Jase Baldridge Riley Flack

Jihyun Ban  Lynlee Goddard

Maggie Fair Adam Gray

**KOSU Marketing Proposal**

**BACKGROUND**

KOSU is a non-profit radio station located in Stillwater, Okla. It was established in 1955 and is broadcast in northeast Oklahoma, southeast Kansas, southwest Missouri and northwest Arkansas. Its mission is to be the most trusted radio resource in Oklahoma and surrounding states. KOSU has received more than 300 broadcast journalism awards and prides itself on values such as offering diversity in voice and opinion, artistic expression and civility in public discourse.

KOSU averages more than 80,000 listeners per week and its website averages 30,000 visitors per month. The average income of listeners is approaching $100,000. The major age group of listeners is 35 to 54. This average age has come down in recent years; this is a trend KOSU would like to see continue. Becoming relevant among a younger audience is the focus of this marketing communications proposal. Half of KOSU’s funding comes from the government. Due to the economic downturn and looming budget cuts, their funding is likely to end or shrink soon. This means KOSU will have to come up with alternate sources for funds.

**MARKETING COMMUNICATIONS ISSUES AND NEEDS**

KOSU is facing many challenges. The most prominent challenge is the station’s funding shortfalls; it needs to increase corporate investment in its station. by establishing stronger relationships with businesses to increase advertising revenue.

KOSU is also looking to increase membership in its sustaining membership program that was launched in 2009. This program allows members to be invited to special events put on by the station. In order to increase membership in this program, KOSU is seeking recommendations to increase giving from members of the program and convert other contributors to sustainers.

KOSU is also facing branding issues because of the very diverse geographic regions it serves. The communities it are spread out geographically as well as culturally and therefore differ greatly from each other.

Finally, there is the problem of student involvement and awareness. Most students are not aware of KOSU or any of its programming. In the past, the station has had a long history of student involvement, many of whom have gone on to successful careers in broadcasting. Today, KOSU is seeking to increase OSU student involvement in the station and bring it back up to the level that it has experienced in the past; this is where our focus will lie and what we will attempt to improve upon. We will use different marketing efforts and tactics to attract students to KOSU and get them involved with the station.

**MARKETING COMMUNICATIONS PROPOSAL**

To increase OSU campus involvement with KOSU, we propose a KOSU Tent Event. This event will consist of setting up a KOSU tent on Library Lawn. The event will take place every Tuesday from 11 a.m. to 1 p.m. during the month of September. This allows ample time for students walking around campus to stop by our tent. There will be lots of students on campus for the start of the new school year and freshmen will be eager to learn about activities happening on campus. This will also give them a chance to listen to the station throughout the year and hopefully become avid listeners.

At this event, our team and a radio personality from KOSU will run the tent, giving away freebies and raffle tickets for weekly prizes. Freebies and prizes need to be things that will appeal to students to get them interested in KOSU. Freebies will include:

* Frisbees
* Key chains
* Koozies
* T-shirts
* Bumper stickers

Games at the tent will include Red Bull Pong, a bean bag toss and a limbo stick challenge. Students can compete in these games to win raffle tickets that will enter them in a drawing to win prizes. Red Bull Pong games will use one cup. If the student makes one of three balls, they will receive a raffle ticket and a free can of Red Bull. For the bean bag toss, players will have three chances to throw a bean bag into a KOSU logo with the “O” as the target. If a player makes the bean bag into the target, he or she will receive a raffle ticket. A limbo stick challenge will also be at the tent for students to attempt to walk under. If a student makes it under the bar, they will receive a raffle ticket. If a student hits the bar, falls or in some other way does not receive a raffle ticket, he or she will still be given a freebie as a thank-you for participating.

