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RTBS: Your Audio Companion

3AM

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Your Audio Companion.

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WHAT WE KNOW

EXECUTIVE SUMMARY

Radio Talking Book Service, a non-profit organization that assists the visually impaired by providing a free radio reading service, came to the University of Nebraska-Lincoln with a challenge: increase brand and service awareness throughout Nebraska.

We began by conducting both secondary and primary research, developing key insights and examining all possible target audiences. We investigated the day-to-day life of the visually impaired, learning that many who have experienced vision loss suffer from decreasing independence and increasing feelings of loneliness. Our primary research revealed that these individuals turn first to eye care professionals, resource organizations for the visually impaired and residential healthcare facilities to seek practical and medical assistance with blindness. This research helped us to uncover our target audience, primary marketing objectives and brand message.

Since our research showed that many RTBS listeners listen to the radio alone, we have positioned RTBS as a resource for the psychological transition from a sighted world to a non-sighted world. RTBS can aid this transition by providing a constant flow of entertainment, information and a human voice. RTBS serves as "Your Audio Companion."

Our goal is to inform influencers, educate the public and connect our fan base. By informing our target markets, we hope for them to become RTBS advocates. The tactics for meeting our objectives include: creating starter kits for influencers, writing new press releases and public service announcements for the local media, developing attention-grabbing radio spots, proposing social media strategy, rebranding collateral pieces, and creating an internship program to assist with executing the campaign.

CHALLENGE

As a result of funding limitations, Radio Talking Book Service (RTBS) has struggled to adequately spread its message, expand its audience and gain donors. The organization primarily relies on word-of-mouth marketing but is looking for more creative and consistent ways to communicate its services. 3AM intends to increase awareness and the number of RTBS listeners, volunteers and donors through branding, public relations and digital communication strategies.

SITUATION ANALYSIS

company	<p>Radio Talking Book Service was founded in 1974 to provide visually-impaired individuals with a radio reading service to inform them with news and entertainment, and keep them connected within their community. Currently, there are approximately 1,500-2,000 radios loaned in Nebraska.</p> <p>RTBS has marketed its services through media relations, printed pieces and word-of-mouth. They rely heavily on the Nebraska Commission for the Blind and Visually Disabled to spread the word about RTBS.</p>
consumer	<p>The consumers who will utilize the services of RTBS are visually disabled individuals who believe that blindness is a nuisance, but not a handicap. This generation views life through a lens of personal experiences where value is placed on clear choices, responsibility and a positive outlook. These values help to decrease depression and feelings of isolation. When they learn about their visual disability, they first seek the expertise of ophthalmologists or related eye care professionals. This consumer is different than the target market for this campaign.</p>

Objectives

1

To determine how eye care professionals, resource organizations for the visually impaired and residential healthcare facilities help persons transition from sightedness to blindness

2

To determine the psychographics and daily life of people living with blindness or vision impairedness

3

To identify message channels and media usage of listeners and the target audience

4

To determine the demographics of blind or visually-impaired residents of Nebraska

5

To learn how listeners and others perceive Radio Talking Book Service

SECONDARY RESEARCH

Methodology:

To conduct secondary research, we consulted multiple RTBS documents, including the most recent newsletter, pitch letter, collateral pieces and website. We also searched through relevant Internet websites, published articles and scholarly journals.

Key Findings:

psychological
effects of blindness
objective #3

To learn more about RTBS listeners, we investigated the psychological effects of blindness. We learned that vision loss often leaves individuals feeling alone, anxious, frustrated with dependence on others, and ultimately, depressed. Research shows that blindness is the leading cause of losing independence for people 65 years and older. Symptoms of depression include the loss of self-esteem, feeling sorry for oneself, withdrawal, feeling apathetic or unmotivated, empty, or numb.

the link
objective #2

Primary research and common knowledge inferred that persons struggling with vision loss would seek eye care health professionals and resource organizations geared toward the visually impaired. These businesses are helpful for people transitioning from a sighted world to a non-sighted world. Blindness strikes people of all ages, gender and race, but we know doctors and organizations are the link between them all. In order to reach the blind, we are meeting them where they would seek assistance first.

SECONDARY RESEARCH

reaching audiences online
objective #2

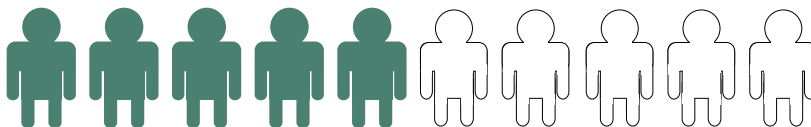
Over 66% of all adult users online are connected to one or more social media platforms. The number of people using these networks has increased steadily over the last 10 years, as they have grown to access them for both personal and business use.



58% of all Facebook users are 35 years or older



81% of all LinkedIn users are 35 years or older



49% of all Internet users are 45 years or older

PRIMARY RESEARCH

Methodology:

14 phone interview surveys with current RTBS listeners

7 face-to-face interviews with listeners, volunteers, RTBS staff, and a nursing home event coordinator

4 phone or email interviews with eye care professionals and resource organizations for the visually impaired

Key Findings:

Target Market



listeners learned about RTBS from a healthcare provider



listeners learned about RTBS from a visually-impaired resource organization



listeners learned about RTBS from friends or family



listeners listen to RTBS alone

PRIMARY RESEARCH

Listener Perceptions



"Listening to the radio is a **good companion** for the residents and also gives them a sense of empowerment. Just to hear a voice is **comforting**."

