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### KRNU: Expansion and Realignment

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# KRNU: Expansion and Realignment



Kaci Richter SU 2021

# Project Overview



This professional project aims to expand KRNU's outward-facing reach to engage stakeholders in the community and the college. This expansion will utilize the newly launched Experience Lab, existing The Friends of KRNU RSO and curricular efforts.

This report contains:

- A comprehensive analysis of KRNU's owned media
- Market analysis of comparable radio station properties in the Big Ten, notable college radio stations and Nebraska non-commercial/educational radio stations
- SWOT analysis of KRNU
- Analysis and recommendations
- Suggested managerial structure
- Timeline
- Summer jumpstart with goals and results



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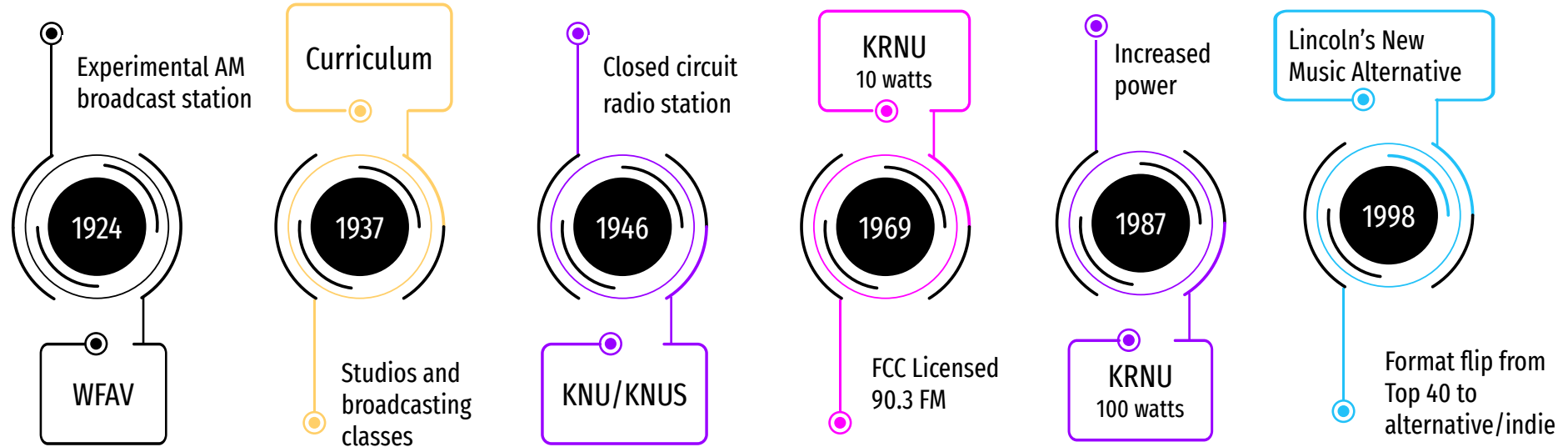


01

# KRNU

Overview

# KRNU Timeline



# KRNU: On-air and online



Terrestrial radio stations have undergone fundamental changes over the last three decades.

The entertainment market has expanded to include **more ways for content creators to reach audiences** and more platforms for advertisers to promote and sell their goods and services. As listener habits have changed, radio stations have been forced to keep pace, adding owned media platforms like websites, apps and social media accounts to **meet listeners where they are**. This struggle is not limited to commercial radio properties.

**Listener habits are forever changed**, and noncommercial stations are often under-resourced. 90.3 KRNU is one of many under-resourced noncommercial educational stations whose **audience is being served on-air but not on its other media platforms**.

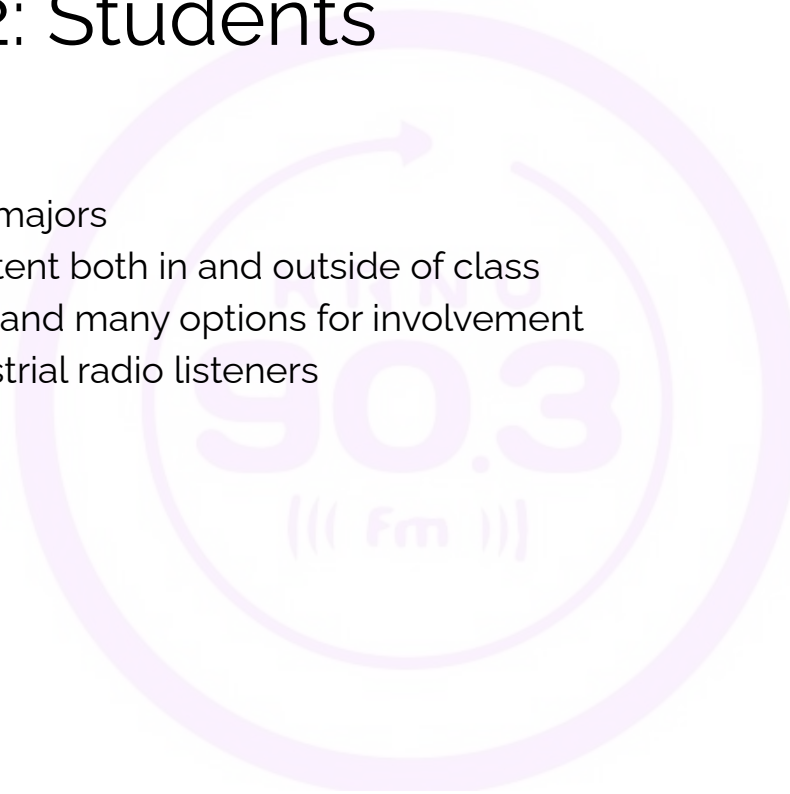
# Audience 1: Listeners

- P18-44
- Enjoy alternative and indie music
- Like to discover new music and know about the music being played
- Will tolerate multiple music genres
- Like discovering artists
- Dislike corporatization of music
- Many have affiliations with UNL
- Listen on-air and online



# Audience 2: Students

- P18-24
- Current CoJMC majors
- Make audio content both in and outside of class
- Busy schedules and many options for involvement
- Not native terrestrial radio listeners



# Audience 3: Campus and Community

- P12+
- Live (or have lived) in Lincoln
- Support the University of Nebraska-Lincoln
- Many have direct affiliations with UNL
- Do not need to be P1 or P2 listeners to support financially

02

Market Analysis





# NCE Ownership

In radio and television, private nonprofit organizations (often religious stations) own most noncommercial educational or NCE licenses.



