



*Way to Go*

**SMAD 305:** Topics in Media Production-- Audience Analysis & Media

Section 0001

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## Table of Contents

	Page #
Organization Background _____	5
Communication/Media Objectives _____	6
I. <i>Communication/Media Objective #1</i> _____	7
II. <i>Rationale #1</i> _____	7
III. <i>Communication/Media Objective #2</i> _____	7
IV. <i>Rationale #2</i> _____	7
V. <i>Communication/Media Objective #3</i> _____	8
VI. <i>Rationale #3</i> _____	8
Target Audience _____	8
I. <i>“Faculty Member” Primary Consumer</i> _____	9
A. <i>Behavioristic</i> _____	9
B. <i>Geographic</i> _____	9
C. <i>Demographic</i> _____	9
D. <i>Psychographic</i> _____	9
E. <i>Media &amp; technology</i>	
<i>consumption</i> _____	10
II. <i>“Empty-Nesters” Secondary Consumer</i> _____	10
A. <i>Behavioristic</i> _____	10
B. <i>Geographic</i> _____	10

C. <i>Demographic</i>	10
D. <i>Psychographic</i>	11
E. <i>Media &amp; technology</i>	
<i>consumption</i>	11
Consumer Profile	11
Appendix A: Table 1.0	14
Creative Message Strategy	15
I. <i>Radio Ad</i>	15
II. <i>Poster</i>	16
III. <i>Newsletter</i>	16
IV. <i>Facebook Post</i>	17
V. <i>Newspaper Ad</i>	17
Radio Ad	19
I. Appendix B: Table 2.0	
Newsletter	20
I. Appendix C: Table 3.0	
Facebook Post	21
I. Appendix D: Table 4.0	
Poster	22
I. Appendix E: Table 5.0	
Newspaper Ad	23
I. Appendix F: Table 6.0	

Media Strategy & Tactics	24
I. <i>Media Mix Statement</i>	24
II. <i>Traditional Media</i>	24
A. <i>Poster</i>	25
B. <i>Radio Ad</i>	25
C. <i>Newspaper Ad</i>	26
III. <i>Digital Media</i>	27
A. <i>Newsletter</i>	27
B. <i>Facebook Ad</i>	27
Media Calender	28
I. Appendix G: Table 7.0	29
Budget	29
I. <i>Newsletter</i>	30
II. <i>Poster</i>	30
III. <i>Facebook</i>	31
IV. <i>Newspaper</i>	31
V. <i>Radio</i>	32
Evaluating Success	32
Post-Buy Analysis	33
Custom Consumer Research	33
Benefits	34
I. <i>Identify Specific Media Vehicles</i>	34

II.	<i>Better Understand Target Audiences</i>	35
III.	<i>Media Deliverables</i>	35
	PowerPoint Presentation	36
	References	46

## **Organization Background**

*Way to Go* was started in 2002 to assist working individuals in the city of Harrisonburg and Rockingham County, Virginia and provide them with automobiles through donations("WaytoGo", 2019). Up until 2005 *Way to Go* was a part of a public transit program called Community Association For Rural Transportation until it was ended. They saw that there was still a high demand for transportation services for locals so they continued operating after the shut down of that system. Then went on to be a charitable organization and *United Way* certified agency ("WaytoGo", 2019). *Way to Go* has continued through the years to grow and help more low-income workers in the area. A good amount of the people that they help are immigrants or single parents that need help getting to their jobs or to appointments. These car donations give them a chance to get off their feet and start a better life for themselves.

As of now they only have one employee who is full-time Benjamin Craig, taking care of looking through the applications, holding interviews, and taking in donated cars to get evaluated. Although he does take on a few interns and volunteers to be able to run errands like going to the DMV and the auto repair shop in order to get everything done in a timely manner. There can sometimes be a wait list of people who are approved to receive a car but they don't have one to give them. Having these volunteers and interns to be able to go through the process as soon as a car is donated helps immensely. *Way To Go* does not use much advertising but do send out email blast occasionally of success stories, informing that they are in need of donations, or showing awards that the organization has received. Other than the email blast they use *Twitter* and Facebook but not regularly. But donations of cars have increased mostly through word of mouth

through the Rockingham area. When cars are donated the donor has a possibility for tax deduction as well as getting financial relief of registration fees, insurance and taxes (National Kidney Foundation, 2013). There is not much need for advertising to those who will be receiving the cars because they already have a large amount of people applying and knowing about the organization if they are in need. The target market for those who tend to donate is an older working or retired individuals, age 50-65, with a car, and lives in the Rockingham area. It's likely that they donate to other organizations as well and have children that no longer live with them.

If there are cars that are donated that need many repairs and would cost too much to fix they sell it for parts instead and never reject cars. The money from the sold parts can go towards urgent vehicle repairs, insurance payments, DMV and local decal vehicle fees, monthly payments, and gasoline vouchers("WaytoGo", 2019). But there is competition for the donations of these cars like churches, *NPR* radio, and organizations that will take in cars to give to families with a member struggling from cancer. They are now serving around 200 households annually allowing them to be more self-sufficient and help them build a better future for themselves and their families.

### **Communication/Media Objectives**

This section explains what our campaign will communicate and describes what the campaign is expected to achieve through our media proposal for *Way To Go*. Awareness, Preference, and Donations are the topics at the core of this campaign and will be represented through the communication and media objectives. This campaign will emphasize communication

primarily through traditional media and secondarily will incorporate online media channels.

Traditionally, our campaign will utilize print media (such as newspapers and posters) and radio spots to effectively communicate the target and secondary markets of *James Madison University* Faculty and Staff and Elderly Harrisonburg locals. This campaign will introduce new ideas for how *Way to Go* can promote the non-profit online through email and social media. The communication/media objectives for this campaign are as follows:

***Communication/Media Objective #1***

To increase the number of cars donated to *Way to Go Inc.* by *James Madison University* Faculty and Staff Members by five percent by May 2019.

***Rationale #1***

This is a behavioral objective because our communication is aimed at getting our target audience to perform the action of donating vehicles to *Way to Go*. The percentage increase of 5% was based on the total number of households that *Way to Go Inc.* currently services in the local Shenandoah Area of around 200 (Craig, 2019). This means that overall, this campaign will strive to gain ten more cars donated by JMU Faculty and Staff Members as a result of this campaign.

