



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

Action and Communication

This section identifies the plan for all communication tactics for the campaign.
The following communication tactics are included in this section:

- Media List
- Communication and Tactics Overall
- Communication and Tactics Examples



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Media List

Print Media

Company Name	Address	Main Contact & Phone #s	Online Information, Circulation #s, and Subscription #s	Email
The Williamsport Sun Gazette	252 West Fourth Street Williamsport, PA 17701-0728	Main #: 570-326-1551 Lifestyle Desk: 570-326-1551 x3108 Entertainment Desk: 570-326-1551 x3110 Photo Desk: 570-326-1551 x3123	Website: www.sungazette.com Facebook: www.facebook.com/SunGazette Twitter: http://twitter.com/#!/wmsptsungazette Circulation #s: 7 days (per week): ~ 28,000	Press Release Email: news@sungazette.com * Press release should be included in the subject heading and should be included within the body of the email. Photo Email: photo@sungazette.com * Must be sent in JPG or TIFF at 170 DPI, with a photo size of 5x7.

Source: ("Sun Gazette," 2012) & phone interview with the circulation department

Company Name	Address	Main Contact & Phone #s	Online Information, Circulation #s, and Subscription #s	Email
The Williamsport Guardian	1307 Park Avenue #1 Williamsport, PA 17701	Main #: 570-309-0150	Website: www.williamsportguardina.com	Main Email: williamsportguardian@yahoo.com Advertising Email: williamsportguardian@yahoo.com * A full price breakdown is located on their website

Source: ("Williamsport Guardian," 2012)



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Radio Media

Company Name	Address	Main Contacts & Phone #s	Online Information, Coverage Area, Watts & Format	Email
WXPI 88.5	1307 Park Avenue #1 Williamsport, PA 17701	Main #: n/a	<p>Website: www.wxpiradio.org</p> <p>Facebook: https://www.facebook.com/profile.php?id=100000466850265</p> <p>Twitter: http://twitter.com/#!/WXPIRadio</p> <p>Coverage Area: Williamsport, Lycoming, Clinton and Union Counties. Internet stream can be heard all over the world by visiting their website.</p> <p>Watts: 95</p> <p>Format: Community Radio Station (non-commercial)</p>	<p>Main Email: wxpiradio@gmail.com</p> <p>* Can also be contacted using the contact us form on their website.</p>

Sources (“WXPI FM 88.5 FM mhz,” 2012) & (“Radio locator,” 2012)



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Company Name	Address	Main Contacts & Phone #s	Online Information, Coverage Area, Watts & Format	Email
WILQ 105.1	1685 Four Mile Drive Williamsport, PA 17701	Main #: 570-323-5075 Main Advertising Contact: Dan Farr VP & GM 570-323-8200 Production Contact: Kelly Bailey Office Manager Contact: Georgia Stover News Director: John Finn	Website: www.wilq.com Coverage Area: Distance / Signal: 4.2 miles Watts: 9,200 Format: Country	Main Email: GM: Dan.farr@byradio.com Production: Kelly.bailey@byradio.com Office Manager: Georgia.stover@byradio.com News Director: John.finn@byradio.com

Source: ("WILQ-FM 105.1 mhz," 2012) & ("Radio locator," 2012)



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Company Name	Address	Main Contacts & Phone #s	Online Information, Coverage Area, Watts & Format	Email
WKSJ Kiss 102.7	Clear Channel Radio 1559 West Fourth Street Williamsport, PA 17701	Main #: 570-327-1400 GM & VP: James Dabney Advertising Contacts: Cindi Perry Anne Shea Joe Daniels Ron Mackley Mark Shuman: Brenda Everette	Website: http://www.wksj.com/main.html Facebook: https://www.facebook.com/1027wksj Twitter: https://twitter.com/#!/1027kissfm Coverage Area: Williamsport, Lock Haven, Bloomsburg and Sunbury (highest coverage areas). Watts: 53,000 Format: Hot Adult Contemporary	Main Email: Wksj@wksj.com GM: Jdabney@clearchannel.com Advertising Contact emails: Cindiperry@clearchannel.com Anneshea@clearchanne.com Joedaniels@clearchannel.com Ronaldmackley@clearchannel.com Markshuman@clearchannel.com Brendaeverett@clearchannel.com