62%

Private  
nonprofits



31%

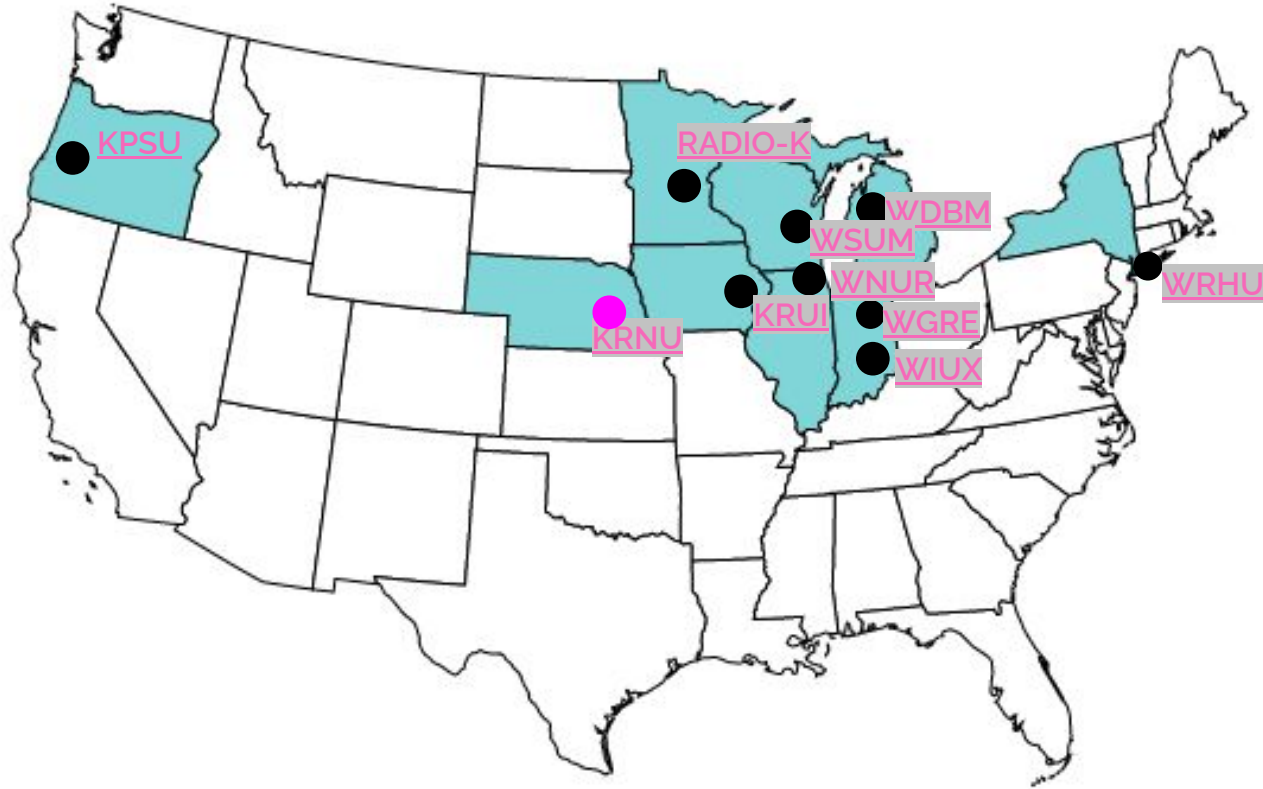
Colleges/Universities



7%

State and local  
governments

# Big Ten and Award Winning NCEs



<div> <div>★</div> <div>Excellent</div> </div> <div> <div>★</div> <div>Good</div> </div> <div> <div>★</div> <div>Fair/poor</div> </div>	Website elements	KRNU	WIUX	RADIO-K	WNUR	KRUI	WDBM	WSUM	WRHU	KPSU	WGRE
	Clear brand		★	★	★	★	★	★	★	★	★
	On-air schedule		★	★	★	★	★	★	★	★	★
	Donation/advertising information		★	★	★	★	★	★	★	★	
	Music/culture content		★	★		★	★	★		★	
	Multimedia content		★	★	★	★	★	★		★	
	Specialty show/podcast information		★	★	★	★	★	★		★	
	Non-radio news/sports content			★		★	★	★	★		
	Link to academics		★	★		★	★	★	★	★	★
	Information about how to be on-air		★	★	★	★	★	★	★	★	★
	Promotions (events, merch concerts, contests etc.)			★				★			

# Standout features



WIUX	RADIO-K	KRUI	WDBM	WSUM
<p>Written content and multimedia</p> <ul style="list-style-type: none"><li>• <a href="#">Live Sessions</a></li><li>• <a href="#">Columns</a></li><li>• <a href="#">Podcasts</a></li></ul> <p>Graphics</p> <ul style="list-style-type: none"><li>• <a href="#">Art</a></li><li>• <a href="#">Logos</a></li></ul>	<p>Revenue</p> <ul style="list-style-type: none"><li>• <a href="#">Underwriting</a></li><li>• <a href="#">Donations</a></li></ul> <p>Schedule</p> <ul style="list-style-type: none"><li>• <a href="#">Linked shows</a></li></ul> <p>Promotions</p> <ul style="list-style-type: none"><li>• <a href="#">Events</a></li></ul>	<p>Music Features</p> <ul style="list-style-type: none"><li>• <a href="#">Best releases of...</a></li></ul> <p>Revenue</p> <ul style="list-style-type: none"><li>• <a href="#">Underwriting and donations</a></li></ul>	<p>Content</p> <ul style="list-style-type: none"><li>• <a href="#">Columns</a></li></ul> <p>Get Involved</p> <ul style="list-style-type: none"><li>• <a href="#">Postings</a></li><li>• <a href="#">Staff size</a></li></ul>	<p>Merch</p> <ul style="list-style-type: none"><li>• <a href="#">Apparel</a></li></ul> <p>Revenue</p> <ul style="list-style-type: none"><li>• <a href="#">Underwriting</a></li></ul>



03

SWOT







## Strengths



- Heritage station - 50+years on-air, 23 years in format
- KRNU and KRNU2
- Streams
- College support
- Curricular tie-ins
- Equipment and upgrades

## Weaknesses



- Social media presence
- Lack of promotions
- Lack of revenue
- Student involvement
- Student awareness
- RSO

## Opportunities



- Lack of commercial in-market competition
- Rise of audio content
- CoJMC efforts to integrate and collaborate
- Technology

## Threats



- BRDC numbers
- Rise of multimedia options creates competition for student interest
- Shifts of radio industry

## The Bones



### On-air content

90.3 FM playing indie rock



### KRNU2

Online channel with additional specialty shows and sports content



### Online streams

Both KRNU and KRNU2 are available online 24/7



### Training for future broadcasters

Student shifts through BRDC 227



### Opportunities for student growth

KRNU airs content from other courses including JOUR 400, BRDC 260 BRDC 227 and airs live student sports coverage

