

Best Public Relations and Marketing Manager CMBAM 2022



Sheri Donahue

KCPR

California Polytechnic State University
San Luis Obispo

INTRODUCTION

When I began my role as Marketing Director for KCPR in spring of 2021, I knew that I had the daunting task of bringing back live music and in-person events to not only Cal Poly but the entire community of San Luis Obispo. The onset of the COVID-19 pandemic made it nearly impossible for KCPR to function as a station like it once had, and I sought to adapt and revitalize the station to make it viable and vibrant again. This year especially provided a unique opportunity to market KCPR to both the freshmen and sophomores who were now going to be on Cal Poly's campus for the first time.

My goals as KCPR's Marketing Director include the following:

1. Raise funds to continue to support station's needs
2. Establish a marketing team
3. Develop MMG partnership to create mutually beneficial integration
4. Increase awareness of KCPR amongst Cal Poly community
5. Cement KCPR as a SLO staple for live music and events as they return
6. Partner with local entities and foster long-term partnerships
7. Expand social media presence

FUNDING THE STATION: Leveraging our Value as a Brand

Pledge Drive 2021

My first project as Marketing Director was to organize and execute KCPR's annual Pledge Drive, which is held in the spring for around 6 weeks and serves as our main fundraising push for the year. In 2020, our station has to go fully remote due to the pandemic, so in 2021 the return to in-person broadcasting was highly anticipated, but was not without extra costs. This was the main focus for marketing Pledge Drive, and we encouraged our audience to donate in order to help our students return to what they love doing most.

Underwriting

Another aspect of KCPR that was affected by the pandemic was our underwriting. All but one of our clients had to stop running on-air spots with us due to the hardships they faced as small businesses. With many restrictions softening and businesses reopening in the summer of 2021, I saw this as an opportunity for KCPR to help these businesses come back in full force and connect with the over 20,000 Cal Poly students who would be coming back to San Luis Obispo for in-person in the fall.

Merch Website Launch

After how successful our Pledge Drive was in the spring, I saw how popular our KCPR merch was amongst our supporters. We had plenty of leftover merch after sending all of our donors their gifts as well as old stock from years prior, and I wanted to capitalize on the demand by making our merch available for purchase year round.

BUILDING A TEAM: Hiring our Future

A major challenge I faced from the beginning was the diminished number of people we had on staff at the station. The KCPR marketing team especially has dwindled, and I entered the summer of 2021 as a team of one, spending those months preparing to build a team from the ground up. While it was hard to tackle the variety of marketing projects now required to sustain the growth necessary to return to our pre-covid state, it made it easier for me to spot the areas in which we needed help and develop roles to fulfill those needs.

WORKING TOGETHER: Integrating with Mustang Media Group

Back to SLO Freshman Move-in and WOW Week

As a part of Mustang Media Group, a major goal for KCPR going into this year was to increase integration and promote more cross-organizational content. To kick off the year KCPR and Mustang News partnered up to promote and distribute the Back to SLO special edition of Mustang News alongside a large social media giveaway on both of our Instagram accounts, giving away over \$600 worth of prizes from local businesses including gift cards and swag. In order to promote the Back to SLO edition and encourage people to enter the giveaway, we hosted several events over the course of two weeks that students were returning to school. These events allowed us to interact with new students during Cal Poly's orientation WOW week as well as current student returning to in-person instruction, while continuing to promote the Back to SLO edition.

Breakfast Club Live

To continue this fruitful partnership between KCPR and Mustang News and further grow awareness for MMG as a whole, I came up with an idea for an event that we could host monthly, coinciding with the distribution date for Mustang News' monthly editions. Our Breakfast Club Live events would consist of booths on campus where we would pass out the new edition of Mustang News as well as give out free coffee to students while providing music and announcements from a live KCPR DJ show. We leveraged this interaction on campus as an opportunity to build awareness of KCPR and each month we incentivized students to follow us on our social media accounts or fill out our audience survey in order to get free coffee.

Treat Yourself Concert

Another partnership opportunity with Mustang News came about during the week-long promotion of the Treat Yourself special edition, which focused on sharing mental health resources with Cal Poly. To finish off the week, KCPR hosted a free, outdoor concert featuring a lineup of 3 local bands that played in front of the freshman dorms. My team organized and promoted this event, encouraging students on campus to attend the concert for a mental health break.

