

University of Nebraska - Lincoln

DigitalCommons@University of Nebraska - Lincoln

Student Advertising Projects - College of
Journalism & Mass Communication

Journalism and Mass Communications, College
of

2010

90.3 KRNU get INDIEd

Power of X (Ten)

Follow this and additional works at: <https://digitalcommons.unl.edu/journalismstuad>



Part of the [Journalism Studies Commons](#)

Power of X (Ten), "90.3 KRNU get INDIEd" (2010). *Student Advertising Projects - College of Journalism & Mass Communication*. 9.

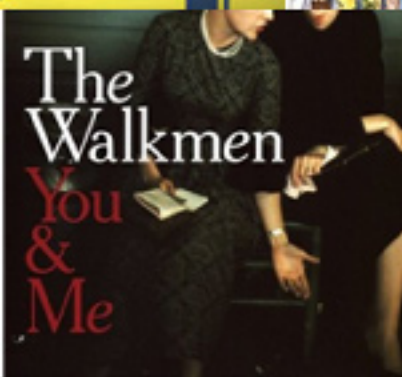
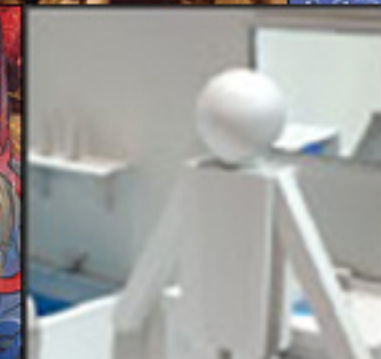
<https://digitalcommons.unl.edu/journalismstuad/9>

This Article is brought to you for free and open access by the Journalism and Mass Communications, College of at DigitalCommons@University of Nebraska - Lincoln. It has been accepted for inclusion in Student Advertising Projects - College of Journalism & Mass Communication by an authorized administrator of DigitalCommons@University of Nebraska - Lincoln.

90.3

KRNU

get **INDIE**

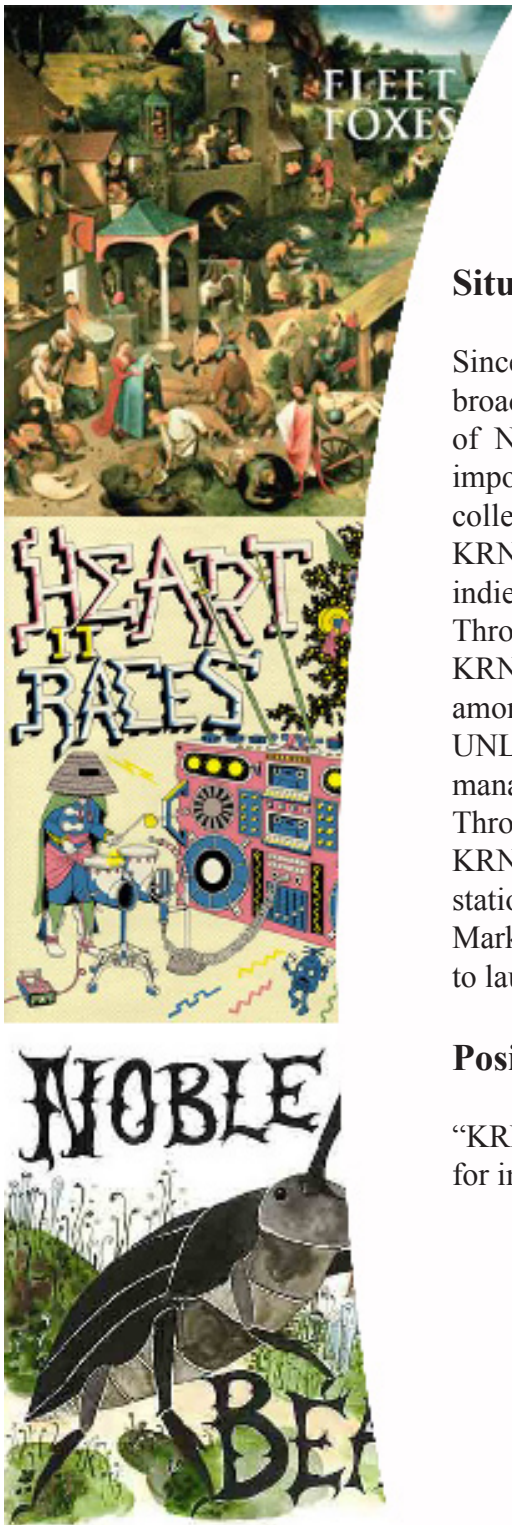


POWER OF X
(TEN)

TABLE OF CONTENTS

EXECUTIVE SUMMARY	4
SITUATION ANALYSIS	6
RESEARCH FINDINGS	7
CAMPAIGN OBJECTIVES	11
CREATIVE	12
MEDIA	20
PUBLIC RELATIONS	22
WEB DESIGN	29
CAMPAIGN BUDGET	32
CAMPAIGN TIMELINE	34





EXECUTIVE SUMMARY

Situation Analysis

Since KRNU first started experimenting with broadcasting over 80 years ago, the University of Nebraska—Lincoln has recognized the importance independent radio stations play in a college community. For the last 20 years, 90.3 KRNU has relied on a format of alternative/indie music mixed with eclectic specialty shows. Through our research we discovered that 90.3 KRNU no longer has top-of-mind awareness among its target audience, which is primarily UNL students. Rick Alloway, KRNU station manager, saw the need for things to change. Through the collaboration of UNL supporters and KRNU supporters alike, it was decided that the station format should change. The Power of Ten Marketing Agency has created an awareness plan to launch the new 90.3 KRNU.

Positioning statement

“KRNU is Lincoln’s only non-commercial source for independent music, concerts and events.”

Research

Through our research, we learned that the KRNU target audience, wants variety, discovery and control over their music. They listen to the radio while driving, but generally dislike commercial radio stations because of talk, song repetition and advertising. They learn about new music from friends, other media and the Web. Target audience members are heavy Internet users, prefer texting over e-mail, and frequently participate in social media.

Creative Plan

To reach the “indie” audience, each creative piece is designed to coordinate with another, each contributing in part to a fully integrated campaign. The graphics are edgy, eye-catching and artistic. The colors are consistent with the University to exploit the immediate credibility and recognition. The font adds to the authentic, moody theme of the music to be played on the station while proving enough differentiation from that of the University. The combined strategy for the creative is to build brand awareness for 90.3 KRNU and drive traffic to the station and Web site.

Public Relations

The public relations tactics are designed to supplement the paid advertising of the campaign with interesting and unique guerilla marketing events. These events should be interesting, provide information for the target audience and continue to brand KRNU as an authentic source for indie music. All public relations collateral pieces utilize the same graphics as the paid advertising and focus on driving traffic to the station and the Web site as well as create word-of-mouth buzz.

Media

Multiple media will be used to reach the target audience including outdoor, newspaper and text messaging. Each media choice reflects the target audience's use of a specific medium. The goal for the creative is to continue to build brand awareness for 90.3 KRNU and drive traffic to the station and Web site.

With a limited budget, the media plan utilizes media that UNL and Lincoln high school students are most likely to use and encounter on a daily basis, such as out-of-home, mobile and print (University newspaper). The campaign will run during the upcoming academic year, August 2009 through May 2010.