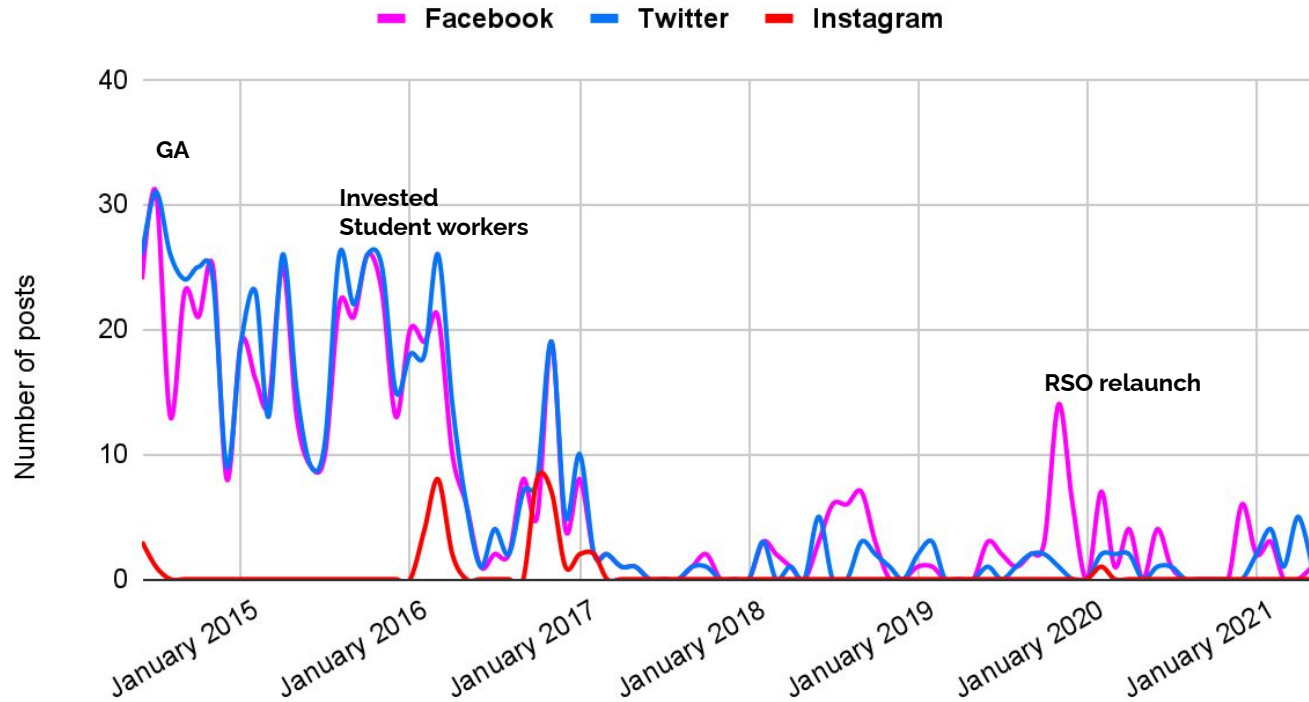


### Campus connection

KRNU serves UNL by providing public affairs programming, airing CoJMC faculty-produced content and distributing content from cross-campus partnerships

## Boom. Bust.

### Social presence over time





## Current promotions



KRNU doesn't have any current external promotions to promote the station outside of its own airwaves or owned social media. There are no ongoing acquisition efforts.

KRNU doesn't have any current internal promotions to promote the station on its own airwaves and owned social media. There are no ongoing retention efforts.



## Current revenue



KRNU doesn't have any current underwriting clients

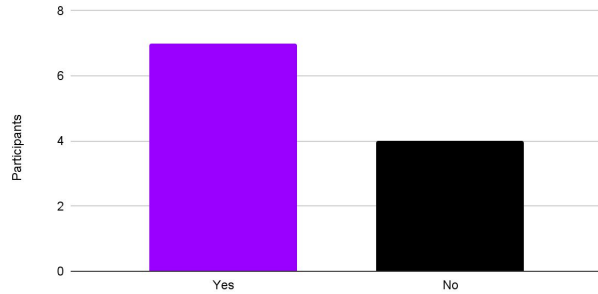
KRNU fundraises through Glow Big Red, but does not have a station-specific fundraising event.

# Current Student Involvement

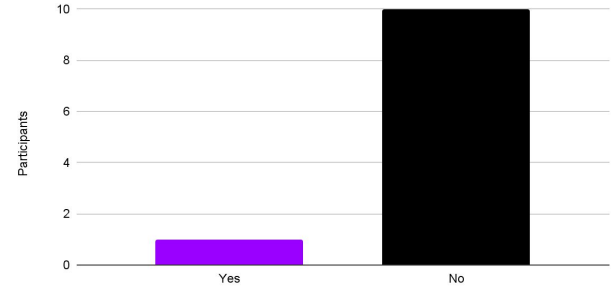
- KRNU has had 5-6 paid student workers every semester, but that will shift to 2 in AY 2021-2022.
- The Friends of KRNU is an existing RSO but is currently suspended
- No current KRNU Graduate Assistant
- Students in 227 are on-air, but there is no clear path for continuing involvement
- Only students in CoJMC majors or taking a BRDC class are allowed on-air

## Current Student Awareness

As a CoJMC student, have you ever made audio content that was NOT required for a class?

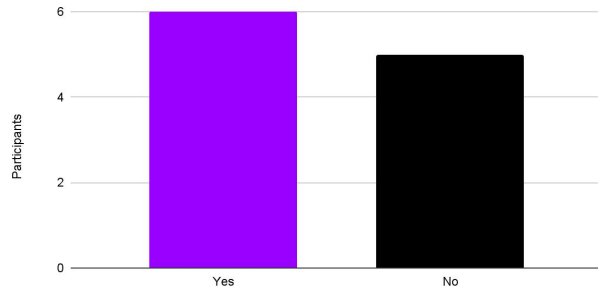


Do you know what steps to take if you want to host a podcast for KRNU/CoJMC?

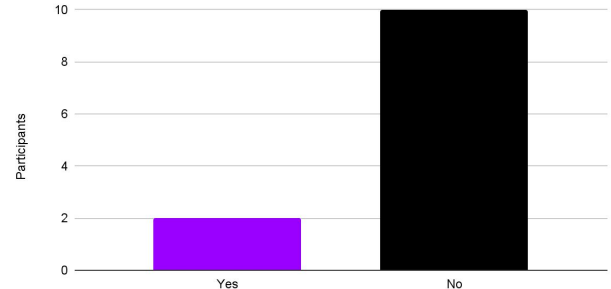


Did you know you could create audio content for KRNU?

KRNU includes 90.3 KRNU, KRNU2 and our CoJMC podcasting platform



Do you know what steps to take if you want to be on-air at 90.3 KRNU or on KRNU2?