MAKING CONNECTIONS: Outreach to Audiences

Venue Relations

One of my major goals this year was to rekindle KCPR's partnerships that had fallen to the wayside due to the pandemic, especially with local concert venues who had to shutter their doors. Late summer of 2021 was a time when many of these venues were reopening and holding their first concerts since before the lockdown, and I saw this as a great opportunity to partner on and help these businesses rebuild alongside us. This was also in line with my goal to bring more live music events to our audience, and cement ourselves as the go-to resource for the best local acts and artists, from concerts to comedy shows. I developed a promotion strategy that would create mutually beneficial relationships with local venues, by providing them with exposure for their events, and providing us with tickets to give away to our followers, and press passes for our team to cover the events.

Tik Tok Content

In the spring, KCPR looked into branching out by establishing a presence on Tik Tok, which had emerged as a major content-sharing platform for college-age students in recent years. We wanted to capitalize on the viral aspect of Tik Tok, which allowed videos to be seen by people all over who had interests in the type of content we were producing. This would be a great way for KCPR to reach new audiences as well as create a brand awareness amongst younger demographics, who frequently used Tik Tok. My team came up with ideas for videos based on recent trends seen on the app, and we started a series called "Asking Cal Poly students: What song are you listening to?" where they interviewed students on campus about what music they were currently listening to.

TRACKING THE RESULTS: Monitoring and Maintaining Audience Growth

Analytics Email

This past Fall we also started implementing a weekly analytics email to track our audience growth, and monitor which type of content was the most successful across all of our platforms. Mustang News has had a similar email go out each week, so we thought it was important to also track our engagements and share that with all of KCPR. This is a great way for KCPR staff to see data about interactions with their work, as the email includes article pageviews, top liked content and follower counts on our social media accounts, and listener sessions from our media player.

Audience Survey

To close out the Fall quarter, I conducted an audience survey for KCPR to better gauge the perception of the station from listeners and non-listeners alike. I worked to improve the questions from the previous year's survey in order to better capture the information we were looking to gain from the survey.

APPENDIX

Pledge Drive 2021

We structured our Pledge Drive with donation tiers that came with gifts depending on the donation amount which consisted of exclusive Pledge Drive merch including KCPR stickers, posters, mugs, totes, and t-shirts as well as the opportunity for a guest DJ show for the highest donation tier. Our goal for this Pledge Drive was \$10,000, and we implemented an omni-channel marketing campaign in order to reach this goal. KCPR's 2021 Pledge Drive ran from April 19th to June 4th, and we were able to exceed our initial goal and raise \$11,080 from 87 donors. This was an increase of 31% in total dollars donated from the previous year's Pledge Drive, and allowed us to fund the costs of running the station and returning to in-person. I attribute the success of Pledge Drive to our team's promotional strategy. This strategy included a social media campaign with weekly posts encouraging our followers to donate and highlighting our alumni with interviews on KCPR.org. We also spread the word about Pledge drive through digital ads on our website, emails to past donors, and an article on Cal Poly Giving's website.

2021 KCPR Pledge Drive



\$11,080

110%

Raised toward our \$10,000 Goal
87 Donors



PROJECT HAS ENDED

Project ended on June 04, at 11:59 PM PDT

[Project Owners](#)

Share to Maximize
IMPACT



Cal Poly Giving

[GIVING PRIORITIES](#) [WAYS TO GIVE](#) [DEMONSTRATING IMPACT](#) [RESOURCES](#) [GIVE NOW](#)

COLLEGE OF LIBERAL ARTS

KCPR: A Cal Poly Institution



Underwriting

I set out to overhaul the underwriting process and sales materials that we had before in order to simplify it and make it easier for businesses to understand the true value of what they are paying for. I looked at analytics to determine our most popular hours for listening, and created a tiered cost structure based on this data. I also created forms that would streamline the production process when it came to writing the copy for the client's underwriting spot. During the summer I worked alongside the Mustang Media Group business team to prospect local businesses that I thought would make a great fit for KCPR. I focused on fostering long-term relationships with retail business, as well as local concert venues that were now reopening and hosting shows once again. So far my team and I have generated \$6,050 worth of underwriting through our partnerships, which has further helped to sustain our station financially and allows us to provide more events for the community.