***Communication/Media Objective #2***

To increase the overall awareness of the *Way to Go* non-profit organization among *James Madison University* Faculty and Staff members and elder population within Harrisonburg, VA.

***Rationale #2***

The second media objective is an informational objective because the goal of the objective is to create awareness of the *Way to Go* non-profit organization. *Way to Go* is currently operating on a high awareness level for people that need the donated cars, but a low level of



awareness to gain donations (Craig, 2019). In order to increase the number of donations available to those in need, this campaign needs to educate and inform *James Madison University* Faculty and Staff and the elderly population in Harrisonburg, VA on the services and benefits *Way to Go* offers them and the community.

### ***Communication/Media Objective #3***

To increase donation preference from our primary target market by five percent by November 20th, 2019 (“Donation in Harrisonburg, VA,” 2019).

### ***Rationale #3***

The third communication/media objective is an attitudinal objective because the goal is to change the minds of those already donating cars to choose *Way to Go* over other donation options. Based on research, it was evident that, in general, consumers prefer donating to big-name charities such as *The Salvation Army* or the *American Red Cross*, but these organizations are not necessarily the best to donate to if you are looking to make a direct and local impact on the community. The intent behind this communication objective is to describe the local impact donors directly have on an individual/family because of their donation to *Way to Go*.

### **Target Audience**

*Way to Go*’s objectives for this campaign is to bring awareness to the organization for potential car donations. This campaign is not focused on maintaining current donors but rather attracting newer sources of donations due to it’s “one-time” purchase type. The organization has attracted many donations from *James Madison University*’s Faculty members as well as older retired

members of the community (Craig, 2019). A competitor would be car dealerships that offer trade ins or cash for cars. Based on the research, the “faculty member” audience this is the primary market that is willing to give donations. They are much easier to reach through media, because they are more tech savvy, and open to digital forms of advertising. They are more likely to spread awareness within the JMU community because they are already an influential figure on campus. Whereas the “Empty Nester” is more used to traditional forms of advertising such as print ads, and radio. This target audience is usually retired and may not have a need for a car anymore, and would be useful to donate it.

#### **“Faculty Member” Primary Consumer**

- **Behavioristic:** Look for value in products they buy, so normally are brand loyal. Practical consumers that prefer quality over quantity. They are price sensitive and not willing to spend more on necessary items. When purchasing a more expensive item, they do heavy research to ensure it is the “right” decision. (SBI, 2005-2019)
- **Geographic:** Lives in Rockingham county area, in a suburban area. Moderately populated area, changing depending on college academic schedules. (Claritas, 2019)
- **Demographic:** Married male or female, **around the age of 55 years old or older**, and has children but are adults that they no longer live with. Occupation as a college professor or faculty member, average income around \$61,315 per year (BH Media Group, 2019). Has a minimum of a bachelor's degree. (Claritas, 2019)
- **Psychographic (religion, lifestyle, VALS)=** This person would be considered a VAL type “Thinker,” (SBI, 2005-2019). Research a lot before making a big

purchase or donation. They enjoy the satisfaction from “paying it forward,” and want to make a positive social impact on their local environment. Some who regularly donate, and do volunteer work when it is convenient for them. Loves attending sporting games on the weekends. Also a VAL Type “Innovator,” loves taking in new information and finding new activities in their community (SBI, 2005-2019.) Attends academic lectures, or guest speakers from professors when available in the community.

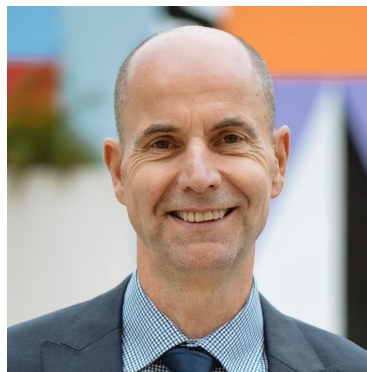
- **Media & technology consumption:** Reads newspaper daily, listens to NPR radio, and does not rely heavily on the internet for its primary source of news but is somewhat active on social media. Is subscribed to the daily newspaper, watches the nightly local news channels.

#### **“Empty-Nesters” Secondary Consumer**

- **Behavioristic:** Very price sensitive, conservative buyers. When purchasing a more expensive item, they do heavy research. Are skeptical of new brands, so typically brand loyal for expensive and inexpensive products. Prefer to save their money, so don’t normally spend on unnecessary luxuries. (SBI, 2005-2019)
- **Geographic:** Lives in Rockingham county area, within a suburban style neighborhood. Less populated area, more rural (Claritas, 2019).
- **Demographic:** Married male or female, around the age of 65 years old or older, and has children but are adults that they no longer live with. Retired with lower midscale income with median household income: \$53,859 (Claritas, 2019). Have a minimum of High School Diploma/G.E.D.

- **Psychographic (religion, lifestyle, VALS)** = This person would be considered a VAL type “Survivor,” (SBI, 2005- 2019). Not concerned about being “up to trends.” Values family, and being a good community member. Loves the outdoors where they can hunt and fish (Claritas, 2019). Don’t like taking financial risks, like to live with basic necessities. Very trusting to people in their community, and want to make a positive contribution. Does not like change, enjoys their routines.
- **Media & technology consumption:** Reads newspaper daily, listens to NPR radio, and does not know how to navigate the internet, so relies on W.O.M or traditional media for news. Heavy TV user, watches the nightly news (SBI, 2005-2019). Are the most likely to have a landline-only household (SBI, 2005-2019).

### Consumer profile



(Ehrenberg-Bass Institute for Marketing Science, 2019).

Peter Johnson is a 55 year old caucasian man who earned his Bachelor of Science in Anthropology from Rutgers University where he went on to get his master’s degree from Lehigh University (Lehigh). Peter met his wife, Laura, while they both studied at Lehigh University. He started his professional career working for his alma mater, Lehigh as a professor of

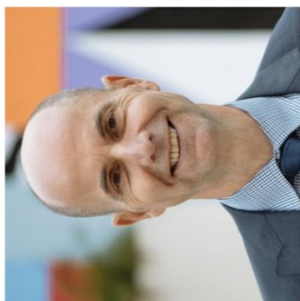
Anthropology for seven years. Since then he has moved to live in his second house, in a new subdivision in Harrisonburg, Virginia. He lives there with his wife, Laura, of 20 years. Together they have two college aged children, Sarah who is 20, and Matt who is 18. In addition to his two children, his family has two dogs and a cat. He uses his degree to teach Cultural Anthropology at James Madison University (JMU) where he makes \$61,000 a year. He works hard because he loves what he does and values his career. Through his job, Peter takes research trips to different countries in Africa to learn new information about Cultural Anthropology that he can then use in his classroom when he teaches the JMU students. In the next few years, Peter would like to become the Anthropology department head of *James Madison University*. He feels that he is up for the job based on his education, his experience, and his research.

