

THE VOICE YOU KNOW.

STATION CONTENT HANDBOOK

CAPSTONE AGENCY'S RECOMMENDATIONS



MISSION & CAMPAIGN GOALS

IN A RAPIDLY CHANGING WORLD WHERE TECHNOLOGY IMPACTS ALMOST EVERY ASPECT OF OUR LIVES, MANY PEOPLE TODAY (PARTICULARLY THOSE IN THE GEN Z COMMUNITY) DO NOT ENGAGE AS MUCH WITH TRADITIONAL FORMS OF BROADCASTING ON RADIO OR TELEVISION.

“THE VOICE YOU KNOW” CAMPAIGN IS AIMED AT BREAKING DOWN THE MANY BARRIERS CREATED BY TECHNOLOGY AND HELPING PEOPLE IN OUR COMMUNITIES SEE THE NECESSITY AND RELEVANCE OF LOCAL BROADCASTERS USING POPULAR COMMUNICATION AND ENTERTAINMENT PLATFORMS SUCH AS RADIO, TELEVISION AND MOST IMPORTANTLY: SOCIAL MEDIA.

THROUGH THIS CAMPAIGN, WE HOPE THAT PEOPLE WILL NOT ONLY GAIN A BETTER UNDERSTANDING OF ALL THE POSITIVE CONTRIBUTIONS LOCAL BROADCASTERS MAKE IN THEIR COMMUNITIES, BUT ALSO EMPHASIZE THE FACT THAT THERE IS A UNIQUE COMFORT AND RELIABILITY IN GETTING KEY INFORMATION FIRSTHAND FROM FAMILIAR FACES AND **“VOICES YOU KNOW.”**

THIS HANDBOOK PROVIDES A COMPREHENSIVE APPROACH ON HOW TO EFFECTIVELY EXECUTE THIS CAMPAIGN INCLUDING A BRAND GUIDE, SOCIAL CONTENT STRATEGY SUGGESTIONS, PROMOTIONAL CONTENT CREATION IDEAS, AN IDEA FOR A POSSIBLE NEW GEN Z JOB POSITION , AS WELL AS JUST GENERAL TIPS AND TRICKS ON HOW TO REACH THE GEN Z COMMUNITY IN PARTICULAR.

WE BELIEVE THAT, IF IMPLEMENTED, THIS CAMPAIGN WILL EXPONENTIALLY IMPROVE COMMUNITY UNDERSTANDING OF, ENGAGEMENT WITH AND SUPPORT OF LOCAL BROADCASTING BY ALLOWING STATIONS TO CONNECT WITH THOSE IN THE COMMUNITY THROUGH TECHNOLOGY.

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BRAND GUIDE

GOALS AND OVERVIEW

CREATING A FAMILIAR VOICE IN THE BROADCASTING INDUSTRY IS AN INNOVATIVE APPROACH TO BRIDGE THE GENERATIONAL GAP AND ESTABLISH A STRONGER CONNECTION WITH YOUNGER AUDIENCES. IN TODAY'S MEDIA LANDSCAPE, WHERE DIVERSE CONTENT CONSUMPTION PLATFORMS ARE PREVALENT, IT'S ESSENTIAL TO RECOGNIZE THE UNIQUE PREFERENCES AND INTERESTS OF THE GEN Z DEMOGRAPHIC. BY INTEGRATING A GEN Z ROLE INTO THE BROADCASTING INDUSTRY, WE AIM TO GIVE THIS GENERATION A VOICE AND MAKE THEM ACTIVE CONTRIBUTORS TO THE CONTENT CREATION PROCESS.

MISSION

THROUGH THIS CAMPAIGN, WE HOPE THAT PEOPLE WILL NOT ONLY GAIN A BETTER UNDERSTANDING OF THE POSITIVE CONTRIBUTIONS LOCAL BROADCASTERS MAKE IN THEIR COMMUNITIES, BUT ALSO EMPHASIZE THE FACT THAT THERE IS A UNIQUE COMFORT AND RELIABILITY IN RECEIVING KEY INFORMATION FIRSTHAND FROM FAMILIAR FACES AND "VOICES YOU KNOW."