HEAR
YOUR
MESSAGE

ON AIR
91.3 FM
COVERING SLO + BEYOND
(see map below)

KCPR.ORG
ONLINE
10,000+ MONTHLY
LISTENER
SESSIONS

SUPPORTED
ON
DESKTOP, MOBILE, &
ON THE iHEARTRADIO APP

UNDERWRITING RATES INCLUDES DIGITAL ADVERTISING ON KCPR.ORG

MORNING 6AM – 12PM 1 SPOT every 2 hours 3 SPOTS /day 90 SPOTS /month \$100 per mth	In the morning, KCPR airs news shows <i>Democracy Now</i> from 8am to 9am and <i>Mustang News on KCPR</i> from 9am to 10am during <i>The Breakfast Club</i> , a daypart show that features easy tunes and good vibes to start your day off right.
AFTERNOON 12PM – 6PM 1 SPOT every 2 hours 3 SPOTS /day 90 SPOTS /month \$150 per mth	In the afternoon, KCPR airs <i>Afternoon Delight</i> from 12pm to 3pm, a daypart show that turns the good vibes up a notch to ward off the afternoon slump, and <i>The Comedown</i> from 3pm to 6pm, a daypart show that helps you wind down on your drive home with mellow tunes.
EVENING 6PM – 12AM 1 SPOT every 2 hours 3 SPOTS /day 90 SPOTS /month \$200 per mth	In the evening, KCPR airs <i>Mustang News on KCPR</i> from 6pm to 7pm during <i>The Lounge</i> , a daypart show that keeps you rockin' into the night and provides the ultimate tunes to jam to.
ALL DAY 6AM – 12AM 1 SPOT every 2 hours 9 SPOTS /day 270 SPOTS /month \$350 per mth (bundle + save)	KCPR features a diverse lineup of daypart shows and news hours to keep our listeners informed and entertained throughout the whole day.

KCPR FM

KCPR 91.3 FM is Cal Poly's student-run, alternative radio station broadcasting over the air and online at KCPR.org. Starting with a morning news show and continuing throughout the day with a variety of day part shows hosted by our DJ's, KCPR FM provides the Cal Poly community music ranging from indie to punk and all the deep cuts in between. Tune in to KCPR live from your radio at 91.3 FM, or from anywhere in the world with our live stream on KCPR.org supported on desktop, mobile, and the iHeartRadio app.

AUDIENCE KCPR maintains a special relationship with the community, catering to Cal Poly's student population and residents of the surrounding local area. The station has many devoted listeners who trust KCPR's voice, from current students and locals to alumni and family members of students from across California and the nation.

LOCAL REACH KCPR's on-air signal covers San Luis Obispo County, spanning from Templeton to Arroyo Grande. The KCPR.org online stream garners listeners from across the globe.



UNDERWRITING

Underwriting is a distinctive way to advertise your business, product, service, or event with an audience that is emotionally invested in their local radio station. It serves as an opportunity for unique and creative advertising that is not conveyed through other mediums, and is an effective way to reach an audience that generally resists traditional advertising.

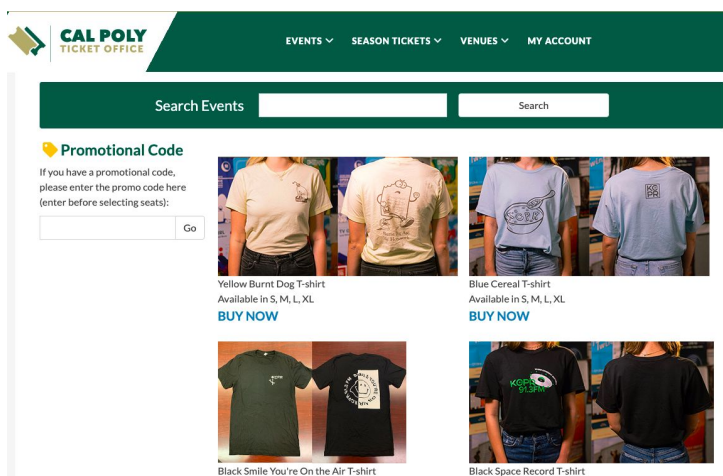
The following is included with all KCPR Underwriting packages:

- Production of a 15-second spot
- Leaderboard ad on KCPR.org

The FCC regulates the language used in underwriting spots.

