



Spring 2012 Client Briefing

Client: Kansas Public Radio

Monday, January 23, 2012

Your client for the Spring 2012 semester is Kansas Public Radio – a regional broadcasting network comprised of 91.5 FM in Lawrence 89.7 FM in Emporia, 91.3 FM in Olsburg-Junction City, 99.5 FM and 97.9 FM in Manhattan and 89.9 FM in Atchison. The combined signals of the KPR network cover approximately two-dozen counties in northeast and north-central Kansas, including the Kansas City metropolitan area, portions of northwest Missouri, and the Kansas communities of Lawrence, Atchison, Topeka, Manhattan, Emporia and Abilene. KPR operates a second radio service, KPR2, a high-definition digital radio service. Most of the stations that transmit KPR programming also broadcast KPR2. It is also broadcast exclusively on 90.3 FM in Chanute.

KPR broadcasts a mix of NPR news; KPR’s local, regional and Statehouse news; classical music and jazz. It also carries popular NPR shows such as *Car Talk*, *This American Life* and *A Prairie Home Companion*, and locally hosted music shows of folk and bluegrass, Broadway show tunes and film scores, and “space-age pop and hi-fi exotica.”

KPR2 is an all news-talk format, featuring shows from NPR, such as *Talk of the Nation* and *Science Friday*, and news shows from the BBC and CBC.

This is the second time KPR has been a client of this class. Students enrolled in JOUR 676 during Spring 2007 developed campaign proposals designed to recruit and retain members from Johnson County.

The mission statement of KPR is: “Kansas Public Radio strives to provide the highest quality arts and information programming that inspires, enlightens and entertains an increasing number of listeners.” KPR also reflects the values and mission of its licensee, the University of Kansas.

KANU, the flagship station of the KPR network, signed on for the first time on September 15, 1952, and is a charter affiliate of National Public Radio (NPR). The other stations simulcast KANU, that is they do not produce original programming but repeat KPR’s main signal to their local areas.

KPR’s studios and offices are located in Broadcasting Hall, 1120 W. 11th Street, Lawrence, Kansas 66044. KPR programming is also available on the Internet at

<http://kpr.ku.edu>. (KPR plans to launch a new website design in January 2012.) Audio-Reader, a statewide reading service for the blind and visually impaired, also originates from Broadcasting Hall. Our campaign will not address this service.

Because it is a public radio station, KPR cannot sell *advertising*. It is allowed to sell *underwriting*, brief messages from businesses to describe products and services they offer. Programming, staff and facilities costs are covered through a variety of public and private sources – most notably its listeners. KPR holds two on-air membership drives each year, accounting for almost one-third the station’s operating budget.

Janet Campbell, general manager of Kansas Public Radio, has asked the class to focus on this effort:

- To increase awareness of Kansas Public Radio, reinforcing loyalty among listeners and introducing us to non-listeners. using a variety of traditional means (on air, print, outdoor, trades with other arts organizations, etc.) and new avenues (such as listening apps, Internet usage, e-correspondence, social media, etc.). This will hopefully lead to increased membership of first-time donors and greater retention of current donors.

KPR has approved a primary budget of \$15,000 for the project. Each group is being allotted an additional \$50,000 expansion budget. The expansion budget is, in effect, a “wish list” of recommendations each group would like to see implemented should additional funds become available. This concept has been created to encourage depth and creativity in your planning. However – and this point is critical – each group should prepare a realistic plan to achieve the desired outcomes based on its primary budget. Treat expansion budget recommendations as if they are “icing on the cake.” You will be required to differentiate between primary and expansion budget recommendations.

Your client is also providing limited financial support to cover expenses incurred during the completion of this project. Professor Guth will discuss reimbursement procedures in class.

In the process of completing the Group Contract Assignment, each group will designate one of its members as the client liaison. This person, and this person alone, is authorized to directly contact the client. Without this restriction, this class could easily overwhelm the client – not a good thing. Your KPR contact is Sheri Hamilton, development director. Telephone: (785) 864-5968. Fax: (785) 864-5278. E-mail: sheri@ku.edu.

To assist us with this project, KPR is providing the class with valuable proprietary research, such as ratings information and listener profiles. In addition, you are being provided with a copy of a Johnson County KPR membership survey administered by the Spring 2007 JOUR 676 class. As professionals, you are expected to handle this information with discretion and in confidence. Your use of research generated for or presented by your client is limited to this class project. With the completion of the Group Contract Assignment, each student will agree to this restriction in writing.

While each group is expected to generate its own primary and secondary research, Professor Guth and your client are organizing pooled survey and focus group research that will be shared by the entire class. The specifics of this pooled research will be discussed in class.

Each group may wish to shoot video and record audio at the KPR studios. (There is a required video component to client presentation.) Groups may also want to arrange a tour of the facility. KPR has generously opened its doors to us for these purposes. However, these visits should be arranged in advance through Ms. Hamilton. Because KPR is a 24/7 workplace, you will be expected to follow all ground rules set forth during your visit(s).

In a related matter, KPR will conduct an on-air membership drive on April 17-27. This will be a great opportunity to videotape activity and conduct interviews. As noted, you should make advance arrangements prior to visiting the station. FYI – Professor Guth will likely continue his role as an on-air guest sometime during the spring fund-raising drive. If you are interested in gaining first-hand experience in the station’s fund raising, Ms. Hamilton said she welcomes student volunteers to help with the phone bank.

Also note: “fund raising” is two words, not one. There is no such thing as a “fundraiser.” However, there are “fund-raising events.” (You use the hyphen only when “fund” and “raising” are compound modifiers, as they are in this case.)

While radio is an early 20th century medium – the first commercial radio station began broadcasting in November 1920 – it has a number of 21st century advantages. To understand this client, you need to understand radio. You will be working with a very portable medium. Because it is public radio, you will also be trying to reach a highly segmented, well-educated public with high expectations. (National Public Radio once promoted itself as “a rare medium well-done.”) Your promotions and productions will have to meet those expectations. While you will want to use other media as part of an integrated marketing communications effort, you will also have an advantage that doesn’t present itself in most campaigns – the opportunity to use the station’s airwaves cost-free.

One other note of importance: The client has made it clear that no changes are to be made in KPR’s current logo.

KPR representatives visit with our class on Wednesday, February 1. Your group will present a digital copy of its final plans book and collaterals to Professor Guth by noon, Friday, April 20. A second copy of the plans book and collaterals will be given to the client on the evening of the client presentation. Your group will present its final recommendations to the client at 7 p.m. Thursday, May 3, at Alderson Auditorium in the Kansas Union.