

Juice Consulting

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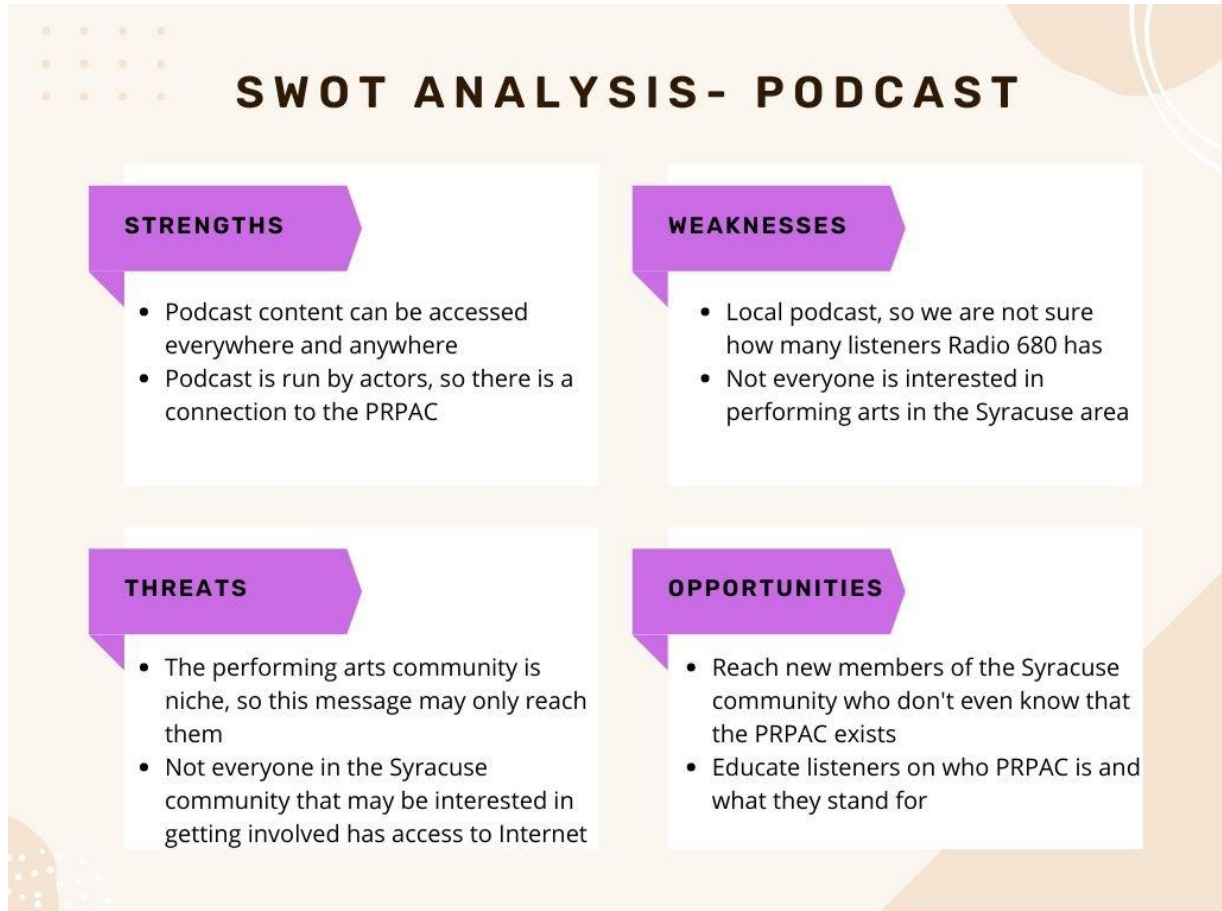
PRL 376 M002

