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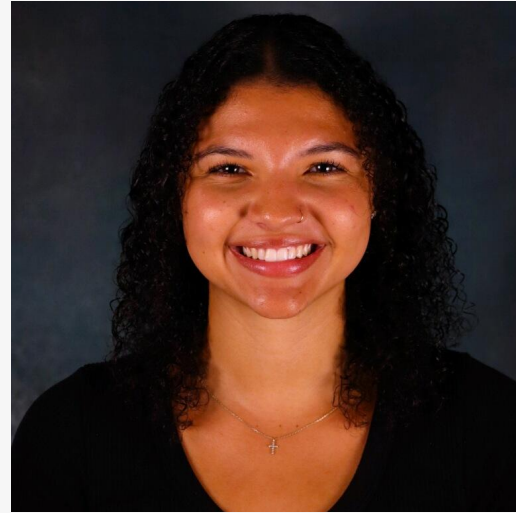
CAPSTONE



ZEPHYR

CONSULTING AGENCY

OUR TEAM



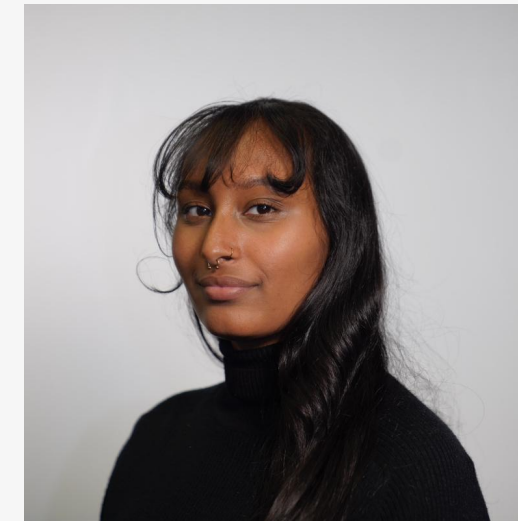
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ZEPHYR
CONSULTING AGENCY

OUR COMPANY

2 main focal points while creating our solution:

Understanding the core values and mission of WKAR

Providing a comprehensive solution that goes beyond creating new content

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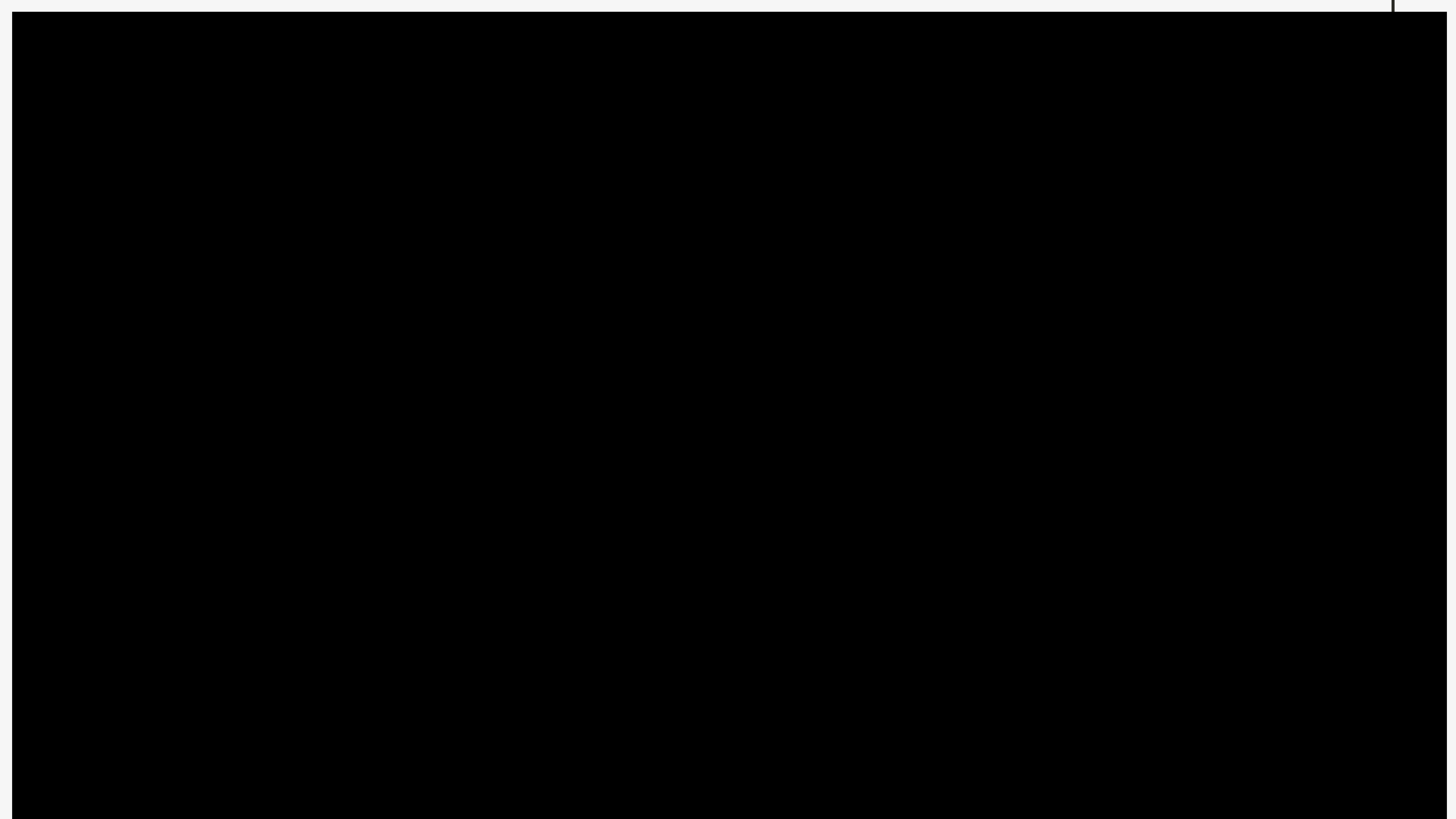