- Mary Katherine from The Waterford at College View

COMPETITORS

Indirect: Those competing against Radio Talking Book Service indirectly include all entertainment outlets, such as AM/FM radio stations and television, as well as information outlets such as the Internet.

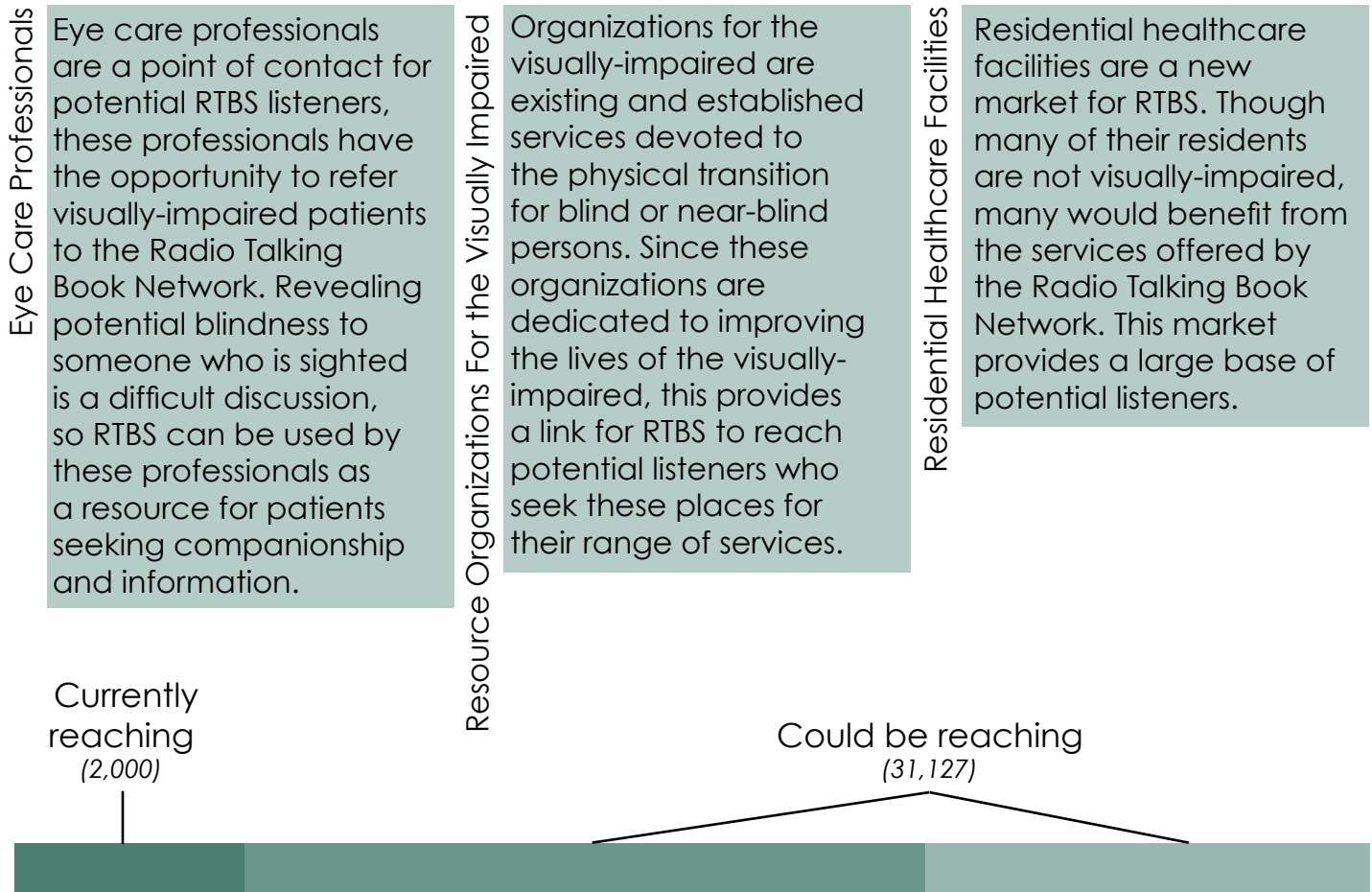
Direct: A direct competitor of RTBS is the Talking Book and Braille Service, located in Lincoln, Nebraska, which is funded by The Nebraska Library Commission. It provides similar services to RTBS and specializes in providing free books and magazines on cassette, both in digital and braille formats.

Since one of the main struggles of RTBS is funding, other non-profit organizations compete with RTBS for donations.

The one main advantage our competitors have is their digitally-archived information; however, RTBS' advantage is their current, localized and continuously-played material.

TARGET AUDIENCE

Our target audience includes eye care professionals, resource organizations for the visually impaired, and residential healthcare facilities, who have frequent interaction with the visually impaired.



In the Nebraska area, there are approximately 15,875 males and 17,252 females who are visually impaired. Most of this demographic is 65 years of age or older. Currently, RTBS only reaches about 2,000 people in this demographic.