## The time is now

### Lack of in-market competition

- No other commercial alternative station in DMA

### Rise of audio content

- Podcasts
- Audio reports
- Audio dramas
- Audiobooks
- Playlists

### CoJMC plans

- New software for KRNU2
- Experience Lab
- Studio rebuilds
- Transistor
- Anniversary celebration

287,510

from 248,550 in 2020

Households Lincoln, NE:

Market 107 (2020) Market 105 (2021)

[Source: Nielsen DMA 2021 Rankings](#)

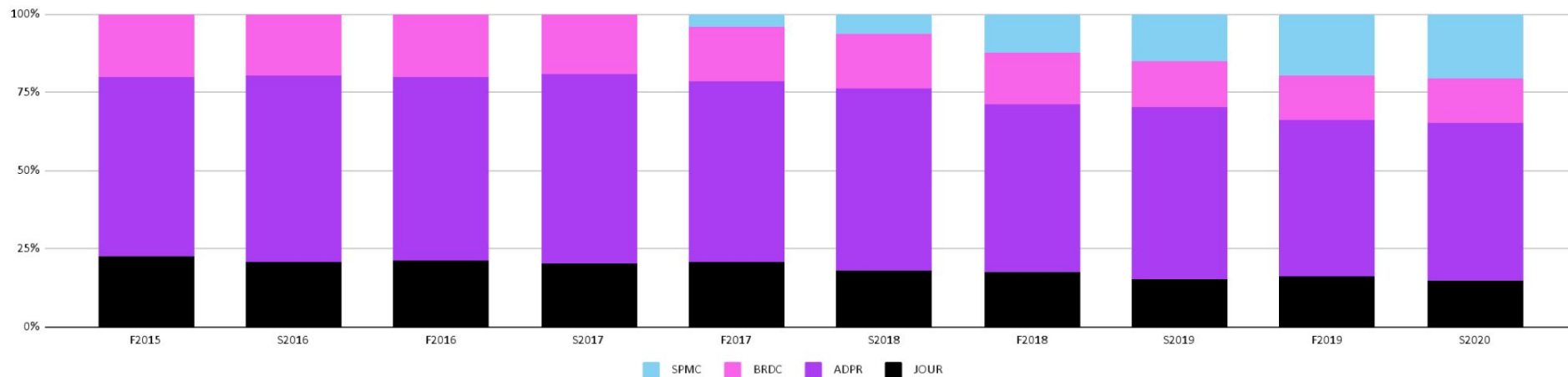
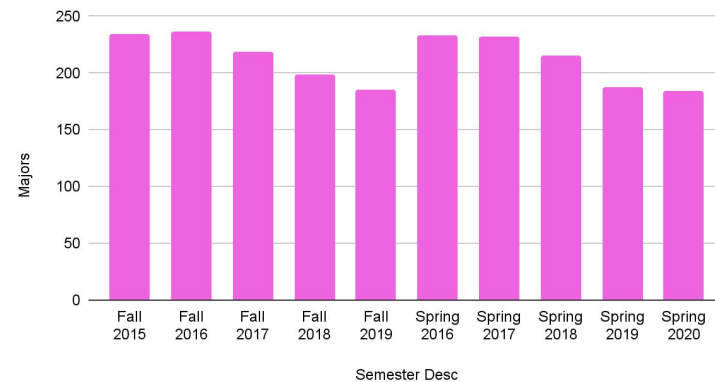




## BRDC numbers

- Steady
- Amount of voice in the college

BRDC majors over time



# A shifting industry



Terrestrial radio listening is holding steady with 89% of US residents 12+ listening at least once weekly in 2018.



Podcast listenership is up 214% from 7% in 2013 to 22% in 2019



Online radio listening has increased 400% over the last decade from 12% in 2008 to 60% in 2019



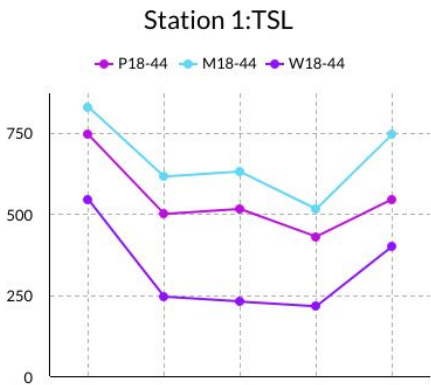
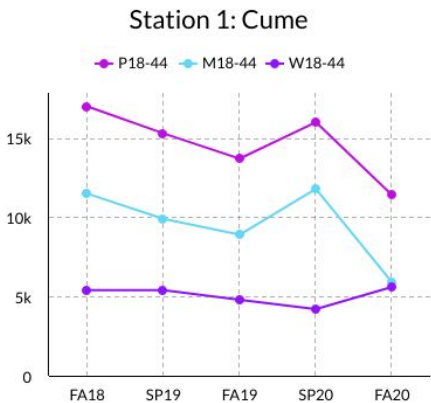
Locally, the number of terrestrial listeners (cume) has been trending downward while TSL has increased. F18-44 has shifted listening to smart speakers, M18-44 has shifted listening to apps and web players.

SOURCE: Interview Jill Lewis

How can we do more to meet the audience where they are?

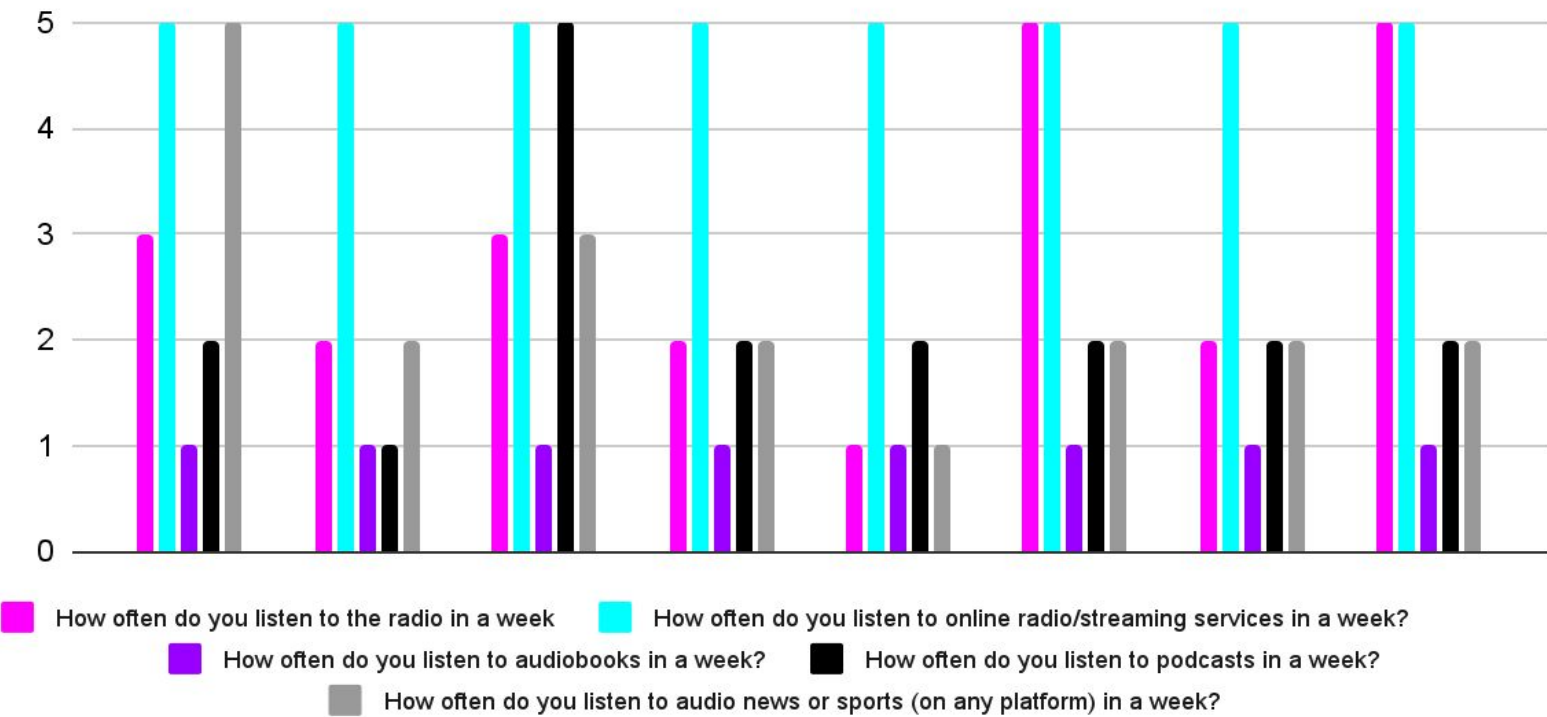
Shifting within the radio industry - Habitual listening trends in Lincoln