VALUES

- **CREATE VALUE BY LISTENING FIRST: WE SERVE OUR CUSTOMERS BY LISTENING TO THEIR IDEAS AND IMPLEMENTING THEM TO CREATE THE BEST EXPERIENCE POSSIBLE.**
- **FOCUS ON EXPERIENCE FIRST: WE FOCUS ON HOW TO MAKE THINGS EASIER FOR PEOPLE, NOT HARDER. THEREFORE, THE ONLY EXPERIENCE WE STRIVE TO PROVIDE IS ONE OF POSITIVITY AND IMPROVEMENT.**
- **WORK TOGETHER: WE CREATE A FAMILY-ORIENTED WORK ENVIRONMENT THAT BUILDS TRUST AND ACCOUNTABILITY TO FURTHER THE GREATEST LEVEL OF CUSTOMER SERVICE POSSIBLE.**

VISUAL IDENTITY

BRAND IDENTITY IS THE VISIBLE ELEMENTS OF A BRAND, SUCH AS COLOR, DESIGN AND LOGOS, THAT IDENTIFY AND DISTINGUISH THE BRAND IN THE CONSUMER'S MIND. BUILDING A POSITIVE, COHESIVE BRAND IMAGE REQUIRES ANALYZING THE COMPANY AND ITS MARKET, AND DETERMINING THE COMPANY'S GOALS, CUSTOMERS AND MESSAGE.

BRAND VOICE

THE BRAND VOICE OF "THE VOICE YOU KNOW" CAN BE DESCRIBED AS APPROACHABLE AND INNOVATIVE. WITH A PROFESSIONAL YET FAMILIAR FEEL, WE CAN CONNECT WITH CONSUMERS AND CREATE DYNAMIC RELATIONSHIPS WITH THEM. OUR APPROACHABLE, ENERGETIC PERSONALITY ALLOWS TWO-WAY COMMUNICATION BETWEEN THE PUBLIC AND THE NEWS STATIONS.

PRIMARY LOGO:



SECONDARY LOGO:

THE VOICE
YOU KNOW.

COLOR PALETTE

#05659D

#028EDF

#073852

#A80632

FONTS:

COMPACTA BT

**ABCDEFGHIJKLMN
OPQR**

STUVWXYZ

CEREBRI

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

TONE

WHILE OUR TONE CAN CHANGE FOR CERTAIN SITUATIONS IN RELATION TO SOCIETAL EVENTS, WE TRY TO KEEP THE SAME TONE ACROSS OUR PLATFORMS TO ALLOW FOR CONSISTENCY AND RECOGNITION WITH OUR BRAND. OUR GOALS ARE TO REACH OUR AUDIENCE AND ALLOW THEM TO FEEL COMFORTABLE AND WELCOME WHEN IT COMES TO TWO-WAY COMMUNICATION. WE KEEP A BALANCE BETWEEN COMFORTABLE AND SERIOUS WITHOUT LEANING TOO FAR IN EITHER DIRECTION. WE ARE FAMILIAR AND PROFESSIONAL, ALLOWING US TO GAIN TRUST AND EXHIBIT A TRUSTING TONE.

PLATFORMS

THE DIFFERENCE IN SOCIAL MEDIA PLATFORMS CORRELATES WITH OUR TARGET AUDIENCES BY THE USAGE OF EACH SITE CORRESPONDING WITH A DIFFERENT AGE GROUP. GIVEN THAT THE CURRENT LOYAL NEWS AUDIENCE IS OLDER, ACTIVELY POSTING ON FACEBOOK CAN CONNECT TO THAT AUDIENCE AND KEEP IN TOUCH WITH THE LOYAL BASE OF THE STATION. ACCORDING TO A MARKETING CHARTS RESEARCH STUDY IN 2022, 71% OF ADULTS OVER THE AGE OF 50 USE FACEBOOK AS THEIR PRIMARY SOCIAL MEDIA.