SWOT ANALYSIS

STRENGTHS

- Protected, not-for-profit college station status
- Long time tradition and educational component
- Unique play-list/station format
- Association with coveted listener demographics
- On-campus organization
- University connection

OPPORTUNITIES

- Untapped market for underwriting
- Popularity of indie format
- Affiliate marketing relationships
- Technology and Web 2.0
- Steady supply of potential student volunteers
- Untapped listener base
- University connection with community

WEAKNESSES

- Low brand recognition among target demographic
- Somewhat restrictive rules regarding advertising content for underwriters
- Limited human resources
- Limited promotion budget

THREATS

- For-profit competitors with greater budgets and resources for self promotion
- Backlash amongst existent and potential listeners who prefer the current format
- Difficulty reaching mobile audience

get INDIEd

RESEARCH

Objectives

1. Determine the most desirable characteristics of the “new” 90.3 KRNU station, as identified by target audience members.
2. Related to Millenials listeners, identify perceptions and usage of the radio, as well as this group’s music listening habits.
3. Establish general psychographics of Generation Y.
4. Explore media habits of today’s college students, especially those attending UNL.
5. Reveal demographics of current and incoming UNL students.

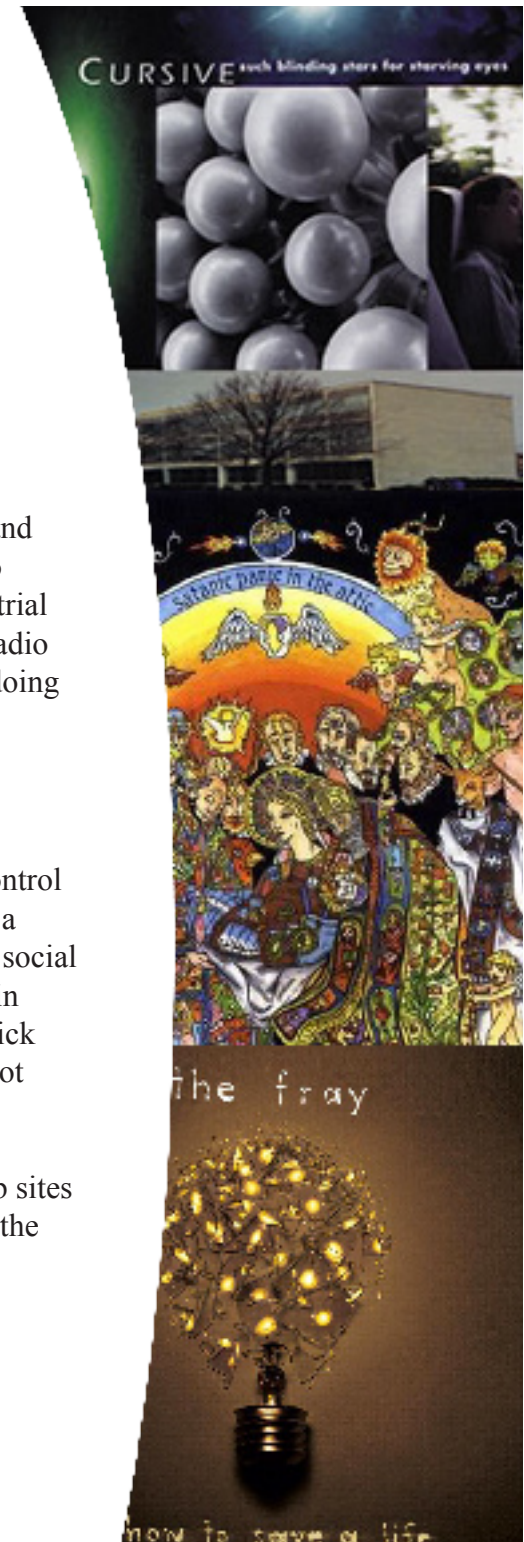
Secondary Research

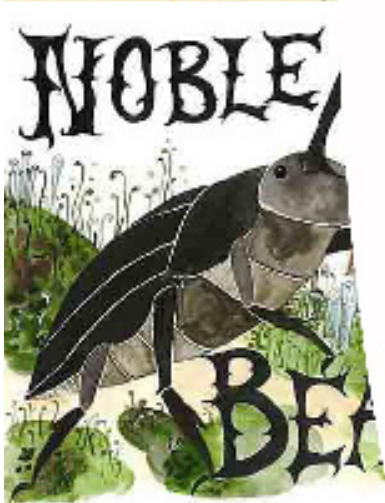
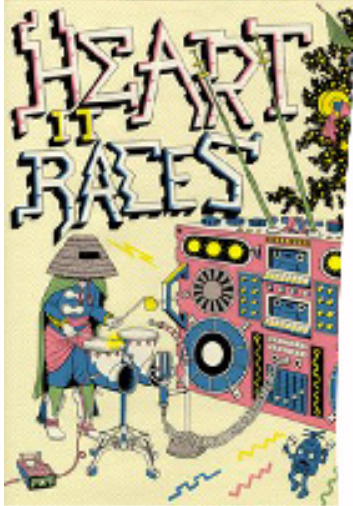
Methodology

Our secondary research consisted of searching Internet sites and reading industry articles related to the media usage and music-listening habits of Millenials. We also looked at general trends in radio, both terrestrial and Internet, and visited numerous college radio Web sites to see what similar stations were doing online.

Key Findings

- Millennials want variety, discovery and control of their music. They are used to discovering a wide variety of music on their own, through social networks and music piracy. They don’t call-in requests to a radio station anymore – they click and play their own songs. Satellite radio is not predicted to be popular with millennials.
- Millennials want to be heard, so radio Web sites need to be dynamic in order to let them join the conversation.





- Millennials love brands, but are cynical about marketing, so any commercial messages must be authentic and come from a trusted source.

- The best way to engage Millennials is through other Millennials. They love to talk and they literally live online. They are connected (75% have a Facebook account and 29% check it every day). Loyalty programs resonate with this generation.

- Millennials are confident, educated, collaborative, optimistic, scheduled, nurtured and connected to friends. Their biggest fears are loneliness and not succeeding at school or work. Millennials are interested in green living and they care about the world and its problems.

- E-mail isn't the way to reach millennials. They comprise the bulk of all text-message senders.

- Podcasting represents the growing trend of "programming on demand." Podcasting is personalized radio.

- Though iTunes is the market leader in music downloads (70%), eMusic is a popular upstart service catering to indie-music fans. Digital music sales are exploding.

- UNL's undergraduate enrollment is approximately 18,000, primarily caucasian (85%), male (53%) and 40% of the student body lives on campus.

- There are 400 student organizations and 5,200 in the Greek system.

- There are 15,114 parking spaces on campus.

- There are approximately 2,500 high school seniors in the Lincoln area (08-09).

Primary Research

Methodology

In the spring of 2009, Research Associates, a Lincoln-based market research firm, conducted a telephone survey of 300 randomly selected UNL students. Survey questions addressed popular radio formats, promotional strategies and the media habits of today's college students.

In June, our Power of Ten conducted two focus groups, one comprised of high school juniors, and the other freshman and sophomores in college. Participants were asked about their music listening habits, perceptions of radio, general media habits and music preferences.

Key Findings

- A majority (68%) of respondents listens to their car radio on a daily basis, but the total radio listening time for this group was less than 30 minutes per day (45%).
- Nearly half of the survey respondents (49%) listen to the radio during the morning drive time, followed by afternoon drive (23%) and then mid-day (20%).

- The most common way of referring to a favorite radio station was by its call numbers (57%).
- Survey respondents look to the Internet for news and current events (67%) and access the Internet from a laptop computer (86%).
- The media used by survey respondents on a daily basis:
 - Cell phone texting (81%)
 - Facebook site visitation (69%)
 - Car radio listening (68%)
 - TV viewing (64%)
- Of students interviewed, 39% said their primary way of listening to their favorite music was through their iPod; 19% on the radio.