THE BACKGROUND:

Connecting with the 18-24 year old age demographic

Much of that problem stems from a lack of awareness

With the recent changes in media public media is struggling to keep up



THE CHALLENGE

Awareness:

- According to our data, less than half of the respondents have heard of WKAR.
- Of those respondents who have heard of WKAR, more than half were unaware of its programmings.

Evolving Media Habits:

- Younger audiences are shifting away from traditional TV/radio.
- 66% respondents prefer more WKAR content on popular platforms (e.g., TikTok, Instagram).

Competitive Digital Landscape:

- WKAR faces strong competition from content creators that use TikTok, Instagram, and YouTube.
- Relatable hosts and engaging personalities are preferred by 51% of respondents.

THE GOAL

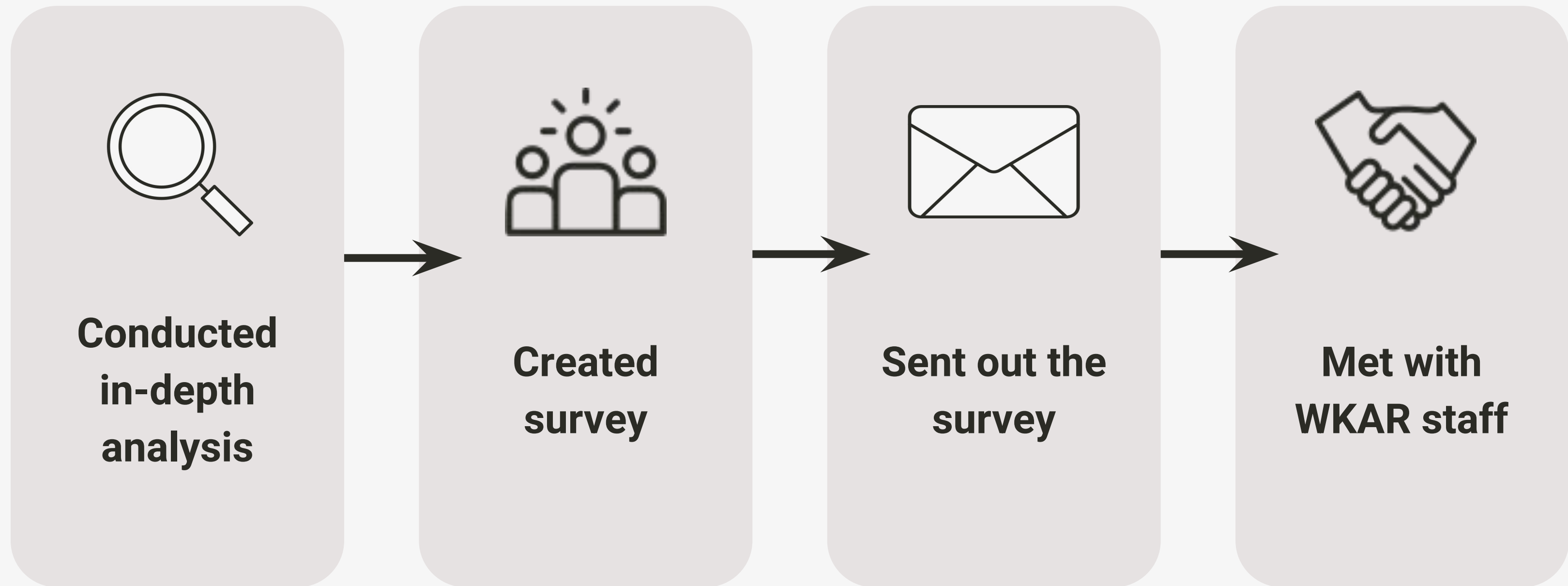
**SIGNIFICANTLY INCREASE WKAR'S VISIBILITY
THROUGH TARGETED AWARENESS STRATEGIES**

