2) DESIGN A MULTI-MEDIA PLAN TO ATTRACT APPLICANTS FOR RADIO JOBS

Summary

It is becoming more difficult to attract good quality applicants for various job openings in radio and TV, even when including digital responsibility, such as web content.

Challenge:

How can we integrate our radio stations and website with the many new platforms, tools, technologies and applications being used today to interest more candidates to work in our company? This may include using/developing special software, mobile apps or just a blueprint on how to utilize the different platforms available.

1) The name of your company / organization?

Bellefontaine, Ohio

2) Explain your “challenge.” Be as descriptive as possible, providing relevant background or other information to help student competitors clearly understand the problem to be solved.

Our biggest challenge, by far, is attracting good, quality, applicants for the various job openings at our company. You hear how there are so many people out of work, yet in today’s environment we have not been successful in attracting them to our workplace. Just a few years ago, we would attract between 35-70 applicants for each job opening we advertised for our radio stations alone! Today, we are lucky to receive 5-10. (Our radio stations have an even bigger audience than we did back then and yet the number of candidates has dwindled.) In fact, we have added other radio stations, newspapers and even our website (over 10 million impressions last month) to our recruiting mix and we still are not increasing the number of interviewees. How can we interest more people in joining our company by integrating our radio stations and website with the many new media platforms, tools, technologies and applications being used today?

We are interested in how we could employ the different social media, new platforms, tools, technologies and applications being used
today to reach potential candidates who are using these different media in their everyday lives. This may include using/developing special software, mobile apps or just a blueprint on how to utilize the different platforms available.

3) How would you know if a student entry has produced a good solution? That is, how would you measure the effectiveness of the solution (e.g. surveys, online audience metrics, etc.)?

We would measure the effectiveness of the solution by the number of applications we receive for the job openings we post based on their recommendations. We would first need to establish a baseline number and then set up three different goals (“conservative,” “moderate” and “aggressive” goals) based on mutually agreed upon numbers. These goals would establish the degree of success of the suggested solution.

4) Are there additional criteria against which the proposed solution should be evaluated? (e.g. well-designed, attractive interface, usability, mobility, low-cost implementation, etc.)?

The success of this program will be based upon the number of applications receive as a result of the students’ recommended solutions. Currently, we don’t use any social media to attract candidates, so utilizing the different social media and other digital platforms and applications are going to be just some of the solutions to our challenge. Of course, we are open to ideas that we haven’t even thought of that might achieve our goals.

5) What resources are available to help inform and guide the student competitors (e.g. data sources, reports, articles, audience metrics, etc.)?

We pride ourselves on the fact that we provide our associates with the tools they need to do the job. We just lack the knowledge on how to use some of the newest technology that is available. I am willing to invest in utilizing this new technology (or whatever other ideas that are suggested) in order to reach our goals of attracting more candidates for the job vacancies that we have now and in the future. I would also make myself available as much as needed (via, Skype, telephone, in-person, etc.) to brainstorm strategies and ideas as well as provide the necessary tools and resources required.

6) Please provide the name(s) and contact information of someone we may contact if we have questions about your “challenge.”

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Challenge #2:

It is becoming more difficult to attract good quality applicants for various job openings in radio and TV, even when including digital responsibility, such as web content.

Written materials¹:

1. Cover page with title, number of the challenge addressed, list of contributors and contact information.
2. One page executive summary w. title – required (12-point type, may be single-spaced)
3. White paper
   a. Required: Title, problem restatement and proposed solution (What is your innovation?), maximum three pages
   b. Required: Measurable aims: how will you know if your solution works, maximum one page. Are there other indications of a successful program in addition an increase in applications?
   c. Required: Project description, maximum of 10 pages total
      i. Leave Blank
      ii. Required: Necessary resources to implement your solution. Please indicate you platforms, tools, technologies and methods.
      iii. Required: Implementation plan
      iv. Required: Timeline
      v. Leave Blank
      vi. Optional: Testing/Pilot Plan. If you have a phased approach based on initial results, describe your initial phase and modifications based on it.
      vii. Required: Messaging and Strategy. Describe the essential components of the messages you plan to use to motivate potential applicants, and your overall strategy.
   d. Required: Financial Information – no page limit
      i. Required: Proposed budget and budget justification
      ii. Leave Blank
   e. Appendices – optional, no page limit. Note: judges are not required to read appendices.

Presentation Materials²:

1. Set of PowerPoint slides without voiceover – maximum 20 slides as a PowerPoint file OR

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¹ All written materials in the white paper must be in a normal 12-point type, double-spaced, unless otherwise noted. Charts, tables, illustrations and embedded spreadsheets may be single-spaced. Final deliverables of the cover sheet, executive summary and white paper must be three, and only three, separate Word documents or PDF files.

² If the presentation materials are posted on a private website, complete instructions for accessing the site must be given.
2. Link to a viewable set of PowerPoint slides with voiceover – maximum 20 slides, 5 minutes OR
3. Link to viewable video presentation, maximum 5 minutes.

NOTES: Remember “we are open to ideas that we haven’t even thought of that might achieve our goals.”