- More students (64%) would prefer to access their radio station through a traditional radio set over a laptop (23%).
- Those surveyed about the features of a “perfect” radio station cited national news, weather and classic rock music as most important; give-aways and contests were the least important to them.
- All focus group participants listen to music most often while in the car, and their radio and iPods are the most popular listening devices.
- When asked about their opinions of radio, most focus group participants cited a dislike of song repetition, commercials and ‘talk’ of any kind (“I want to listen to music”).
- Facebook and TV are the most popular media with our high school students and they suggested advertising KRNU on billboards and other outdoor media, “so you can remember what station to turn to,” as well as Internet advertising.
- Texting was the most popular communication media for all focus group participants.

- Our high school group discovers new music through iTunes, TV/movies, and friends; they do not listen to Internet radio; they hear live music at Sokol and the Qwest Center in Omaha.
- The college group discovers new music through their radio and friends; they are not Internet radio listeners and they hear live music at the Qwest Center.

Primary Audience

Demographics:

Ages 18-25

UNL college students

Male and female

Secondary Audience

Demographics:

Lincoln-area high school students

Ages 14-18

Male and female



CAMPAIGN OBJECTIVES

Campaign Goal:

To successfully launch the new 90.3 KRNU as Lincoln's only authentic indie station.

Marketing:

Goal: Establish 60 underwriters by December of 2009

Objectives:

- Achieve 25% brand awareness among potential underwriters
- Increase KRNU Web site hits by 100%
- Draw over 50% of the available UNL indie music audience
- Place KRNU at 10 commercial/public locations in Lincoln

Advertising:

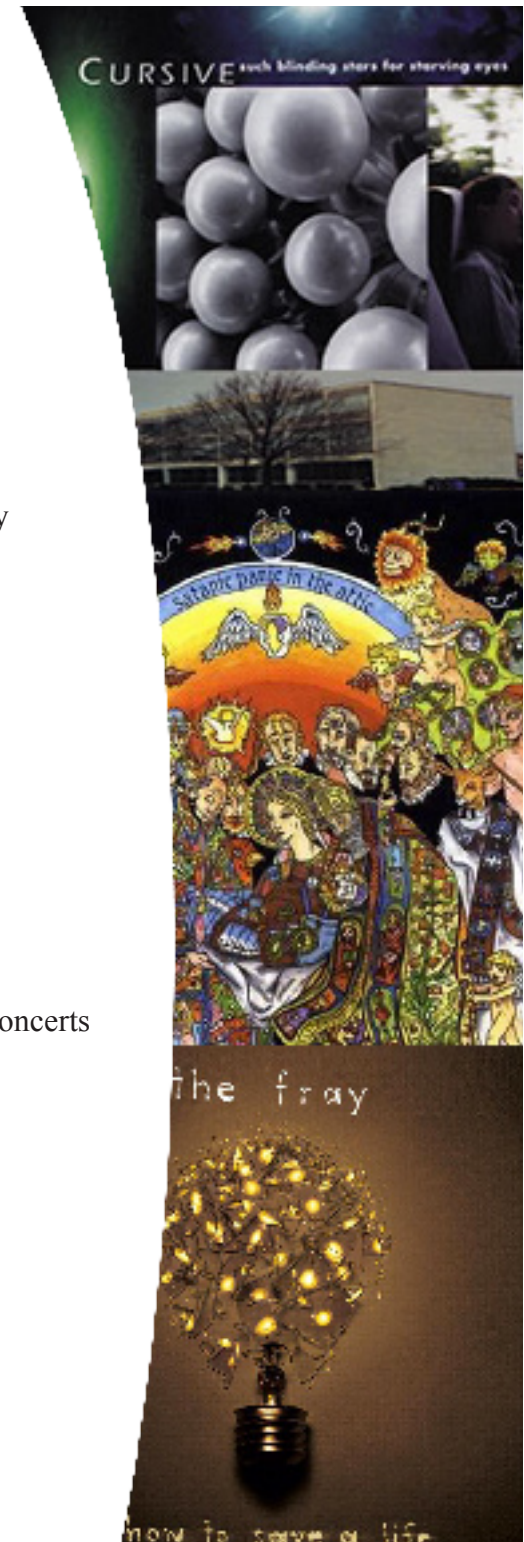
Goal: Establish 40% top-of-mind awareness among primary target audience

Objectives:

- Brand 90.3 KRNU as an authentic indie station
- Achieve 100,000 exposures of KRNU branded messages to the target audience by May 2010
- Increase favored listenership from 3% to 10% among UNL students
- Achieve 100 registrations/followers in social media

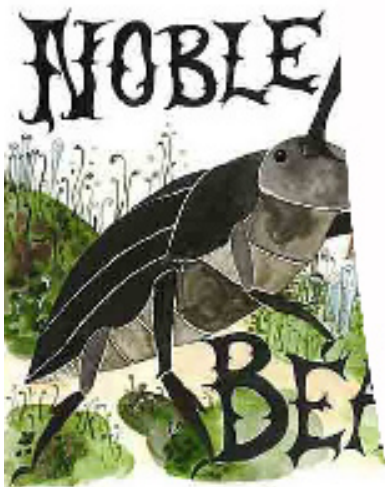
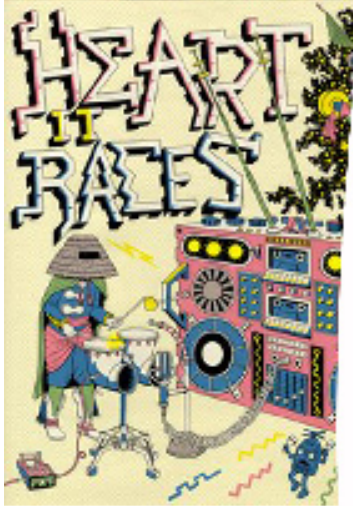
Positioning Statement:

KRNU is Lincoln's only authentic and non-commercial source for independent music, concerts and events.





CREATIVE



The creative strategy recommended by the Power of Ten is designed to empathize with the target audience through understanding how they think, feel and do. Through our research it has been determined that the target audience is highly mobile, connected and regards anything disingenuous with overwhelming negativity.

We have created the tagline “get INDIEd” for the new 90.3 KRNU. This tagline reflects the edgy tone of “indie music” by demanding listeners immerse themselves in the indie culture. It has been designed to be simple, direct and memorable. The addition of the soon to be ubiquitous “get INDIEd” stamp as part of the logo is intended to pull the campaign together. The stamp was designed to have a wet or “just-applied” look, tying it to guerilla advertising tactics employed through this campaign’s public relations component.

The colors chosen for the logo and supporting creative pieces were intended to help listeners associate KRNU with the University’s considerable brand equity. With this goal in mind, the colors chosen for the logo (PMS186 and pure/true black over a white background) mimic that of the Uni-

versity of Nebraska-Lincoln. This effort was performed with some care to ensure that KRNU remained separate and distinct from the athletic program so inextricably linked to the identity of the school. The type face, “vtnks distress,” was chosen for its authentic and weathered look. While this font is similar to that of the university and athletic department it differs enough to set KRNU apart, thus giving the station its own unique identity.

In regard to the mobility of the target audience, we recommend traditional out-of-home media to maximize reach using new dramatic branding, consistent with the “indie” theme. The copy and graphics in each of the three billboard designs will inform potential listeners of the format change, introduce them to the brand, and provide a healthy dose of attitude. These steps will resonate with the target audience in the place they listen to the radio most, the car.