Source: ("WKSJ-FM 102.7 mhz," 2012) & ("Radio locator," 2012)

Company Name	Address	Main Contacts & Phone #s	Online Information, Coverage Area, Watts & Format	Email
WRAK 1200 AM	Clear Channel Radio 1559 West Fourth Street Williamsport, PA 17701	Main #: 570-327-1400 GM & VP: James Dabney Advertising Contacts: Cindi Perry Anne Shea Joe Daniels Ron Mackley Mark Shuman: Brenda Everette	Website: http://www.wrak.com/pages/sales.html Coverage Area: Williamsport, Muncy and Jersey Shore areas. Watts: 1,000 Format: Talk	Main Email: Wrak@clearchannel.com GM: Jdabney@clearchannel.com Advertising Contact emails: Cindiperry@clearchannel.com Anneshea@clearchanne.com Joedaniels@clearchannel.com Ronaldmackley@clearchannel.com Markshuman@clearchannel.com Brendaeverett@clearchannel.com

Source: ("WRAK-AM 1400 khz," 2012) & ("Radio locator," 2012)



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Television Media

Company Name	Address	Main Contacts & Phone #s	Online Information, Coverage Area, Watts & Format	Email
WNEP: The News Station	16 Montage Mountain Road Moosic, PA 18507	Main #: 570-346-7474 (Non-news) 1-800-533-NEWS (News tips) 866-912-7090 (Customer service)	Website: http://wnep.com/ Facebook: https://www.facebook.com/NewsWatch16 Channel: 6 News Times: NewsWatch 16 Noon 4:00 pm 4:30 pm 5:00 pm 5:30 pm 7:00 pm 11:00 pm	General Manager: Chuck.morgan@wnep.com In Your Neighborhood: Noreen.clark@wnep.com Customer Service: Support@datasphere.com

Source: ("WNEP The News Station," 2012)



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Action and Communication

Communication and Tactics Overall

Pre-Event

The plan for communication, promotion and tactics for this campaign is to effectively promote the event as much as possible. To promote before the event the following will be used:

- News Release
- Feature Story
- Flyers and Posters
- Promotional Video
- Social Media
- Online Websites

. A news release will be sent to *The Williamsport Sun Gazette* to be featured in their print version or online version of their newspaper. The release will state information about the upcoming event, and answer who, what, where, when, and why questions. Feature stories will be sent to *The Williamsport Sun Gazette* and *The Williamsport Guardian*. The piece will tell a story about the organization and the upcoming event. Flyers and posters will be hung around Williamsport. They are distributed at local businesses as well as the restaurants that are involved in the event. A promotional video featuring the participating restaurants will be created and broadcasted on WXPI's Facebook page. The video will highlight the event and the members who are involved in the event such as the restaurant owners, and WXPI members. All social media techniques will also be used. The event will be posted on Twitter and Facebook within the weeks leading up to the event date. An event Facebook page will also be made, the page will track the number of people who say they are attending, how many people are possibly attending, and how many people were invited. Although the numbers on the Facebook event page are estimates they will serve as a good guideline when determining how many people will be at the event.



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During the Event

During the event there will be two communication tactics used to promote WXPI. The two tactics include:

- Fact Sheets
- Photo opportunities
- Table Brochures

Fact sheets will be distributed to the people entering the event. The fact sheets will include information specifically about WXPI. The information includes, explaining who WXPI is, their purpose, and how to get involved. Photos will be taken during the event. Pictures of the people at the event, as well as the restaurant owners/workers involved in the event will be taken. A photo release form will be provided before people enter the event. Pictures will also be used as post-publicity and submitted to *The Williamsport Sun Gazette*. Table brochures will be placed on all guest tables. The brochures tell the audience what restaurants are involved and can also serve as a take home item.