Merch Website Launch

Despite having a huge demand from our supporters to make KCPR merch available for sale, we did not currently have an e-commerce platform that allowed us to do so. Over the summer, we were able to figure out a creative solution and established a KCPR merch page through the Cal Poly Performing Arts Center's ticketing website. We also created three t-shirt designs based off of KCPR art that had been most popular, and we had a staff photoshoot to capture the new merch in action. We used these photos to promote the merch on our socials alongside the launch of our e-commerce website. So far we have sold over 80 items of merch from our website for a total of \$1570 in sales. We have also partnered with our longtime sponsor and local record store, Boo Boo Records, to carry our merch in their store, making our items available for purchase in-person. Selling our merch not only brings in revenue for the station, but our supporters who wear our merch help us with long term branding of the station.



Building a Team

I created positions on the marketing team for an Events Coordinator, Assistant Events Coordinator, Social Media Specialist, Assistant Social Media Specialist for Tik Tok, Assistant Social Media Specialist for Video, Venue Relations Manager, Promotions Manager, and Fundraising Manager. Before the first week of school in the fall, I conducted interviews and hired a team to fill these roles. I spent fall quarter training my team and creating onboarding materials and resources to better guide them in their respective duties.



Back to SLO

KCPR hosted booths at dorms across campus during the two days of Cal Poly freshman move-in. We played music over speakers, passed out the Back to SLO edition, and used it as an opportunity to introduce KCPR to Cal Poly's new students. We hosted an MMG booth at San Luis Obispo's famous downtown farmer's market, which was well attended by the Cal Poly community. We also had the opportunity to participate in the WOW Club Showcase, a major event at the beginning of the year that allows us to interact with freshmen and encourage them to get involved with KCPR. Throughout the first week of class, we also hosted Back to SLO booths on campus. These events created a solid foundation for our campus presence with students returning back to in-person instruction, and our giveaway on KCPR's Instagram account grew our following over 10%.



Breakfast Club Live

These events are not only a great partnership for MMG, but allowed us to bring back our campus presence after over a year of virtual learning. My team has put on 3 Breakfast Club Live events since we started it in October, and we plan to continue doing them for the rest of the school year to continue connecting with the Cal Poly community. These events also helped us increase our social media following and fulfill many of our goals through incentivizing students passing by with free coffee, stickers, and giveaway prizes. At our last Breakfast Club Live we gave our free coffee vouchers to get students to take our audience survey, and we gained 140 responses.



Treat Yourself Concert

The Treat Yourself concert was a big success, as we had many students come out to sit together on the lawn and enjoy the live music while taking a break for their mental health. The bands that participated in the concert were also very excited for this partnership with KCPR and the opportunity to play their music for the Cal Poly community. This was the first on-campus concert that KCPR hosted since before the pandemic, so it was great to be able to bring back these types of live music events to Cal Poly.



Venue Relations

I worked to develop a promotional strategy for our venue partnerships that would help grow our audience while also turning KCPR into the go-to for local music events going on. The promo strategy consisted of a two week timeline, during which we had on-air spots promoting the show and encouraging our listeners to get tickets. We also hosted a ticket giveaway for the show on our Instagram, which gave more exposure to the event as people tagged their friends to enter to win. We also received press passes in order to cover the event, which gave us more opportunities to create content for KCPR.org, while also highlighting the artists and venues through our articles. So far we have partnered with 3 local venues to help promote and present over a dozen events, including concerts, music festivals, and comedy shows.



