• Christina Shockley – PRPD Moderator, Chief Announcer and Host, Michigan Radio

• Kelsey McConnell – Manager of Content Production and Programming, USC Radio Group

• Charlee Robles - Operations Manager, KUVO and The DROP and On Air Talent for Westwood One

• Zoe Clark – Program Director, Michigan Radio
WHAT IS STATIONALITY?

Station Personality/Identity
Style, feel and attitude
If the station were a human being
Builds a strong relationship
USCRG’s Branding Guide

• Mission Statement – *We make a positive impact on individuals and communities by championing the power of classical music*

• Personality Statement - *USCRG is warm and welcoming, inclusive and unpretentious, entertaining yet thoughtful, and an oasis of calm in a busy life*
The pandemic created an opportunity to develop these attributes with hosts

Storytelling

- Context
- Relevance
- Emotion

Brand Promise - this is what listeners will get when they listen to us
• Process for creating on-air messaging

• Content Briefs

• Define how it fits the brand and meets audience needs

• Deep collaboration between content and marketing
KUVO/The Drop
– Charlee Robles

Mission
A Colorado where everyone is seen and heard
Who we are
What we represent
What we look like
What we sound like – friend, neighbor, ally

KUVO/The Drop
– Charlee Robles
Responsive Programming

THE Shop
DMLK Podcast
Montbello Podcast
Live & Local

KUVO/The Drop – Charlee Robles

Local Music
Old & New Hits
B Sides / Deep Cuts
Music From Around The World
KUVO/The Drop – Charlee Robles
On Air:
Local News
Personal Experience
Letting the Audience get to know you as a person
Requests / Shout Outs / Comments

Breaks:
Each Break should be genuine, Contain Content & Represent you.
Speak to one person not the world.
Don't Alienate.
Bring appropriate energy.
Show Prep. Know your SHIT
Mission & Vision

Michigan Radio’s mission is to uncover the facts, share the stories, and create the connections that give meaning to our complex world. This is part of our vision for an informed and engaged Michigan.

Statewide network, NPR affiliate

Establishing sense of place and unique voice
It is a gorgeous spring day here in Ann Arbor, Michigan. I hope it’s just as nice wherever you are.

As a bonus treat on top of all that warm sunshine, we have a takeover of The Beat today! Dustin Dwyer has been working on an incredible special project that was officially announced today. It’s your time to shine, Dustin!

Hi. Dustin Dwyer here.

We have a big new project we’re launching today at Michigan Radio. It’s called Minutes.
In the passenger seat
Hosting a dinner party
Being WITH the listener at all times

There's something so lovely about a cloudy, rainy Friday morning, a cup of hot coffee, and some classical music. I call it "spring cozy." It's warmer and brighter than a snowy day, but just as relaxing.

Settle in and let's catch up on the news.
THANK YOU!

Questions?

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