IN TERMS OF CONNECTING WITH YOUNGER AUDIENCES, THE USE OF INSTAGRAM AND TIKTOK IS MORE PROMINENT. TIKTOK VIDEOS ARE VIEWED AS MORE AUTHENTIC AND PERSONABLE, WHILE INSTAGRAM MIMICS FACEBOOK THROUGH ITS INTENTIONAL NATURE AND FORMAL CONTENT. CAROLINE COLLINS (@CAROLINEONTV ON TIKTOK), FOR EXAMPLE, HAS FOUND INCREDIBLE SUCCESS THROUGH TIKTOK. SHE UTILIZES THE PLATFORM TO SHOW "BEHIND THE SCENES" OF A NEWS STATION AS WELL AS CONTENT THAT SHOWS HOW SHE PREPARES FOR A NEWSCAST OR A QUESTION AND ANSWER SESSION. THESE VIDEOS ARE DELIVERED IN A VERY CASUAL SETTING, ALLOWING HER AUDIENCE TO CONNECT WITH HER IN A MORE PERSONAL WAY. THROUGH THIS, SHE HAS FOUND A FAN BASE WITHIN A YOUNGER AUDIENCE WHO MAY NOT RELIGIOUSLY WATCH THEIR LOCAL NEWS WHILE MAINTAINING THE AUDIENCE THAT WAS GAINED BEFORE VIEWERSHIP.

AUDIENCE

IT IS INCREDIBLY IMPORTANT TO CONTINUE TO INTERACT WITH AND REACH THE AUDIENCE THAT IS LOYAL TO THE NEWS STATION. THUS, THE UTILIZATION OF FACEBOOK IS VITAL TO THAT EFFORT. THE MOST LOYAL BASE TO THE NEWS CURRENTLY ARE THOSE 50 AND ABOVE. THIS IS AN AUDIENCE FOR WHICH THE GOAL IS TO MAINTAIN AS THE MAIN AUDIENCE. THE GOAL OF THE SOCIAL MEDIA CAMPAIGN IS TO REACH A YOUNGER AUDIENCE, PARTICULAR THOSE 18-35 YEARS OLD WHO ARE STARTING TO LIVE MORE INDEPENDENTLY AND WHO ARE NOT AS FREQUENTLY WATCHING OR LISTENING TO THE NEWS ON TV AND RADIO. THIS WOULD EXPAND THE STATION'S REACH IN THE COMMUNITY AND ENCOURAGE THE YOUNGER COMMUNITY MEMBERS TO BE MORE ACTIVE IN THE NEWS.

TAGLINE

"THE VOICE YOU KNOW" IS PIVOTAL TO THE CAMPAIGN. IT HELPS TO CONNECT THE STATION TO THE COMMUNITY AND SOLIDIFY A MORE PERSONAL RELATIONSHIP BETWEEN STATION REPORTERS AND ANCHORS WITH VIEWERS.



CONTENT CREATION STRATEGY

STRATEGY

- 1.** PUT A FACE BEHIND THE LOCAL VOICE
- 2.** POST CONTENT THAT IS ENGAGING FOR AUDIENCES
- 3.** BE STRATEGIC ABOUT SOCIAL MEDIA PLANS AND PROCESSES
- 4.** CREATE A RELATIONSHIP WITH THE LOCAL COMMUNITY
- 5.** RUN PAID ADVERTISEMENTS

BEING THE LOCAL VOICE

BEING THE LOCAL VOICE IS AN OVERARCHING THEME THAT IS CONSISTENT THROUGHOUT ALL POSTS AND STRATEGIES MENTIONED ON THIS LIST.

- WORK WITH SMALL BUSINESSES FOR PROMOTION ON SOCIAL MEDIA (COLLABORATIVE POSTS WITH LOCAL SHOPS, BAKERIES, SCHOOLS, ETC.)
- CELEBRATE LOCAL TEAMS AND ANY AWARDS GIVEN WITHIN THE COMMUNITY
- "GET TO KNOW THE VOICE YOU KNOW": GETTING TO KNOW THE TEAM ("WHAT'S AN OFFICE TRADITION?", "WHAT IS YOUR FAVORITE HOLIDAY SIDE?", ETC.)

WHAT CONTENT IS ENGAGING TO OUR TARGET AUDIENCE RIGHT NOW?