**MAKE WKAR A RECOGNIZABLE AND VALUED
MEDIA SOURCE WITHIN GEN Z**

**CREATE TAILORED INITIATIVES THAT RESONATE
WITH THE 18 - 24 AGE GROUP**



THE APPROACH/METHODOLOGY

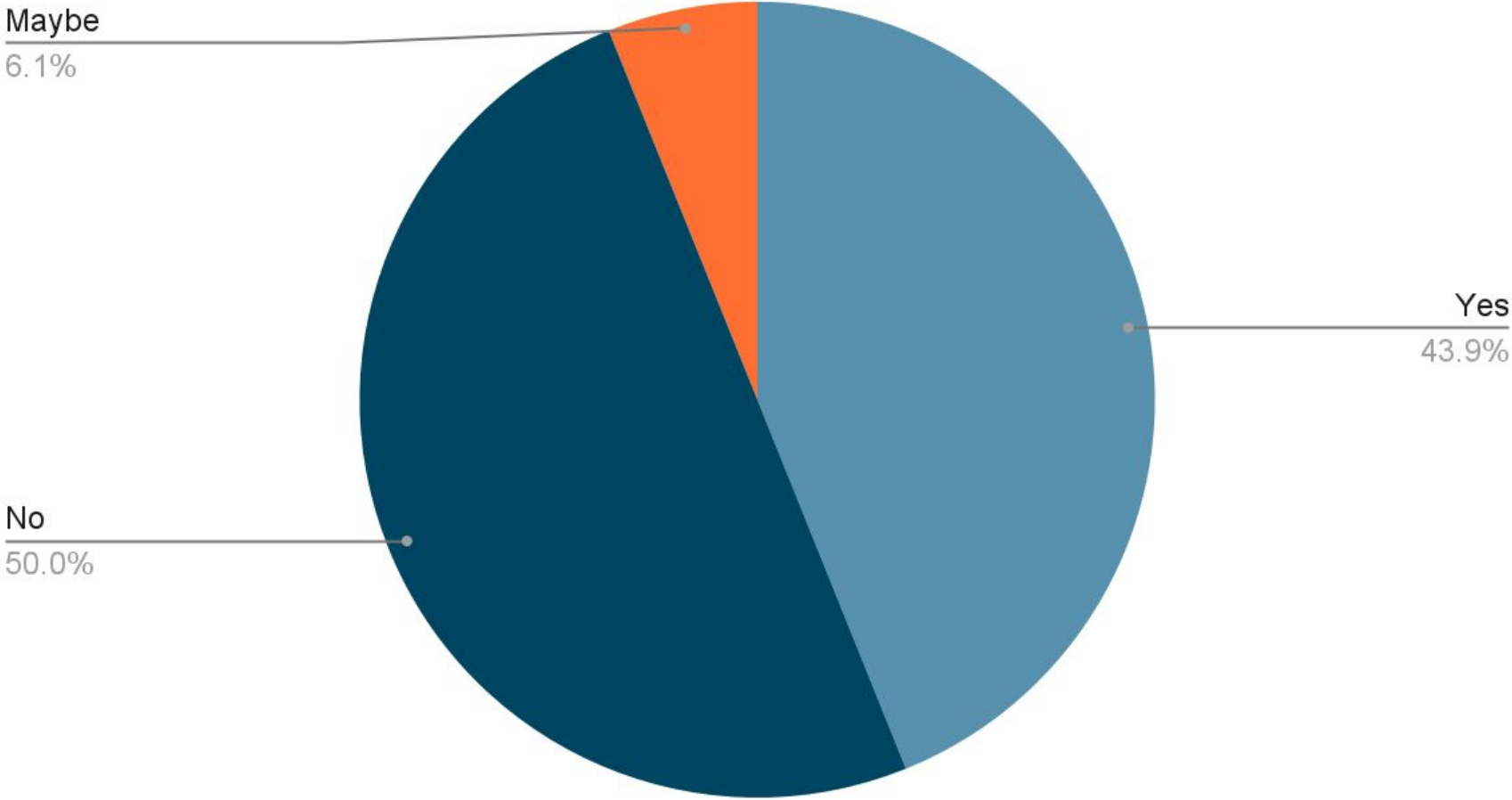


RESEARC

LACK OF AWARENESS

H

Survey Question:
Have you heard of WKAR?



44%
AWARE OF WKAR

50%
UNAWARE OF WKAR

6%
UNSURE

BASED ON 82 RESPONSES

SURVEY DEMOGRAPHICS

The survey respondents, all aged 18 to 26, happened to be exclusively Generation Z.

UNFAMILIAR WITH PROGRAMMING

Out of 56 responses, 64% (36 respondents) are not familiar with WKAR’s programming.