Post-Event

After the event there will be three communication tactics used to ensure post-publicity for the event. Post publicity tactics include:

- Post-event news release
- Post-event letter to the editor
- Post-event feature story
- Thank you letters (not publicity)

A post-event news release will be sent to *The Williamsport Sun Gazette*. The story will detail what happened at the event, how much money made, and how many people were present at the event. The final post-publicity tactic that will be used is a letter to the editor. The letter to the editor will give thanks to everyone who was involved in the event, and will be submitted to *The Williamsport Sun Gazette*. Finally, a post-event feature story will be sent to *The Williamsport Sun Gazette*. The story will explain all aspects of the campaign and how the Mansfield PR team put on the event as students. Although they are not publicity, thank you letters will be distributed to the participating restaurant and WXPI members who were involved. The letters will also be sent to anyone who has made an impact on the production of the event.



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Communication and Tactics Examples

Pre-Event	During the Event	Post-Event
News Release	Fact Sheet	New Release
Feature Story	Photo Opportunities	Letter to the Editor
Flyers and Posters	Table Brochures	Feature Story
Promotional Video		Thank You Letters
Social Media		
Online Websites		

Pre-event

News Release

On Thursday, April 12 a news release was published in the print version of *Nightlife Showcase* in *The Williamsport Sun Gazette*.

WILDCAT COMIC CON IS HERE!

AREA NATIVE WORKS ON 'THE LORAX'

Thursday, April 12, 2012
 SunGazette.com

Nightlife showcase

WXPI 88.5-FM to host 'Wing War' at the Pajama Factory

WXPI 88.5-FM will host a chicken wing competition, "Wing War," from 5 to 7 p.m. Friday at the Pajama Factory, 1307 Park Ave. The competition will feature some of area residents' favorite eateries: Benjie's, 350 Hughes St.; Rumrunners Pub and Eatery, 341 Market St.; ACME BBQ, 445 Market St.; and The Senate, 301 Grove St. All the businesses will compete to see who has the best-tasting wings — with the public having the final say.

Each person in attendance will have the opportunity to taste and judge each restaurant's wings.

There is a \$5 suggested admission fee to help cover the cost of the event. Upon entrance, attendees will receive tickets to taste and vote for their favorite wings. Additional tickets may be bought for \$1 each.

The wing to receive the most tickets by 7 p.m. will win the "Wing War." All proceeds will benefit WXPI.

"We're very excited about the event!" WXPI station engineer Curtis Musheno said. "Mansfield's students have done a wonderful job putting this together and we can't wait to see the turn out."

Live entertainment will be provided throughout the "Wing War" competition and will showcase local artists-musicians throughout the Williamsport area. Luke Brady, a local acoustic artist, will perform.

Attendees will have a chance to meet the all-volunteer staff of the radio station and to learn more about community radio and volunteer opportunities.

For more information, call Matthew Rinkunas at 947-9191 or email rinkunasmt17@mounties.mansfield.edu.

The Williamsport Sun-Gazette is printed on newsprint which contains recycled material.

NTAL PA



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Feature Story

A feature story was created and sent to *The Williamsport Sun Gazette* on April 5, but was never published. The feature story is below:

FOR IMMEDIATE RELEASE

Date: April 4, 2012

Contact: Matthew Rinkunas, 570-947-9191, rinkunasmt17@mounties.mansfield.edu

Author: Elizabeth Weber, e.weber1601@gmail.com

TWO HIGH SCHOOL BROTHERS FIND THEIR PASSION WITH WXPI RADIO.

WILLIAMSPORT, Pa -- Brothers Jacob and Jeremy Hiserman expand their dreams by volunteering with local non-profit radio station WXPI. These two high school volunteers have big dreams to further their experience with the Williamsport radio station on 88.5 FM. WXPI relies on the work that their volunteers donate and the Hiserman brothers are more than happy to participate. Jeremy, age 15, of Pennsylvania Leadership Chartership School, was the first of the brothers to volunteer in June 2011. Jacob, age 18, of Seton Home Study School, was enticed by his brother's work and began volunteering shortly after in September 2011. Jeremy began by donating his time by hosting his own show "In the Mix" along with producing the Retro Classic Showcase and training new DJ's in podcasting while fitting in some time to do marketing.