- FOLLOWING UP WITH BOTH CURRENT TRENDING AUDIOS AND TRENDS IN GENERAL ARE CRITICAL ASPECTS OF MAXIMIZING REACH TO THE TARGET AUDIENCE. THIS CAN BE DONE DIRECTLY FROM TIKTOK AND INSTAGRAM THROUGH THE TRENDING FEATURES; HASHTAGS ARE ALSO A GREAT WAY TO CAPTURE MAXIMUM REACH. TRENDS CHANGE DAILY SO KEEPING TRACK OF THESE THINGS OFTEN IS VITAL; WE WILL TAKE THIS OFF YOUR HANDS AND WILL PROVIDE A BI-WEEKLY TRENDS REPORT TO STATIONS.
- STORYTIMES: ACCORDING TO A SURVEY WE CONDUCTED, GEN Z LOVES TO LISTEN TO PEOPLE TELL INTERESTING STORIES. IF THERE IS AN ENTERTAINING NEWS STORY OR ANYTHING THAT HAPPENS IN AN EMPLOYEE'S PERSONAL LIFE (THAT THEY FEEL COMFORTABLE SHARING), HAVE THEM SIT IN FRONT OF THE CAMERA AND TELL A SHORTENED TWO-TO-THREE-MINUTE VERSION OF IT.
- "GET READY WITH ME": A POPULAR GEN Z TREND IS TO GET READY FOR THE DAY WITH MAKEUP, HAIR AND OUTFITTING HIGHLIGHTED WHILE TALKING ABOUT INSIGHTS INTO THE INDIVIDUAL'S LIFE. BROADCASTERS COULD UTILIZE THIS TREND BY SHOWING HOW DOING MAKEUP FOR THE NEWS IS DIFFERENT THAN DAY-TO-DAY.
- CAROLINE COLLINS (@CAROLINEONTV) IS A NEWS ANCHOR WHO HAS BLOWN UP ALL OVER TIKTOK WITHIN THE PAST YEAR. HER DAY-IN-THE-LIFE/BEHIND-THE-SCENES STYLE VIDEOS ARE ATTRACTING THE ATTENTION OF MILLIONS, AND SHE INCORPORATES ALL THE TACTICS ABOVE.

EXAMPLE SOCIAL MEDIA PLANS AND TACTICS

- FOLLOW SOCIAL MEDIA TRENDS: INCORPORATE MEMBERS OF THE COMMUNITY (MAN-ON-STREET REACTIONS) WITHIN SOCIAL MEDIA VIDEOS. IT IS CURRENTLY TRENDING ON SOCIAL MEDIA TO ASK COMMUNITY MEMBERS SIMPLE ONE-ON-ONE QUESTIONS IN A SHORT-FORM VIDEO. IF COMMUNITY MEMBERS SEE THEMSELVES IN SOCIAL MEDIA CONTENT, THERE IS A HIGHER LIKELIHOOD FOR THEM TO SHARE IT VIA THEIR PERSONAL ACCOUNTS, THUS PROMOTING HIGHER ENGAGEMENT AND REACH.
 - *THE VOICE YOU KNOW, KNOWS ITS COMMUNITY*
- HIGHLIGHT MORE INSIGHT INTO THE BROADCASTERS' LIVES: PERSONALIZE CONTENT TO SHOWCASE WHAT EACH BROADCASTER'S DAY-TO-DAY LIFE LOOKS LIKE, WHICH ALSO OPENS THE DOOR TO SHOW LOCAL BUSINESSES AND ORGANIZATIONS THE STATION SUPPORTS.
 - *GET TO KNOW THE VOICE YOU KNOW*
- BEHIND THE SCENES: ACCORDING TO A SURVEY WE CONDUCTED, VIEWERS ARE INTERESTED IN HOW A TELEVISION STATION OPERATES AND PREPARES FOR A SHOW. FILMING BEHIND-THE-SCENES CLIPS THROUGHOUT THE PREPARATION PROCESS WOULD GIVE VIEWERS THE INSIDE LOOK THEY ARE CRAVING.
 - *BEHIND THE SCENES WITH THE VOICE YOU KNOW*

HOW TO RUN PAID ADS ON INSTAGRAM

USING PAID ADS ACROSS SOCIAL MEDIA INCREASES BRAND AWARENESS FROM THE GET-GO. EVEN BEFORE CLICKS AND CONVERSIONS COME INTO PLAY, YOU ARE PUTTING YOUR BRAND OUT THERE TO MILLIONS OF PEOPLE BY USING SOCIAL MEDIA ADS. YOU CAN ALSO TARGET GEOGRAPHIC LOCATIONS AND AGE DEMOGRAPHICS.

WHEN YOU SET UP A PROFESSIONAL ACCOUNT ON INSTAGRAM, YOU CAN RUN ADS FROM YOUR INSTAGRAM ACCOUNT AND USE META TOOLS TO CREATE ADS THAT APPEAR ON BOTH INSTAGRAM AND FACEBOOK.