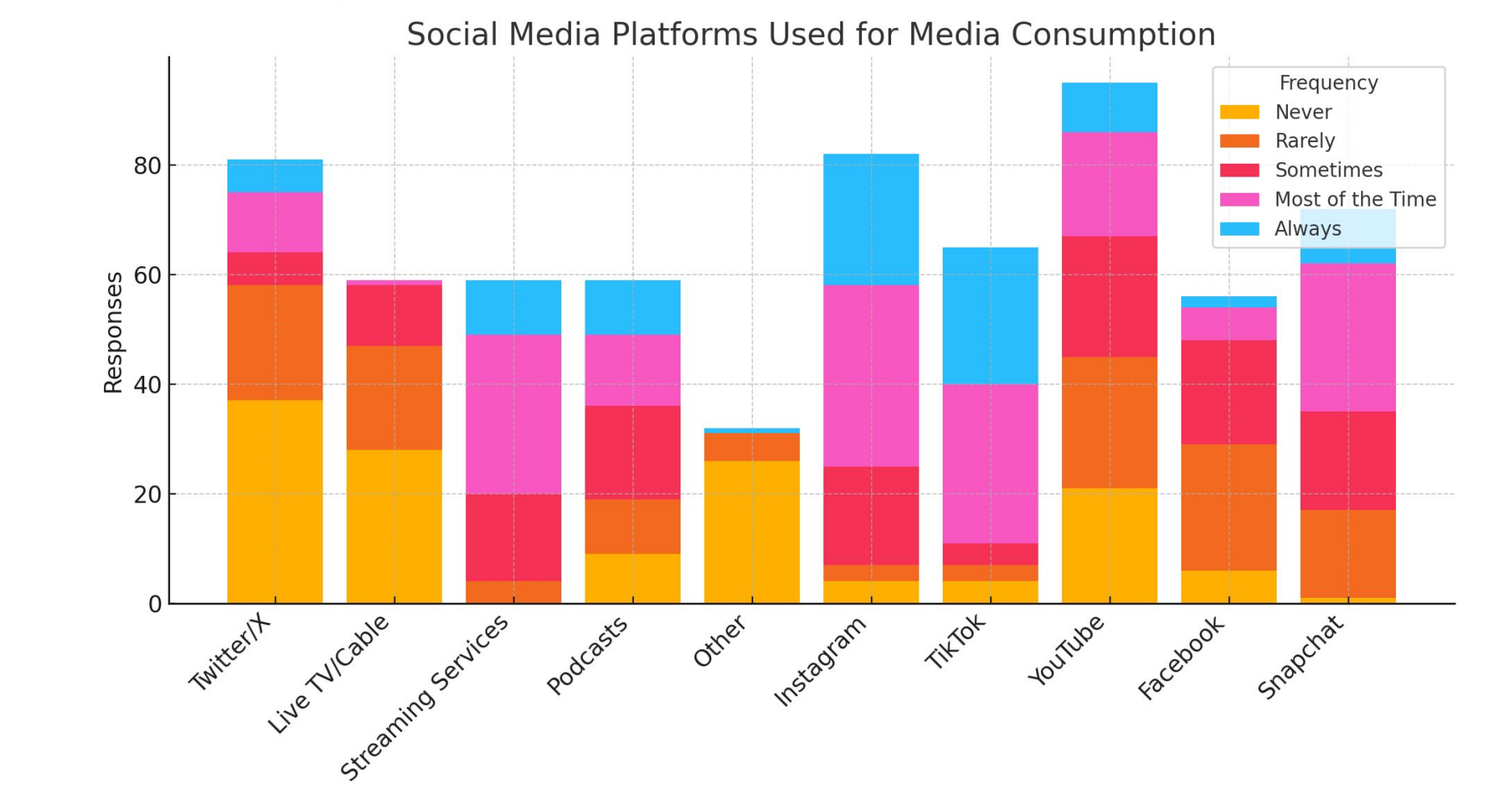