Jacob, who also has a passion for radio, describes some of the work he does for WXPI, "I create and record Public Service Announcements, assist with promoting WXPI events on Facebook and Twitter, and volunteer at the WXPI table on First Fridays. I'm pretty much behind-the-scenes at WXPI", said Jacob Hiserman. "I have always enjoyed community service with organizations such as Hugh O'Brian Youth Leadership (HOBY), Habitat for Humanity, and Son Light House, a local food pantry, just to name a few. This is another way for me to be active in the community and to help the arts grow. I felt this would be a great opportunity to help garner interest in and support for local music and art."

Their interest in radio all started through their family connections, "I heard about WXPI through a friend of my dad's and I had always wanted to be in radio, so it was the perfect opportunity", said Jeremy Hiserman. WXPI helps these two brothers get firsthand experience by allowing them room to create original programing that fits well with their personal and professional goals. Jacob explains how he wishes to take on more of a leadership role "in creating and organizing more opportunities for WXPI to get out into



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the Greater Williamsport area". Jeremy plans to continue doing this work while expanding the community outreach program.

What do we expect from them in the future? Jacob is still deciding on a college for the fall, but plans on majoring in History with a concentration in American History. Jeremy plans to continue doing radio work on the side, while furthering his radio future in production at the college of his choice. "Once I graduate from college, I want to get into radio in New York City and work at Z-100, the number one station in the U.S. I want to be a producer on Elvis Duran and the Morning show or producing another DJ's show in their Manhattan cluster", said Jeremy Hiserman.

WXPI is holding "WXPI Wing War", a competition event between five different establishments from 5 to 7 p.m. on Friday, April 13 at the Pajama Factory in Williamsport. These eateries will proudly feature their variety of wings to support community involvement and assist with promoting WXPI. The competitors include: ACME, Benji's, Rum Runners, The Senate and Smokey Joe's. Musical artist Luke Brady will be performing on site. A \$5 donation is encouraged for attendees. For more information contact Matthew Rinkunas at (570) 947-9191 or rinkunasmt17@mounties.mansfield.edu.

WXPI 88.5 Williamsport Community Radio is a volunteer based nonprofit radio station within the Williamsport area. WXPI broadcasts local news, music and public affairs while covering areas in Lycoming, Clinton, and Union Counties.



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PSA

A public service announcement was created to be broadcast from April 9 to the April 13.

WXPI's Wing War

Recorded 30 Sec.

Start date: Monday, April 9, 2012

Stop date: Friday, April 13, 2012 at 4 p.m.

SO YOU THINK YOU KNOW WINGS? WXPI'S WING WAR IS RIGHT AROUND THE CORNER AND THEY'RE LOOKING FOR JUDGES TO VOTE ON THE BEST WINGS IN WILLIAMSPORT. ON FRIDAY, APRIL 13TH AT FIVE P.M. AT THE PAJAMA FACTORY, WXPI'S WING WAR WILL KICK OFF. FOR ONLY A FIVE DOLLAR DONATION YOU'LL BE ABLE TO SAMPLE AND VOTE ON WINGS FROM THE SENATE, BENJIE'S, RUM RUNNERS, AND ACME BARBEQUE. SO IF YOU'D LIKE TO HELP WXPI DECIDE WHO THE WING MASTER OF WILLIAMSPORT IS, STOP BY THE PAJAMA FACTORY ON FRIDAY, APRIL 13TH AT FIVE P.M.

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Flyers and Posters

Flyers and posters were created and hung in participating restaurants and around downtown Williamsport prior to the event. The posters were distributed and hung on April 4, and remained hung until after the event.

