

PRPD Spring Training

Stationality

- **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**



Stationality

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*

KUSC – Kelsey
McConnell



Radio / Programs

KUSC's Great Escape: Music That Takes You Where You Want to Go




Posted by KUSC Staff · 4/4/2021 12:00 AM



KUSC - Kelsey McConnell

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

KUSC – Kelsey McConnell

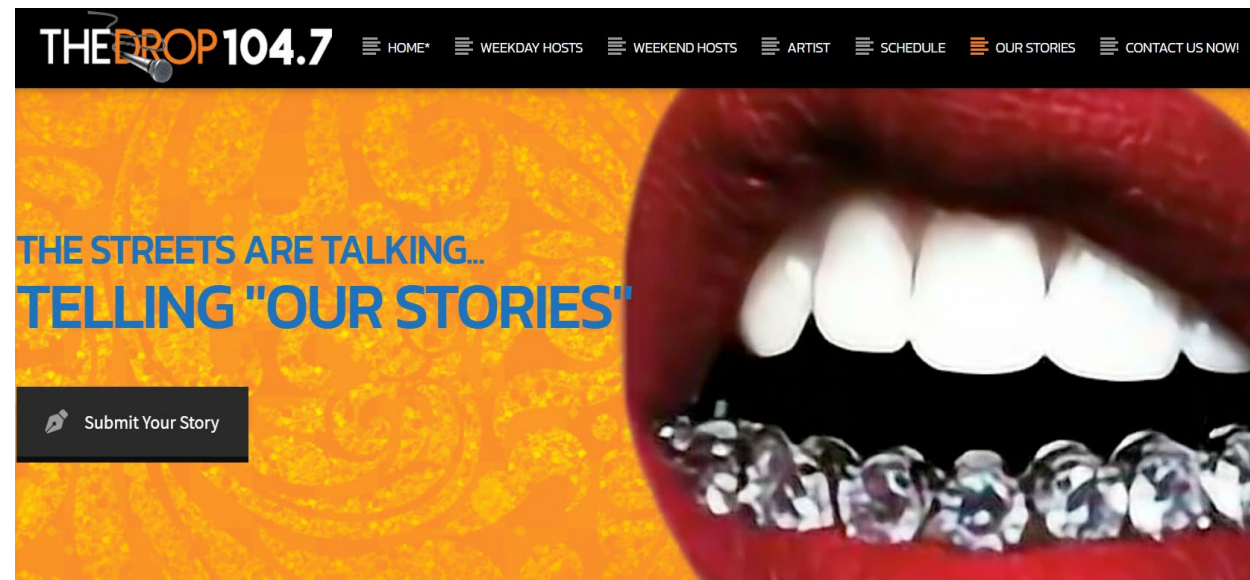
- Process for creating on-air messaging
- Content Briefs
- Define how it fits the brand and meets audience needs
- Deep collaboration between content and marketing

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

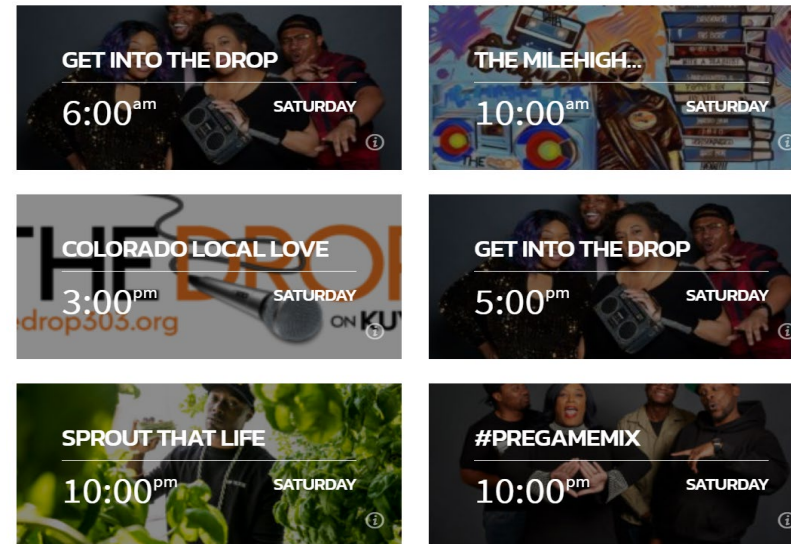
KUVO/The Drop
– Charlee
Robles



KUVO/The Drop
– Charlee
Robles

Responsive Programming

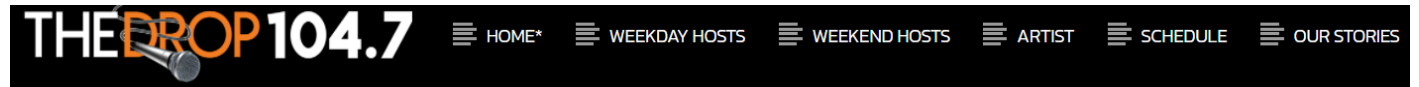
THE Shop
DMLK Podcast
Montbello Podcast
Live & Local



Local Music
Old & New Hits
B Sides / Deep Cuts
Music From Around The World

Presence
Social Media
Website
Mail
Newsletter
On Air
In The Community

KUVO/The Drop
– Charlee
Robles



COMMUNITY PRESS RELEASES

Legislation to strengthen "innocent until proven guilty"
Meet 3 Montbellow Alum

- COMMUNITY** 1 ❤️
AGENCY HOUSE RESOURCE
7TH "FAIR FRIDAYS" ...
- COLORADO** 0 ❤️
THE Power OF BLACK WOMEN...
S U M M E R Health Disp
- COMMUNITY** 1 ❤️
DELTA SIGMA THETA SORORIT...
- COLORADO** 4 ❤️
MORE THAN A MARCH

A vertical sidebar on the left contains social media icons for Facebook, Twitter, Pinterest, and LinkedIn. Each article card includes a category label (COMMUNITY or COLORADO), a heart icon with a count, a thumbnail image, and a title. A white hamburger menu icon is in the bottom right of each card.

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



KUVO/The Drop
– Charlee
Robles



Michigan Radio – Zoe Clark

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](#).



BRAND ATTRIBUTES

Conversational and informal
Knowledgeable yet approachable

Michigan Radio – Zoe Clark

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.



Michigan Radio – Zoe Clark



Chicken Yoga



Change Image



THANK YOU!

Questions?

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