Outside of the car, the vast majority of the target audience remains connected through some form of mobile device. We recommend the use of a text messaging service to interact with listeners. Text messaging provides an additional point of contact for listeners. Further, giving listeners the ability to feel involved, an important psychographic characteristic identified through our research. To encourage

participation, the content will engage consumers through a medium which is familiar and trusted. The contact will be initiated through on-air prompts to “text in.” Listeners will then have the option of texting the station for information, promotional giveaways and voting.

Additional research has shown that college students as a whole spend a great deal of money eating out. Therefore, we recommend the use of KRNU branded coasters provided free and without charge to potential underwriters as a value added service. Due to the obvious association coasters have to the consumption of alcohol, the coaster design includes the number for 475-RIDE on the back side with the apropos call to action, “get INDIEd not DUID”. In addition to coasters, stickers displaying the KRNU logo with “get INDIEd” tagline should be made available to area businesses and underwriters to promote brand recall and recognition.

The strategy of these creative tactics is designed to drive the target audience to tune to 90.3 KRNU and browse to krnu.unl.edu. Each creative piece is designed to coordinate with another, each contributing in part to a fully integrated campaign.



CREATIVE EXECUTION

Out Of Home



Billboard at 16th & Vine. #1

FINALLY,
(INDIE)PENDENCE.

KRNU.UNL.EDU

#2

90.3

KRNU

get INDIEd

90.3

KRNU

get INDIEd

STREAMING,
BUT NOT
MAINSTREAM.

KRNU.UNL.EDU

#3



KRNU Banner
(for station events)



Campus
Bus

Promotional T-Shirts

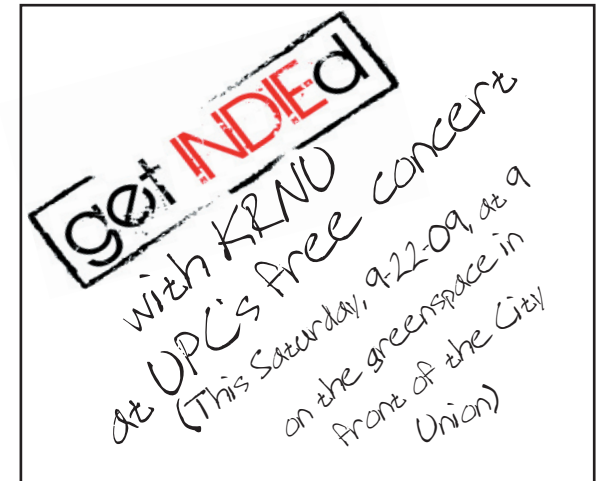


Stickers





Concert
Poster



Sticky Notes

**THINK
OUTSIDE THE
POD WITH
THE NEW
90.3 KRNU**

Introducing
Lincoln's only
authentic spot
for indie rock.
90.3 KRNU is
the place to
hear new bands
first. Listen
in your car or
online anytime.

Be the first
kid on your
floor to know
what's playing.



Finally,
some new music
on the radio

CAMERA OBSCURA

**YEAH YEAH
YEAHS**

PASSION PIT

VASELINES

JASON LYTLE

**BLACK MOTH
SUPER RAINBOW**

Hear these
bands and other
90.3 KRNU
favorites at
krnu.unl.edu

1 col x 10"

DN Ads



Finally, some new
music on the radio

CAMERA OBSCURA

YEAH YEAH YEAHS

PASSION PIT

VASELINES

JASON LYTLE

BLACK MOTH SUPER RAINBOW

Hear these bands and other soon
to be favorites at krnu.unl.edu

2 col x 5"

KRNU Coaster Front



KRNU Coaster Back

MEDIA STRATEGY

MEDIA

Goals:

- Reach University of Nebraska–Lincoln students in places they consume mass media
- Reach high school students in Lincoln

Strategy:

- To use media that UNL and Lincoln high school students are most likely to use on a daily basis, such as out-of-home, mobile and print (newspaper)

Print

- **Daily Nebraskan**

- 10 column inch display ad / week
- Duration: 15 weeks / semester
- Cost: \$1,980.00 per semester

Rationale:

There are roughly 25,000 students who attend UNL, and four out of five students read the *Daily Nebraskan* each day its published. It boasts a 74% readership from UNL students and its 9,000 circulation reaches close to 30,000 UNL students, staff, faculty and professionals in the downtown area.

For these reasons, we recommend running a 10 TCI display ad every week for 15 weeks out of each semester. The first few weeks of the fall semester we recommend running a launch ad for KRNU. The remaining weeks of the semester we recommend running a “New Music from KRNU” ad. This ad would list the new songs KRNU is playing for the week. We want students to think of KRNU as their source for new independent music, and this ad will give KRNU another venue to reach their audience. Because the *Daily Nebraskan* is distributed all across campus and has high readership numbers, this ad should reach many students and build KRNU brand awareness.

Out-of-Home

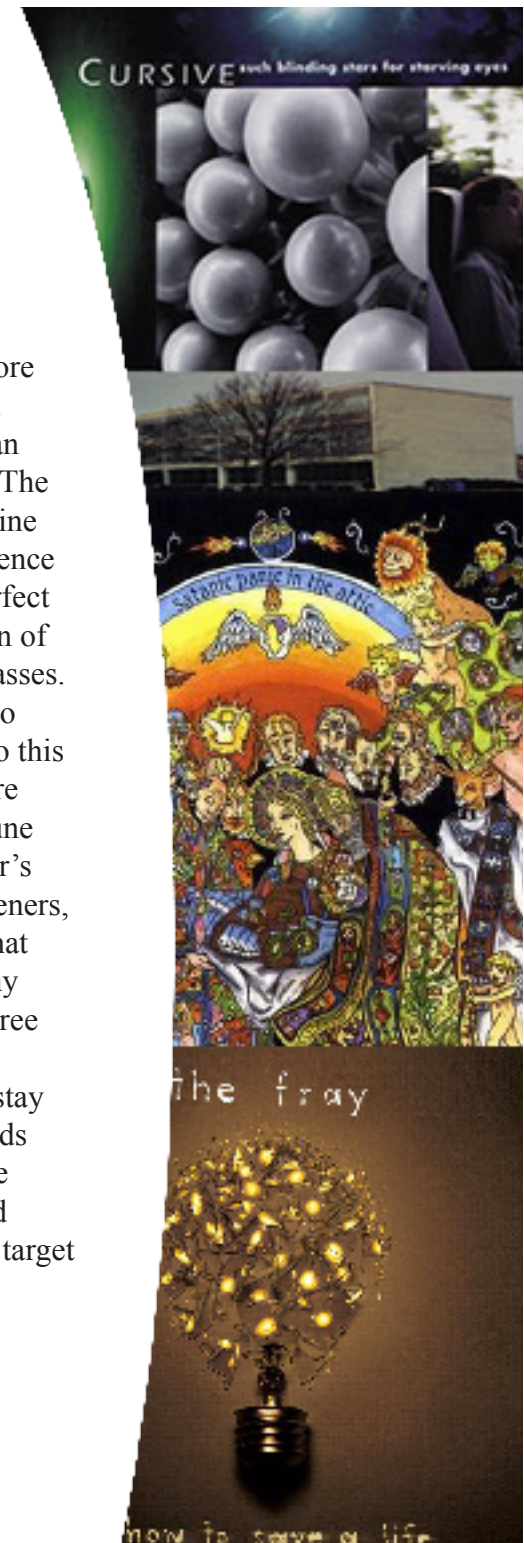
• Lamar Advertising

- 10'5" x 22'8" billboard
(16th & Vine location)
- Duration: Sept. 28, 2009 to
May 7, 2010
- Costs:
 - Production: \$150 per print
 - Space: \$ 5,400
 - Total cost: \$5,850
- Reach: 58.43%
- Frequency: 4.8 times
- Impressions: 674,580/month

These reach, frequency and impressions statistics only include motorist traffic. It does not include pedestrian traffic. The pedestrian traffic is also significant to the campaign because the boards are located near several UNL residence halls.

