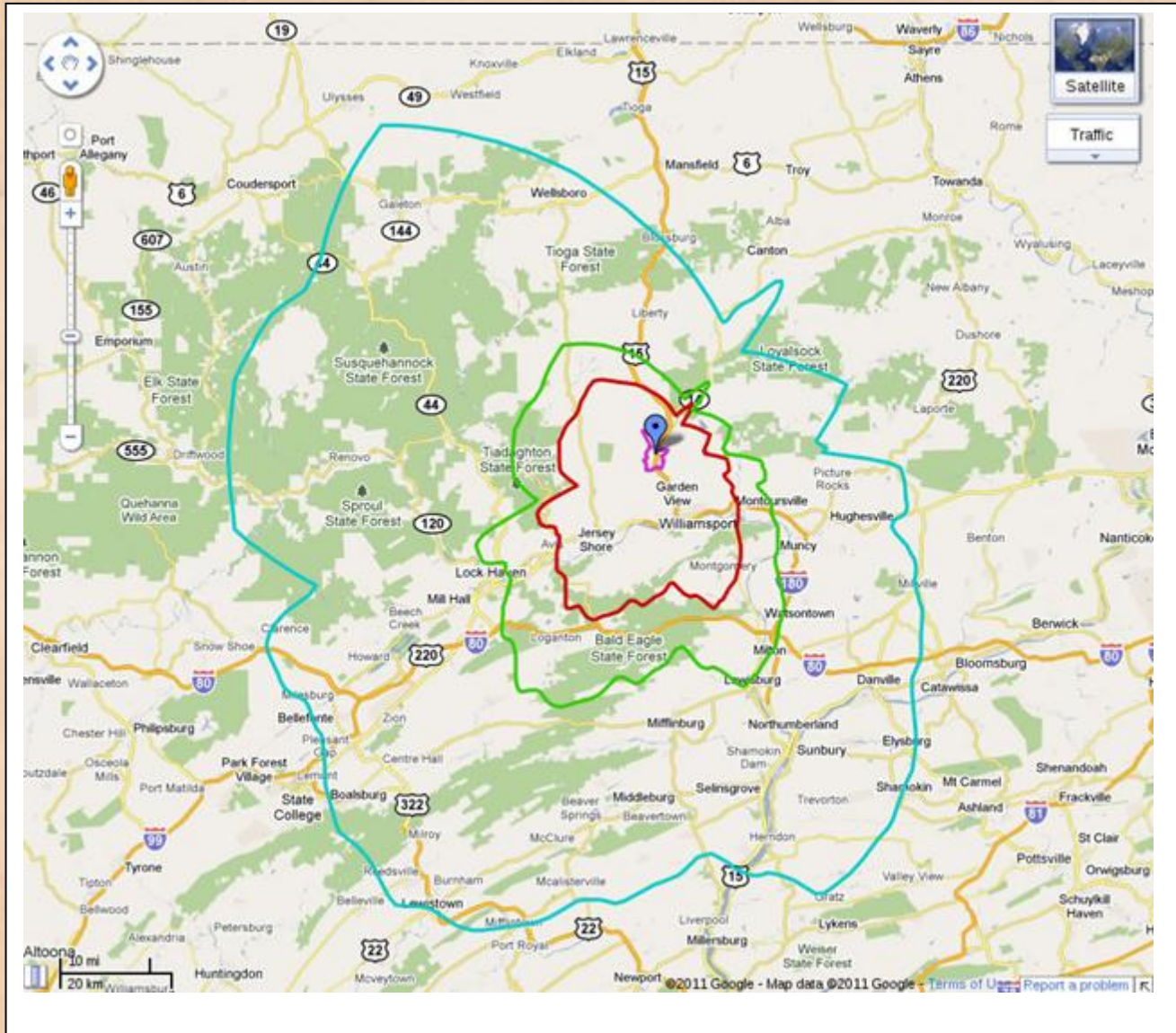


Source: ("Coverage map," 2011)





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Source: Alison Hirsch



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### ***Profile of Williamsport and Surrounding Area***

The blueprint for the city of Williamsport was laid out in 1795. It became a borough in 1806, and in 1866 it officially became a city ("City of Williamsport," 2011). In the 1800's, the city was known for the lumber that was produced. Michael Ross and Peter Herdic are responsible for building the city as big as it is today. Transportation wise, Williamsport was one year ahead of Philadelphia, having the first electric streetcars in 1891 ("City of Williamsport," 2011). Williamsport is bordered by the West Branch Susquehanna River on the west, Loyalsock Township to the east and north, Old Lycoming Township in the north, and Woodward Township on the west.