STATION		FA18	SP19	FA19	SP20	FA20	CHANGE (FA19-FA20)
ADULTS 18-44	SHARE	10.5	5.4	5.9	6.7	6.3	7%
	AQH PERSONS	1,000	600	600	600	500	-17%
	CUME	17,000	15,300	13,700	16,000	11,400	-17%
	TSL	7:45	5:00	5:15	4:30	5:45	10%
MEN 18-44	SHARE	16.7	8.6	8.8	10.9	9.5	8%
	AQH PERSONS	800	500	500	500	400	-20%
	CUME	11,500	9,900	8,900	11,800	5,900	-34%
	TSL	8:30	6:15	6:30	5:15	7:45	19%
WOMEN 18-44	SHARE	4.3	1.9	2.3	2.3	5.4	135%
	AQH PERSONS	200	100	100	100	200	100%
	CUME	5,400	5,400	4,800	4,200	5,600	17%
	TSL	5:45	2:45	2:30	2:15	4:00	60%



# Student listening habits

0=Never 5=Daily



# Expanding our reach

Serves all audiences



## Culture of audio

- Podcasts
- Audio reports
- Audio dramas
- Audiobooks
- Playlists

## Supporting content

- Website
- Music columns
- Pop culture columns
- Text, video, photo, graphics

## Building Connections

- Connect with listeners
  - Concerts
  - Giveaways
  - Live shows
  - Merch
- Connect with advertisers
  - Underwritings
  - PSAs
  - Promotions
  - Package selling
- Connect with students
  - Assignments
  - RSO



04



# Culture of Audio



# Recommendation: A Roadmap

## Audience 2: Students

- Create a specialty show and podcast process from pitch to production
  - Solicit popular existing shows from across campus
  - Create new shows using
    - Experience Lab
    - The Friends of KRNU
- Open up air-shifts to non-majors
  - Require training and an accountability mechanism



# Recommendation: Curricular integrations

Audience 2: Students

- Create a “big-bucket” podcast that the 3 credit podcasting class would flow into
- Connect Sales/Underwriting class with KRNU to get clients
- Connect Advanced Audio Production class with KRNU to produce promos and underwritings
- Connect an audio module from JOMC 132 to KRNU content
  - Produce a PSA





# Recommendation: Campus and Community Partnerships

Audience 3: Campus and Community

- Plan and execute an audio drama with the Theatre Department
- Plan and execute a podcast in conjunction with the webzine
- Partnership with The Bay



05

Supporting Content



# Recommendation: KRNU website

Audience 1: Listeners

- Listen Live
- Now Playing
- News feed for non-audio content
- Schedule
- Links to shows and on-air talent
- Merch landing page
- Information about how to donate
- Information about how to become a sponsor
- Information about how to be on-air



# Recommendation: Social Media Plans

Audience 1: Listeners

- Facebook
- Twitter
- Instagram



# Recommendation: Non-audio content

Audience 2: Students

Create options within the curriculum for writing music/entertainment-based columns or multimedia shows for the KRNU website

- In coursework
  - Experience Lab
  - The News Lab



06



# Building Connections



# Recommendation: Connect with Listeners

## Audience 1: Listeners

- Concerts
  - Work with promoters to sponsor shows and community events
- Giveaways
  - Concert tickets
  - Music
  - Swag
- Remotes
  - Broadcast at campus and community events
- Merch
  - Short runs
    - Fall - KRNU logo sweatshirt and t-shirt to gauge interest
    - Spring - KRNU Anniversary celebration run

# Recommendation: Connect with Advertisers



Audience 3: Campus and Community

Audience 2: Students

- Underwriting
  - Develop underwriting packages
  - Set sales goals
  - Train sales/underwriting students to sell NCE
- PSAs
  - Connect with Buoy to produce PSAs for their clients
  - Produce PSAs in early audio classes/modules
- Package selling
  - Work with other CoJMC properties to develop packages



# Recommendation: Connect with Students

## Audience 2: Students

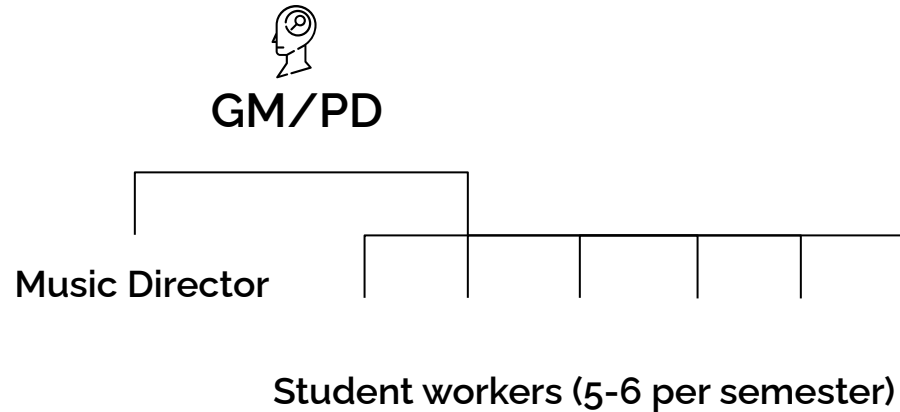
- Assignments
  - Experience Lab
  - 132
  - 227
  - Advanced Audio
  - Podcasting
  - The News Lab
- RSO - The Friends of KRNU
  - Constitution and bylaws
  - Leadership
  - Programming