Podcast Strategy- PRPAC

1. **Research**

- **Executive Summary:** The goal for PRPAC is to reach out to its community to engage with existing donors, as well as find new potential donors. Podcasts are an up-and-coming way to communicate with an audience and it will play an essential role for the organization's growth. Radio 680 will benefit the PRPAC because it has all of the latest news in Syracuse, and people who fall under the category of donors very likely listens to community news.
- **Client Background:** PRPAC needs donations in order to function as a nonprofit organization. The company needs the help of their community to provide them with financial needs as well as material needs for their productions. Through this podcast, there is an opportunity for PRPAC to talk about themes and interests that surround the company, including performing arts and social justice. This will create more engagement with the audience and give people something to relate to or give people a reason to care about the PRPAC. This will lead listeners to support PRPAC through donations whether it be a financial donation, costumes, props, production gear, etc.
- **Situation Statement:** This podcast is an opportunity for the PRPAC as it is a new way for the company to reach the Syracuse community. With the lack of social media use and the reliability of word-of-mouth communication, PRPAC will only get so far when it comes to donations. The voice of PRPAC needs to be heard and reach more people who would potentially contribute to the company's needs, and podcasts are a great way to make people listen. By creating a personalized episode tailored to PRPAC, they will have the opportunity to educate listeners on ways that the community can be involved with the company.

- **SWOT Analysis**



- **Target Publics:** Our ultimate goal is to reach people who have a love, a passion, or even an interest in the performing arts world. Also, it would be ideal to reach an audience who wants to and is able to contribute to the Syracuse community. We are trying to both maintain our relationships with the older generation, while also extending our audience to the younger generation. Our audience persona for Kaleesy Norben illustrates this older generation we are still trying to actively retain. She is a woman of faith, so reaching her through the church bulletins we mocked up will be effective. Additionally, she actively uses Facebook, so the advertisements on Facebook for the podcast appearance will assure that this message will reach her and other people in her demographic. In regards to the

younger generation, Tyler Hoverson represents the younger generation we will hopefully reach through the podcast. Research shows that more than half of podcast listeners in the US fall between the age range of 12-34, so appearing on a podcast will be a helpful way to reach the younger generation. Additionally, advertising on the social media platforms of Instagram and Facebook will cover the range of platforms most commonly used by this generation. Regardless of what platform the podcast is being advertised on, there will be a link to their PayPal on the platform. So, the thinking is that after hearing the PRPAC on the Radio 680 podcast, the community will feel more inclined to donate, as they have a more personal connection to the company. The links on every platform will make donating more accessible.

2. **Objectives**

- Objective: Have 25% of Radio 680 listeners donate at least \$10 to the PRPAC after listening to the episode

3. **Strategies**

- Strategy 1: Provide more information on how to support the PRPAC in the podcast and on all social media platforms..
- Strategy 2: Educate and inform listeners on what PRPAC is and who they are, what they do and what they stand for.
- Strategy 3: Talk about what PRPAC needs from their community and ways to get the community involved.

4. **Tactics**

- Podcast will go live on Juneteenth, which will make the message of what PRPAC stands for prominent and enforce the values of the company.
- Post on social media beforehand, with different graphics of the PRPAC and the Radio 680 logo.
 - Promote podcast on Facebook before podcast is live
 - Promote podcast on Instagram before podcast is live
 - Promote podcast on TikTok before podcast is live

- Promote podcast on Twitter before podcast is live
- Infographic about ways to support will be posted on Radio 680 website as well as PRPAC website
- Link podcast episode on Facebook after it goes live

5. **Implementation**

- In order to make sure that the podcast will be successful, it is important for PRPAC to be consistent with social media posts. Promoting the podcast on all different platforms will ensure that several different age groups will be aware of the podcast going on live on Juneteenth. Responsibilities include:
 - Creating content a week before each post is supposed to be published
 - Request that Radio 680 shares infographic and link to donation page
 - Continue to promote podcast on Facebook with link to podcast after it goes live
 - Put infographic on our website with link to Radio 680 podcast
- Our guest appearance on the podcast will not need a budget, as it is an unpaid appearance. However, the social capital the PRPAC will gain from the podcast will be how we measure success. Ideally, the company will gain more social media followers and there will be donations flowing in. A main goal of guest appearing on this podcast is to boost awareness of the PRPAC, which will hopefully increase monetary and material donations as a secondary effect.

6. **Evaluation**

- During PRPAC's guest appearance, the company will ask listeners to include the code "680" in the comments when donating through Paypal. This will allow PRPAC to evaluate how successful the podcast appearance was regarding money donations.
- As for generating donations items, there will be drop-off bins at local community centers and churches. PRPAC will talk about the exact locations of the drop-off bins on the podcast. If there is an increase in donations to these bins, it can be inferred that it is due to the publicity on the podcast.