### ***Non-Profit Competition***

In the Williamsport area there are around 40 non-profit organizations. Because WXPI is a non-profit organization these organizations will be their major competition for volunteers and fundraisers. Examples of notable non-profit organizations in Williamsport are Consolidated Sportsmen, The Thomas T. Taber Museum, and Wildwood Cemetery Company.

### ***Competition of Radio Stations in the Williamsport Area***

WXPI 88.5 Community Radio Station is the only non-profit radio station in Williamsport. They still compete with other radio stations using the airwaves in the area. For the purpose of this analysis four radio stations ranked in the top ten have been chosen for comparison. The radio stations explained below are for profit therefore they will have substantially more funds to operate with compared to WXPI. It is important for WXPI to compare itself to other established radio stations in order to see what has worked for these radio stations and what has not. This information can then be applied to WXPI to improve their station.

The radio stations that will be compared to WXPI include, WILQ 105.1, Kiss 102.7, WJSA 100.5, and WRAK 1200. All differences and similarities are compared to WXPI using the following.





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***Station #1: WILQ 105.1***

WILQ 105.1 is a country station and one of the leading radio stations that can be heard in Williamsport. They broadcast regular programming, but also have specialty shows such as the CMT Country Music Countdown, Rick Jackson's Country Hall of Fame and zMax Racin' Country. Through looking at their website you can clearly see the station's strengths, and differences or similarities when compared to WXPI 88.5.

<b>Strengths</b>	<b>Differences</b>	<b>Similarities</b>
Their website has clearly marked links. (i.e.: Listen Live, Facebook, Prizes).	WXPI does not have links such as Facebook or Twitter.	WXPI offers links pertaining to their website.
The station offers contests and prizes.	WXPI does not have contests or prizes on their webpage.	
The website offers points of interest on their website (i.e.: weather, NASCAR, CMT).	WXPI does not offer points of interest.	
The website offers a search bar.	WXPI does not offer a search bar on their website.	
The website offers a link for employment.		WXPI offers a link for membership and volunteering.
Contact information is clearly marked in the links.		WXPI has a clearly marked "Contact Us" link.
The website offers an events calendar.	WXPI does not offer a calendar in conjunction with their events.	WXPI offers a link for upcoming events.
The website offers a news link.	WXPI does not offer a news link on their website.	
The website shows the programing as it's on the air.	WXPI does not show programing as it airs.	WXPI offers a programing schedule.
There are links to photos on their website.	WXPI does not offer a picture link on their website.	

Source: ("Wilq fm 105.1," 2012).





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### ***WILQ Events and Explanation:***

The following are WILQ's events for the month of March and April, which can be found on their website. Their website only offers a set number of events and only the events of March and April are present on their website as of April 17, 2012.

- March 1: Annual Lented Luncheon and Soup Sale
- March 2: Friends of the JV Brown Library Book Review Luncheon
- March 3: Arts and Crafts Fair
- March 9: Bloodmobile
- March 10: Turkey and Waffle Dinner
- March 17: Friends of Cubs Scout Pack 3309 will hold a Chinese Auction
- March 21: Give Blood
- March 24: The Warrensville Area Lions Club will hold a Basket Bingo
- March 26: South Williamsport Boy Scout Pack 41 will hold a Cake Auction
- April 4: Generation Blues Scholarship Program (Uptown Music Collection)
- April 6: Friends of the JV Brown Library Monthly Book Review Luncheon
- April 7: Fairlawn Community Church Easter Egg Hunts
- April 10: A Free Veterans Affair Seminar
- April 12: Career Fair at the PA CareerLink-Clinton County
- April 14: Spaghetti Dinner at The English Center Community Association
- April 14: 6<sup>th</sup> Annual Streetmoves Memorial 3 on 3 Basketball Tournament
- April 14: Family Style Ham and Egg Supper
- April 15: All you can Eat Breakfast and Brunch Buffet
- April 18: Tenth Annual Diabetes Taste In
- April 19: AARP's Four Hour Driver Safety Refresher Course
- April 21: Earth Day Expo 2012
- April 24: Baby Care Class
- April 25: Sixth Annual Emergency Preparedness Day
- April 27: West Milton United Methodist Church Indoor Yard Sale
- April 28: Indoor Yard Sale
- April 28: Chicken BBQ
- April 29: Rally Day Services

Source: ("Wilq fm 105.1," 2012).