Rationale:

Outdoor advertising reaches more people more often with fewer dollars than any other form of media. A key to this is the fact that you can never turn it off; it offers 24-hour exposure. The billboard we are recommending at 16th & Vine is in a prime location to reach KRNU's audience of UNL students. We feel this location is perfect because we will be able to catch the attention of students walking and driving to and from classes. Our research revealed that most students who listen to the radio are doing so in their car, so this billboard is located in spot where students are very likely to see it while in their cars and tune into KRNU. According to research on Lamar's Web site about preferences among radio listeners, "20% of people who listen to any radio format are more heavily exposed to outdoor than any other medium." We recommend showing three different messages on the billboard over the course of the campaign. Each message will stay up for approximately 12 weeks before it needs to be replaced due to the wear and tear of the weather. We feel this medium will help build awareness and keep KRNU on the top of its target audience's mind.



Transit

• UNL Transit Bus ads

- 4 rear UNL bus signs (21'' x 44'')
- Duration: Aug, 2009 - Aug, 2010
- Costs:
 - Production: \$280
 - Space cost: \$ 360/ month
 - TOTAL: \$4600
- Reach: 79% (per sign)
- Frequency: 9.5 times (per sign)
- Impressions: 56,250 (per sign)

The benefit of using transit advertising is that it covers the entire target area numerous times throughout the day, which will generate numerous exposures, and reach students in their cars.

Rationale:

Reaching students in their cars is going to be the most relevant time to deliver our message to them due to the fact that our research indicated that most students who listen to the radio prefer to do it in their car. We recommend advertising on the rear of four UNL campus buses.

The ad on the bus will contain the same message all year. We chose the rear of the bus to maximize the exposure time of the ads to people in their car. Our logic is that if you are stuck behind one of UNL's buses we want KRNU's large ad staring back at you, and convince you to turn your radio to 90.3 KRNU. This strategy offers a combination of Inter-campus StarTran buses and UNL perimeter buses to maximize the exposure of the ad to our target market. We recommend this option because it will build awareness for KRNU among its target market by generating high reach and frequency numbers.

Mobile

• Distro Mobile

- 4,800 outgoing messages
- Duration: Aug 2009 to July 2010
- Cost: \$1,026

This service provides a way to communicate with people using text messaging. The benefit of using text messaging is that 'texting' is very popular with our target market.

Rationale:

Our research indicated that most UNL students use their phone for texting at least once a day, but many use it more often than that. DistroMobile works essentially like email via text messaging. KRNU would have to login-in to their account with a username and password. Once in the account KRNU may send outbound messages users, view and receive incoming text messages, view the number of hits received, change the automatic response message, schedule specific dates and times for outbound messages to be sent and much more. The inclusion of this service ensures that the target audience will be receiving KRNU's message. The first manner in which this service might be utilized is through keyword message response. Using the example of a keyword, such as "radio" or "concert," anyone who texts that specific keyword to KRNU's account will receive an automatic response message that KRNU has personally crafted. For example, whenever a KRNU deejay requests that listeners, "Text "CONCERT" to 39649 to find out more about the upcoming concerts in your area!"

Listeners who send a message containing the word "CONCERT" to 39649, would then receive an automatic response message containing concert information or virtually any message KRNU choses to design. Whenever KRNU receives an incoming text, that number is stored and may be used in future outbound messages from KRNU.

Receiving incoming texts can be an easy way to build a digital rolodex. However KRNU might also enter phone numbers manually when received through alternative means. Another way to utilize this service is to send out messages to contacts from an existing database. The outgoing messages can be personalized however KRNU sees fit. Subsequent changes to the message content may be performed as often or infrequently as desired. DistroMobile will provide KRNU with another means to communicate with a constantly moving target. An audience that is literally, on the go. The audience andd followers of the station in geneeral will greatly appreciate the interaction with KRNU that a text messaging service such as DistroMobile provides.





PUBLIC RELATIONS

Goals

To create messages, events and publicity that will most effectively work with the paid media and other communications tactics. To use media vehicles and tactics that will generate exposure and buzz about the new 90.3 KRNU.

Strategy

Keep it fun. Keep it simple, and generate buzz and awareness of the new KRNU. In order to most effectively reach the local media with the news of KRNU's new format, we believe it's important to generate as much publicity as possible with all local media and with students on campus and in Lincoln high schools. We provided suggestions of tactics of good public relations and publicity.

Tactics

- “get INDIED” stamp

- The “get INDIED” stamp is a physical manifestation of the logo. Transferring the station's tag line to into a portable and easily transferred form allows KRNU to promote brand awareness and use it to

create a wave of curiosity about the station. The stamp will be used wherever legally possible (i.e. hands, books, letterheads, posters). As a result, an effective buzz will be generated and brand awareness will increase.

- **Media Kit**

- A “general” media kit that includes a press release announcing the campaign, a fact sheet, a history sheet, a package of the KRNU logo and graphics and a letter directing the recipient to the station for more information for any news coverage that should be distributed to the *Daily Nebraskan*, *Lincoln Journal Star*, local news/broadcast affiliates and highschool newspapers (as a secondary audience).

- The kit should be distributed the Monday before Big Red Welcome begins each year.

- **Publicity of UPC concert at Big Red Welcome**

- Covering this event allows KRNU to promote the type of music they play as well as launch the new brand image to the incoming freshman class.

- This event also allows KRNU to capture more cell phone numbers for the DistroMobile text messaging system and to incorporate the “get INDIEd” stamp and t-shirts into events.

- To arrange the coverage of the event and negotiate arrangements contact the President of UPC.

- **Booth at Big Red Welcome**

- Having a booth at Big Red Welcome allows KRNU to have follow-up contact with the incoming freshman who were at the UPC concert the night before and establish contact with those who weren't

- Having a give-away item that is of high-quality is essential to drawing students to the booth and driving traffic to the station and Web site (see below).

- **Free give-away CD for Big Red Welcome and other events**

- Creating a CD that KRNU can give away as a promotional item will increase

awareness and understanding of the type of music KRNU plays and help drive traffic to the station.

- CDs are promotional items directly related to the station and have meaning for the listeners and fans of KRNU. Even though the amount available is limited, workers at the booth can refer students who did not receive a CD to the website to find the tracks. Again, this will create awareness and traffic to the Web site and increase listenership.

- To compile the tracks for the CD, have KRNU music directors contact bands and ask for a track to be donated to the CD.

- **Remotes for Move-in Day**

- In order to increase awareness of KRNU as the campus radio station and source for indie music information, place “call in” DJs with cell phones in dorm buildings, fraternities and sororities on move-in day. This will allow DJs to interview new students and introduce them to KRNU as the campus radio station. This event is recommended in hopes that students will find it interesting that fellow residence hall members



are on the radio and they will tune in to hear what's going on around campus at the time.

- Request that the dorm buildings play KRNU over the PA system during move-in hours. KRNU has a good reputation for playing non-offensive music, and playing it in the building as students are moving in is a great way to gain exposure and followers.