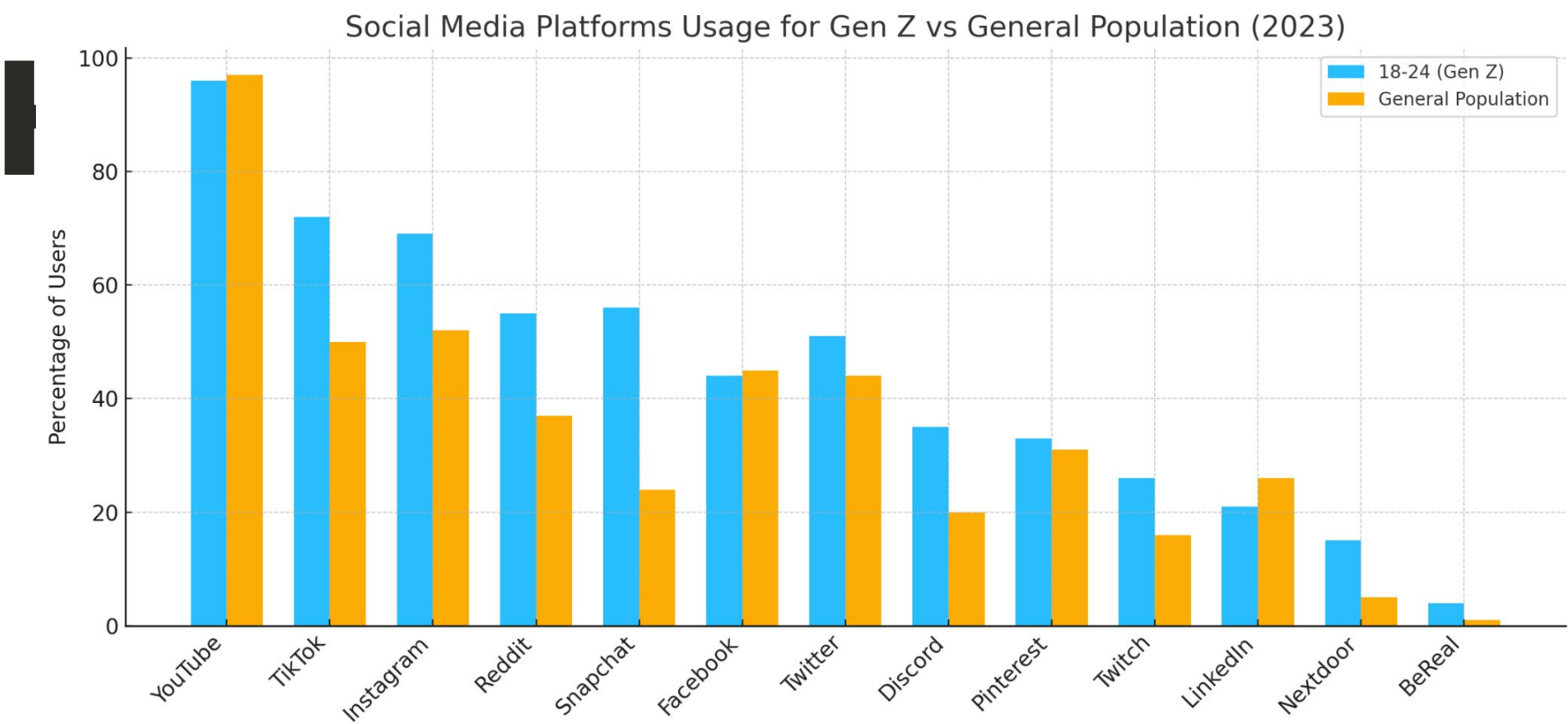
NO VISIBILITY