When he is not in Africa studying, he can be found volunteering in the Shenandoah Valley for a number of different organizations. One of the organizations that Peter volunteers with often is United Way of Harrisonburg. Peter is the type of person that likes to help people because of how it makes the person's life easier. When Peter worked at Lehigh, he was involved with the surrounding community as well. He does not watch a lot of television or movies, but he does like to listen to NPR and other podcasts alike. When he does watch television, he likes to watch the news so he can stay up to date on what is going on in the country and the world. He also subscribes to three different newspapers to get all of his information from. He is well versed in local and national news by reading the *Daily News Record*, *The New York Times*, and *The Wall Street Journal*. Peter is not regularly checking his emails, so he tells people not to use that form of communication if it is something that they really want him to know about.

Even though he does not like email, he still likes other technologies. He likes to have basic technologies that keep him in touch with family and friends like a smartphone and laptop. Even though he likes the newest technologies, he still does his research to know which products will last. Peter likes to have his clothes dry clean so he looks professional at all times. Peter makes sure that he is spending his money on the right products that fits his needs. The one thing that Peter does not have to have the newest of, is a car. Peter drives the same car that he has had for the past ten years. Since a car is a huge purchase, he takes his time and research the best car for his and his family's needs. He is looking to trade up and get a new car because his car is old and he needs more room for his family. By trading up his car, he is looking to donate his car somewhere in the Harrisonburg area. He wants to give his car back to the community so someone that needs it, can use it. It is an added bonus that Peter gets a tax refund for donating his car.

In the VALS framework, Peter would first be considered as an Innovator. He takes risks in his daily life (SBI, 2019). He likes to do his research and find out all the variables of the risk because he likes to problem solve. Peter likes new technology and like to have all the newest gadgets to play with. He is also open to new ideas in every aspect of his life. In addition to being an Innovator, he is also considered a Thinker. Peter balances his work and family life well. He knows that he has to work a lot to keep up to date in his field of work. But, he does make sure that he spends a lot of time with his family when he is not working (SBI, 2019). His family is the center of his world and he tries to visit his children often when he gets the chance. Since his children live away from his home, he values the chances he gets to spend time with them, even if it is just for a day or two.

# Peter Johnson



*"Being able to give back to my community and still receive tax compensation is the best of both worlds"*

Age: 55

Ethnicity: Causation

Occupation: College Professor

**Family:** Wife and Two Kids

Income: \$61,000

Location: Harrisonburg, VA

Degree: Bachelor of Science in

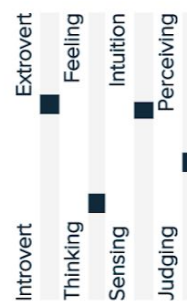
Anthropology from Rutgers,

Master's degree from Lehigh

University

**Vals: Innovator / Thinker**

# Personality



## Interests

- He values his career and time with his family
- Cares about the community
- Keeps up with the latest technologies
- Volunteering at Shenandoah Valley
- Research trips to different countries - frequent travel

## Motivators

- Helping others
  - likes to help people because of how it makes the person's life easier
- Family
  - wants to do right by his family and set a good example
- Sense of Purpose / Self Exploration
- Giving Back to the Community
- Tax Break

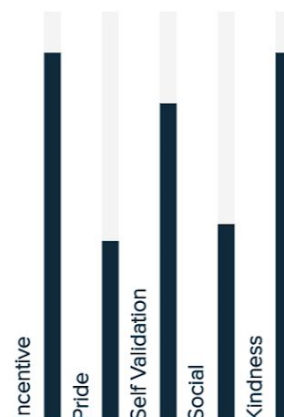
## Bio

Peter Johnson is a 55 year old man who earned his Bachelor of Science in from Rutgers University where he went on to get his master's degree from Lehigh. Peter met his wife, Laura, while they both studied at Lehigh University. Together they have two college aged children, Sarah who is 20, and Matt who is 18. They live in a new development neighborhood in the Harrisonburg community. Peter is a College Professor that is passionate about his career. When Peter is not at work he enjoys getting involved in the community and volunteers when he can.

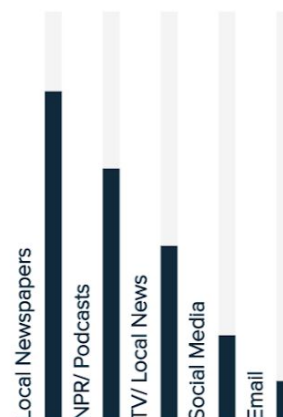
## Behaviors

- Look for value in products he buys, brand loyal
- price sensitive and not willing to spend more on necessary items
- Does research before making a big purchase or donation
- Isn't up to date on social media

## Internal Motivations



## Ways to Reach User



Hardworking  
Practical  
Ambitious

## Practical

## Ambitious

(Table 1.0)

## **Creative Message Strategy**

For this creative message strategies, this proposal provides a radio ad, an email newsletter, posters, *Facebook* post, and newspaper ad. These media outlets were chosen based on the primary consumers “faculty member” and secondary consumers “Empty-Nesters.” These consumers are an older demographic that tend to live in the Harrisonburg and Rockingham area. The “faculty member” can be reached through new media, because they are more tech savvy, and open to digital forms of advertising such as a *Facebook* post and the newsletter. Whereas the “Empty Nester” is more used to traditional forms of advertising such as print ads, newspaper, and radio. Also, the same colors that are used for the current *Way to Go* ads are consistent throughout this proposal’s advertisements.

## ***Radio Ad***

In this proposal, a radio ad was chosen based on the primary consumers “Faculty Member” and secondary consumers “Empty-Nesters”. These consumers are likely to listen to the local radio stations. The radio advertisement should be run earlier in the morning vs late at night because it is meant to target an older demographic that wakes up earlier and tends to commute in the AM. The starting sentences of the commercial are meant to peak the listeners attention and draws in the listener in. Next, there is a call to action and a quick summary of what *Way2Go* is asking for. This ad focuses on helping the community grow and improve which is important because the main consumers value the community and want to make a positive impact on it.



