🎥 *Campaign Spotlight: KU Radio's Student-Athlete Spotlight Series*

To increase engagement and connect more deeply with the campus community, I created the Student-Athlete Spotlight Series at Kutztown University Radio (KUR). This video-based series features student reporters interviewing KU athletes about their seasons, goals, and experiences—highlighting their voices both on the field and off.

Each interview is shared on KUR's social media platforms as short-form video content and repurposed for on-air news segments. The debut interview with KU's football quarterback saw outstanding engagement across platforms and became one of the station's top-performing posts of the semester.

After seeing the success and positive feedback from both students and athletes, the series is now expanding to spotlight more sports.

I led the creation and execution of this initiative, including the concept development, outreach to athletes, coordination with reporters, video editing, and multi-platform promotion. It's been a powerful way to build school spirit, boost visibility for our station, and give KU athletes a voice.