- Contact Craig Lennon at 472-3882 to coordinate move-in-day activities

- **Work with “The Bow Tie Guy”**

- Request that David Burge do a “Real Nebraska” episode on KRNU. This will bridge the gap between the “independence/not-so-university” feel of the station and bring KRNU to the attention of many people who may not be aware of the station. The Real Nebraska plays continuously in the Union and in the Rec Center. This contact also allows for more involvement and mention at New Student Enrollment.

- **Parking Permit Flyers**

- Our research indicates that our target audience only listens to the radio while in the car. In

lieu of that, there are over 15,000 vehicles on campus, and many students purchase and use parking permits. KRNU can easily produce a flyer to promote the station that could be handed out with the parking permits.

- **Include information about KRNU in freshman contacts/NSE packets**

- Contact and coordinate with Admissions Office to include KRNU Web site link in freshman e-mails.

- **Bookmarks**

- Create bookmarks that can be placed into textbooks before they are sold at the book stores. As students are purchasing and reading their textbooks throughout the year, they will find information about KRNU. This serves as a way to continue spreading the image of KRNU and driving traffic to the Web site after the initial launch in August.

- **Find venues that can play KRNU**

- Finding venues like dorm cafeterias, the Union, campus buses and the Rec Center on campus is a great way to get the music and the KRNU product out to the target

audience. To arrange, contact Mark Powell at the Rec Center or the Residence Hall Association.

- Find venues off campus such as coffee shops or retail shops that support the station through underwriting that can play KRNU at their location during the day. This continues the relationship and support of local business of KRNU and gives listeners continuity from campus to the most adjacent retail area—downtown.

- **Sheldon Art Gallery**

- Sheldon Art Gallery holds various events throughout the year and KRNU shares a lot of their target audience with Sheldon. KRNU can send DJs and remotes to the Sheldon Art Gallery and cover any events that they host. This relationship is beneficial to KRNU because it will continue to raise awareness of the station and encourage potential listeners to tune in and check out the Web site, it is also mutually beneficial to Sheldon to gain publicity for their events. Covering campus events also adds to KRNU's credibility that they are up-to-date about the local indie scene and events.

- Contact the Sheldon Art Gallery to receive schedule of events and negotiate arrangements.

- **Use Facebook and Twitter**

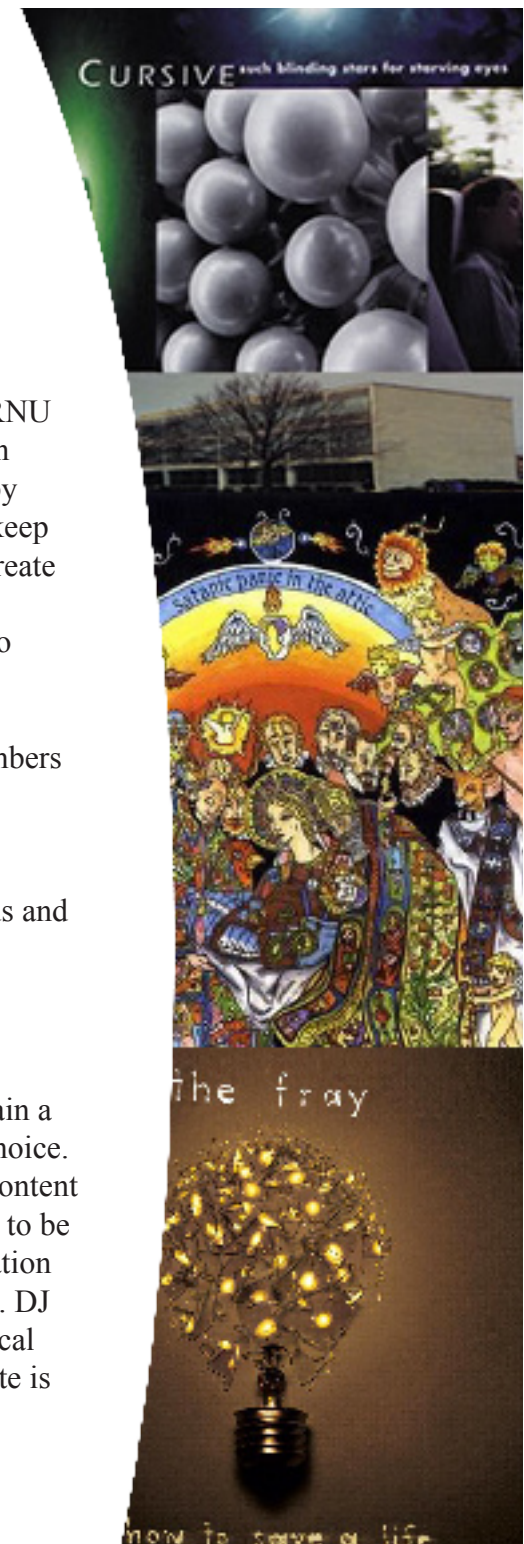
- Create an official “get INDIEd” KRNU Facebook group and Twitter page. An official group page that is managed by one of the station workers will help keep the KRNU message consistent and create a more user-friendly system for their follower—who will no longer have to search for the real KRNU.

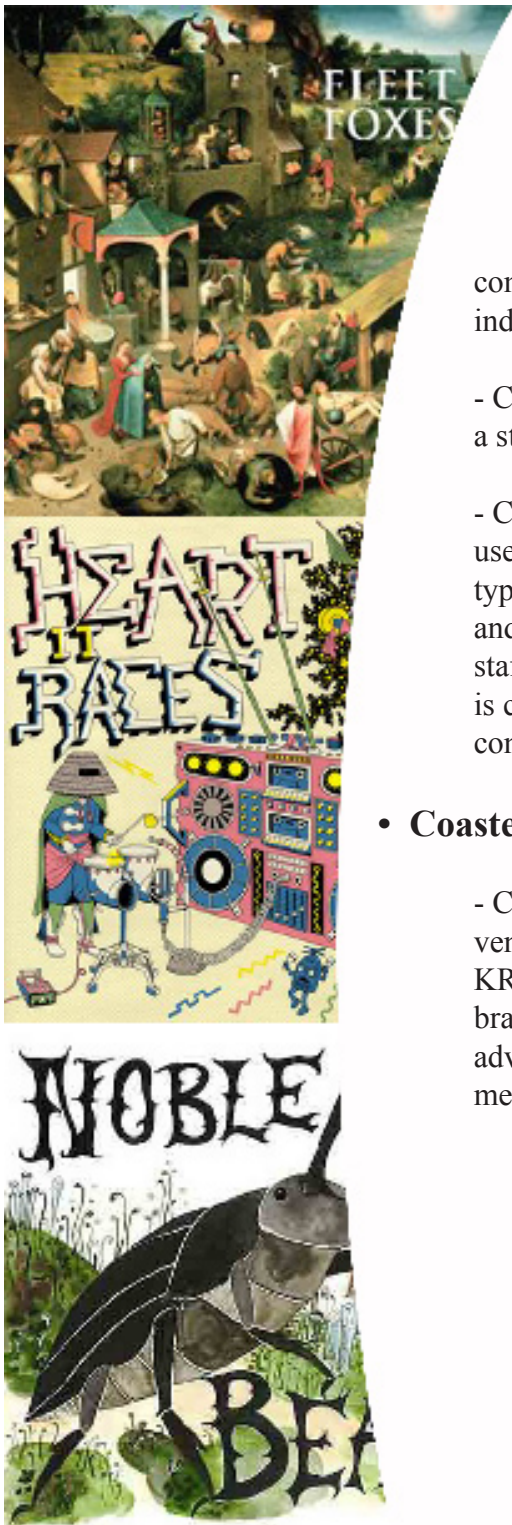
- Use Facebook to update group members about KRNU events

- Use Twitter to help followers find information about their favorite bands and things such as CD release dates

- **DJ Blogs/Forums**

- Encourage DJs to create and maintain a blog about a music subject of their choice. Our research shows that people are content and information driven—there needs to be new and a consistent flow of information about relevant topics on the Web site. DJ blogs will give the KRNU staff musical credibility and shows that the Web site is





committed to bringing new information about indie music to their audience.