There is a quick note with information about tax deductions which is an incentive as well. The music in the background is a simple melody that picks up in the last 10 seconds, meant to invoke a sentimental feeling.

### ***Poster***

A poster was chosen to be hung around the Harrisonburg community as well as on campus. These will be hung in places such as coffee shops and local businesses downtown and put in buildings around campus for faculty and students to see. The main target consumers are residents of the Harrisonburg and Rockingham community, so it is important to get *Way2Go*'s message to them. This poster is an infographic asking for donations of used cars but also makes a call to action for donations of money. Since these posters will be hung around campus it was important to show other options on how students can help as well. It is a simple design meant to present the information on *Way2Go* quickly and clearly.

### ***Newsletter***

The online newsletter was an easy choice for a creative message because it is practically free. Ben, the *Way2Go* employee, disclosed he has a distribution list of email addresses that could be used to send out the Newsletter. Almost all of the older demographics have an email and check it daily, especially *Way2Go*'s primary consumer "Facility Members." This newsletter was created to give an idea on what the company is as a whole and to keep the audience up to date on the nonprofit's latest developments. It provides a quick summary of the company as well as a call to action asking for used cars. Also included is a "Donation of the month" section to

show how past donations are benefiting real people in the community. By showing a person that has been helped through this organization, it appeals to the audience's emotions and makes them more likely to donate.

### ***Facebook Post***

A *Facebook* Post is chosen for one of the message strategies because they already have a presence on that form of social media. When thinking about the target market of *James Madison University* faculty and "empty nesters" it's known that *Facebook* is a better outlet than the other platform that they have a presence on which is *Twitter*. In order to get the word out to the right audience about the need for donations for *Way to Go*, there are options to customize whos feed it shows up on. *Facebook* gives the choice to customize it by area, age, and even interest.

*Facebook* post boosting is also not very expensive for a large reach, which allows the organization to save money for other ads like radio and newspaper which cost more. This post will run for two weeks paying \$5 a day for boosting(Wolter, 2019). When it comes to the information put onto this graphic, it has minimum words to not look too busy and bore the user. It uses bright colors that match the organization logo and gets straight to the point that *Way to Go* needs car donations and how you can participate.

### ***Newspaper Ad***

Next a newspaper advertisement because it has a large reach to our target audience of faculty and "empty nesters". Even though running this ad will be more expensive by putting it in Harrisonburg's most popular newspaper *Daily News Record* and running it twice in expectation

to have a good response from the local community. Because of the price of \$31 per column inch of black and white advertising for the *Daily News Record* it made the most sense with our budget to do a 2x3 inch ad adding up to be \$186 per run (Gaebler, 2002-2015). Because of the size the use of words has to be kept to a minimum as well as graphics so it can be legible and informational at the same time. As for color, it cost significantly more to print in color versus black and white therefore for the sake of the budget there will be no color in this ad.

**Radio Ad**

## Way2Go Radio Advertisement

30 Seconds

Voice	Music & SFX	Duration
Speaker: Do have a used car in good condition?	Fade in and out	4 seconds
Way2Go is seeking good, used vehicles to be awarded to low-income, hard-working residents of the Harrisonburg community.	Music: Once again by Benjamin Tissot From 8-38 seconds <a href="https://www.bensound.com/royalty-free-music/track/once-again">https://www.bensound.com/royalty-free-music/track/once-again</a>	8 seconds
Donating to Way2Go qualifies as a tax deduction based on fair market value of the vehicle.		8 seconds
Help to empower your community to build a better future for themselves and their families.		7 seconds
Visit w2ginc.com for more details.		3 seconds

(Table 2.0)

## Newsletter

# WAY2GO NEWS

w2ginc.org

## WHO WE ARE

In our vision for our community, no low-income working family's employment opportunities will be compromised by a lack of affordable, dependable, legal, and safe transportation. Without this, these families struggle each day to reach the job or training that could bring them economic security.

Way to Go is committed to helping families in our community become more self-sufficient and financially independent by assisting them with urgent vehicle transportation needs.

## WE NEED YOUR HELP

Way to Go is urgently seeking good, used vehicles to be awarded to Board-approved clients. Our clients are low-income, hard-working residents of Harrisonburg and Rockingham who do not have a vehicle of their own or access to public transportation.

\*We follow IRS guidelines for donation of used vehicles. All donations are tax-deductible. Vehicles suitable for award to a client qualify as a tax deduction based on the fair market value of the vehicle.

## Donation of the Month

We had the privilege of awarding this donated vehicle to a hard-working father of two (and grandfather of 1)! This was particularly a special and appropriate award on this day, given the client lost three close relatives in the terror attacks on 9/11 in the World Trade Center. We are happy and comforted to have assisted him with a little bit of freedom in the form of transportation access - a vehicle remains a symbol of freedom and independence in America.



(Table 3.0)

**Facebook Post**

A Facebook post featuring a background image of a person's hand holding a set of car keys. Overlaid on the right side is a dark blue rectangular box with a green horizontal bar at the top and bottom. Inside the box is the 'WAY TO GO' logo, which consists of a green car silhouette above the text 'WAY TO GO' in white. Below the logo, the text 'Donate a Car Today!' is written in large, bold, blue letters. Underneath this, in smaller white text, it says 'To help your local Rockingham community' followed by 'Consider a tax-deductible gift in the form of cash or a donated vehicle to help an area family in need.' At the bottom of the box, in white text, it says 'Go to <http://w2ginc.org/donate/> for more information or contact our office at (540) 705-6201 or [ben@w2ginc.org](mailto:ben@w2ginc.org) with any questions'.

(Table 4.0)

Poster

**Donate**



**Give**

**Grow**



Urgently seeking good, used vehicles to be awarded to low-income, hard-working residents.



All donations are tax-deductible. Vehicles suitable for award to a client qualify as a tax deduction based on the fair market value of the vehicle.