The raffle tickets given out to winners of the games will be entered into drawings for weekly prize giveaways. The winning ticket numbers will be broadcast on KOSU during different programs each week, which will be announced at the tent event each week. The first week of the tent event will be a type of welcome event for students to learn what KOSU is and what the games and prizes will consist of. The first giveaway will take place during the second week of the tent event so students have a full week to learn about the contests and be able to take part if they wish. Each week, we will tell students during which show the winners will be announced. Winners will be able to claim their prize at the tent event on the following Tuesday after their raffle number was announced. The winners from the final tent event can pick their prize up at the station.

The giveaways will consist of:

**GIVEAWAY 1:** Five $50 Visa gift cards.

**GIVEAWAY 2:** Three iPads.

**GIVEAWAY 3:** Two pairs of sideline passes to the Homecoming game.

These are all prize options that we feel will be appealing to students. Anyone can use a Visa gift card wherever they want to use it. Students can buy gas, food, beer or anything else they want. iPads are the hot new thing in the technology industry, and everyone seems to be intrigued by them. Students will be drawn to the latest electronic phenomenon. We will promote the fact that with Internet access on the iPad, students can stream KOSU live online at www.kosu.org. Our third, final and biggest giveaway will be two pairs of sideline passes to the upcoming Homecoming football game, which will allow the winners to meet the team and coaching staff before the game. They will be able to watch the game up close and personal. The winners will also have the opportunity to kick a 30-yard field goal during halftime for the chance to win a $5,000 scholarship.

These giveaways will appeal to students and attract them to the KOSU tent. Everyone likes free stuff, especially college students. Students are much more likely to act on our marketing efforts and actually listen to KOSU if there is something in it for them, even if the gain is only temporary. We want to continue the tent event and giveaways for multiple weeks in a row so students will learn about and remember KOSU. We don’t want to plan one simple event that students will forget about within a few days. With a month-long event, we will generate month-long responsiveness to and awareness of KOSU and its programming. Our goal is to interest students with the content of the programming as well as with the giveaways and hold their attention to KOSU even after our tent event is over.

During the tent event each week, we will serve pizza, Red Bull, soda, bottled water and other beverages. Free food always attracts people, especially students, so this is probably what will initially attract people to the tent. Serving free pizza and drinks during lunchtime is an easy way to attract people quickly. Once they are at the tent, our interactive games and contests will keep them interested.

As mentioned above, a radio personality from KOSU will be present at the tent. During what would normally be a commercial break for the station, the radio personality will broadcast live from the tent. This will let KOSU listeners know what the station is doing to promote itself and its marketing efforts on campus.

To promote our tent event, we will hang flyers in the student union, Edmon Low Library, residence halls and various classroom buildings around campus. We will also pass out small flyers outside between classes in the sidewalks between Edmon Low Library and Classroom Building. We will chalk the sidewalks around campus about a week prior to the event. Flyers can in a way force people’s attention to what we are doing, and chalking is a popular way to promote events on campus.

During the tent event, we will promote a contest in which students can submit a story about him or herself online via KOSU’s Facebook page. Different topics will be given out biweekly and students will write their submissions on KOSU’s Facebook wall. KOSU will choose a winner based on the amount of “likes” each submission receives from Facebook fans. Each winner will be interviewed on air about his or her story; this will influence winners’ friends and family to listen to KOSU and hopefully get them all interested in the station. Extending the contest for a long period of time will create brand loyalty among newfound KOSU listeners.

**SUMMARY**

We believe KOSU correctly understands that it must reach out to OSU students/faculty if it wants to continue to grow. This marketing communication proposal allows KOSU to interact with university students directly and allows students to be exposed to the station.

The KOSU Tent Event will attract students with prizes, games and free food. Our weekly giveaways will keep students interested and could create the foundation for loyalty to KOSU among the OSU community. The event will be promoted by flyers and chalking to let as many people know about the event as possible. The tent itself will be a form of outdoor advertising and will draw attention from students walking to and from classes.

Offering students to submit their stories online and be interviewed on the station about their stories will allow students to be involved with KOSU like the student community has been in the past. The tent event and story submissions will also generate word-of-mouth among students and raise more awareness about KOSU.