SWOT

A SWOT Analysis will guide Radio Talking Book Service to identify the strengths, weaknesses, opportunities, and threats associated with RTBS in order to develop a constructive campaign. Below are the most pertinent areas of the SWOT analysis:

Strengths	Weaknesses	Opportunities	Threats
A variety of programs that the listeners enjoy	Website design needs improvement	Growing number of potential listeners due to macular degeneration	Ophthalmologists may not recommend RTBS because it is not the opportune time to recommend to patients
Provides easy-to-use radios for qualified applicants	No alternative way to listen to programs, other than when it's live	Younger target market to connect with	
Only talking service to provide local news	Signal doesn't reach entire state, and sometimes has signal problems	Encouragement to go digital	New technology for TVs that helps the audience receive their news
Provides entertainment appropriate for majority of audience	Can only use the TV version if they don't have a cable box		Competition in the marketplace has digitally-archived information
Provides a form of companionship to those living alone	Lacking marketing initiatives		
Provides an accessible website for those who are visually impaired			
Has a loyal listener base			
Has a dedicated staff of volunteer readers			

POSITIONING STATEMENT

Radio Talking Book Service is a tool to help with the transition from a sighted world to a non-sighted world.

WHAT WE'RE DOING

CAMPAIGN OBJECTIVE

To raise awareness of the services provided by Radio Talking Book Service

Marketing Objectives:

To send Starter Kits to 10% of target market

To increase website hits to 4,500 visits on by May 31, 2013

To increase the number of applications by 15% by May 31, 2013

Tactics:

Using media, email blasts and collateral to equip influencers with information about RTBS

Using social media to attract new users to the services provided by RTBS

Planning media appearances and building community relations to enhance listener experience

Measures of Evaluation:

In the past year (June 1, 2012 - May 31, 2013) the following happened:

- 10% of the target market received Starter Kits
- 4,500 visits made to rtbs.org
- Applications increased by 15%

HOW WE'LL DO IT

GUIDING PRINCIPLE

Visual impairedness is more prevalent among older generations throughout Nebraska, which leads to a loss of connection to the outside world, as well as to a loss of personal independence. The main objective is to inform primary points of contact about the services provided by Radio Talking Book Service, aiding them as they assist potential listeners during this life transition.

CREATIVE BRIEF

Brand Idea:

The mission of RTBS is to provide continuous on-air information and entertainment to a network of listeners who have visual or physical disabilities that prevent them from reading printed materials.

Brand Personality:

RTBS is warm and comforting, providing a consistent presence over the radio waves. It is encouraging and practical by providing information that is not blind-specific, but recognizes that its listeners enjoy many of the same stories and news as those who are sighted. RTBS balances being current and relevant through live readings of the local news, along with nostalgic radio being played overnight.

The Opportunity is:

For RTBS to provide a network of audio companions - connecting listeners and volunteers - in contrast to the feelings of depression and isolation associated with visual impairedness.

To These People:

Eye care professionals, resource organizations for the visually impaired, and residential healthcare facilities help persons transitioning from sightedness to blindness. These are the resources people seek out when they are experiencing vision loss; specifically, our target audience is influential to the physical and practical needs of the visually impaired.

Our Proposition is:

RTBS is a tool to help with the transition from a sighted world to a non-sighted world.

And They Will Believe It Because:

Without the assistance of sight, people lose their independence, which can lead to depression and isolation. Hearing another person's voice, as well as continuing to be entertained and informed, can uplift an individual's spirit and lessen the difficulty associated with vision loss. By providing reliable and valuable information and entertainment 24 hours a day, seven days a week, RTBS fills a psychological void created by vision loss.

In conjunction with our target market, which focuses primarily on the physical and practical needs of the blind, RTBS will serve as a bridge to assist the psychological needs that accompany vision loss.

Tone:

Personal, understanding, fulfilling, warm.

LOGO DESIGN



without tagline




with tagline

colors: Red: #993333 Beige: #ddab92
 Black: #222222 Teal: #329999

font: Tagline: **Minion Pro Bold Condensed**
 Flip Book: Arial

CORPORATE IDENTITY

Brochure



RADIO TALKING BOOK SERVICE

7010 Newport Ave. #205 Omaha, NE 68152
w: www.rtbs.org t: (402) 572-3003 (800)729 7826

APPLICATION: Please Fill Out Both Sides

Name: _____ Date: _____
Phone: () _____ Birthday: _____
Street Address: _____
City: _____ State: _____ Zip: _____

I hereby authorize the release of
organization, physician, or clinic
Radio Talking Book Service. I a
to me and remains the property
If I move or change my telephon
Talking Book Service. If the rec
will return it to the Radio Talkin

Applicant's Signature: _____
OR

Authorized Person
Signing for Applicant: _____

Relationship/Position: _____

Check Program


☐ Large Print ☐

FOR RTBS OFFICE USE ONLY

Date Application Received: _____

Serial# _____ Frequen

Application

Radio Talking Book Service 
Your Audio Companion

7010 Newport Avenue #205 | 402-572-3003
Omaha, Nebraska 68152 | 1-800-729-7826

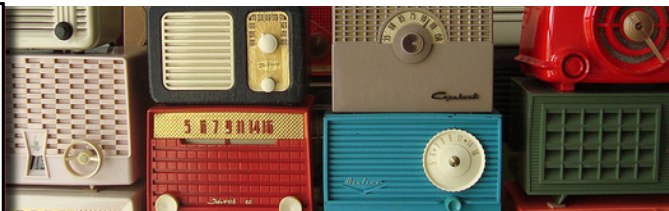
Letterhead

JOHN FULLERTON
Executive Director
fullertonj@rtbs.org
402-572-3003


RTBS

Radio Talking Book Service 402-572-3003
7010 Newport Ave. #205 1-800-729-7826
Omaha, NE 68152 www.rtbs.org

Business Card



O TALKING BOOK SERVICE is a non-profit organization
provides a radio reading service for the blind and
lly-disabled persons in Nebraska and surrounding

STARTER KIT



"Just to hear a voice is comforting."



