6) HELP A RADIO STATION PROMOTE A COMMUNITY IMPROVEMENT PLAN

Summary

Radio and TV have traditionally been prime outlets for public service messages, but today older and younger people are not using these methods, and thus not getting these messages.

Challenge:

We have a public service campaign for Crawford County (“Crawford 20/20 Vision”). How can the media get the message out to the majority of citizens in Crawford County?

1. Company name

WCBO-AM / WQEL-FM/ CrawfordCountyNow.com
403 E. Rensselaer St.
PO Box 1140
Bucyrus, Ohio 44820

2. Explain your challenge.

Conceived in 2010 by citizens of Crawford County, Ohio, the Crawford County Education and Economic Development Partnership, Inc. (CCEEDP) initiated “Crawford: 20/20 Vision,” a strategic plan for the next ten years working with four major challenges: 1) Education and Workforce Development, 2) Business Success and Job Availability, 3) Public Safety and Drug Issues, and, 4) Quality of Life. Action Teams for each of the four project-driven issues were developed and have begun to carry out projects to address their specific concerns.

WBCO/WQEL/CrawfordCountyNow.com has committed itself as a major champion in this endeavor. We are strongly committed to making Crawford County an outstanding community in which to live, work, and visit. Unfortunately, our challenge has been how to “get out the message” to people who live and work in Crawford County. Special “20/20 Minutes” inform listeners about successes of the plan in such instances as the first Community Cares march attended by over 1,000 people, the “Senior Project” pilot program in three of the six county school districts, or the historical Cemetery Walks held in three of the county’s cemeteries. PSAs are used when alerting the public to events or programs, and information about “Crawford: 20/20 Vision” can be found through a link on the station’s home page, yet even with WBCO/WQEL/CrawfordCountyNow.com’s continual
media presence, there are many in the county, young and old alike who answer “no” when asked if they are aware of Crawford: 20/20 Vision and its activities throughout the county. A Facebook account has been set up by the CCEEDP, but has not been updated nor worked to its full potential. A Twitter account has not been established.

One of the largest challenges is that many people in the county do not listen to the local radio stations or visit the local station’s website. In fact, one of the employees of the CCEEDP has stated that prior to working with the county, she would have never thought to turn on a local station, preferring to listen to her Sirius radio instead.

Thus the challenge. How can our media company get out the message of the Crawford: 20/20 Vision to the majority of the 43,000 citizens in Crawford County?

3. How would you know if a student entry has produced a good solution?

   - Online surveys
   - Facebook hits/likes/new friends
   - Public awareness elevated to the next level

4. Are there additional criteria against which the proposed solutions should be evaluated?

   - Usability
   - Low-cost

5. What resources are available to help inform and guide the student competitors?

   - New releases
   - Reports
   - Articles
   - Websites
   - People

6. Contact name:

   Debbi Gifford, General Manager
   WBCO/WQEL
   dgifford@wbcowqel.com
   419.562.2222
Challenge #6

How can the media get the message out to the majority of citizens in Crawford County about the public service campaign for Crawford County (“Crawford 20/20 Vision”)?

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.
   c. Required: Project description, maximum of 10 pages total
      i. Required Evidence to support your approach
      ii. Required Necessary resources to implement your solution, including channels, methods and apps
      iii. Required Implementation plan
      iv. Required Timeline
      v. Optional Technical approach/details/steps to creation of working prototype, if a new app is part of your plan.
      vi. Required Testing/Pilot Plan; how will the effectiveness of the plan be assessed?
      vii. Required Messaging and Strategy. Describe the essential components of the messages you plan to use to inform citizens, 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
2. Link to a viewable set of PowerPoint slides with voiceover – maximum 20 slides, 5 minutes OR

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.
3. Link to viewable video presentation, maximum 5 minutes.

NOTES: Please note the sponsor's desire for a low-cost and usable plan.