WXPI wing war

Come meet the members of WXPI Williamsport Community Radio Station
at their first ever Wing War
as five local eateries put their wings to the challenge

@
The Pajama Factory, 1307 Park Ave.
Friday, April 13
5~7pm
Suggested donation of \$5

Vote for your favorite wings from
Benjie's The Senate Smokey Jo's ACME Rum Runners

Search us on Facebook and Twitter www.wxpiradio.org



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Promotional Video

A promotional video was created on March 30, and was posted on WXPI's Facebook page on April 2. The video explained what restaurants were involved in WXPI Wing War and gave information on the upcoming event. The video was also posted on multiple team members Facebook pages, and on YouTube.

WXPI's Wing War - YouTube

http://www.youtube.com/watch?v=GVDUB06lv8U

Google

Gmail OutlookMail Desire2learn Apple Yahoo! YouTube News (1,239) Popular

WXPI's Wing War

Serena Weigher + Subscribe 1 video



0:07 / 0:38

Like Add to Share

125 views

2 likes, 0 dislikes

Published on Mar 30, 2012 by [Serena Weigher](#)

Williamsport's local community radio station, WXPI, is hosting a Wing War between local businesses. This is to see who has the best wings of the competition and we want you to decide. It will be at the Pajama Factory on Friday, April 13. The local businesses that will be participating are:

- Ab Workout by Flex Belt by flexbeltabbelt 1,357 views
- Scarlet Feva - Heaven's A Lie by izzoaum 95 views
- joe's deadliest men part 1 by j03ycr0wth3r 213 views
- حسين الجسمي - بودك هلا فبراير 2010 by iraqanacom 18,113 views
- Luke Yocum and Todd Lim custom Misfits by VariegatedMediaVideo 185 views
- Amelie Absynthe - Harmless by izzoaum 142 views
- Colorificio Spiver - Travertino by Colorificiospiver



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Social Media

Facebook and Twitter were used to promote WXPI Wing War. A Facebook event page was made by Alison Hirsch, and was a public event page. The page explained the date, time, place and what restaurants were going to be involved in the event. Below is a screenshot of WXPI Wing War's Facebook event page:

A screenshot of a web browser displaying the Facebook event page for 'WXPI Wing War'. The browser's address bar shows the URL 'https://www.facebook.com/events/188421604608162/'. The Facebook interface includes a search bar and a list of 'Going (50)' participants on the left, such as Marcia Nicole, Mike Malinoski, and Sara Cavanagh. The event details on the right specify it is a public event on Friday, April 13, 2012, from 5:00pm to 7:00pm. The description asks who makes the best wings in Williamsport and lists suggested donation restaurants like Acme Barbecue and Benjie's. A map shows the location at Pajama factory, Williamsport, PA. Below the map is a 'Write Post' section with a text input field. At the bottom, there are comments from Dan Mason and Alison Duncan Hirsch.



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Online Websites

All Events in Williamsport, an online website, featured WXPI Wing War. The event was featured on April 12, and all event information was given. Another online website, longlist.org featured the event and the promotional video. All event information was given on the website and it was shown online on March 30.

All Events in Williamsport Screenshot:

The screenshot shows a web browser window with the URL <http://allevents.in/Williamsport/WXPI-Wing-War/188421604608162#>. The page header features the "All Events.in Williamsport" logo, social media links for Google+, Facebook, and Twitter, and a "Change Location" button. Below the header is a banner for "ONLY THE BAND GETS CLOSER" and "FULL SAIL UNIVERSITY". The main content area is divided into two columns. The left column contains a Google Map of Williamsport, PA, with a red pin marking the location of the event. Below the map is a link to "Selling your Marcellus?" with the text "We buy land & mineral rights in the NY section of the Marcellus Shale." and the website www.SellMarcellus.com. The right column features the event details for "WXPI Wing War", scheduled for "Fri Apr 13 2012 at 05:00 pm" at the "Venue : Pajama factory, williamsport, pa, Williamsport". It also lists the creator as "Wxpi Williamsport CommunityRadio" and includes a "Sponsored links" section with a link to "Lepley, Engelman & Yaw", a personal injury law firm. The event description mentions a suggested donation of \$5 for wings from various local businesses.