**w2ginc.org**  
or contact **ben@w2ginc.org**



(Table 5.0)

Newspaper Ad

<h1>Donate a Car</h1>	
	
<p><b>Benefiting the local Rockingham community to help improve the quality of life for residents</b></p>	<p>Go to <a href="http://w2ginc.org/donate/">http://w2ginc.org/donate/</a> for more information or contact our office at (540) 705-6201 or <a href="mailto:ben@w2ginc.org">ben@w2ginc.org</a> with any questions</p>

(Table 6.0)



## **Media Strategy & Tactics**

### ***Media Mix Statement***

*Way to Go* is a non-profit organization and has a tight budget for spending, therefore it was necessary to keep the advertising budget low, simple, and reasonable for this campaign. This *Way to Go* campaign will utilize traditional media in three different forms. The campaign will utilize a poster, a local Harrisonburg newspaper ad, as well as a local Harrisonburg radio spot. This campaign will also use digital media, in the form of email newsletter and *Facebook* Ad. Nontraditional media does not apply to this organization's campaign goals and would not be effective in attracting donations from the target audiences. Traditional forms of advertising are most effective towards the “empty nester” target audience because they are not up to date with digital trends so prefer traditional methods to receive content (SBI, 2005-2019). Whereas, the primary consumer is the “faculty member,” who is more likely to be influenced by social media advertisements and much more comfortable with digital media (SBI, 2005-2019).

### **Traditional Media**

#### ***Poster***

The media category for the poster is a print advertisement. The vehicle for the print ad is a poster that will be placed around the *James Madison University* Campus and in Downtown Harrisonburg. A poster advertisement was chosen as a specific media for this campaign due to the fact that *JMU* Faculty and Staff spend a majority of their work week in various buildings on

campus. As of 2019, *James Madison University* faculty has a total of 1,062 full time and 513 part time employees that are considered instructional, meaning that it could reach over 1,000 professors ([jmu.edu](http://jmu.edu)). Due the poster being downtown, it allows for the high frequency for both consumers to see the ad. This total does not account for the employees that have been identified as working primarily performing research or public service. Placing posters in every campus building, in common areas, and around dining halls will allow us to reach the primary target audience, “the faculty member,” while they are at work and away from other forms of traditional media (TV, newspaper, radio, etc.). Because the posters will also be placed downtown, it will also be able to reach the “Empty Nesters” secondary market as well. Not only will utilizing poster increase the number of potential donors, but it will also increase the amount of times each person in our primary and secondary target markets.

### ***Radio Ad***

The media category for this advertisement is radio, the vehicle being used is the local *Harrisonburg 104.3 WKCY Country* station. Country stations have 5% higher listenership than the next highest genre which is News/Talk radio, which would be the most beneficial in terms of reaching potential donors (Katz, 2017, p. 71). The average commute for Harrisonburg Residents is 15.2 minutes and the most common form of commuting is for residents to drive alone (DataUSA, 2019). The most listened to radio spot is 6am-10am, when most consumers are in the car for their commute (Katz, 2017, p.71). Having this advertisement during this morning spot enables the advertisement to have the greatest amount of reach for the target audience. The rationale behind choosing radio spot was that there was a mix of professors that live within

Harrisonburg, VA and a large amount that have a long commute to campus. That being said, radio is a solid support media that can help reinforce the other media forms within this campaign. A radio spot in this campaign will serve as a reminder for *James Madison University* Faculty and Staff members to learn about/check out/and recall *Way to Go* and will reach them in between their home and their place of work.

### ***Newspaper Ad***

This media category is the local newspaper, the vehicle being used is the Daily News Record. This media is mostly being used from the “Empty Nester” consumer. This consumer relies on local news for its source of news so having a print advertisement ensures the best reach outcome. In the United States., a majority of newspapers are written for and distributed to a primary local audience. On top of that, currently around 24% of adults in the United States claimed they read the newspaper daily (Katz, 2017, p. 79). Newspaper is still a very viable form of media for both of the primary and secondary markets considering the age range is between the ages of 50 and 65. According to a *Statista* report on the daily newspaper consumption in the United States by age range, 28% of those aged 45-54 read the newspaper on a daily basis and 38% of those aged 55-64 read the newspaper on a daily basis (Statista, 2019). On top of this, putting an advertisement in a local paper ensures that the people donating unwanted vehicles are local citizens from the city of Harrisonburg. This will allow the non-profit to grow locally and increase word of mouth communication about *Way to Go*.

## Digital Media

### ***Newsletter***

The media category for this media is internet messaging. The vehicle for which the newsletter will be released is email. An email newsletter was chosen as one of the various media for our campaign because the primary target market is comprised of *James Madison University* Faculty and Staff. Faculty members are constantly checking their emails throughout the week to communicate with students and other faculty. Emails are a form of direct communication that take place of 'direct mail' in today's digital age. They are easy to curate, easy to send out to a large demographic, and virtually free to produce making it an extremely beneficial way to get the word out for a non-profit organization. The newsletter emails will allow us to reach out directly to all *James Madison University* Faculty and Staff and will increase the frequency of which our primary target market comes into contact with the *Way to Go* campaign.

### ***Facebook Ad***

The media category for this media is Social Media. The vehicle for which messages will be distributed to the target audiences is through *Facebook*. Based on a *Statista* (2019) report on the average daily time spent on social media by United States adults from 2014-2019, it is evident that United States adults spend, on average, 27 minutes per day on *Facebook* (2019). Within the report, *Facebook* was the form of social media that users spent the most time per day-- above *Instagram*, *Snapchat*, and other forms of social media. For this campaign, it was

essential to incorporate *Facebook* as one of the media types because *Way to Go* already utilizes *Facebook* to reach out to potential donors and clients. *Way to Go*'s primary form of Social Media communication is currently through *Twitter* and it was noted that the non-profit is looking to improve upon its *Facebook* presence (Craig, 2019). *Facebook* enables users to boost posts and promote content. Through this process *Way to Go* could effectively target both *James Madison University* Faculty and Staff as well as the secondary market of 'Empty Nesters'. Promotions on posts would allow *Way to Go* to increase how many people within the Harrisonburg community they are able to reach. Constant posts/promotion combined with the other media in our campaign will increase how often our target markets view the *Way to Go* campaign.

### **Media Calendar**

By using a calendar it makes it easier to see exactly what the organization's marketing strategies are and when they will be run. The campaign will start at the beginning of the new year and release more media over the course of the month. Posters will be put up around *JMU*'s campus and downtown Harrisonburg that will stay up all month only costing \$65 for 100 posters. Then the *Facebook* post boost will start on the 3rd of January and run for two weeks at \$5 a day. For the newspaper ad, it will be run on Sunday the 5th and the 24th because Sunday is a popular day for individuals to read the newspaper. In total, the newspaper ads will cost \$372. The radio advertisement will be run for a week from the 20th through the 24th which is Monday through Friday in hopes that the target market of *James madison University* Faculty & Staff and "empty-nesters" will hear the ad which will cost \$425. As for the newsletter that will be sent out to the email list on the 21st of January, which is free of cost.