THERE ARE 3 WAYS TO RUN ADS ON INSTAGRAM:

- CREATE ADS DIRECTLY FROM INSTAGRAM. ONCE YOU CONVERT YOUR PROFILE TO A PROFESSIONAL ACCOUNT, YOU CAN BOOST FEED POSTS, REELS AND STORIES FROM YOUR INSTAGRAM ACCOUNT.
- CREATE ADS FROM YOUR FACEBOOK PAGE. IF YOU MANAGE A FACEBOOK PAGE, YOU CAN LINK AN INSTAGRAM ACCOUNT TO THAT PAGE TO CREATE ADS. WHEN YOU CREATE ADS FROM YOUR PAGE, THEY CAN APPEAR ON FACEBOOK AND INSTAGRAM.
- CREATE AD CAMPAIGNS IN META ADS MANAGER. ADS MANAGER PROVIDES COMPREHENSIVE TOOLS TO CREATE ADS ON INSTAGRAM AND FACEBOOK. LEARN HOW TO CREATE INSTAGRAM ADS IN META ADS MANAGER.

BEFORE CREATING ADS, YOU MUST CHANGE YOUR PROFILE TO A PROFESSIONAL ACCOUNT. IN SOME REGIONS, YOU'LL ALSO NEED TO CONNECT YOUR INSTAGRAM ACCOUNT TO A FACEBOOK PAGE WHERE YOU MANAGE TO RUN ADS DIRECTLY FROM INSTAGRAM.

HOW TO CREATE A RELATIONSHIP WITH THE LOCAL COMMUNITY THROUGH SOCIAL MEDIA

- **ONE WAY TO CREATE A COMMUNITY IS BY POSTING CONTENT THAT REQUIRES PARTICIPATION FROM FOLLOWERS. EFFECTIVE EXAMPLES OF THIS ARE POLLS ON STORIES, Q&AS AND CONTENT RELATED TO THE STATION'S LOCAL COMMUNITY.**
- **EXAMPLE: POST CONTENT HIGHLIGHTING TEAM MEMBERS VISITING LOCAL SHOPS, RESTAURANTS OR SPECIAL EVENTS IN THE COMMUNITY.**



CONTENT CREATION IDEAS

DAY IN THE LIFE

AN ENTERTAINING, TRENDY WAY TO ENGAGE WITH SOCIAL MEDIA FOLLOWERS WHILE ALSO GIVING THEM AN UNDERSTANDING OF WHAT LOCAL BROADCASTING IS ALL ABOUT COULD BE TO HAVE STATION MEMBERS (ESPECIALLY THE "ON CAMERA" PERSONALITIES THAT COMMUNITY MEMBERS SEE ON TV OR HEAR ON THE RADIO) TAKE LITTLE "DAY IN THE LIFE" VIDEOS AND PICTURES THAT WALK PEOPLE THROUGH WHAT A TYPICAL DAY IN THEIR LIFE LOOKS LIKE ON THE JOB.

- THIS CONTENT WOULD LIKELY BE CATERED TO PLATFORMS LIKE TIKTOK, INSTAGRAM STORIES AND INSTAGRAM REELS BECAUSE THESE PLATFORMS ALLOW FOR THE MOST FLEXIBILITY WHEN IT COMES TO FILMING AND ORGANIZING CLIPS AND PICTURES THROUGHOUT THE DAY.
- STATION MEMBERS SHOULD BE ENCOURAGED TO HAVE FUN WITH "DAY IN THE LIFE" CONTENT AND REALLY ALLOW THEIR PERSONALITIES TO SHINE THROUGH TO HELP COMMUNITY MEMBERS GET TO KNOW THEM BETTER.
 - THE "DAY IN THE LIFE" CONTENT SHOULD INCLUDE CLIPS FROM THE ACTUAL WORKDAY AT THE STATION, BUT IT CAN ALSO INCLUDE THINGS LIKE GETTING READY FOR THE DAY, MEALS, SPENDING TIME WITH FAMILY AFTER WORK, OR ANY OUTSIDE ACTIVITIES THE STATION MEMBER IS INVOLVED IN.
 - THINGS LIKE THE "Q&A" OR THE "POLLS" FEATURES ON INSTAGRAM STORIES COULD ALSO BE USED TO BOOST FOLLOWER ENGAGEMENT.