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Longlist.org Screenshot:





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During the Event

Fact Sheet

A fact sheet was handed out at the front table during the initial sign in. The fact sheet included information about who WXPI is, how to get involved, and why they broadcast. It also featured information on how to listen to WXPI online. The fact sheets that were left over were given back to WXPI to use for future events.

Who is WXPI 88.5?

WXPI is a local non-profit organization located in Williamsport, PA.

Why Does WXPI Broadcast?

WXPI's purpose is to represent the community members and to allow them to express their opinions and talents over the airwaves.

WXPI broadcasts local and international news.

WXPI also broadcasts a variety of different talk shows and hours of music ranging from classical to rock to country to modern R&B.

Want to get Involved?

Become a member by donating \$25 to WXPI using the Paypal feature on www.wxpiradio.org.

Volunteers are always needed for a variety of tasks that include office work, producing shows and news segments, event planning, and much more.

All volunteers are welcome!



WXPI IS NOW STREAMING LIVE ONLINE!

Listen to WXPI online with their "Listen Online" link at wxpiradio.org.

WXPI Community Radio

WXPI 88.5 Williamsport Community Radio is a volunteer based nonprofit radio station within the Williamsport area. WXPI broadcasts local news, music and public affairs while covering areas in Lycoming, Clinton, and Union Counties.

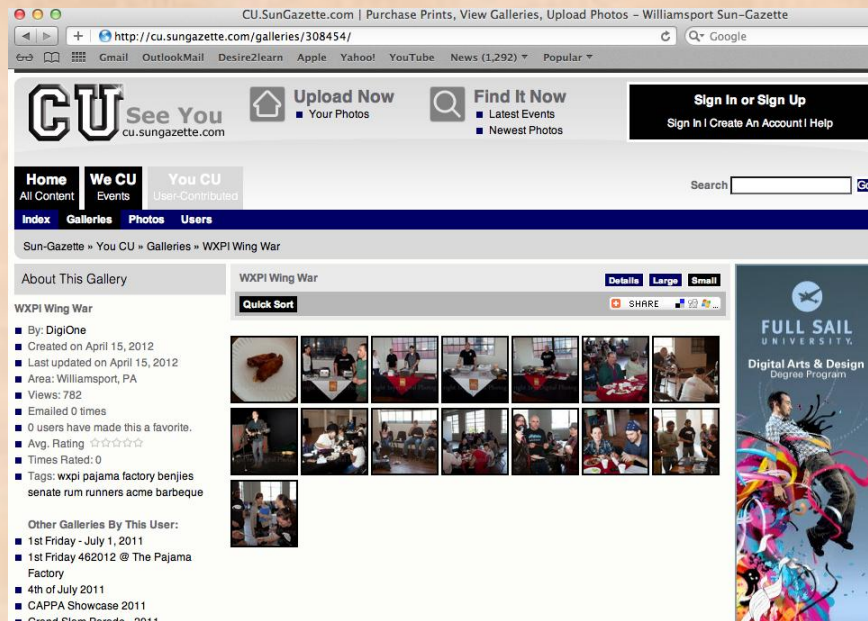
For more information about WXPI Radio, please visit www.wxpiradio.org.



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Photo Opportunities

Pictures were taken at the event. A local photographer who works for cu.sungazette.com published on their website. Members of the Mansfield PR team and WXPI members also took pictures. The pictures taken by WXPI members were posted on WXPI's Facebook page. Below is the website cu.sungazette.com, which features pictures from the Wing War.