Our Mission

Radio Talking Book Service is a non-profit organization that provides a radio reading service for the blind and visually impaired persons in the Northwest and surrounding areas. We have people who are available to read the books right to you in your own home. They are not just to be a one-way street, we also encourage you to be a part of our team by reading books to us. We are a team of people who are not just reading, but also speaking to you.

Our mission is to provide information and cultural opportunities to individuals who have visual or physical disabilities.

Radio Talking Book Service is a non-profit organization that provides a radio reading service for the blind and visually impaired persons in the Northwest and surrounding areas. We have people who are available to read the books right to you in your own home. They are not just to be a one-way street, we also encourage you to be a part of our team by reading books to us. We are a team of people who are not just reading, but also speaking to you.

Our Family

Radio Talking Book Service is a non-profit organization that provides a radio reading service for the blind and visually impaired persons in the Northwest and surrounding areas. We have people who are available to read the books right to you in your own home. They are not just to be a one-way street, we also encourage you to be a part of our team by reading books to us. We are a team of people who are not just reading, but also speaking to you.

Our History and Our Future

RTBS was founded in 1975 in Seattle, Washington. We started through the efforts of a group of people who were interested in providing a radio reading service for the blind and visually impaired persons in the Northwest and surrounding areas. We have people who are available to read the books right to you in your own home. They are not just to be a one-way street, we also encourage you to be a part of our team by reading books to us. We are a team of people who are not just reading, but also speaking to you.



Program Schedule

Saturday

12:00pm - 1:00pm: Radio Reading Service
1:00pm - 2:00pm: Radio Reading Service
2:00pm - 3:00pm: Radio Reading Service
3:00pm - 4:00pm: Radio Reading Service
4:00pm - 5:00pm: Radio Reading Service
5:00pm - 6:00pm: Radio Reading Service
6:00pm - 7:00pm: Radio Reading Service
7:00pm - 8:00pm: Radio Reading Service
8:00pm - 9:00pm: Radio Reading Service
9:00pm - 10:00pm: Radio Reading Service
10:00pm - 11:00pm: Radio Reading Service
11:00pm - 12:00pm: Radio Reading Service

Sunday

12:00pm - 1:00pm: Radio Reading Service
1:00pm - 2:00pm: Radio Reading Service
2:00pm - 3:00pm: Radio Reading Service
3:00pm - 4:00pm: Radio Reading Service
4:00pm - 5:00pm: Radio Reading Service
5:00pm - 6:00pm: Radio Reading Service
6:00pm - 7:00pm: Radio Reading Service
7:00pm - 8:00pm: Radio Reading Service
8:00pm - 9:00pm: Radio Reading Service
9:00pm - 10:00pm: Radio Reading Service
10:00pm - 11:00pm: Radio Reading Service
11:00pm - 12:00pm: Radio Reading Service

Workshops

12:00pm - 1:00pm: Radio Reading Service
1:00pm - 2:00pm: Radio Reading Service
2:00pm - 3:00pm: Radio Reading Service
3:00pm - 4:00pm: Radio Reading Service
4:00pm - 5:00pm: Radio Reading Service
5:00pm - 6:00pm: Radio Reading Service
6:00pm - 7:00pm: Radio Reading Service
7:00pm - 8:00pm: Radio Reading Service
8:00pm - 9:00pm: Radio Reading Service
9:00pm - 10:00pm: Radio Reading Service
10:00pm - 11:00pm: Radio Reading Service
11:00pm - 12:00pm: Radio Reading Service

Our Radios

One of the best things about RTBS is the quality of our radios. These radios are available to all of our members and are a great way to stay connected. They are not just to be a one-way street, we also encourage you to be a part of our team by reading books to us. We are a team of people who are not just reading, but also speaking to you.

Our Services

Radio Talking Book Service is a non-profit organization that provides a radio reading service for the blind and visually impaired persons in the Northwest and surrounding areas. We have people who are available to read the books right to you in your own home. They are not just to be a one-way street, we also encourage you to be a part of our team by reading books to us. We are a team of people who are not just reading, but also speaking to you.



To be included in Starter Kit Folder (above):

- 1 Flip Book (left)
- 1 Business Card
- 25 Applications
- 25 Brochures



[About](#) [Program Schedule](#) [Get Involved](#) [Contact](#) [Listen Now](#)

RADIO TALKING BOOK SERVICE is a reading service for the blind and visually disabled persons living in Nebraska and surrounding states.

“Radio Talking Books is a Godsend.”
— Anthony, 86

Radio Talking Book Service is a non-profit organization that provides a radio reading service for the blind and visually disabled persons in the Nebraska and surrounding areas. We help people make the transition from life with sight to a non-sighted world. Our goal is not just to be a radio but an audio companion. We try to provide quality programing that is not only entertaining but speaks into people's lives.

RTBS was founded in 1974 and is located in Omaha, Nebraska. We broadcast through KIOS-FM in Omaha and the stations of NET radio, covering the entire state. RTBS is a non-profit organization created for individuals who have visual and physical impairments that prevent them from reading printed materials and enjoying performing arts and other activities.

Most of our listeners are 65 years of age and older. Many have lost their vision due to macular degeneration, stroke, diabetes, or other complications. Since most of our listeners have lost their sight over time, they often talk about how they miss the daily, simple pleasures connected to sight, such as driving and reading the newspaper. We cannot fill every void that comes along with vision loss but we try to do our part by providing quality radio programming and services.

RTBS reaches the majority of our listeners through special radios; in order to qualify for one of our radios one must simply fill out a brief application. To be eligible to receive the radio free of charge you must have a visual or physical disability as certified by a competent authority, such that one is unable to read, see, or handle standard printed material as a result of physical limitations.