WILQ hosts multiple events a week to keep listeners involved. Keeping people engaged in the radio station helps them to feel as though they are a part of the radio station itself. These events are also clearly advertised on their website as well as announced over the air. It is possible that WILQ could pare up with other organizations such as the American Red Cross during their Give Blood event and the Boy Scouts of



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America for their Chinese Auction. Pairing with big name organizations such as these would help WXPI in the areas of volunteers and increased participation at events.

### ***Station #2: Kiss 102.7***

Kiss 102.7 is a leading radio station in Williamsport, which offers 80's, 90's, and present-day music. They offer regular programming and station specialty shows such as the Chrisman Show, which once featured Davy Jones. Through looking at their website you can clearly see the station's strengths, and differences or similarities when compared to WXPI 88.5.

<b>Strengths</b>	<b>Differences</b>	<b>Similarities</b>
The website has marked links. (i.e.: Listen Live, Facebook).	WXPI does not have links such as Facebook or Twitter.	WXPI offers links pertaining to their website.
The website offers a Search bar.	WXPI does not offer a search bar on their website.	
Contact information is clearly marked in the links on their website.		WXPI offers a clearly marked "Contact Us" link.
Their website offers an events link.		WXPI's website offers a link for upcoming events.
Their website offers a clearly marked News link.	WXPI does not offer a news link on their website.	
The website shows the programing as its on the air.	WXPI's website does not show programing as it airs.	WXPI offers a programing schedule on their website.

Source: ("Kiss 102.7," 2012).

### ***KISS 102.7 Events and Explanation:***

- March 8, 2012: Clear Channel annual career fair from 10 a.m. to 2 a.m. at Lamade gym, Lycoming College
- March 17, 2012: Williamsport's St. Patrick's Day Parade will kick off at 11 a.m. Kiss 102.7 will offer the organization with the most creative float \$1,000 to the charity of their choosing.
- April 2, 2012: The KISS Cruise to Bermuda, presented by Johnson Chiropractic and the FAST Center!
- Everyday: Enter here everyday, as often as you like, for a chance at having your name called out weekdays on KISS FM at 6:20 a.m., 7:20 a.m., 8:20 a.m., 9:20 a.m., 12:20 p.m. 2:20 p.m., 3:20 p.m., 4:20 p.m.
- April 4, 2012: Registration for Comic Con 7:30 a.m. to 5 p.m.

Source: ("Kiss 102.7," 2012).





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Kiss 102.7 does a good job of taking advantage of events that are already happening around them. Taking part in events put on by the community such as a city wide parade would help WXPI to gain name recognition and provide an opportunity to solicit volunteers and funds.

***Station #3: WJSA 100.5***

WJSA is a Christian radio station that can be heard in the Williamsport area. The station offers a Sunday Morning Service Live Broadcast on 1600 AM, 96.3 or 100.5 FM. Listeners can listen online to Pastor's Morning Message live beginning at approximately 9:30 AM. Through looking at their website you can clearly see the station's strengths, and differences or similarities when compared to WXPI 88.5.

Strengths	Differences	Similarities
The website offers news on the home page.	WXPI does not offer a news link on their website.	
The website offer an about us link with coverage area.	WXPI does not offer their coverage area on their website.	WXPI provides their mission statement on their website.
Their website shows programing as it airs.	WXPI does not show programing as it airs.	WXPI offers a programing schedule via their website.
A contact link is clearly marked, (includes WJSA's phone, fax, and address).	WXPI does not offer contact information.	WXPI clearly offers a contact link.

Source: ("Light for life," 2012).

***WJSA 100.5 Events and Explanation:***

- Every Sunday: Sunday Morning Service Live Broadcast on 1600 AM, 96.3 or 100.5 FM. Listen online to Pastor's Morning Message live beginning at approximately 9:30 a.m.

Source: ("Light for life," 2012).

While WJSA focuses on a specific demographic of the Williamsport community they lack in the area of listener participation. With only broadcasted events being advertised it is easy for the listeners to feel as though they are not part of the WJSA community. Because WJSA has a very specific public it helps the station gain a loyal listener base that are more likely to seek out the station to become involved. Their listeners can become involved in the form of volunteering time or monetary donations. WJSA and WXPI have similar programming on Sunday's as both stations broadcast religious music. WXPI broadcasts gospel from 6 a.m. to 8 a.m. and WJSA broadcasts the





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Pastor's Morning Message online at 9:30 a.m. Because WJSA and WXPI have similar programming on Sunday's, they may attract similar audiences at this time.

