

CASE STUDY



WCPE, TheClassicalStation.org

ASSIGNMENT

Increase local, regional and national awareness and listenership to WCPE, TheClassicalStation.org. WCPE is an all classical music radio station with tower broadcasting in central North Carolina and southern Virginia, cable and satellite reception across North American and six different live streaming formats available globally.

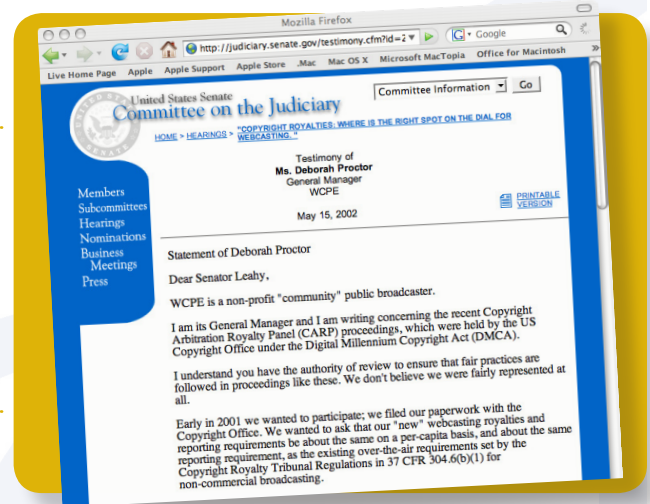
TARGET AUDIENCE

WCPE's primary target audience is semi-affluent to affluent Americans over the age of 45 who are arts enthusiasts and would translate their appreciation into donations to the 100 percent listener supported station.

SPECIAL CHALLENGE

Hotly debated Internet streaming and satellite transmission royalty regulations had the potential of crippling the station financially if the royalty collection agency decided to charge WCPE royalties based on the letter of the law as opposed to the intent of the law. This meant the promotion of the station's broadcast formats had to be extremely subtle as to not draw undue attention, and ad placement outside the tower broadcast footprint was impossible.

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The Herald-Sun
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TechJournal
S O U T H

TACTICS

Articulon led several strategic planning meetings with WCPE to layout a course of action that would achieve results without putting the station at risk.

- First, Articulon began Web site SEO.
- Second, Articulon developed a steady stream of news releases about WCPE uniqueness which included:
 - ♦ listenership on all seven continents around the globe
 - ♦ free educational resources
 - ♦ Major events such as:
 - ❖ the WCPE tower being featured on Discovery Channels' show Hazzard Pay
 - ❖ IBM honoring the late Al Rucchio for his work as host of WCPE's Opera House program
 - ❖ WCPE's call to arms letter writing campaign, during the most public of the royalty controversy
- Third, Articulon worked with WCPE in generating weekly programming press releases distributed to local, regional and national entertainment and lifestyle reporters as well and classical music and arts publications.
- Fourth, all 52 releases in 2007 were posted to Web-based news sites to increase SEO.



RESULTS

In addition to WCPE being featured in local, regional and national print publications, WCPE's on-line listenership grew by 15 percent and on-line donation grew by 60 percent in one year.

COVERAGE

On-Line

All 52 releases included in:
 14 daily e-mail news feeds
 6 RSS feeds
 More than 100 internet news and blog sites

Print

12 feature stories and multiple lesser mentions in:
Times-News (Burlington, NC)
The News & Observer (Raleigh, NC)
The Herald-Sun (Durham, NC)
Tech Journal South
One Paper
The Independent (Raleigh, NC)
The Wake Weekly (Wake Forest, NC)
The Bulletin (Philadelphia, PA)
The Boston Globe (Boston, MA)
The Fayetteville Observer (NC)
Sunday Republican (Springfield, MA)
The News & Record (Piedmont Triad, NC)
The Daily Dispatch (Henderson, NC)


 The Boston Globe
 THE NEWS & OBSERVER