THIS TYPE OF CONTENT NOT ONLY ALLOWS PEOPLE IN THE COMMUNITY TO FEEL LIKE THEY ARE REALLY "GETTING TO KNOW" THE VOICES AND FACES THEY SEE AND HEAR AND SEE ON TV AND RADIO STATIONS, BUT IT ALSO HELPS REACH GEN Z AUDIENCES BY CREATING CONTENT THAT IS VERY CURRENT WITH SOCIAL MEDIA TRENDS!

HAPPENINGS IN THE COMMUNITY

ANOTHER GREAT WAY TO ENGAGE WITH SOCIAL MEDIA FOLLOWERS AND TO DEMONSTRATE STATION INVOLVEMENT IN THE COMMUNITY IS TO POST ABOUT CURRENT EVENTS OR HAPPENINGS IN YOUR AREA.

THIS COULD INCLUDE THINGS LIKE UPCOMING EVENTS, COMMUNITY SPORTS TEAMS WINS, LOCAL ATHLETE OR TEACHER SHOUTOUTS, EMERGENCY ALERTS, OR EVEN LOCAL NEWS STORIES AND WOULD BE BEST DONE ON PLATFORMS LIKE INSTAGRAM AND FACEBOOK.

THIS SHOWS PEOPLE THAT LOCAL STATIONS REALLY DO CARE ABOUT WHAT'S GOING ON AND SUPPORTING THOSE IN THE COMMUNITY!

- IN ADDITION TO POSTING ABOUT COMMUNITY EVENTS, IT'S ALSO IMPORTANT TO POST WITH STATION MEMBERS AT SOME OF THESE EVENTS BECAUSE SPREADING AWARENESS ABOUT THEM IS GREAT, BUT HAVING PEOPLE ACTUALLY SEE STATION MEMBERS COMING OUT TO SUPPORT LOCAL ACTIVITIES IS WHAT WILL HAVE THE BIGGEST IMPACT.

SMALL BUSINESS SPOTLIGHTS

"SMALL BUSINESS SPOTLIGHTS" ARE ESSENTIALLY JUST SOCIAL MEDIA SHOUTOUTS TO COMPANIES IN THE COMMUNITY.

- **THIS COULD INCLUDE ANY KIND OF LOCAL BUSINESS SUCH AS A RESTAURANT, BOOK STORE, COFFEE SHOP, BOUTIQUE, ETC.**
- **GENERALLY, THESE SPOTLIGHTS SHOULD BE DONE ON PLATFORMS LIKE INSTAGRAM AND FACEBOOK AND SHOULD INCLUDE A PICTURE OR TWO OF THE BUSINESS, A BRIEF CAPTION DESCRIBING WHAT THE BUSINESS IS/DOES FOR THE COMMUNITY, AND A TAG TO THE BUSINESS'S SOCIAL MEDIA ACCOUNT (IF IT HAS ONE) OR LINK TO ITS WEBSITE SO THAT PEOPLE CAN CHECK IT OUT.**

THIS TYPE OF CONTENT IS AWESOME FOR BUILDING RAPPORT WITH LOCAL BUSINESSES, SHOWING KNOWLEDGE OF AND INTEREST IN THE COMMUNITY, AND HELPING PEOPLE FIND NEW PLACES TO VISIT!

BEHIND THE SCENES OF THE INDUSTRY

IN ADDITION TO THINGS LIKE THE "DAY IN THE LIFE" CONTENT MENTIONED ABOVE, ANOTHER WAY TO HELP THE COMMUNITY BETTER UNDERSTAND AND TAKE INTEREST IN LOCAL BROADCASTING IS BY SHARING "BEHIND-THE-SCENES" PICTURES AND VIDEOS SHOWING PARTS OF THE INDUSTRY THAT YOU MIGHT NOT SEE ON TV OR HEAR ABOUT ON THE RADIO.

THIS COULD INCLUDE ANYTHING FROM THINGS LIKE HOW YOU SET EVERYTHING UP FOR A WORKDAY OR HOW THE TELEPROMPTERS WORK TO THINGS LIKE WHERE STATION MEMBERS TAKE THEIR LUNCH BREAK OR WHAT THEY DO WHEN THEY ARE NOT ON AIR.