We hope you enjoy our services and will take this chance to learn more about all that RTBS has to offer. This site is full of information regarding RTBS. It has the current schedule of shows, newsletters and media kits, and contact information. We are also proud to offer our radio programming online, streaming live 24/7. Feel free to contact us with any questions or comments. Thanks for visiting!

Search for:

Latest News

Summer Internship

19 Mar 2012

Hey everyone, this is the first official blog post of RTBS. The first of many more to come. The radio station really is going to enjoy having a new intern around this summer. He will primarily be helping the staff convert the station over to digital technology, ensuring RTBS stays up to date with technology [...]

Resources

[RTBS Intro Video](#)

[RTBS Newsletter](#)

[Service Eligibility](#)

[Radio Application](#)

[RTBS Media Kit](#)

[IAA/IS](#)

PUBLIC RELATIONS

Community Relations

objective 1

Create and maintain long-term relationships with influencers who interact with listeners and potential listeners on a regular basis and are in a position to refer listeners to RTBS



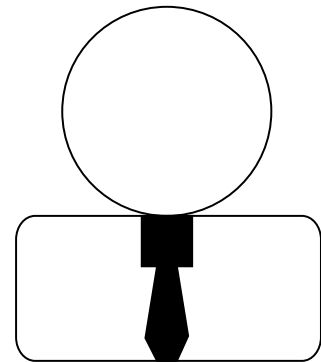
Mail Chimp

- Create e-newsletter template and contact lists through Mail Chimp
- Email influencers on a quarterly basis about updates and news of RTBS



Starter Kit

- E-newsletter includes the option to "request an RTBS Starter Kit"
- Starter Kit includes:
 - 1 Business card
 - 1 Flip book
 - 25 Brochures
 - 25 Applications



Intern

- Create a Community Relations Intern position to help with internal organization and timely follow-up with community partners
- Responsible for managing social media, assembling and mailing starter kits, writing and sending e-newsletters, and creating opportunities to showcase RTBS in the community

PUBLIC RELATIONS

Community Relations

objective 2

Prompt engagement and enhance relationships between volunteer readers, listeners and community partners by utilizing social media channels



- Build Facebook fan base
- Post updates and news of RTBS on a regular basis
- Open up dialogue for listeners to interact with RTBS
- Interact with similar non-profit groups on Facebook to create opportunities for future partnerships

PUBLIC RELATIONS

Community Relations

objective 3

Simplify the RTBS “learning curve” for potential community partners



The image shows a form titled "RADIO TALKING BOOK SERVICE APPLICATION". It includes fields for Name, Date, Phone, Birthdate, Street Address, City, State, and Zip. Below these fields is a section for "Application Information" with checkboxes for "Check Program Guide Format" and "Check Program Guide Format". At the bottom, there is a section for "RTBS OFFICE USE ONLY" with fields for "Date Received" and "Date Shipped".

Collateral Pieces

- Revise collateral pieces:
 - Application
 - Brochure
 - Business card
- Send Starter Kits to interested community partners
- Option to request a physical radio in certain Starter Kits to showcase how it works



Starter Kit



The image is a screenshot of the RTBS website. It features the RTBS logo at the top left. The main heading reads "RADIO TALKING BOOK SERVICE is a reading service for the blind and visually disabled persons living in Indiana and surrounding states." Below this, there is a quote: "RTBS is the local company." followed by "RTBS, Inc.". The page includes a "Search for:" field, a "Contact Us" button, and a "Sign Up" button. There is also a section for "About Us" and a "Program Schedule" link.

Updated Website

- Include all collateral pieces, as well as the Starter Kit in printable form
- Include information about how to apply for a radio

PUBLIC RELATIONS

Media Relations

objective 1

Create opportunities to tell the RTBS story on a larger level, reaching our target audience through free and paid media



Updated Website

- Update RTBS website to effectively communicate RTBS story
- Create "About Us" and "FAQ" pages
- Utilize "Contact Us" section more effectively



LinkedIn

- Update John's bio; connect with media in Lincoln and Omaha markets
- Create Radio Talking Book Service company page on LinkedIn



Radio Spots

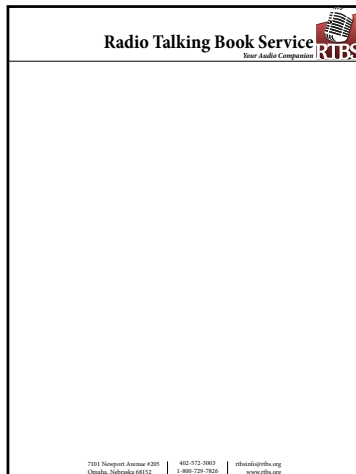
- Run :30 radio spots on KBBK FM and KILN AM

PUBLIC RELATIONS

Media Relations

objective 2

Revise and re-evaluate the RTBS story to highlight benefits for the media



Press Releases

- Create new letterhead
- Describe benefits and services of RTBS in a simple and straightforward way that could be reworded and reworked easily by multiple members of the media



PSA's

- Create new :30 and :60 public service announcements (PSA)



