



Fire Community Radio Marketing Campaign

Promoting community crafted radio

+ What is WFCR?



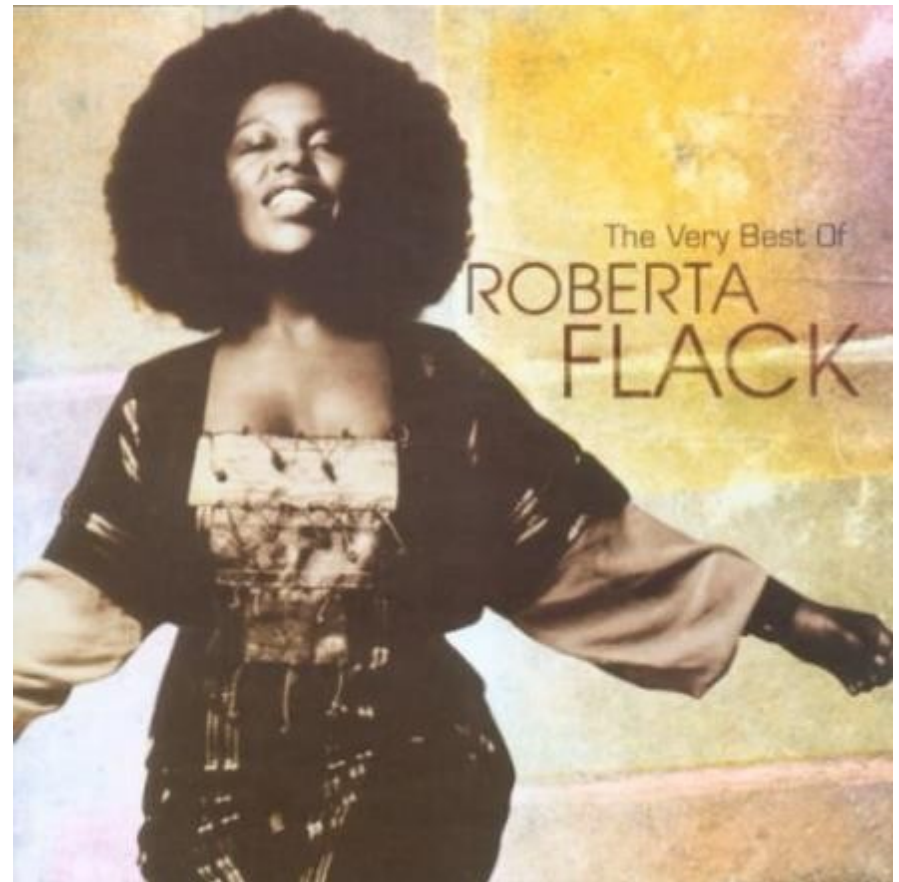
- Community radio seeking low-power FM certification
- Transmits to the one-mile radius around Fire – specifically the Edison neighborhood
- Celebrates the diverse voices within that neighborhood
- Promotes music and dialogue that bring people together

+ What does this campaign look like?



- New school
- Familiar to younger generations
- Approachable to older generations
- Bright and bold but not flashy
- Inspired by soul and R&B

+ Inspired by soul and R&B





What does the campaign sound like?

“Sounds like hip hop but feels like R&B and soul.”

WFCR is not flashy and corporate like commercial radio, nor is it elitist and politicized like public radio. **It sounds familiar, like your neighbors bought a transmitter and started broadcasting a radio station from their living room.**



+ Where do people see and hear the campaign?



- Focus on Edison neighborhood and North Side
- Poster and drop takeaway cards at small businesses
- Hit places where we already flyer for Fire events
- Run PSAs on WFCR promoting campaign
- Advertise on social networks and via email



Who does the campaign reach?

- Sound is younger, but not unapproachable to older generations
- Radio programs are targeted at 15+
- Diverse range of programming, especially relevant to ethnically diverse listeners



+ What are we asking people to do?



- Listen to the station
- Be a DJ
- Come to events that promote the station
 - Presence at Fall Into the Streets
 - Unsigned Showcase
- Be a sponsor



How is the campaign created?



- Managed by a board of directors (us!)
- Created from scratch with producers, promoters and DJs
 - DJs
 - Need to recruit more DJs!
 - Promote the station on air
 - Help with street marketing
 - Producers
 - Create PSAs that promote the station
 - Recruit and train DJs
 - Help with street marketing
 - Promoters
 - Create flyers and other graphic elements
 - Manage online marketing
 - Help with street marketing

+ Campaign timeline:



MON	TUES	WED	THURS
<div>1</div> <div>TEAM MEETING</div> <div>BEGIN DESIGNING GRAPHICS AND CREATING PSAs</div>	<div>2</div> <div>DESIGN GRAPHICS</div> <div>CREATE PSAs</div>	<div>3</div> <div>ORDER FLYERS</div> <div>FINALIZE PSAs</div>	<div>4</div> <div>START RUNNING PSAs</div>
<div>8</div> <div>RUN PSAs</div>	<div>9</div>	<div>10</div>	<div>11</div>
<div>START DISTRIBUTING FLYERS</div>	<div>(B OUT OF TOWN UNTIL 10/15)</div>	<div>STREET MARKETING</div>	<div>STREET MARKETING</div>
<div>STREET MARKETING</div>			
<div>FACEBOOK PROMOTIONS</div>			

+ What does the campaign need by ways of supplies, technology and budget?

- Street team
- Radio equipment
- Street team, producers, promoters and DJs
- Television (Henry has connections at PMN)
- \$50 budget until further notice

+ When does the campaign begin?



- BEGINS TUESDAY, OCTOBER 2
- GOAL: At least 5 listeners for each show before Fall Into the Streets on October 26, 2012