#### ***Station #4: WRAK 1200 AM***

WRAK is a talk radio station that can be heard in the Williamsport area. The station offers sports talk, weekend reports, and shows by conservative talk show hosts such as Glenn Beck and Rush Limbaugh. Through looking at their website you can clearly see the station's strengths, and differences or similarities when compared to WXPI 88.5.

<b>Strengths</b>	<b>Differences</b>	<b>Similarities</b>
The website shows who is on the air on the home page.	WXPI does not show who is on the radio as it airs.	WXPI offers a programing schedule on their website.
Their website offers news on the home page.	WXPI does not offer news on their website.	
Their website offers links to Facebook and Google+.	WXPI does not offer a Facebook or Twitter link.	
There are clearly marked contact links, (includes a jobs opening link).		WXPI offers a clearly marked contact link. They also provide separate links for volunteering and membership.

Source: ("Clear channel communities," 2012).

#### ***WRAK Events and Explanation:***

- March 4, 2012: Bridal Showcase from noon to 4 p.m. at Indian Hills Golf and Tennis Club.
- March 8, 2012: Clear Channel annual career fair from 10 a.m. to 2 p.m. in Lamade gym at Lycoming College.

Source: ("Clear channel communities," 2012).

WRAK plays to a specific target audience. This station is geared mainly towards news. This helps the listener when choosing a favorite radio station. Listeners are also able to find information on local news easily with this particular station. This helps WRAK to stay relevant even without having a die hard news audience.



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## **Problem and Opportunity**

WXPI is a new organization and is faced with several challenges. The first concern is that the majority of the public does not know much about the organization. Being a non-profit, totally volunteer run organization; they do not have the means for extensive public relations efforts. Second, WXPI receives no income other than donations, which are made by current members and local businesses so it is important for them to maintain supportive publics, in Williamsport. By maintaining a relationship with their publics WXPI can involve them in future events rather than only coming to them for money when it is needed. Finally, since only volunteers run the station, it is important to recruit new people as often as they can.

While surveying the community of Williamsport, out of 100 people surveyed, 65 of them had never heard of WXPI. Judging from the survey of results, the community is unaware of the organization. Gaining community awareness is something the client strives for, so therefore having an event that specifically involves the Williamsport community is important. As a part of this campaign it would be beneficial for the team to focus on increasing WXPI's publicity. By increasing the public's awareness of WXPI they will hopefully increase membership and supporters of their organization. Expanding their membership is vital for WXPI to continue working for the community.



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## Pre-Event Survey

We are a group of Mansfield University Public Relations students working in conjunction with community radio station, WXPI, 88.5 FM. We are conducting a survey on behalf of the non-profit, radio station. The purpose of this survey is to gain knowledge and spread awareness of the station and its events.

We would appreciate it if you took the time to complete this three-minute survey. All information gathered will remain confidential. When completed, please return the survey to a representative. Thank you for your time.

**1. What is your age?**

- |                                |                                |                                |
|--------------------------------|--------------------------------|--------------------------------|
| <input type="checkbox"/> 18-24 | <input type="checkbox"/> 31-37 | <input type="checkbox"/> 48-57 |
| <input type="checkbox"/> 25-30 | <input type="checkbox"/> 38-47 | <input type="checkbox"/> 58+   |

**2. What is your race/ethnicity?**

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> African American | <input type="checkbox"/> Hispanic              | <input type="checkbox"/> Other (Specify) _____ |
| <input type="checkbox"/> Asian            | <input type="checkbox"/> Pacific Islander      |  |
| <input type="checkbox"/> Caucasian        | <input type="checkbox"/> Prefer not to respond |  |

**3. What is your average annual income?**

- |                                       |  |  |
|---------------------------------------|--|--|
| <input type="checkbox"/> 0-5,000      | <input type="checkbox"/> 15,000-30,000 | <input type="checkbox"/> Prefer not to respond |
| <input type="checkbox"/> 5,000-15,000 | <input type="checkbox"/> 30,000+       |  |

**4. Do you listen to the radio?**

- |                              |  |  |
|------------------------------|--|--|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No (Skip to question 9) | <input type="checkbox"/> What's radio? |
|------------------------------|--|--|