Updated Website

- Feature the RTBS informational video
- Include quotes from listeners

PUBLIC RELATIONS

Listener Relations

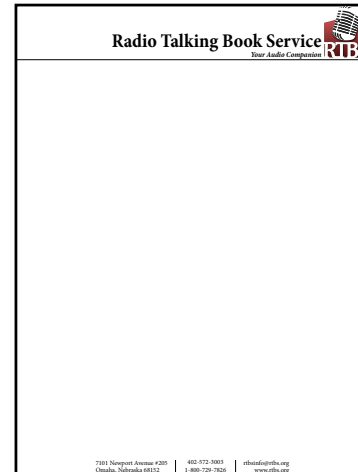
objective 1

Strengthen relationships with listeners through traditional and social media



Blog

- Start RTBS blog
- Blog on a regular basis about the inner-workings of RTBS that might be of interest to influencers and listeners
- Link RTBS blog to website, but also repurpose content on social channels such as Facebook
- Cross-promote on Facebook through e-newsletters



Quarterly Newsletter

- Send physical mailings to current listeners to help them feel connected to RTBS

PRESS RELEASE

Non-Profit Group Uses Radio to Serve Growing Population of Vision Impaired

The National Eye Institute estimates that three percent of Americans 40-years-of age or older are unable to read and enjoy printed materials because of blindness or severe visual impairment. Among adults over 80, the vision loss rate is even higher at 23 percent. Omaha-based Radio Talking Book Service (RTBS) is doing its part to help provide local and regional news, free of charge, to this growing population using a very familiar format: radio.

The Radio Talking Book Network, a service of RTBS, broadcasts continuous information and entertainment programming, via a network of closed-circuit radios, to 7,500 listeners across Nebraska. Twice a day, volunteers read the Omaha World Herald and Lincoln Journal Star live on the air. Other programs that make up the 24-hour line up include: readings of other regional newspapers, grocery and department store ads, short stories, and health information, along with mystery theatre and nostalgia radio.

Qualified applicants with a visual acuity equal to or less than 20/200 may receive a radio receiver free of charge from RTBS. Applicants can begin listening as soon as they receive their radio in the mail. Interested listeners can also stream the station's live broadcast at rtbs.org.

As Baby Boomers start to reach retirement and vision impairments become more common, RTBS is dedicated to providing listeners with the news and information they can no longer read for themselves. In addition the friendly voices of the volunteer readers bring comfort to many listeners who may lack the social interaction they once had before becoming blind.

As RTBS enters its 38th year of service, there seems to be no slowing down. Upcoming changes at the station include moving to an all-digital broadcast format, archiving programs for podcasting and updating equipment to ensure future quality and success.

If you or someone you know would benefit from RTBS, download an application at rtbs.org or call (402) 572-3003 for more information.

Paid Radio :30 seconds

Radio Talking Book Service is like sliced bread; it's perfect. You can't make a sandwich with Radio Talking Book Service but that's all rye, wheat don't mind. We are a radio reading service for those who have visual or physical disabilities that prevent them from enjoying printed material. We have live readings of local and regional newspapers, as well as, entertaining and informational programming. If you or someone you know could benefit from our service, apply today for a free radio receiver by calling 402 572 3003 or on rtbs.org. Radio Talking Book Service: Your Audio Companion.

Paid Radio :30 seconds

My dad lost his vision two years ago due to macular degeneration. It was difficult at first because I couldn't be there for him everyday. I'm glad he found a friend in Radio Talking Book Service. We are a radio reading service for those who have visual or physical disabilities that prevent them from enjoying printed material. We have live readings of local and regional newspapers, as well as, entertaining and informational programming. If you or someone you know could benefit from our service apply today for a free radio receiver by calling 402 572 3003 or on rtbs.org. Radio Talking Book Service: Your Audio Companion.

PUBLIC SERVICE ANNOUNCEMENT :30 seconds

The Radio Talking Book Service is a radio reading service available to individuals who have visual or physical disabilities that prevent them from enjoying printed materials. Live readings of local and regional newspapers, as well as book and magazines are available 24 hours a day on the Radio Talking Book Network. If you or someone you know could benefit from this service, apply today to receive a free radio receiver by calling (402) 572-3003 or visit rtbs.org. Radio Talking Book Service: Your Audio Companion.

PUBLIC SERVICE ANNOUNCEMENT :20 seconds

Transitioning from a sighted to a non-sighted world is not easy. If you or someone you know has recently been diagnosed with macular degeneration, contact Radio Talking Book Service to learn more about their free radio reading service that provides continuous broadcast of local and regional news and information. Apply today at rtbs.org or call (402) 572-3003. Radio Talking Book Service: Your Audio Companion.

INTERN PROGRAM

Job Description:

Radio Talking Book Service, a non-profit organization in Omaha, is seeking a full-time summer Community Relations Assistant to begin mid-May and work until mid-August. The Intern would assist the Executive Director with tasks regarding media messaging and community relations. Radio Talking Book Service is directed toward individuals who have visual or physical disabilities that prevent them from reading printed material or enjoying performing arts and other activities. The Intern will be compensated \$8.00 per hour. Applicants must possess the following qualities:

- Proficient in writing for multiple audiences
- Ability to meet deadlines diligently
- Basic understanding of multiple social media channels
- Willingness to work with media contacts in Lincoln and Omaha markets
- Basic understanding of Wordpress or CMS
- Basic web analytics and metrics knowledge
- MailChimp capabilities

Overview:

The RTBS Internship Program will be promoted through Husker Hire Link, University of Nebraska-Omaha, UNL's College of Journalism, and Creighton University. John Fullerton will be the acting supervisor for day-to-day tasks. Deb Trivitt will be the PR coach and will meet with the intern once a week for direction.

This program will tentatively take place each summer. The RTBS Intern will be paid \$8.00 an hour for approximately 20 hours of work per week, which will total about \$1,920.00.