JANUARY 2020						
						
SUN	MON	TUE	WED	THU	FRI	SAT
			1	2 Put up posters downtown and around campus	3 Start of Facebook post boost	4
5 Newspaper ad run	6	7	8	9	10	11
24 Newspaper ad run	13	14	15	16	17 End of Facebook post boost	18
19	20 Radio ad starts airing	21 Newsletter sent out via email	22	23	24 Radio ad ends airing	25
26	27	28	29	30	31	

(Table 7.0)

## Budget

The budget for this ad campaign is relatively small because the company, *Way to Go*, has limited funds. *Way to Go* is a nonprofit organization that depends on donations to keep running. It gets little help from *United Way* to help keep *Way to Go* running. Due to the nature of this company and being realistic with its budget, it is beneficial to keep the ad campaign less than \$1,000. In total, the budget will equal \$932, which is less than \$1,000. This will give the campaign enough material and coverage to get the message across to the consumer market. It also allows *Way to Go* to use limited funds to help the people of the community while still advocating for more donations.

### ***Newsletter***

The first creative message that the ad campaign consists of is a newsletter. This is the most cost-effective message that the campaign has. The campaign is going to use the preexisting email list that *Way to Go* already uses to send out information to its consumers. By using the preexisting email list, the campaign does not have to spend any money to send out the newsletter. The advertisement in this part of the campaign was created for free which also allows the overall cost for newsletter to be zero dollars. Since this part of the ad campaign does not cost anything, this leaves more money in the budget for the other parts of the campaign.

### ***Posters***

The next part of the ad campaign is the posters. Posters are an effective way to get the message across to the consumers that are being targeted. Since the posters are going to be hung around the *James Madison University* campus and around Harrisonburg, it was essential that there were enough to have the proper impact. To reach the consumer, 100 posters will be placed throughout the community. Keeping the cost in mind, the posters are going to be eight inches by eleven and a half inches, because that is the smallest poster size available and also the cheapest option. Based on *Staples'* price options for posters, eight inches by eleven and a half inches is the cheapest at \$64.99 per 100 posters bought (*Staples*, 2019). In addition to the size of the poster, the weight and kind of paper also plays a role in the price. Glass Stock paper was the cheapest within the budget without sacrificing quality of the poster.

### **Facebook**

*Facebook* is a great place to advertise for this campaign because *Way to Go* has a *Facebook* presence already. *Way to Go* has its own *Facebook* page where it can post part of the campaign. Since the post can only reach a certain number of people that follow the company, boosting the post will help the ad campaign reach more people. Boosting a post can cost any amount of money depending on how often the company wants its message to be seen by consumers. To reach a certain number of consumers with the ad campaign, boosting the campaign message for two weeks is ideal. Boosting the *Facebook* post for five dollars a day for two weeks will cost \$70 in the budget. Based off of *Undullily*, it states that there are different ways to boost a post. One way that the ad campaign can reach the desired consumer is by catering the boost to the age demographic and geographic location that *Way to Go* wants to reach (Wolter, 2019). This is an effective way to reach a large number of consumers while keeping the cost down for *Way to Go*.

### **Newspaper**

Newspapers are a key market for this ad campaign. The consumers that *Way to Go* are trying to reach, read newspapers every day. *Daily New-Record* is the most popular newspaper in the Harrisonburg area which is why the ad campaign is placing an ad there. Since it is the most popular newspaper, the cost to advertise the campaign there is more expensive than if the ad was placed in a different newspaper. It is beneficial for the campaign to spend a large portion of the budget on this ad because it reaches a large consumer base. Based on Resources for Entrepreneurs, it costs \$31 dollars per column inch to advertise in the *Daily News-Record* (Cost of Newspaper Advertising in Harrisonburg, 2019). The advertisement is going to be 6 column



inches which makes the total price for one advertisement, \$186. The campaign will be run in two different Sunday newspaper editions. Since the advertisement will be run twice, the cost for this part of the budget will cost \$372.

### ***Radio***

Another media message that the ad campaign is going to use and the most expensive is a radio advertisement. It costs anywhere from \$300 to \$1,000 to produce a radio ad (WKCY Radio Advertising Costs, 2019). The ad campaign can not be more than a \$1,000 which means the production cost of the radio ad has to be lower in cost. The production cost of the radio ad is going to cost \$300 for this campaign because the cost needs to stay under budget. In addition to the production cost of the ad, there is also the cost of airing the ad on the radio. In Harrisonburg, it costs \$25 to play a radio ad once during the day. The campaign will run for five days during the week. Monday through Friday is the ideal days to run the radio ad because the consumers are driving to work those days. To run the ad for the week, it would cost \$125. In total for the radio part of the ad campaign would cost \$425.

### **Evaluating Success**

To ensure that the money spent on advertising during this campaign is not being wasted, it will be necessary to evaluate the media plan before it is executed and then again once the media plan is in action. The media plan should also be evaluated as it is running so that changes can be made along the way if necessary. One way to measure the success of the campaign is to have solid calculations for expected frequency and reach so that the campaign can be evaluated

on those numbers in the post-analysis. It would be beneficial for *Way to Go* to have numbers on the amount of car donations they receive on a monthly basis as well as how many cars are given out to clients. These numbers would give *Way to Go* a firm way to see if its donation numbers improved over the course of the campaign and give them footing for future campaign evaluations.

### ***Post-Buy Analysis***

In order to evaluate the effectiveness of the Radio spot on *104.3 WKCY Country* music station, *Way to Go* should conduct a post-buy analysis. This would ensure to *Way to Go* that the radio spot ran as planned- on the correct station, during the set time period, and on the set dates. For local radio stations, sometimes spots get switched around and are aired at different times, which can impact frequency, reach, and donations to *Way to Go*. It would then be up to the non-profit to determine if money was lost due to scheduling conflicts. The post-buy analysis will also provide *Way to Go* with valuable data on ratings and audience delivery totals. This data can then be compared to the original goals of the campaign to determine its success.