THIS TYPE OF CONTENT IS EXTREMELY INTERESTING BECAUSE MOST PEOPLE DO NOT KNOW WHAT ALL GOES ON INSIDE OF BROADCASTING STATIONS, AND IT ALSO PROVIDES ANOTHER WAY FOR THE COMMUNITY TO "GET TO KNOW THE VOICES THEY KNOW" BY SEEING ALL THE THINGS THEY DO BEHIND THE SCENES!

MINI MIC INTERVIEWS

A MINI MIC INTERVIEW IS A FUN WAY TO INCREASE BOTH COMMUNITY AND VIEWER ENGAGEMENT!

THE VIRAL VIDEO STYLE USES A MINI MICROPHONE TO SPONTANEOUSLY STOP PEOPLE AND ASK INTERVIEW QUESTIONS, AND HAS BECOME WIDELY POPULAR ON SOCIAL MEDIA PLATFORMS, SPECIFICALLY TIKTOK AND INSTAGRAM, FOR ITS UNIQUE APPROACH.

THIS CONTENT CREATION IDEA WILL HELP STATIONS DRAW IN GEN Z VIEWERS, CONSIDERING THEY KNOW AND LOVE THIS KIND OF SHORT-FORM CONTENT.



**GET TO KNOW THE
VOICE YOU KNOW**

CREATING A NEW ROLE IN THE BROADCASTING WORLD

CREATING A GEN Z ROLE IN THE BROADCASTING INDUSTRY IS AN INNOVATIVE APPROACH TO BRIDGE THE GENERATIONAL GAP AND ESTABLISH A STRONGER CONNECTION WITH YOUNGER AUDIENCES. IN TODAY'S MEDIA LANDSCAPE, WHERE DIVERSE CONTENT CONSUMPTION PLATFORMS ARE PREVALENT, IT'S ESSENTIAL TO RECOGNIZE THE UNIQUE PREFERENCES AND INTERESTS OF THE GEN Z DEMOGRAPHIC. BY INTEGRATING A GEN Z ROLE INTO THE BROADCASTING INDUSTRY, WE AIM TO GIVE THIS GENERATION A VOICE AND MAKE THEM ACTIVE CONTRIBUTORS TO THE CONTENT CREATION PROCESS.

THE GEN Z ROLE WOULD INVOLVE CREATING ENGAGING AND RELATABLE CONTENT ON VARIOUS PLATFORMS THAT RESONATE WITH THE YOUNGER AUDIENCE. THIS CONTENT COULD INCLUDE ELEMENTS SUCH AS "A DAY IN THE LIFE" SEGMENTS, OFFERING AN AUTHENTIC GLIMPSE INTO THE DAILY ROUTINES AND CHALLENGES FACED BY INDIVIDUALS IN THE BROADCASTING INDUSTRY. THIS PERSONAL AND BEHIND-THE-SCENES APPROACH HUMANIZES THE PROFESSION, WHICH ALLOWS GEN Z VIEWERS TO CONNECT ON A MORE PERSONAL LEVEL. "BEHIND THE SCENES" CONTENT WOULD PROVIDE AN INSIDER'S PERSPECTIVE ON HOW NEWSROOMS AND BROADCASTING STATIONS OPERATE.

BREAKING NEWS TOPICS COULD BE PRESENTED IN A FORMAT THAT ALIGNS WITH GEN Z'S PREFERENCES FOR SHORT-FORM, VISUALLY ENGAGING CONTENT. THESE SEGMENTS COULD COVER TRENDING ISSUES THAT MATTER TO GEN Z, COMBINING INFORMATIVE REPORTING WITH A DYNAMIC AND VISUALLY APPEALING PRESENTATION STYLE. BY ADDRESSING TOPICS THAT RESONATE WITH THIS AUDIENCE, THE GEN Z ROLE CONTRIBUTES TO MAKING NEWS MORE ENGAGING AND RELATABLE.

ADDITIONALLY, UTILIZING VARIOUS SOCIAL MEDIA PLATFORMS AND INTERACTIVE ELEMENTS CAN FURTHER ENHANCE THE GEN Z ROLE'S IMPACT. PLATFORMS LIKE TIKTOK, INSTAGRAM AND FACEBOOK COULD SERVE AS CHANNELS TO REACH YOUNGER AUDIENCES WHERE THEY ALREADY SPEND A SIGNIFICANT AMOUNT OF THEIR TIME. THIS MULTI-PLATFORM APPROACH ENSURES THAT THE CONTENT REACHES GEN Z IN THE SPACES THEY FREQUENT, MAKING THE BROADCASTING INDUSTRY MORE ACCESSIBLE AND RELEVANT TO THEIR INTERESTS.