07

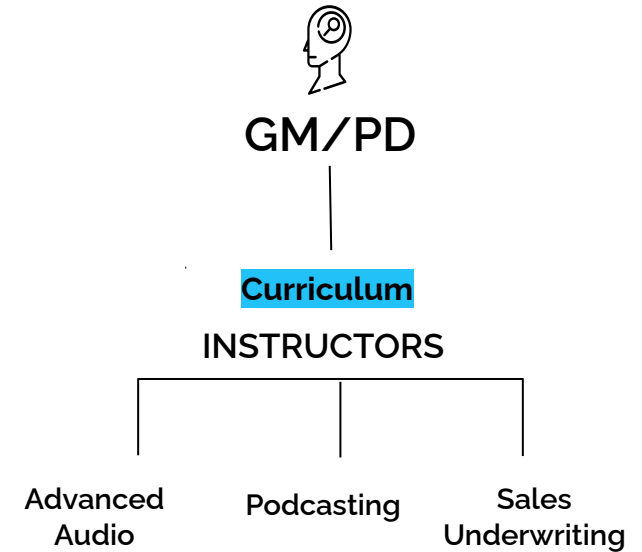
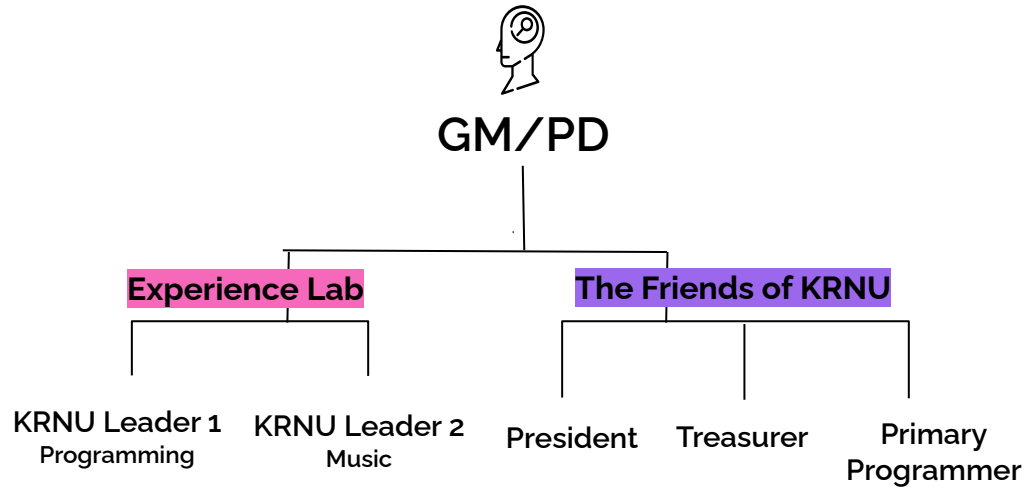
# Management Plan



# Current Organizational Chart



# Proposed Organizational Chart



## Programming and Social Media

- Social Media
- New on-air talent
- Create talent pipeline
- Airchecking
- Voice Tracking

## Music

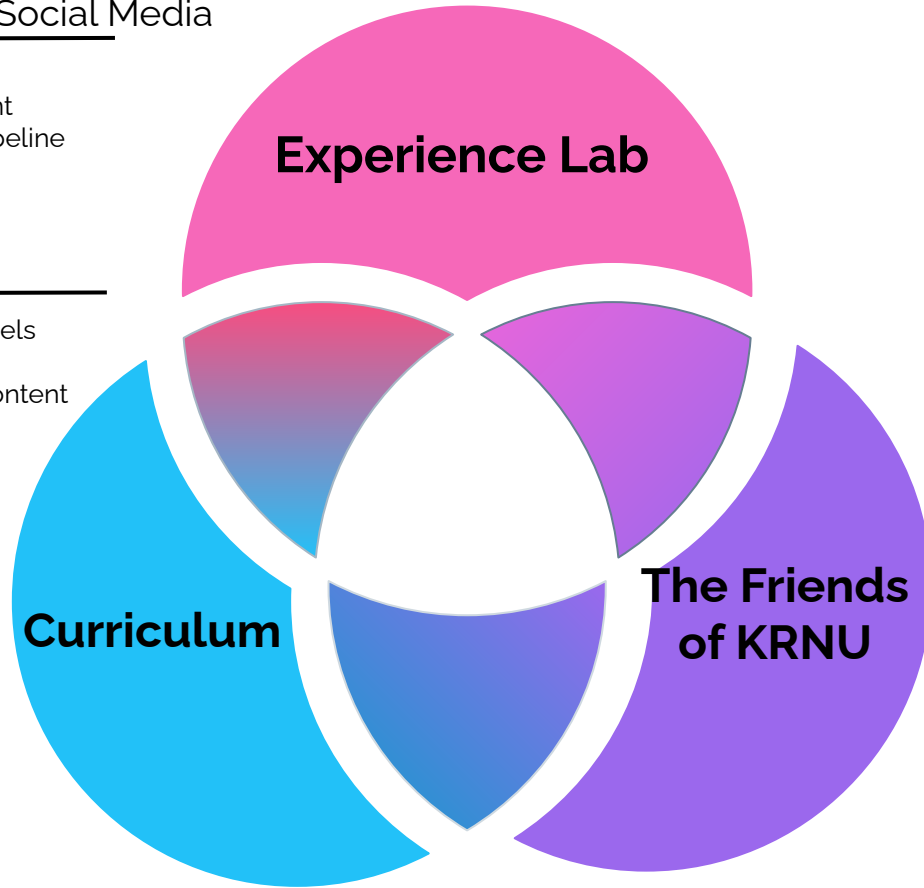
- Contact with labels
- Reporting
- Music related content