### ***Custom Consumer Research***

It would be beneficial for *Way to Go* to evaluate the impact this campaign had on donors within the *James Madison University* community. *Way to Go* can evaluate the effectiveness of the campaign by surveying car donors both before and after the campaign is run. The post-survey could be a part of the donation process and could be as simple as asking how the donor found out about *Way to Go*. When the donor goes to *Way to Go* to drop off the car to donate, the donor would be asked if and when a campaign was seen, if the campaign was effective, would the

donor share the ad campaign to fellow consumers. Since there would be a survey before the campaign and after the campaign, there would be physical data to see if the campaign worked effectively or not based on if the reach frequency goals were met.

## **Benefits**

This proposal allows for *Way to Go* identify its target market and where it can extract the most donations from. It allows for the organization to see the demographics of two types of potential consumers it could target and most importantly methods it can implement to effectively advertise. Some markets are not affected by certain media vehicles so this report will help narrow its resources. This proposal also provides creative deliverables created for *Way to Go* that align with its creative strategy.

### ***Benefit: Identify Specific Media Vehicles***

This proposal allows for *Way to Go* to identify specific media vehicles for each target audience. This proposal has gathered research on each target audience the “Faculty Member” who is the primary consumer, and the “Empty-Nester” who is the secondary consumer. The research has shown that the faculty member has more of a social media presence, and is much more aware of how to navigate the internet than compared to the “Empty-Nesters.” “Empty-Nesters” are more influenced by traditional forms of media, like radio advertisements and print ads. This proposal gives insight on how *Way to Go* can effectively utilize its resources, and how that differs between each consumer.

***Benefit: Better Understand Target Audiences***

This proposal offers deeper insight into the primary consumers that would donate to this organization. The “faculty member” is the primary consumer who would be the most effective way to advertise to, and in turn receive donations. Consumers are more susceptible to digital forms of advertising so it would be best to invest in digital resources for the best R.O.I. The secondary market is the “Empty-Nesters” who are retired members of the community, who may not have a need for a car anymore as their age increases. Research in creating these two target consumers is beneficial for *Way to Go* because now it can have a better understanding of its audience’s lifestyles, demographics, and in turn, know how to reach them.

***Benefit: Media Deliverables***

This proposal gives clear deliverables that can be used for *Way to Go*. Based on the research, these ads are the most effective and tailored for each target market. This proposal provides a *Facebook* post, poster, newsletter, newspaper print ad, and radio ad. Each advertisement is meant for the respective specific target audiences. These are creative, well-constructed infographics that embodied *Way to Go*’s creative message. These ads use *Way to Go*’s color theme white, green, and blue, and the same font style, “Open Sans” used on its website.

## Powerpoint Presentation




# Campaign

SMAD 305: Topics in Media Production- Audience Analysis & Media

Section 0001


12/4/2019

*Julia Tummino, Summer Rawls,  
Paige Townshend, Nicole Wishard,  
Andrew Krysinski*






## Organization Background



- Way to Go was started in 2002 to assist working individuals in the city of Harrisonburg and Rockingham County, Virginia ("WaytoGo", 2019).
- Up until 2005 Way to Go was a part of a public transit program called Community Association For Rural Transportation.
- Now are a charitable organization and *United Way* certified agency
- Employees
- Competition: *NPR*, churches, Children's Hospital of The Kings Daughters
- Current media outlets : Email blast, *Twitter*, *Facebook*





## Media Objectives




- 


(Craig, 2019)
- 



(Craig, 2019)
- 


American Red Cross




("Donation in Harrisonburg, VA," 2019)

## Target Audience



"Empty-Nester" Secondary Consumer

- Married male or female, around the age of 65 years old or older. Retired with lower midscale income with median household income
- Lives in Rockingham county area, within a suburban style neighborhood
- VAL type "Survivor," (SBI, 2005- 2019)
- Does not know how to navigate the internet, so relies on W.O.M or traditional media for news. Heavy TV user, watches the nightly news (SBI, 2005-2019)



## Target Audience



### "Faculty Member" Primary Consumer

- Married male around the age of 55 years old or older, and has children but are adults that they no longer live with.
- Occupation as a college professor or faculty member. Lives in Rockingham county area, within a suburban style neighborhood.
- VAL type "Thinker" & "Innovator" (SBI, 2005-2019)
- Reads newspaper daily, listens to NPR radio, and does not rely heavily on the internet for its primary source of news but is somewhat active on social media



#### Peter Johnson



"Being able to give back to my community and still receive tax compensation is the best of both worlds"

Age: 55  
 Ethnicity: Caucasian  
 Occupation: College Professor  
 Family: Wife and Two Kids  
 Income: \$61,000  
 Location: Harrisonburg, VA  
 Degree: Bachelor of Science in Anthropology from Rutgers, Master's degree from Lehigh University  
 Val: Innovator / Thinker

#### Personality

Introvert ☐ Extrovert ☒  
 Thinking ☒ Feeling ☐  
 Sensing ☐ Intuition ☒  
 Judging ☐ Perceiving ☒

Hardworking ☒ Practical ☒ Ambitious ☒

#### Interests

- He values his career and time with his family
- Cares about the community
- Keeps up with the latest technologies
- Volunteering at Shenandoah Valley
- Research trips to different countries - frequent travel

#### Motivators

- Helping others
  - likes to help people because of how it makes the person's life easier
- Family
  - wants to do right by his family and set a good example
- Sense of Purpose / Self Exploration
- Giving Back to the Community
- Tax Break

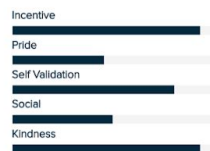
#### Bio

Peter Johnson is a 55 year old man who earned his Bachelor of Science in from Rutgers University where he went on to get his master's degree from Lehigh. Peter met his wife, Laura, while they both studied at Lehigh University. Together they have two college aged children, Sarah who is 20, and Matt who is 18. They live in a new development neighborhood in the Harrisonburg community. Peter is a College Professor that is passionate about his career. When Peter is not at work he enjoys getting involved in the community and volunteers when he can.