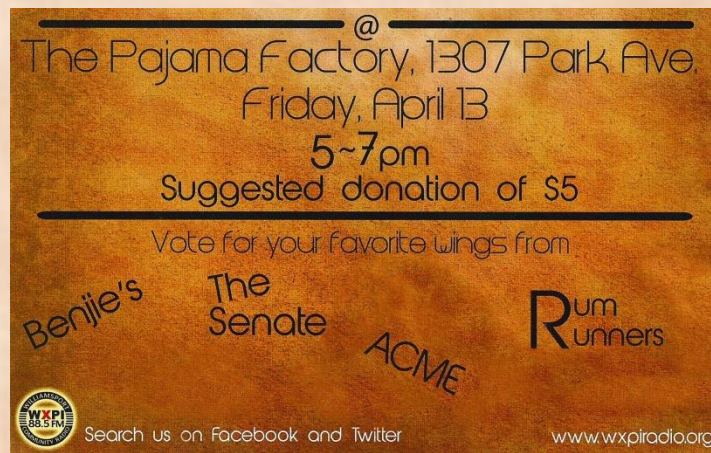
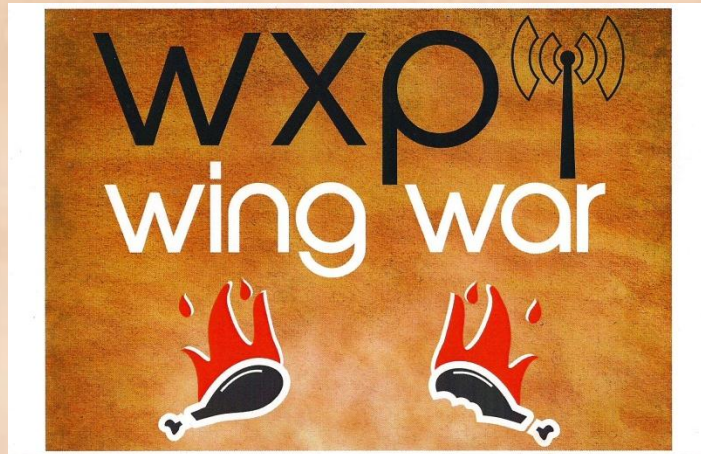




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Table Brochures

Table brochures were laid out on every table at the event. They featured the event name on the front, and all the event information on the back. The back also displayed all the restaurants who were involved, social media links, and WXPI's website.





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Post-Event

Post-event news release

FOR IMMEDIATE RELEASE:
DATE: April 22, 2012

CONTACT: Matthew Rinkunas
570-947-9191
Rinkunasmt17@mounties.mansfield.edu

COMMUNITY RADIO STATION WXPI NAMES BENJIE'S THEIR FIRST WING WAR CHAMPION

WILLIAMSPORT, PA – On Friday, April 13, local restaurant, Benjie's, wins WXPI's Wing War. The Competition was held at the Pajama Factory. The competition showcased chicken wings from four local restaurants: Benjie's, The Senate, ACME Barbeque and Rum Runners.

The event began at 5 p.m. and ended at 7 p.m. on Friday evening. A \$5 donation was requested for admission. With a donation for entry, patrons received tickets in order to taste and vote on their favorite wings. A vegan option, made available through WXPI, was also available. Additional tickets were available for only \$1.

Of the four restaurants, Benjie's won the competition. As winner, the eatery received an underwriting package with the radio station and the "bragging rights" as the best wings in the Wing War competition. "This is was a great idea, we had such a good time being involved and hope the station does this again in the future," said Megan from Benjie's.

Entertainment was provided during the event by local musicians, Luke Brady of the band My Heart To Fear, and WXPI member, Michael Blaustein. The artists played a variety of songs ranging from original pieces to classic covers.

About 100 people were in attendance for the first time event. All of the proceeds that were made went to benefit the local nonprofit community radio station WXPI.

Of the four restaurants, Benjie's won the competition. As winner, the eatery received an underwriting deal with the radio station and the bragging rights as the best wings in competition.

WXPI 88.5

WXPI 88.5 was founded in 2011 and their mission is to serve the under-represented, to report on local and national news, and to show the public that the radio waves are theirs. They serve to get the community involved by submitting their ideas, podcasts, music, and more to the radio station so that they can own the radio waves too. For more information about WXPI Radio, please go to www.wxpiradio.org.