**5. What type of radio program interests you? (Check all that apply)**

- |                                      |                                 |  |
|--------------------------------------|---------------------------------|--|
| <input type="checkbox"/> Blues       | <input type="checkbox"/> Jazz   | <input type="checkbox"/> Opinion Talk Show     |
| <input type="checkbox"/> Classical   | <input type="checkbox"/> Rock   | <input type="checkbox"/> Political Talk Show   |
| <input type="checkbox"/> Country     | <input type="checkbox"/> Sports | <input type="checkbox"/> General Talk Show     |
| <input type="checkbox"/> Hip Hop/Rap | <input type="checkbox"/> Top 40 | <input type="checkbox"/> Other (Specify) _____ |

**6. Where do you listen to the radio? (Check all that apply)**

- |                                  |                                     |                                    |
|----------------------------------|-------------------------------------|------------------------------------|
| <input type="checkbox"/> At home | <input type="checkbox"/> In the car | <input type="checkbox"/> Satellite |
| <input type="checkbox"/> At work | <input type="checkbox"/> Online     |                                    |

**7. How much time do you spend listening to the radio, per week?**

- |   |                                  |
|---|----------------------------------|
| <input type="checkbox"/> Less than 1 hour | <input type="checkbox"/> 4-6 hrs |
| <input type="checkbox"/> 1-3 hrs          | <input type="checkbox"/> 6+ hrs  |





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**8. Which station do you listen to the most?**

- ☐ KISS 102.7                      ☐ WILQ 105.1  
☐ WZXR 99.3                      ☐ Other (Specify) \_\_\_\_\_

**9. Have you heard of WXPI 88.5, Williamsport Community Radio?**

- ☐ Yes                      ☐ No (Skip to question 12)

**10. How often do you listen to WXPI 88.5?**

- ☐ Never                      ☐ Sometimes                      ☐ Often

**11. How did you hear about WXPI 88.5?**

- ☐ A WXPI sponsored event                      ☐ Internet                      ☐ Word of Mouth  
☐ Community newspaper                      ☐ Radio                      ☐ Other (Specify) \_\_\_\_\_  
☐ Flyer                      ☐ This survey

**12. Do you know what a podcast is?**

- ☐ Yes                      ☐ No                      ☐ Somewhat

**13. Would you be interested in making a podcast (audio recording) that could be heard/broadcast on the radio?**

- ☐ Yes                      ☐ No                      ☐ Maybe

**14. Would you be interested in becoming a member of a radio station?**

- ☐ Yes                      ☐ No                      ☐ Maybe

**15. How important is it to be a part of a non-profit organization?**

Not Important---1      2      3      4      5--- Very important

**16. What social media do you use? (Check all that apply)**

- ☐ Facebook                      ☐ MySpace                      ☐ Google+  
☐ Twitter                      ☐ LinkedIn                      ☐ I don't use social media  
☐ Other (Specify) \_\_\_\_\_

**17. How often do you attend community events? (Check the closest that applies)**

- ☐ Never                      ☐ Once a month                      ☐ 4-5 times a month  
☐ Few times a year                      ☐ 2-3 times a month                      ☐ 5+ times a month



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**18. What type of events do you attend most frequently?**

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Charity Events | <input type="checkbox"/> Picnics                       | <input type="checkbox"/> Other (Specify) _____ |
| <input type="checkbox"/> Cookouts       | <input type="checkbox"/> Readings (poetry, book, etc.) |  |
| <input type="checkbox"/> Festival       | <input type="checkbox"/> Sports Tournaments            |  |
| <input type="checkbox"/> Live Music     | <input type="checkbox"/> I don't attend these events   |  |

**19. Would you donate money or time to a non-profit organization? (Check all that apply)**

- |  |   |
|--|---|
| <input type="checkbox"/> Yes, I would donate money   | <input type="checkbox"/> No, not at this time |
| <input type="checkbox"/> Yes, I would donate my time | <input type="checkbox"/> Maybe                |

**20. Where would you most likely attend an event? (Check all that apply)**

- |  |                                       |   |
|--|---------------------------------------|---|
| <input type="checkbox"/> Club                  | <input type="checkbox"/> Concert hall | <input type="checkbox"/> Pub/Bar/Lounge |
| <input type="checkbox"/> Coffee Shop           | <input type="checkbox"/> Park         | <input type="checkbox"/> School/Campus  |
| <input type="checkbox"/> Other (Specify) _____ |                                       |   |