REVIEWS

KCPR presents: Allah-Las and Mapache at SLO Brew Rock

BY ADDIE WOLTKAMP
SEPTEMBER 19, 2021

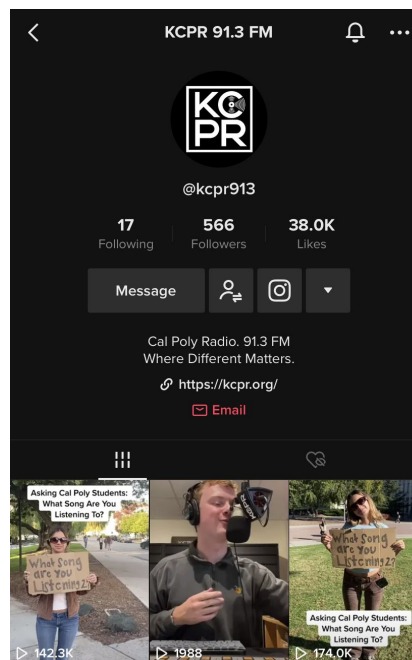


On the evening of September 9th, KCPR presented our first show since live music was disrupted by COVID-19 induced restrictions.



Tik Tok Content

The viral aspect of Tik Tok really proved to be true for KCPR's content, and we created 3 videos in the "Asking Cal Poly students: What song are you listening to?" series that did really well. These videos accumulated over 300,000 views and helped us gain a total of 565 followers. The engagement with the videos in this series was very positive, and many people in the comment sections were excited to see Cal Poly featured on their Tik Tok For You Page.



Analytics Email

Introducing a weekly email that contained analytics related to all of KCPR channels was important in tracking our audience growth and seeing where we could improve. The email contains current stats including the number of listener session on our media player, the number of pageviews on KCPR.org, and the number of followers on our social media channels, including Instagram, Facebook, Twitter, Tik Tok, and Spotify. Alongside this data, there are percentages that show the amount of change from the week prior, letting us track our growth.

KCPR Analytics 12/5-12/12 Inbox x

Daisy Kuenstler <daisy.kuenstler@gmail.com>

to me, ahollly18, sclincol, kscott23, nherhusk, zboyd, lcollom, egrasty, jschlitt, ppiburn, bteufel, pchow, hsehic, kadodson, jwong316, dsaronso, ivinci, mmlar

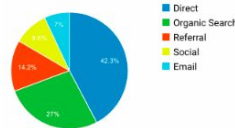
Mon, Dec 13, 2021, 7:53 PM

Hi! I hope everyone is having a great break so far.

KCPR.org

- Unique Visitors: 2,050 (up 30%)
- Total pageviews: 4,420 (up 28%)
- Cumulative pageviews of the quarter:
- Top Stories:
 - Sustainable fashion and "thrift culture" on Cal Poly's campus by ALINA JAFRI and LILY TENNER (76 pageviews)
 - Skipper's Brew Coffee House: serving up philanthropy, pride and "puppuccinos" by Eden-Rose Baker (12 pageviews)

Top Channels



Audience Survey

Our annual audience survey needed some improvements this year in order to better capture that type of information we wanted to gain. One major I wanted to focus on was the perception of KCPR by non-listeners. The survey revealed that many non-listeners thought KCPR played genres of music that we didn't, which showed me that we had a brand image problem with people who had never heard of us. We promoted the survey over the course of a month, and encouraged students who interacted with our booths during that time to take our survey, ensuring that the results would not merely be an echo-chamber only reflecting the opinions of current KCPR fans. We also had a digital ad on KCPR.org encouraging our audience to take our survey in order to capture the attention of those that read our articles, as well as an on-air spot to target our listeners. Our promotion efforts were successful, as we received over 200 responses, an increase of 35% over last year's amount.



KCPR Marketing Director

Overview: The Marketing Director works with the KCPR Programming Director and the KCPR Content Director to promote station listenership, engagement and awareness while leading fundraising, social media, business and brand relations with the marketing team. With MMG General Manager, sets out station marketing vision and arranges necessary resources and guidance to implement the vision.

Responsibilities:

- Reports to MMG General Manager and sets out station marketing vision and arranges necessary resources and guidance to implement the vision.
- Coordinate marketing efforts in line with the goals set in collaboration with the advisory board.
- Schedule and conduct weekly marketing meeting with KCPR marketing staff and MMG General Manager.
- Enforce the station's marketing standards and vision.
- Set project deadlines with marketing staff.
- Work with the MMG Social Media Director to run KCPR social media accounts.
- Approve all marketing content, including social media and on-air promotions.
- Oversee social media director and the rest of the marketing team.
- Coordinate with promotions director to secure resources for promotion (tickets to shows, festivals, etc).
- Negotiate and secure underwriting contracts with local businesses and promoters
- Plan pledge drive that fundraises a majority of KCPR's Budget
- Coordinate underwriting programming and make sure underwriting script is FCC compliant
- Build marketing campaigns that increase listenership and engagement.