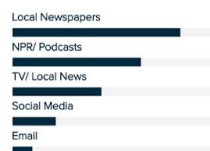
#### Behaviors

- Look for value in products he buys, brand loyal
- price sensitive and not willing to spend more on necessary items
- Does research before making a big purchase or donation
- Isn't up to date on social media

#### Internal Motivations



#### Ways to Reach User

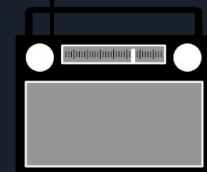




## Creative Message Strategy



- Radio ad, email newsletter, poster, Facebook post, and newspaper ad
- “Faculty member” - more tech savvy, and open to digital forms of advertising
  - Facebook post and Email Newsletter
- “Empty nester” - traditional forms of advertising
  - Radio ad, Newspaper ad, and print
- Emphasizing direct local impact



## Email Newsletter

- Free
- Easy to curate, easy to send out to a large demographic, and virtually free to produce
- Almost all of the older demographics have an email and check it daily, especially Way2Go’s primary consumer “Faculty Members.”

### WAY2GO NEWS

way2go.org

#### WHO WE ARE

In our vision for our community, no low-income working family's employment opportunities will be compromised by a lack of affordable, dependable, legal, and safe transportation. Without this, these families struggle each day to reach the job or training that could bring them economic security.

Way to Go is committed to helping families in our community become more self-sufficient and financially independent by assisting them with urgent vehicle transportation needs.

#### WE NEED YOUR HELP

Way to Go is urgently seeking good, used vehicles to be awarded to Board-approved clients. Our clients are low-income, hard-working residents of Harrisonburg and Rockingham who do not have a vehicle of their own or access to public transportation.

\*We follow IRS guidelines for donation of used vehicles. All donations are tax-deductible. Vehicles suitable for award to a client qualify as a tax deduction based on the fair market value of the vehicle.

#### Donation of the Month

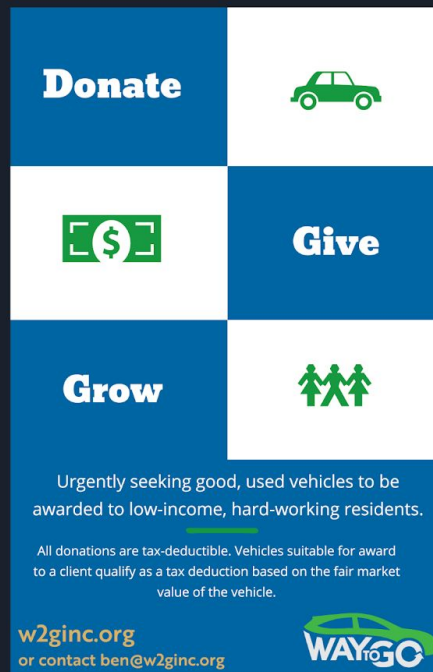
We had the privilege of awarding this donated vehicle to a hard-working father of two (and grandfather of 11). This was particularly a special and appropriate award on this day, given the client lost three close relatives in the terror attacks on 9/11 in the World Trade Center. We are happy and comforted to have assisted him with a little bit of freedom in the form of transportation access - a vehicle remains a symbol of freedom and independence in America.





## Poster

- \$65 for 100 posters (Staples, 2019)
- Placed around the James Madison University Campus and in Downtown Harrisonburg.
- Will reach both Our Primary “Faculty Member” and “Empty Nesters”.
- Gives options for students to help as well.



## Radio Ad

- \$425 to run for a week (WKCY Radio Advertising Costs, 2019)
- Harrisonburg 104.3 WKCY Country station
- Run during the morning commute



### Way2Go Radio Advertisement

30 Seconds

Voice	Music & SFX	Duration
Speaker: Do you have a used car in good condition?	Fade in and out	4 seconds
Way2Go is seeking good, used vehicles to be awarded to low-income, hard-working residents of the Harrisonburg community.	Music: Once again by Benjamin Tissot From 8-38 seconds <a href="https://www.bensound.com/royalty-free-music/track/once-again">https://www.bensound.com/royalty-free-music/track/once-again</a>	8 seconds
Donating to Way2Go qualifies as a tax deduction based on fair market value of the vehicle.		8 seconds
Help to empower your community to build a better future for themselves and their families.		7 seconds
Visit w2ginc.com for more details.		3 seconds

## Facebook Post

- Will run for 2 weeks for \$5 a day (Wolter, 2019)
- Boost to specific audience




## Newspaper Ad


- *Daily News Record*
- ran for two sundays
- 2x3 inch ad, \$186 per run (Cost of Newspaper Advertising in Harrisonburg, 2019)



# Donate a Car



**Benefiting the local Rockingham community to help improve the quality of life for residents**



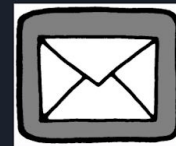
Go to <http://w2ginc.org/donate/> for more information or contact our office at (540) 705-6201 or [ben@w2ginc.org](mailto:ben@w2ginc.org) with any questions

## Media Strategy/Tactics

- **General**
  - Low Budget Strategy
  - Mix of Traditional and Digital Media
- **Traditional Media**
  - Placement of Posters on JMU's Campus and Downtown Harrisonburg
  - Radio Spot on *Harrisonburg 104.3 KCY Country* station (6am-10am)
  - *Daily News Record* ads run on Sunday
- **Digital Media**
  - Email Newsletter sent out to mailing list on Tuesdays
  - *Facebook* ad boosted to target audience



**Daily News-Record**



## Schedule

**JANUARY 2020**



SUN	MON	TUE	WED	THU	FRI	SAT
			1	2 Put up posters downtown and around campus	3 Start of Facebook post boost	4
5 Newspaper ad run	6	7	8	9	10	11
24 Newspaper ad run	13	14	15	16	17 End of Facebook post boost	18
19	20 Radio ad starts airing	21 Newsletter sent out via email	22	23	24 Radio ad ends airing	25
26	27	28	29	30	31	

## Budget




- \$1,000 Budget over 5 media strategies
  - Newsletter
    - Free
  - Posters
    - \$65 per 100 posters (*Staples*, 2019)
  - Facebook
    - \$70 for 2 weeks (*Wolter*, 2019)
  - Newspaper
    - \$372 for two-time run in the *Daily News Record* (Cost of Newspaper Advertising in Harrisonburg, 2019)
  - Radio
    - \$425 for the production cost and run cost for a week in Harrisonburg (*WKCY Radio Advertising Costs*, 2019)



## Benefits



- Identify Specific Media Vehicles
- Better Understand Target Audiences
- Media Deliverables



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