**21. Would you be willing to attend an event in Williamsport?**

- |                              |                             |                                |
|------------------------------|-----------------------------|--------------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Maybe |
|------------------------------|-----------------------------|--------------------------------|

**22. How do you get your local news?**

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Internet         | <input type="checkbox"/> Radio         | <input type="checkbox"/> Other (Specify) _____ |
| <input type="checkbox"/> Newspaper        | <input type="checkbox"/> TV            |  |
| <input type="checkbox"/> Online Newspaper | <input type="checkbox"/> Word of Mouth |  |





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## Pre-Event Survey Analysis

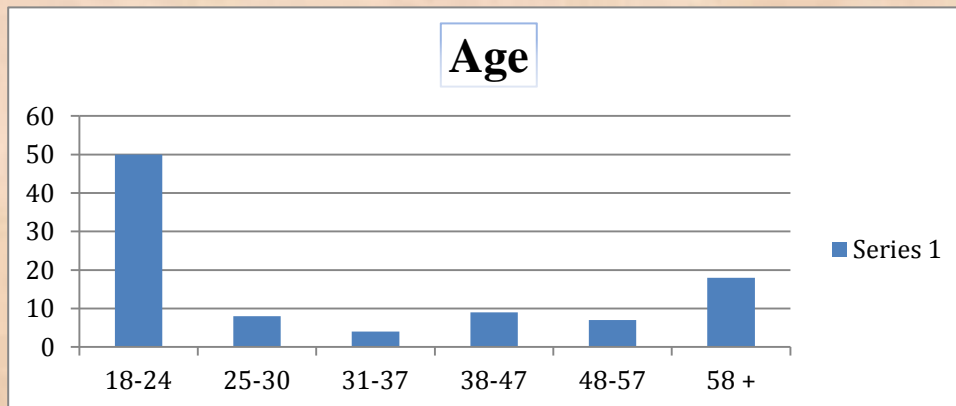
### *Analysis of Question Results*

Each question that we asked served a purpose in our overall campaign to some capacity. When creating the survey, we started out with well over 22 questions, and we weeded through them from there to see to it that we only had questions that we actually needed and ones that would help enhance our overall campaign and the results of it. Result numbers represent actual data of people, not percentages

### *General Information Questions:*

#### 1. What is your age?

18-24	→	50
25-30	→	8
31-37	→	4
38-47	→	9
48-57	→	7
58 +	→	18



For question one, The PR Team's goal with asking it was to find out what age the general public of Williamsport was, so that WXPI could better know who their audience is and then this way be able to better target them through their talk shows, podcasts, and music. This question also was asked on the survey to help us with our campaign in knowing what age group is in Williamsport so it tells us who we need to target through our use of social media or flyers. This kind of question even helps us to figure out where to place our flyers and other advertisements for the event if we know what age group the audience is. People of different age groups will be found spending their free time in completely different places. For instance, if everyone in our survey answered 18-24, then



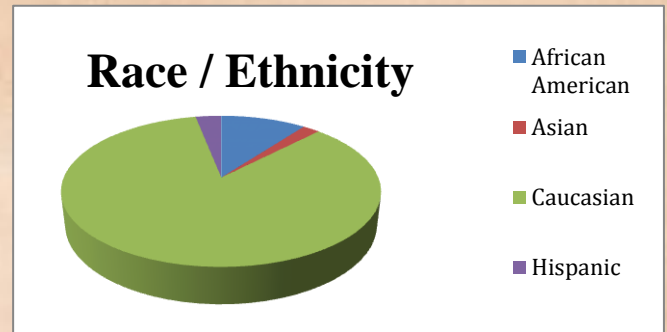
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we would know that Penn Tech, Lycoming Colleges, and the local coffee shops would be the best places to hang up flyers to catch our audience’s attention with our flyers and advertisements.

## 2. What is your race/ethnicity?

African American	→	10
Asian	→	2
Caucasian	→	82
Hispanic	→	3
Pacific Islander	→	0
Prefer not to respond	→	2

Other: 3 Middle East



This question also helped play a crucial role in assisting our client for our campaign because they are a completely non-profit organization and rely fully on donations from the public and memberships. If WXPI radio can see what their community’s average annual income really is then they can have a more realistic view of what to expect from donations from them. Seeing that the most chosen average annual income was 0-5,000 at 31 out of 83 that actually responded (15 chose not to and two chose not to check anything at all) says that many of the people living in the area aren’t making a lot of money for themselves so they won’t be able to donate very much money to WXPI. This even helps for the campaign in knowing that maybe the better target for donations is businesses and organizations versus individual people and families. It would be ideal to be able to get funding for WXPI and for our even from the people in the community, the potential listeners, but the survey results show that that may not be the most realistic option.