## Production

- Create content
- Update existing imaging
- Produce for clients

## Sales

- Develop packages
- Prospect
- Sell



## Events

- Remotes
- Anniversary event
- Concerts

## Promotions

- Giveaways
- Engagement and recruiting

## Fundraising

- Merch
- Annual fundraiser

# EXPERIENTIAL

# OF FRIENDS

# CIRRICULUM

		SU 21	FA 21	SP 22	SU 22	FA 22	SP 23	SU 23
EXPERIENTIAL	KRNU Leader 1	Leadership training						
		Goals and task management						
		Social media plan and execution						
		Cross-campus podcast initiative						
		KRNU specialty show recruiting						
		Instructor buy-in for class content						
		Assess and manage class content						
		Develop voice track program						
	KRNU Leader 2	Aircheck students						
		Assess and revamp						
		Leadership training						
		Goals and task management						
		New Music Feature						
		Live music show planning						
		Office organization						
		Live music show launch						
FRIENDS	Club Members	Outreach						
		Assess and revamp						
		Merch						
		Contest Development						
		Plan big event						
		Plan annual fundraiser						
		Build non-major shows/testing						
CIRRICULUM	Advanced Audio	Partnerships with existing events						
		Write and produce PSAs						
		Write and produce underwritings						
		Write and produce promos						
	Podcasting	Update imaging						
		93 Counties						
		Add new pods						
	Sales	New client development						
		Set sales targets/prospecting						
		Get clients						



08

Summer Jumpstart



# Experience Lab alignment



## GOALS



## RESULTS

- Create flexible checklists for both positions
- Path to creating specialty shows and podcasts



### KRNU Experience Lab Position 1: Programming

#### WHEN LEADING >10

- ☐ Create a social media plan
  - ☐ Troubleshoot
- ☐ Check all posts
  - DELEGATE
    - ☐ Write posts
    - ☐ Schedule posts
- ☐ Supervise cross-campus podcast initiative
  - DELEGATE
    - ☐ Find UHL pods that are already being produced
    - ☐ Contact them and gauge interest in airing them on KRNU, KRNU2 or posting on Transistor

#### WHEN LEADING BETWEEN 10-25

- ☐ Create a social media plan
  - ☐ Troubleshoot
- ☐ Check all posts
  - DELEGATE
    - ☐ Write posts
    - ☐ Schedule posts
- ☐ Supervise cross-campus podcast initiative
  - DELEGATE
    - ☐ Find UHL pods that are already being produced
    - ☐ Contact them and gauge interest in airing them on KRNU, KRNU2 or posting on Transistor
- ☐ Supervise KRNU specialty show efforts
  - ☐ Help them work through the pitch process
  - ☐ Help them work through production issues
  - ☐ Screen pods
    - DELEGATE
      - ☐ Students produce their specialty shows
        - ☐ Pitch
        - ☐ Produce
        - ☐ Get feedback
        - ☐ Show improvement



### KRNU Experience Lab Position 2: Music

#### WHEN LEADING >10

- ☐ Reporting
  - ☐ Contact record labels
    - DELEGATE
      - ☐ Write from emails
      - ☐ Screen music
- ☐ Write new music feature for website
- ☐ Record new music feature for on-air
  - DELEGATE
    - ☐ Create additional assets for new music feature
      - ☐ Photo
      - ☐ Graphics
      - ☐ Playlists

#### WHEN LEADING BETWEEN 10-25

- ☐ Reporting
  - ☐ Contact record labels
    - DELEGATE
      - ☐ Write from emails
      - ☐ Screen music
- ☐ Write new music feature for website
- ☐ Record new music feature for on-air
  - DELEGATE
    - ☐ Create additional assets for new music feature
      - ☐ Photo
      - ☐ Graphics
      - ☐ Playlists
- ☐ Plan and execute live music show
- ☐ Supervise production and post-production
- ☐ Post show on website
  - DELEGATE
    - ☐ Book bands
    - ☐ Studio reservations
    - ☐ Production
    - ☐ Post-production



### KRNU Specialty Shows and Podcasts

So, you want to host a specialty show or a podcast on KRNU, KRNU2 or the CoJMC Transistor channel? That's GREAT! We have all of the equipment, hosting and distribution platforms you need.

This document will help you decide which option might be best for you, what is involved, how to pitch your show and what will be required of you.

#### The Idea

You'll need a concept for your show. Two people talking about random stuff isn't a show...it's a conversation. Some things to consider:

- What is this show about?
  - Sports? Music? Entertainment? True Crime? Politics? Every show is about something. Even *Samfield*. Almost every theme can find a home on either KRNU, KRNU2 or the CoJMC Transistor platform.
- Who is going to host it?
  - One host? A host and cohost? A host and rotating guests? Who is responsible for the show being produced on-time and turned in? It's great to have more than one host to help spread out the workload, but it's also time to fly solo.
- How often will it air?
  - Once a week? Only when an event happens? If your show is about the College World Series, it will likely produce many episodes in a short time period, and then no episodes for most of the year. If your show is a short round-up of political stories, it will probably air once a week at a set time.
- How long will it be?
  - On KRNU and KRNU2, shows should be either 30 or 60 minutes (between 28-32/58-62). If your show will swing between very short episodes and very long episodes, you are probably pitching a podcast, not a specialty show.

#### The Pitch

Now that you've thought about your show, you are ready to pitch it to the KRNU staff!

You can pitch using either a written pitch OR a video presentation pitch. Once you have your chosen pitch completed using your chosen format, email it to the General Manager Rick Alloway for consideration. You will receive feedback via email within 2 week or your submission.

[Written pitch template](#)

[Presentation pitch template](#)

[Sample written pitch](#)



### KRNU Specialty Show/Podcast Pitch

Platform (circle one): KRNU KRNU2 Transistor

Show Title: \_\_\_\_\_

Show Genre: \_\_\_\_\_



### Specialty Show/Podcast PITCH



### Specialty Show/Podcast Contract Agreement

Platform (Circle One): 90.3 KRNU KRNU2 Transistor

Show Title: \_\_\_\_\_

Show Genre: \_\_\_\_\_

Airport Day: \_\_\_\_\_ Time: \_\_\_\_\_

Length of show: 30 minutes 1 hour 2 hours Other: \_\_\_\_\_ Length of run: (number of episodes) \_\_\_\_\_

Start date (Day/Month/Year): \_\_\_\_\_ End date: \_\_\_\_\_



# Social Media



## GOALS

- Connect Facebook and Instagram for crossposting
- Create an evergreen weekly post and use the scheduler to post it
- Increase Facebook post engagement and followers
- Increase Instagram posts to 50+, followers to 300+, following to 500+



## RESULTS



Posts  
51

↑ 27%

Followers  
313

↑ 23%

Following  
544

↑ 91%

Week of	Posts	Followers	Following
5/31/21	40	259	284
6/7/21	40	259	287
6/14/21	43	264	333
6/21/21	47	274	520
6/28/21	49	293	543
7/5/21	51	313	544



Page reach  
1068

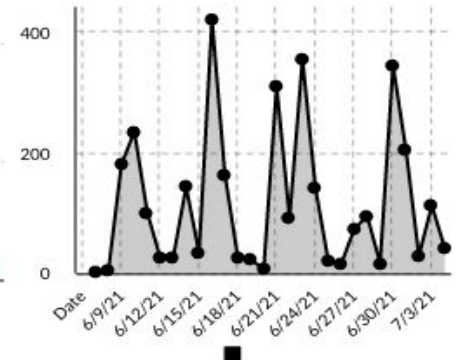
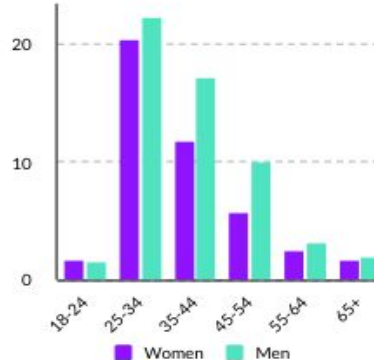
↑ 116%

Page Followers  
3251

↑ 14%

Post Engagment  
288

↑ 516%



# Sales and Underwriting



## GOALS

- Create a basic underwriting package structure



## RESULTS



### KRNU Underwriting packages

Underwriting on KRNU is a simple and efficient way to reach University of Nebraska-Lincoln students on campus and around Lincoln. Underwriting on KRNU is sold in packages ranging from three announcements per day (on air & online) to 8 announcements per day.