IN ESSENCE, THE CREATION OF A GEN Z ROLE IN THE BROADCASTING INDUSTRY IS ABOUT ACKNOWLEDGING THE IMPORTANCE OF DIVERSITY IN VOICES. BY EMPOWERING THE YOUNGER GENERATION TO ACTIVELY CONTRIBUTE TO CONTENT CREATION, THE INDUSTRY CAN ADAPT TO CHANGING PREFERENCES, FOSTER ENGAGEMENT AND ENSURE ITS RELEVANCE IN THE EVOLVING MEDIA LANDSCAPE. THIS INITIATIVE NOT ONLY GIVES GEN Z A VOICE BUT ALSO ENRICHES THE BROADCASTING INDUSTRY WITH FRESH IDEAS. GEN Z DOESN'T HAVE A VOICE ON THE STATIONS; WE MUST GIVE THEM THE VOICE THEY KNOW.

SO, WE PROPOSE FOR ABA TO CHOOSE A TRUSTED STATION WITH A GOOD RELATIONSHIP. WE WANT THIS STATION TO SELECT OR HIRE A YOUNG EMPLOYEE WHO IS EAGER TO TAKE ON THIS ROLE.

**GEN Z DOESN'T HAVE A VOICE ON THE STATIONS;
WE MUST GIVE THEM THE VOICE THEY KNOW.**

THIS ROLE WOULD REQUIRE ATTENDING COMMUNITY EVENTS, BEING PRESENT AT STATION EVENTS, INTERACTING WITH THE COMMUNITY AND STATION PERSONNEL AS WELL AS PRODUCING TIKTOK CONTENT. WHILE THIS COULD BE A DEMANDING ROLE, IT HAS THE POTENTIAL TO PRODUCE HIGH REWARDS WITH A CHANCE OF INCREASED FOLLOWING, WHICH COULD LEAD TO POSSIBLE SPONSORSHIPS AND PR DEALS. THIS ROLE CAN NOT ONLY INCREASE ABA'S BRAND BUT ALSO INCREASE THE INDIVIDUAL STATION'S BRAND AS WELL.

THIS INDIVIDUAL WOULD POST CONTENT ON THE STATION'S TIKTOK ACCOUNT AND KEEP UP WITH CURRENT TRENDS WHILE INTERACTING WITH THE COMMUNITY AND THE STATION PERSONNEL. IT WOULD PROVIDE A VOICE FOR GEN Z TO CONNECT WITH ON THE STATION, AND IF SUCCESSFUL, COULD BE EXPANDED TO OTHER STATIONS IN THE FUTURE. THIS PERSON WOULD WORK DIRECTLY WITH CAPSTONE AGENCY TO PRODUCE THE BEST CONTENT THROUGH PROVIDING THEM WITH SCRIPTS, CONTENT SUGGESTIONS TO REACH OUR TARGET AUDIENCE. BASED ON OUR RESEARCH, WE BELIEVE THAT THIS RECOMMENDATION WOULD PRODUCE THE HIGHEST CHANCE AT SUCCESS WITH CONNECTING WITH A GEN Z AUDIENCE.

THIS ROLE CAN NOT ONLY INCREASE ABA'S BRAND, BUT ALSO INCREASE THE INDIVIDUAL STATION'S BRAND.

POSSIBLE POSITION NAMES:

- YOUTH ENGAGEMENT SPECIALIST
- NEXT-GEN STORYTELLER
- YOUTH MEDIA STRATEGIST
- GEN Z MEDIA PRODUCER

THANK YOU

HERE AT ABA, WE ARE PASSIONATE ABOUT OUR WORK AND HOPE TO EMPHASIZE THE VALUE OF BROADCASTING THROUGH THIS CAMPAIGN. WE WANT TO THANK EACH ONE OF YOU FOR YOUR SUPPORT AND IF YOU HAVE ANY QUESTIONS OR CONCERNS PLEASE REACH OUT. WE ARE SO PROUD OF OUR STATIONS FOR BEING "THE VOICE YOU KNOW"!