Compensation: \$300 monthly stipend

SHERI DONAHUE

San Luis Obispo, CA | [linkedin.com/in/sheri-donahue](https://www.linkedin.com/in/sheri-donahue) | sdonah01@calpoly.edu

EDUCATION:

California Polytechnic State University, San Luis Obispo, CA
Bachelor of Science in **Business Administration**, Concentration in **Marketing**
Emphasis in **Integrated Marketing Communications**
Chair's Award for Leadership in Journalism 2021, Dean's List
Fashion Institute of Technology, FIT, New York City, NY
Studied Fashion Business Management

Expected Graduation: June 2022
Cumulative GPA: 3.78

August 2017 - May 2018
GPA: 3.73

RELEVANT COURSEWORK:

+ Digital & New Media Marketing + Customer Data Analytics + Public Relations + Web & Print Publishing + Marketing Strategy

EXPERIENCE:

Marketing Director

KCPR 91.3 FM Cal Poly Radio — *San Luis Obispo, CA*

March 2021 – Present

- Lead a marketing team of 10+ in projects including events, promotions, venue relations, social media, and fundraising
- Execute organization-wide marketing strategy for Cal Poly's radio station to drive listenership and engagement
- Create sales materials and processes and sell over \$5000 worth of on-air underwriting to local businesses
- Organize KCPR merchandise sales through the creation of an e-commerce site and promotion during holiday season
- Implement promotion strategies to present 7+ concerts in partnership with local venues including ticket giveaways and press
- Conduct an Audience Listener Survey and garner 200+ responses to better the organization and implement feedback
- Develop an integrated marketing campaign utilizing social media posts, email pushes, and website content
- Raise over \$11,000 in annual KCPR Pledge Drive and coordinate merchandise orders for gifts to 85+ donors

Communication Specialist

July 2021 – Present

Cal Poly Corporation, Campus Dining — *San Luis Obispo, CA*

- Create and schedule content for Campus Dining's social media channels including Instagram, Facebook, and Twitter
- Showcase food items and venues and respond to questions and comments regarding Campus Dining

Advertising Account Executive, Underwriting Specialist

Mustang Media Group — *San Luis Obispo, CA*

June – September 2021

- Prospect local businesses that would benefit from advertising solutions that directly reach the student population
- Consult with clients for their advertising needs, specializing in the sale of radio spots on Cal Poly's KCPR 91.3 FM station

Marketing Intern

Mustang Media Group — *San Luis Obispo, CA*

August 2020 – June 2021

- Collaborated with Marketing team to brainstorm ideas using creative and innovative problem solving for campaigns
- Contributed to copywriting efforts for projects and write articles in association with Cal Poly's Mustang News

Marketing Intern

Inspired Flight Technologies Inc. — *San Luis Obispo, CA*

September 2020 – March 2021

- Implemented digital marketing strategy to announce partnerships, promote new releases, and share drone industry knowledge
- Wrote articles and blog posts with industry-specific keywords to increase SEO content for company website
- Expanded brand awareness through social media strategy by running company LinkedIn and Instagram accounts
- Developed social media calendar and planned multiple posts a week, growing following by 37%

Sales Associate

Moondoggies Beach Club — *San Luis Obispo, CA*

June 2016 – March 2020

- Increased brand loyalty by providing excellent customer service and personal shopping
- Curated product selection based on trend forecasting and assisted in buying decisions for women's accessories
- Developed excellent verbal communication, teamwork, and people skills

INVOLVEMENT:

AMA, American Marketing Association, Member of AMA, Cal Poly Chapter — *San Luis Obispo, CA*

WIB, Women In Business, Member of WIB, Cal Poly Chapter — *San Luis Obispo, CA*

SKILLS:

· Certified Microsoft Excel 2016 Specialist, Word, PowerPoint, HTML, CSS, SPSS, WordPress, Adobe Photoshop, Illustrator, InDesign, Canva, TikTok, Instagram, Facebook Ads, Twitter, LinkedIn, Asana, Hootsuite, Sprout Social