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***Knowledge and Awareness Questions:***

The following questions are grouped together for the reason that they all have the common goal of figuring out peoples general knowledge of the radio station, and then specifically, of WXPI radio station.

Questions 3-11 are all knowledge and awareness questions:

**3. Do you listen to the radio?**

Yes —————→ **88**  
No (Skip to question 10) —————→ **10**  
What's radio? —————→ **0**

**4. What type of radio program interests you? (Check all that apply)**

Top 40 —————→ **34**    Jazz —————→ **22**  
Hip Hop/ Rap —————→ **28**    Classical —————→ **18**  
**Rock** —————→ **43**    Opinion Talk Show —————→ **9**  
Country —————→ **23**    Political Talk Show —————→ **6**  
Sports —————→ **13**    General Talk Show —————→ **13**  
Blues —————→ **11**

Other: 20		
Christian (7)	60's	Classic Rock
Alternative (4)	70's	Satellite
Bob and Tom	Crooners track	Metal
Oldies (3)	Folk-Indie	Foreign

**5. Where do you listen to the radio? (Check all that apply)**

**In the Car** —————→ **79**  
At work —————→ **27**  
At Home —————→ **46**  
Online —————→ **26**  
Satellite —————→ **10**

**6. How much time do you spend listening to the radio, per week?**

Less than 1 hour —————→ **12**  
**1-3 hrs** —————→ **34**  
4-6 hrs —————→ **16**  
6+ hrs —————→ **26**

**7. Which station do you listen to the most?**

**KISS 102.7** —————→ **27**  
WZXR 99.3 —————→ **16**  
WILQ 105.1 —————→ **13**

Other: 47	93.3 (10)	WJSA (2)	107.1
95.3	97.7 (8)	Satellite (5)	WVIA HD
95.5 (3)	91.7	Variety	
107.9 (3)	98.5	Oldies (3)	
93	89.7 (2)	NPR	
88.5	1400 am Internet (3)	WURE	
98.0	90.3	WBRE	
99.7 (3)		89.5 Harrisburg	



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**8. Have you heard of WXPI 88.5, Williamsport Community Radio?**

Yes → **30**

No → **65**

**9. How often do you listen to WXPI 88.5?**

Never → **29**

Sometimes → **13**

Often → **1**

**10. How did you hear about WXPI 88.5?**

Internet → **3**

Word of Mouth → **11**

Flyer → **0**

A WXPI Sponsored Event → **6**

Community Newspaper → **4**

This Survey → **8**

Radio → **4**

Other: 7

Issac (guy who runs it)

Friend

Took Over Frequency

Event held in own establishment

Farmer's Market (2)

All of the above questions pertained to basic knowledge of the public's relationship to the radio waves. The PR Team wanted to know if Williamsport listened to radio, and if so, where and how often? The Team's next goal with the above knowledge and awareness questions was simply to find out what the most listened to genres of music were. This is helpful to give the PR Team a good idea of what type of music would be best to play at the event and it would also help out our client so that they have a better idea of what type of music to play to attract a larger audience. Lastly, for the knowledge and awareness questions, the PR Team wanted to get a better grasp of raw data: who in Williamsport has ever heard of WXPI, how they found out about the radio station, and if they even listen to it. This way the PR Team would know how messages are effectively spread in Williamsport, and also to give our client a better idea of how aware the public is/ is not of their radio station.





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***Podcasts:***

**11. Do you know what a podcast is?**

Yes —————> 54  
No —————> 32  
Somewhat —> 10

**12. Would you be interested in making a podcast (audio recording) that could be heard/broadcast on the radio?**

Yes —————> 17  
No —————> 54  
Maybe —> 27

WXPI cared to know how many people know what a podcast is and if they would be interested in making one because WXPI is based on the people and they want the community's involvement. They play podcasts that are submitted to them/an interest to the public and they want to know how many people are involved. Only 17 out of 98 people said that they would definitely be interested in making a podcast which does not seem like a lot of people but that is a good amount for a start and they could make multiple podcasts for WXPI. Additionally, 27 people expressed a possible interest in making a podcast which is encouraging information and helpful to our campaign to know whether or not the community is willing to help out WXPI radio station.