Gen Z’s lack of awareness for WKAR underscores an urgent need for brand recognition and visibility on their preferred platforms.

SURVEY COMPLETED BY 122 RESPONDENTS

RESEARC

WHERE IS GEN Z?



DIGITAL AGE

Gen Z's media habits are shaped by growing up in the digital age, setting them apart from older generations.

DIGITAL PLATFORMS

According to Pew Research Center, **58%** of U.S. adults prefer digital platforms for news, correlating with the rise of streaming platforms and user-generated content (UGC) in the survey data.

GEN Z MEDIA CONSUMPTION

Instagram and TikTok are the primary platforms for significant media consumption.

SHORT FORM CONTENT

Gen Z gravitates toward short, engaging content, primarily on their most-used platforms: YouTube Shorts, TikTok, and Instagram Reels.

RESEARC

LEVERAGING PLATFORMS



Located in Austin at UTA

kut_austin

Follow Message ...

2,064 posts 67.4K followers 995 following

KUT News

kut_austin

Austin's NPR station. A community-supported public media newsroom sharing news and information on air at 90.5 DM and online at KUT.org. 300 W Dean Keeton St, Austin, Texas 78712-1061

linkin.bio/kut_austin



Located in San Francisco

kqed

Follow Message ...

4,934 posts 176K followers 698 following

KQED

kqed

Media/news company

- The Bay Area's NPR and PBS station.
- On 88.5 FM | KQED 9 | KQED App | KQED.org

2601 Mariposa St, San Francisco, California 94110

sprout.link/kqed + 4



Located in Minneapolis

twincitiespbs

TPT - Twin Cities PBS

Follow Message ...

172 Following 74.3K Followers 1.7M Likes

Won't you be our neighbor?

linktr.ee/twincitiespbstiktok



Located in Minneapolis

twincitiespbs

Follow Message ...

1,997 posts 23.4K followers 915 following

Twin Cities PBS

twincitiespbs

Enriching lives and strengthening our community through the power of media.

172 4th St E, Saint Paul, Minnesota 55101

linktr.ee/twincitiespbs



Located in San Diego

kpbs

Follow Message ...

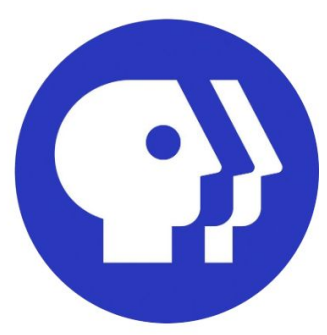
6,115 posts 45.4K followers 960 following

KPBS

kpbs

Delivering news, arts & culture, and events for San Diego County as your @NPS and @PB station.

linkin.bio/kpbs + 4



Located in San Diego

pbs

PBS

Follow Message ...

170 Following 252.4K Followers 2.4M Likes

Yes, it's really us 🤪

linktr.ee/pbsofficial

ALGORITHM

Algorithms on YouTube, Instagram, and TikTok boost content that's engaging and uses platform features. Interaction signals more engagement, leading to greater reach.