- Create a blog link on the Web site and appoint a staff member to monitor for appropriateness.

- Create a forum board on the Web site to allow users to give input about the music played, the types of shows they want, their likes/dis-likes and other information they want the KRNU staff to know about. Again, our target audience is content-driven and enjoy being part of and contributing to social networks.

• Coasters

- Create and distribute coasters to downtown venues that encourage customers to listen to KRNU. This allows for continuation of branding and awareness of the station. It is advised that we include an “anti-drunk” message and how to call NU on Wheels.

• Stickers

- Use stickers with KRNU logo on them to be placed on various food venue items (E.g. Jimmy John’s sandwiches, pizza boxes, etc.) This creates brand awareness and provides KRNU with a way to negotiate advertising for themselves as well as the venue.

• Host a Concert

- KRNU is positioned as the primary source for indie music and events in Lincoln. To build credibility, KRNU should be involved in various music events downtown. Previously KRNU has worked with venues such as Duffy’s to host an all-ages band performance. We recommend KRNU continue building such business relations to help bring the local music scene to UNL students.

Hosting a concert also allows KRNU to promote the station and the artists. We suggest KRNU use the text message system, Twitter and local business to promote a second-semester



concert. The general idea is to have the event be a “mystery event” in which students can only find information about when, where and what type of event it is by following KRNU on Facebook, Twitter or texting the station. This way, students will be forced to be committed to discovering the details by listening to the station or checking in with the station’s online social networks. KRNU can then give out details through various media, encouraging listeners to attend local venues to get their “get INDIEd stamp” (see below) which would then allow them to get into the concert.

Each of these tactics will increase brand awareness and an understanding about the type of music KRNU plays. In order to inform the target audience of incoming freshman every year, KRNU needs to put emphasis on creating brand awareness. Throughout the year the station must continue distributing information about the station and continue its brand awareness campaign. They must also position themselves at local events in order to build credibility that they are in fact the AUTHENTIC source for indie music and events on campus and in Lincoln. Reaching the incoming freshman and encouraging them to listen and be loyal to KRNU is an integral part of the PR portion of this campaign. New students are unsure of what the campus has to offer and what kind of social scene is available to them. KRNU has the ability and the “cool-factor” to be the place that these new students look to find something to do on the weekends.

Media Kit Fact Sheet and History

KRNU FACT SHEET

GENERAL FACTS

- University of Nebraska–Lincoln's FM radio station
- Summer hours are 9 a.m. - 9 p.m. Monday-Friday
- Studio is located on second floor of Andersen Hall
- Upper-class students program a variety of shows
- Operated as a service of the College of Journalism and Mass Communications' Broadcast Department
- Station covers Nebraska sporting events, live public affairs, campus speakers and forums
- Faculty and students staff the station
- Rick Alloway is the current Station Manager
- Hours are from 8 a.m. - 1 a.m. Monday-Saturday and 10 a.m. - midnight on Sundays
- Station is supported through underwriting

PROGRAMMING FACTS

- Current format will move to web-stream
- Student talk shows will move to web format
- New over-the-air format is independent music
- New format will begin airing August 21, 2009



A HISTORY OF KRNU

In 1924, WFAV became Nebraska's first experimental AM broadcast stations at the University of Nebraska–Lincoln. After a few years, the station closed, but the University continued the program by establishing radio studios and coursework for broadcasting in 1937. The call letters KNU were assigned to the station in 1946. The 'K' signaled a station west of Mississippi and 'NU' stood for Nebraska University. The station operated on a closed circuit and provided a radio signal to dormitories, fraternities and sororities. The call letters were later adjusted to KNUS. During the 1970s, the University constructed several high-rise dormitory buildings making the closed circuit hard to distribute.

In 1969 a committee of engineers suggested that the station switch to an on-air format and the administration agreed. In order to broadcast as an FM station, KNUS had to apply for a license with the FCC. They found that their call letters were already assigned to a radio station in Texas and were assigned the current call letters: KRNU. The 'K' stands for west of the Mississippi and the 'R-N-U' stands for Radio-Nebraska-University.

The station was first housed in Nebraska Hall with its transmitter and antenna on top of Abel Hall. Later the station moved to Avery Hall. The transmitter and antenna were placed on top of Oldfather Hall.

In January of 1987, the FCC increased the operating power of the station from 10 watts to 100 watts. In May of 2000, the station began to experiment with web-streaming to bring its programming to a world-wide audience.

KRNU is operated as a Class A Station—designed to serve the main city of license and adjacent area. There are nearly a quarter of a million listeners in the KRNU area. The station is licensed to the University of Nebraska corporation and the Board of Regents directs its actions.

In August of 2001, the station moved to its current location in Andersen Hall—named after Harold Andersen and his wife Marian who were the primary donors of the money used to buy Andersen. The studio is named after Roy W. Lenwell—founder of the McCook Nebraska radio stations.

In August of 2009, KRNU will be reformatting its programming to become Lincoln's only source for indie music. The current format will move to a web-stream available on krnu.unl.edu.

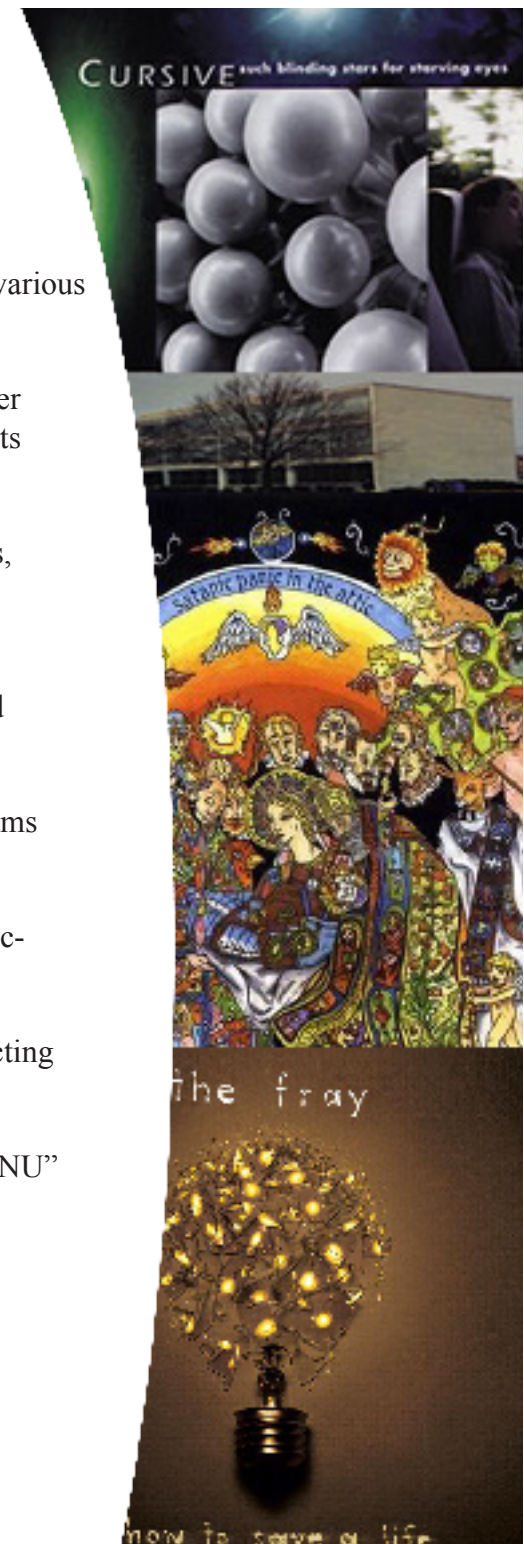
WEB DESIGN

College students are heavy Internet users, using the Web for social and entertainment purposes, as well as for gathering information. As it relates to music, college students use the Internet to learn about new music, download songs, and share music and information with their friends. KRNU's target audience will look for the station's Web site to be informative, interactive, current and relevant. If it fails to meet these requirements, listeners will go elsewhere.