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Post-event Letter to the Editor

A letter to the editor was sent to *The Williamsport Sun Gazette* on April 23, 2012. At the time the campaign book went to print the letter to the editor was not published. An example of the letter is below.

For Immediate Release

Date: April 25, 2012

Contact: WXPI PR Group Leader Matthew Rinkunas

E-Mail: Rinkunasmt17@mounties.mansfield.edu

Phone: 570-947-9191

To the Editor:

On Friday, April 13 local community radio station WXPI held their first annual Wing War. This is a competition between several local food vendors to see who has the best wings in Williamsport. The event hoped to raise awareness and listenership for the community radio station as well as funds for operating costs.

The Public Relations students from Mansfield University who worked to plan and execute this event would like to extend a special thanks to the four wing vendors, Benje's, ACME BBQ, Rum Runners, and The Senate. If not for these four restaurants and their generous donation of over 100 wings each, this event would never have been realized. We would like to thank Jennifer Rixey for the reduced rental rate of The Pajama Factory facility. We appreciated the two musicians, Luke Brady and Michael Blaustein, who volunteered their time to perform at the Wing War. Finally we would like to thank Wegmans, Slater Sound, Robert M. Sides Music, Christopher Wainwright, and Mansfield's MAC. Without this support, WXPI's Wing War would not have been the success it turned out to be.

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Post-event Feature Story

A post-event feature story was sent to *The Williamsport Sun Gazette* on April 27, 2012. At the time the campaign book went to print the story was not published. An example of the feature story is below.

FOR IMMEDIATE RELEASE

Date: April 25, 2012

Contact: Matthew Rinkunas, 570-947-9191, rinkunasmt17@mounties.mansfield.edu

Author: Elizabeth Weber, e.weber1601@gmail.com

MANSFIELD UNIVERSITY PR STUDENTS ARE THE DRIVE BEHIND “WXPI WING WAR”

WILLIAMSPORT, PA – WXPI “Wing War” competition was created and implemented by a group of Mansfield University Public Relations students for their PR Workshop class. The course organizes students into teams to develop public relations campaigns for local non-profit organizations. WXPI 88.5 Radio was the assigned client for this particular group.

Seven students compile the group, Marcia Cavanagh, Ashley East, Michael Malinoski, Matthew Rinkunas, Shelby Schoonover, Elizabeth Weber and Serena Weigher all have a hand in the campaign. The students planned and implemented WXPI “Wing War” on Friday, April 13 at the Pajama Factory. The competition challenged four different eateries to feature their variety of wings while supporting community involvement and assisting with promoting WXPI. The competitors were: ACME, Benjie’s, Rum Runners and The Senate. Benjie’s was the winner of the competition.

Together, the students had a well-attended event, finalizing around 100 people not including the team or eateries. Allison Hirsch, director of WXPI, spoke highly of the event and students that put it together. “The event was well attended and I relished the idea of the whole campaign. I would be thrilled to do this again next year and even after that,” Hirsch said.

The experience was very beneficial to the students and especially to those nearing graduation from the university in May. “We have gained a lot of experience with creating and putting together events. We can take what we’ve learned and apply it to our future campaigns and events,” Weigher said.

Community Radio WXPI

WXPI 88.5 Williamsport Community Radio is a volunteer based nonprofit radio station within the Williamsport area. WXPI broadcasts local news, music and public affairs while covering areas in Lycoming, Clinton, and Union Counties.



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

Thank You Letters (not publicity)

A thank you letter was sent to everyone who was involved in making this event possible. Thank you letters were sent to the following:

Participant	Reason for Thank You
Acme	Participating Restaurant
Alison Hirsch	Client
Benjie's	Participating Restaurant
Jennifer Rixey	Pajama Factory Event Coordinator
Luke Brady	Acoustic Music
Michael Blaustein	Acoustic Music
Rum Runners	Participating Restaurant
Slater Sound	Music Equipment
The Senate	Participating Restaurant
Wegmans	Gift Card Donation