MAXIMIZING PLATFORM TOOLS

Instagram:
Reels, Highlights, Stories (with hashtags, locations, Q&As), and reshares

TikTok:
Playlists/Series, Stitch, Duets, Effects, Trending Music/Sounds

YouTube Shorts:
Remix, YouTube Audio Library, Automatic Captions

UTILIZE APP
FEATURES



HIGHER
ENGAGEMENT



ALGORITHM
BOOST



BROADER
REACH

RESEARC

EXAMPLE

KEY FINDINGS

- ★ **Grabs Attention Immediately:** Opens with a hook to capture viewers within the critical first seconds.
- Encourages Engagement:** Invites likes, shares, and comments by making the content relatable and intriguing.
- ★ **Balances Education and Entertainment:** Delivers information in a fun, engaging format.
- Concise and Impactful:** Keeps the message brief, ensuring it's easy to digest and share.
- ★ **Taps into Nostalgia:** Skillfully evokes familiar memories (e.g., PBS Kids) to connect with viewers emotionally.
- Promotes Public Media Awareness:** Explains the role and value of public media in an accessible way.



VIDEO ANALYTICS*

Uploaded by



Uploaded on November 19th
137.8K Views



22.5K



120



1616

* As of December 10th

RESEARC

SUMMARY

H

Awareness Gap

- **50% of surveyed Gen Z respondents** are unaware of WKAR, highlighting a critical need for increased brand recognition and visibility.

Gen Z Media Habits

- Gen Z primarily engages with **digital platforms** like YouTube, Instagram, and TikTok.
- Traditional channels like radio and cable are ineffective for this demographic.

Cost of Avoidance

- Avoiding these platforms means missing a significant audience. Example: TPT's TikTok video garnered **130,000+ views** and **thousands of engagements** in just days.

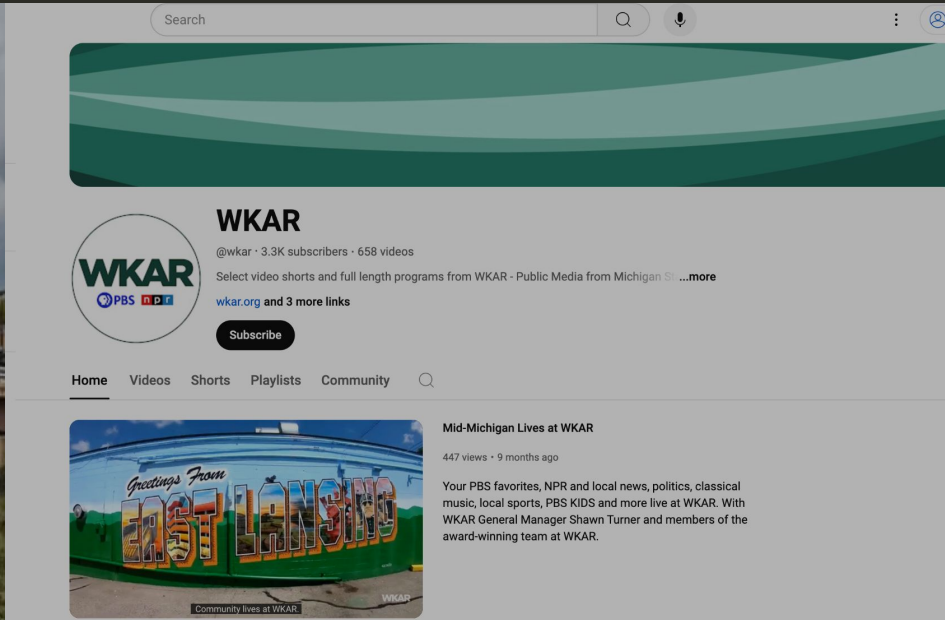
Effective Strategies

- **Leverage Algorithm Tools:**
 - Instagram: Stories, Q&A, location tagging, highlights.
 - TikTok: Playlists, series content, stitch, duets
- **Tap Into Nostalgia:**
 - Utilize WKAR's PBS affiliation to connect emotionally with Gen Z (e.g., PBS Kids nostalgia).

RECOMMENDATIONS



**Highlight Local and
Relatable Content**



**Focus On Social
Media**



**Campus-Specific
Engagement**



**Use analytics
and feedback**

KEYS TO SUCCESS:

IMPLEMENTING OUR RECOMMENDATIONS

Introduce WKAR Clearly & Authentically

Highlight WKAR's Unique Features

Attention-Grabbing Content

Call To Action Through Social Media



IN SUMMARY



WKAR