The Minimum commitment to underwriting is 21 announcements (one week of sponsorship)

All spots are automatically streamed online @ <http://knu.unl.edu>.

**Connect with the thousands of loyal KRNU listeners and students at the University of Nebraska-Lincoln.**

- |   |               |
|---|---------------|
| <input type="checkbox"/> <b>KRNU Partner</b>  | <b>\$1000</b> |
| 150 underwriting announcements to run in calendar year 2021                                 |               |
| Announcements can be spread over a maximum of 7 weeks                                       |               |
| Weeks do not need to be consecutive   | \$1500 value  |
| <br>  |               |
| <input type="checkbox"/> <b>KRNU Patron</b>   | <b>\$500</b>  |
| 65 underwriting announcements to run in calendar year 2021                                  |               |
| Announcements can be spread over a maximum of 3 weeks                                       |               |
| Weeks do not need to be consecutive   | \$650 value   |
| <br>  |               |
| <input type="checkbox"/> <b>KRNU Supporter</b>  | <b>\$200</b>  |
| 21 underwriting announcements to run during the week of your choosing in calendar year 2021 |               |
|   | \$210 value   |

Representative Signature

Print

Date

# Merch



## GOALS

- Create basic pieces for all audiences
- Make a short run of merch for The Friends of KRNU fundraiser



## RESULTS

Delays due to logo work, on track for Fall

[Next Level Unisex Tri-Blend Tee | Product | SanMar](#)

[District V.I.T. Fleece Crew | Product | SanMar](#)



# The Friends of KRNU



## GOALS

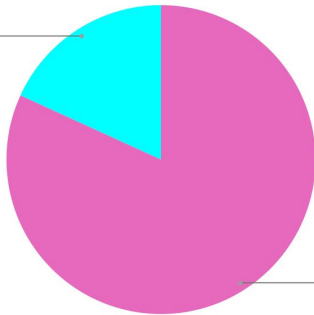
- Gauge interest
- Recruit members
- Identify leaders
- Vote for leaders
- Put leaders through training



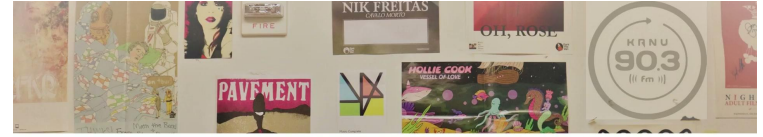
## RESULTS

Are you interested in participating in The Friends of KRNU RSO this academic year?

Maybe  
18.2%



Yes  
81.8%

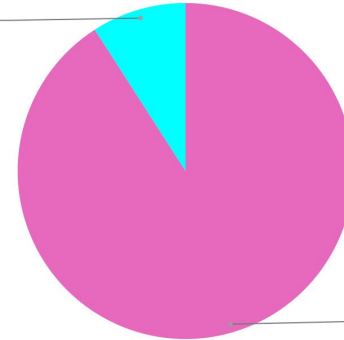


## THE FRIENDS OF KRNU



Would you consider serving as a club officer?

No  
9.1%



Maybe  
90.9%

# Website

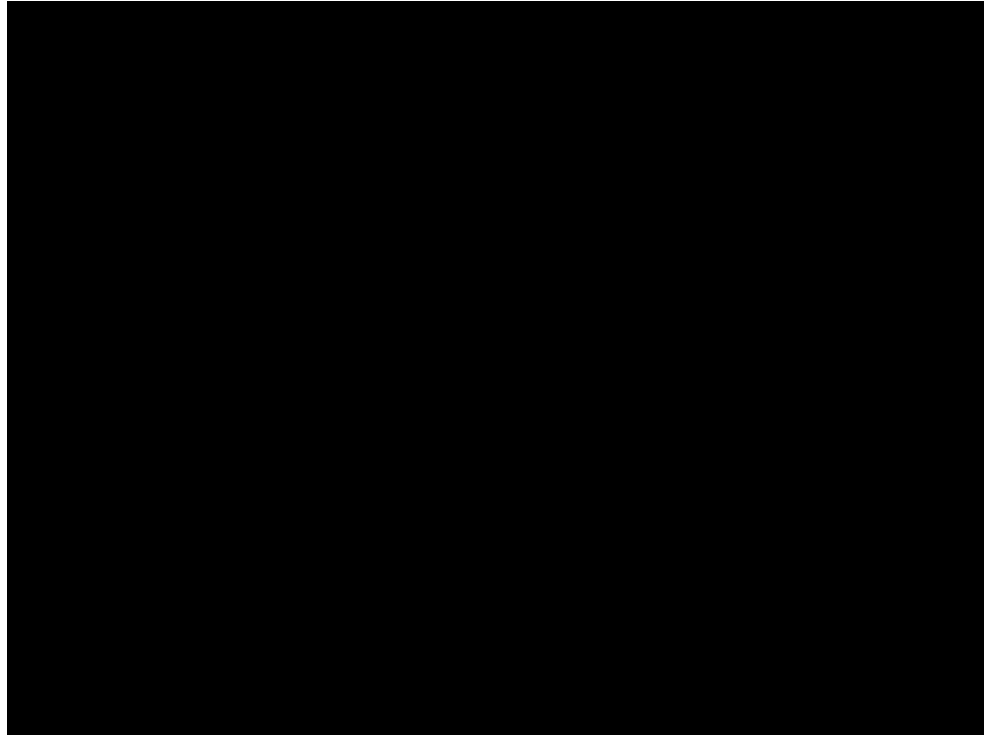


## GOALS



## RESULTS

- New KRNU website
- Provide non-terrestrial listeners with web player functions, show information and podcasts
- Provide all audiences with information about the station, getting on-air, events, merch and legally mandated components





09

Conclusion



Students

Leaders

Interest

Content

Listeners

Contests

Events

Outreach



**More.**



# Questions?