Fine print:

Equal Employment Opportunity laws apply to the hiring of student interns. You will want to check with your state to see if workers' compensation laws cover interns. Just as you would a regular employee, it is important to provide interns with information on your safety and harassment policies, as employers may be held liable for intern safety and harassment issues. In general, student interns fall into an "at will" employment status and may be terminated for poor conduct.

MEDIA PLAN

Owned Media:

website

An update to the existing website for both content and design is needed to adequately provide information about RTBS' services. All content will need to meet W3C web content accessibility guidelines. A blog will also be included to inform listeners of changes or news at RTBS. Updating the website is necessary because it will provide all of the information regarding RTBS to anyone looking for this type of service. Google Adwords and SEO will be used to drive traffic to the website.

facebook

Frequent updates to the RTBS Facebook page will allow listeners, friends and family, and influencers to provide feedback to RTBS; interact with the staff, volunteers, and other listeners, keep up with the latest changes and events, and drive traffic to the RTBS website.

MEDIA PLAN

Paid Media:

mail chimp

We suggest sending out newsletters through Mail Chimp on a quarterly basis to inform our target audience of RTBS services and including an opt-in option to receive a starter kit with additional information. Mail Chimp is a simple way to send out multiple newsletters to the target audience on a regular basis.

google adwords

In order to increase the visibility of the RTBS website, we will use Google Adwords to utilize relevant and low-competition keywords to optimize search results and drive traffic to the website. The keywords chosen are most relevant to the company's product and service, have minimal competition and are most likely to be used in a related search. These keywords include:

- Radio for the blind
- RTBS
- Radio for blind
- Radio reading service
- Radio reading services
- Radio reading service for the blind
- Reading service for the blind
- Radio talking book
- Radio talking book Omaha

MEDIA PLAN

Paid Media:

After requesting a starter kit from the Mail Chimp newsletter, the following items will be mailed:

starter kits

- 25 applications
- 1 business card
- 25 brochures
- A flip book with detailed information about each of the services provided by RTBS

radio

We will place two different radio spots on two stations in Lincoln: KBBK 107.3 FM, and KLIN 1400 AM. These stations market to our target audience, but they will also allow RTBS to broaden beyond the Omaha audience, to include Lincoln. We will run ten spots per week, in July, October, and January, complementing our other media placements. One spot will air during evening drive time on KBBK and the other during morning drive time on KLIN, in order to best reach our audience on their way to and from work. The spots will be entertaining and informational in order to serve as another reminder to our target audience.

MEDIA PLAN

Earned Media:

psa's

Fifteen-and 30-second public service announcements (PSA) will help explain the basics of RTBS and encourage new-user sign up. These PSAs will run on radio stations most relevant to our listeners' demographics. Radio is the best medium for PSA's because it is the most accessible medium for our potential listeners.

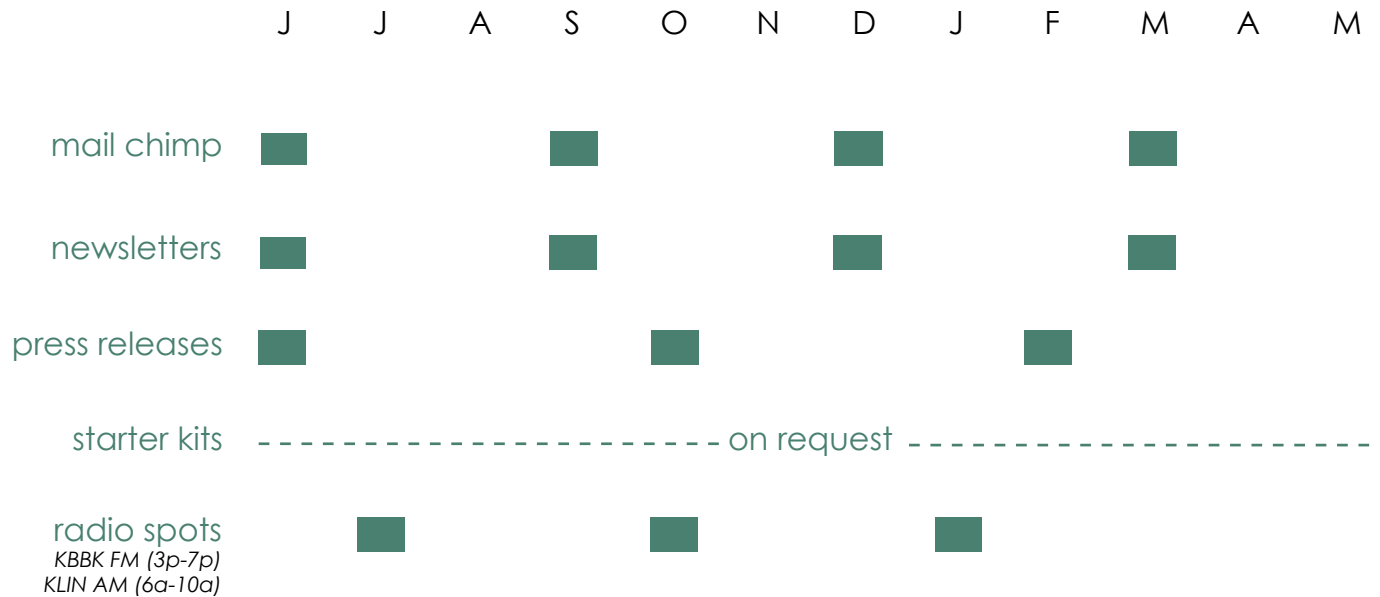
media contacts

A list of relevant media contacts for the Lincoln, Omaha and surrounding areas has been provided to help with the distribution of press releases on a regular basis.