***Memberships and Non-Profit Interest:***

**13. Would you be interested in becoming a member of a radio station?**

Yes —————> 11  
No —————> 57  
Maybe —> 30

**14. How important is it to be a part of a non-profit organization?**

1 —————> 11  
2 —————> 7  
3 —————> 33  
4 —————> 24  
5 —————> 21



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**15. Would you donate money or time to a non-profit organization? (Check all that apply)**

Yes, I would donate money —→ 24  
Yes, I would donate my time —→ 23  
No, not at this time —→ 29  
Maybe —→ 36

The radio station is in serious need of memberships and the funds from those memberships to keep the station running. This question serves to further the PR Team's campaign because part of our job is to increase awareness of their organization and to hopefully draw in memberships through that increased interest about them. Out of the 98 that answered the question, 57 said no but on the other hand, with the combined yes and maybe responses, 41 people said that they would possibly be interested in being a member which is not a bad number. If our campaign can push those potential members and draw them in through our event, many more community members will want to become members of the radio station. Because WXPI is a non-profit organization, the PR Team wanted to see how important non-profit organizations were to people just to get an idea of where the community's priorities were. 47 people said that they would either donate their money or time to a non-profit organization, which helps with the campaign to know how willing people are to help out non-profit's in the area.

***Social Media and News:***

**16. What social media do you use? (Check all that apply)**

Facebook —→ 70  
Twitter —→ 28  
Myspace —→ 7  
LinkedIn —→ 7  
Google+ —→ 22  
Don't use —→ 21

Other: 4  
Tumblr (20)  
Wordpress

**17. How do you get your local news?**

TV —→ 63  
Newspaper —→ 52  
Internet —→ 53  
Online Newspaper —→ 19  
Radio —→ 39  
Word of mouth —→ 37

Other: 2  
Wife  
Smart Phone



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These questions are important to our campaign because if we know what social media most of the public uses we will be able to promote the events on the most popular social media sites. The majority of the people use Facebook. 70 people said that they use Facebook and 28 people said that they used Twitter, which falls in second place. This is a great result because WXPI has both a Facebook and a Twitter account so for the campaign, it will be crucial to consistently promote on both social media sites and update them frequently.

### ***Event Information:***

#### **18. How often do you attend community events? (Check the closest that applies)**

Never —————> **11**  
**Few times a year** —————> **36**  
Once a month —————> **6**  
2-3 times a month —————> **23**  
4-5 times a month —————> **8**  
5+ times a month —————> **5**

#### **19. What type of events do you attend most frequently?**

<b>Live Music</b> —————> <b>68</b>	Cookouts —————> <b>21</b>
Festival —————> <b>45</b>	Charity Events —————> <b>25</b>
Picnics —————> <b>18</b>	Readings —————> <b>17</b>
Sports Tournaments —————> <b>18</b>	Don't attend —————> <b>5</b>

Other: 13

Dance	Political Event
Block Party	First Friday
Extracurricular	CAC
Games Play (2)	Relay For Life

\*Person says that they play in 2 bands:  
Skinny Rinkus  
Locomotive Disaster

#### **20. Where would you most likely attend an event? (Check all that apply)**

Concert Hall —————> **54**  
Pub/Bar/Lounge —————> **41**  
**Park** —————> **61**  
School/Campus —————> **51**  
Club —————> **22**  
Coffee Shop —————> **44**

Other: 8

Residence Halls	WECCC
Anywhere (2)	Block/City Street
Hotel	
Fire Hall	
Church	
Soup Kitchen	





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**21. Would you be willing to attend an event in Williamsport?**

Yes —→ 74  
No —→ 3  
Maybe —→ 22

The above questions are all concerning events. This serves to help our campaign because it will tell us where the community prefers to hold an event and these questions told us that we definitely should have the event in Williamsport, and ideally at a park if it is feasible. The last thing that these questions told us is that as far as entertainment options, the community overwhelmingly prefers live music so if we were able to get live music to the event and if the event takes place in Williamsport that would be beneficial for our campaign and to attract as much of WXPI's audience as possible.

The majority of the people said that they only attend community events a few times per year but close behind was 2-3 times per month. If we can publicize the event enough, the survey results show that we should have a decent number of attendees.