We recommend that KRNU's Web site be redesigned, not only to match the station's new look, but most importantly, to offer essential features to online listeners. In terms of functionality, we recommend that the new KRNU Web site:

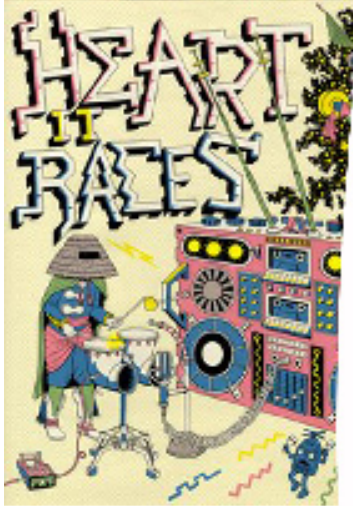
- Identify and list the bands included in the playlist and links to their homepages
- Allow listeners to purchase songs in the playlist
- Provide information about KRNU programs and schedule

- Invite listeners to "Follow KRNU" using various social media, such as Facebook and Twitter
- Seek input and interactivity through listener blogs about new music and general comments about KRNU programs
- Give listeners a calendar for local concerts, KRNU events, and other pertinent UNL happenings.
- Offer a photo gallery of KRNU events and programs/on-air personalities.
- Provide downloadable podcasts for programs and playlists
- Include links to other UNL and indie music-related Web sites
- Offer basic technical assistance for connecting with various technologies
- Include "Contact KRNU" and "About KRNU" pages

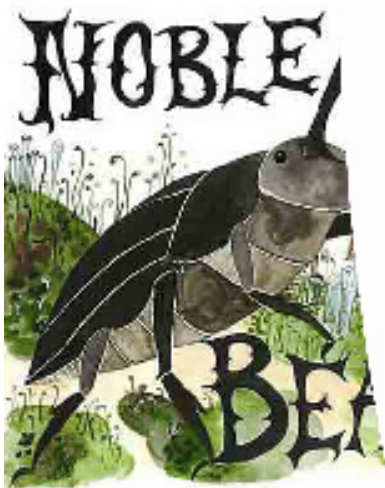




To entice KRNU underwriters, we suggest that the site also include advertising. This could be done by selling Internet display ads and/or playing audio ads before the station's live stream begins. Advertising should be "subtle" however, because the non-commercial nature of the station is a key selling-point for listeners.



The Web site should be designed so that it can be easily found using Internet search engines. Properly optimized, the site would be found using a variety of search terms, such as KRNU, 90.3, UNL, radio, indie, get INDIEd, music, college radio, campus radio, alternative, new music, online radio, local radio, Lincoln radio, local bands, and Nebraska indie, as well as combinations of these terms.



It's imperative that the station's site be maintained and constantly refreshed. KRNU's target audience will grow bored with a static Web site; Millennials want variety, discovery and control over their Internet content and they will not be impressed with simply getting a digital stream of on-air content.

In summary, we recommend that KRNU's Web site be redesigned as soon as possible. However, if resources do not allow for this, we suggest that minimally, the new logo should be added to the existing homepage with a text reference to the fact that KRNU's Web site is "getting INDIEd" and online listeners should expect changes in the future. Media and publicity campaigns will be driving traffic to the KRNU Web site and it will be imperative to give visitors some visual link to the other pieces they have seen.



WEB AND PROMOTIONS DIRECTOR

KRNU must make maintaining the Web site and executing external promotions a priority. Power of Ten recommends that the station hire a paid intern to ensure these two areas are effectively executed and mutually enhancing. Without a commitment of resources to these two critical areas, the music format will soon become irrelevant.

The target audience has several places it can go for music. It is looking for information to go with the music. Satisfying this constant need for fresh content is a significant job that can not be accomplished by the current staffing levels at the station.

Coordinated and consistent external promotions will also be critical to maintaining a consistent audience. New freshmen students come to campus every year. This prohibits KRNU from doing a single launch year and then coasting on the success. KRNU must continue to develop innovative promotional events every year to introduce itself to this new audience.

Initially, Power of Ten believes both jobs can be accomplished by a single intern working 10 hours per week as the KRNU Web and Promotions Director.



CAMPAIGN BUDGET

Web site

Design Estimate	\$3,000
Promotions / Web Internship (\$8/hr x 10hr/week x 50 weeks)	\$4,000
Total Web	\$15,436

Out-of-Home

Lamar board, 32 weeks	\$5,850
Houck Transit bus signs, 12 months	\$4,600
Print Daily Nebraskan, 150 column in	\$3,960
Mobile DistroMobile (4800 outgoing messages)	\$1,026

Total Media \$15,436

Get INDEED

Collateral

Coasters Custom Coasters
5000 qty; 4" square; 4/4 color \$595

Rubber Stamps
25 qty; 3/4" h x 2" w \$115

Post-it Note Pads - Concert
500 qty; 25 sheet pads; 2 color \$115

Post-it Note Pads - KRNU
500 qty; 25 sheet pads; 2 color \$115

UPC Concert Poster
250 qty; 2-color \$20

Vinyl Banner
3' h x 6' w; 2-color \$150

Adhesive Stickers
250 qty; 2" x 2" \$313

T-shirts
100 qty; 3-color \$750

Give-Away CD
1000 qty; full color sleeves \$801

Total Collateral \$2,974

Total \$24,058



CAMPAIGN TIMELINE

FIRST SEMESTER

	Launch Phase		Sustaining Phase			
2009	July	August	September	October	November	December
Print						
Daily Nebraskan						
Coasters						
Post-its						
Outdoor						
Billboard						
Campus Perimeter Bus						
Public Relations						
Lincoln Journal Star						
Daily Nebraskan						
Promotional T-shirts						
Promotional CDs						
Promotional Stamps						
Online/Multimedia						
Web Site						
Text Messages						

Get INDIED

CAMPAIGN TIMELINE

SECOND SEMESTER

	Sustaining Phase					
2010	January	February	March	April	May	June
Print						
Daily Nebraskan						
Coasters						
Post-its						
Outdoor						
Billboard						
Campus Perimeter Bus						
Public Relations						
Lincoln Journal Star						
Daily Nebraskan						
Promotional T-shirts						
Promotional CDs						
Promotional Stamps						
Online/Multimedia						
Web Site						
Text Messages						

POWER OF X (TEN)



Account Executives | Eric Moyer & Rob Ford

Research Directors | Morgan Thomsen & Lori Neid

Project Manager | Michaela Brown

Media Director | Sara Eason

Public Relations Director | Katlynn Dutkiewicz

Creative Team | Erin McManigal, Drew Mischnick, Andy Moravec