Geography:

The PSA's will be run as a spot campaign in order to reach the majority of the potential listeners in Nebraska. The three spot markets we will use are Omaha-Council Bluffs, Lincoln and Grand Island-Kearney. Our direct mail pieces will be distributed to eye care professionals, resource organizations for the visually impaired and residential healthcare facilities throughout the state of Nebraska and surrounding states.

MEDIA PLAN



Reach & Frequency

Reach:

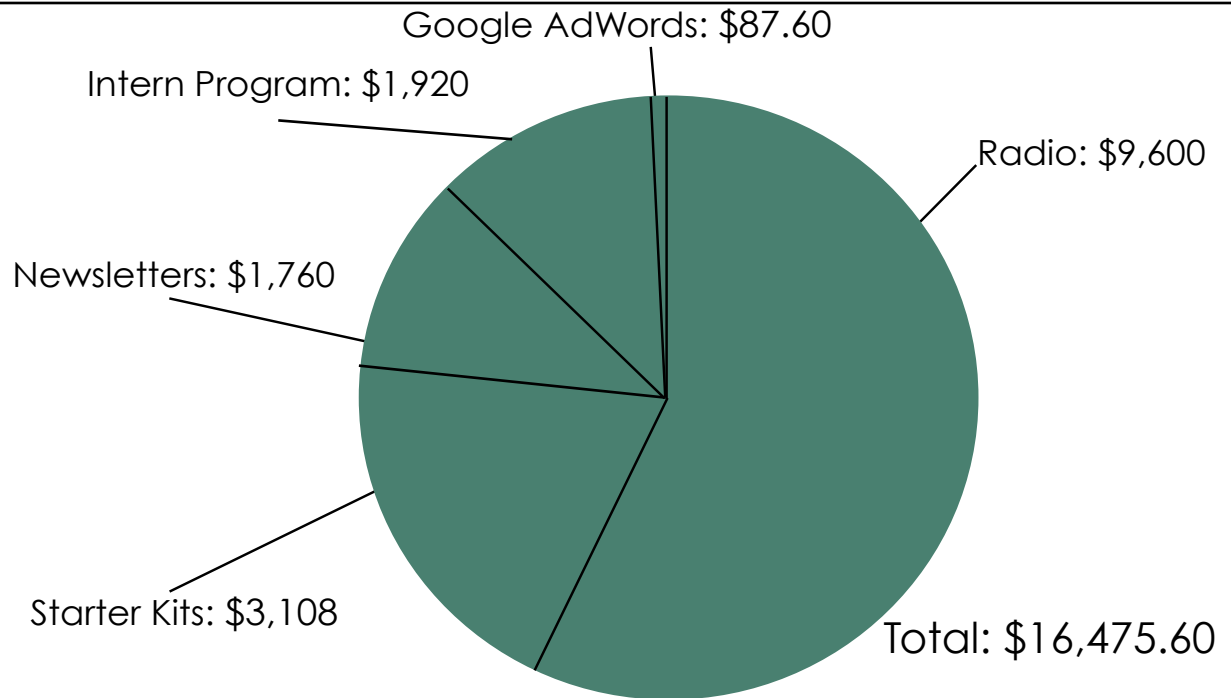
The goal is to reach 75% of the 1400 potential target audience members.

Frequency:

The goal is to have an average frequency of 4 for our campaign.

In order to achieve our goals, we suggest sending a Mail Chimp and physical newsletter on a quarterly basis, press releases per relevant events but no less than 3 times a year, starter kits on request, and the PSA's on a continuous schedule to serve as a reminder during the whole year.

BUDGET



The media budget will be divided among search optimization (Google AdWords), the cost of the print materials for the starter kits and postage, the cost of newsletters and postage (provided RTBS is approved for the non-profit discount), the intern program, and radio spots. Mail Chimp is a free service, as long as the number of emails per month remains under 12,000 and the number of subscribers under 2,000.

It will cost approximately \$.24 per day for the Google Adwords keywords, which is approximately \$7.20 per month and \$87.60 per year.

The cost of the printed materials for the starter kits are as follows:

- 25 brochures - \$10.50
- 25 applications - \$.50
- Business card - \$.03
- Flip book and binding - \$7.00

The cost for one starter kit will be approximately \$22.20, including cost of postage. Based off our objective of sending starter kits to 10% of our audience, the total cost for kits is \$3,108.

The radio spots will be featured on KBBK FM and KLIN AM. KBBK FM cost per :30 spot is \$46, and KLIN AM cost per :30 spot is \$34. Running 10 spots per week, for 4 weeks per month, for 3 total months, cost totals \$9,600 for both stations.

WHAT COMES NEXT

CAMPAIGN EVALUATIONS

The effectiveness of our campaign will be measured as following:

Objectives	Evaluation Techniques	Potential Results
Increased brand awareness	Website traffic and surveys (pre and post campaign)	An increase in brand, tag line, and RTBS services, accompanied with an increase in website traffic
Strengthened relationships with target audience and the media	Post-testing	An increase in requested applications and starter kits, as well as an increase in media apperances

Post-testing will be conducted after May 31, 2013, in order to evaluate the success of our campaign objectives and would be compared to the research we conducted throughout our campaign. This testing will include surveys, phone interviews, and email interviews with our target audience, as well as listeners. This method of evaluation will provide us with knowledge of the campaign's successes and failures.

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Radio picture courtesy of Mark Meijster.

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