

#4

**COMPLETE**

**Collector:** Web Link 1 (Web Link)  
**Started:** Friday, February 25, 2022 11:50:42 AM  
**Last Modified:** Tuesday, March 01, 2022 9:31:49 AM  
**Time Spent:** Over a day  
**IP Address:** 174.97.55.138

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Page 2: Tell us who you are!

**Q1**

Your Contact Information

Name	Cheri Russo
Title	Community Engagement Manager
Station	WOUB Public Media
Email	russo@ohio.edu
Phone Number	7404073520

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Page 3: Which award are you submitting for?

**Q2** **Special Achievement/Innovation**

Select an award.

Page 7: SPECIAL ACHIEVEMENT/INNOVATION

**Q21**

Project Title

#WOUBProud Giving Tuesday Campaign

**Q22**

What was the overall goal of project, problem it sought to solve or opportunity it sought to leverage? (suggested word count 100-250)

The overall goal of the project was to increase WOUB membership support among Ohio University alumni who received student professional development training by working at WOUB as a college student in news and production.

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**Q23**

Describe the activity, what it achieved, and why it was successful. (suggested word count 200-400)

On Giving Tuesday, WOUB organized a social media/email campaign to encourage Ohio University alumni who worked at WOUB when they were in college to support the current student experience at WOUB. Alumni ambassadors shared their WOUB experience on social media and tagged their fellow former students encouraging them to become a member of WOUB to pay that experience forward.

**Q24**

Tell us any metrics or benchmarks that show the success of project. Please consider quantitative and qualitative data. (suggested word count 100-250)

Financially, two campaigns (December 2020 & November 2021) attracted 210 new alumni members (48 who are monthly sustainers) and raised \$27,000 in membership dollars. The campaign also inspired a \$125,000 philanthropic gift to support student professional development at WOUB. New engagements launched include a WOUB Alumni Engagement Group which started the "WOUB Mentoring Program" (pairs current student with Alumni), "WOUB Wednesday" virtual Alumni speakers series, and the "WOUB Job Connection Program" (Alumni using connections in the industry to bring media recruiters to campus to interview students for career opportunities).

**Q25**

Tell us how the project leveraged national or local content (primetime, KIDS, pop-out, etc). (suggested word count 100-250)

The campaign leveraged local content by developing new opportunities for those who participated in past local broadcast productions and then moved on to successful media careers, to support the ongoing production efforts of content that led to their individual accomplishments.

**Q26****Yes**

Do you have any supporting files, links, or other items? (optional)

Page 10: Additional Items

**Q33**

Please upload all items as a single file.

woub\_2021\_pledge\_gt\_300x250.jpg (63.8KB)

**Q34**

You may use this space to provide links/URLs. Please provide a brief description for each.

Thank you video produced after first year - December 2020 - <https://www.youtube.com/watch?v=olcmOKnMT3g>

#WOUBProud Facebook Hashtag page showing alumni posts in support of campaign - <https://www.facebook.com/hashtag/woubproud>

Page 11: Tell us more!

**Q35**

The Development Awards are a key annual project of the Development Advisory Committee (DAC). Please let us know how else the DAC can serve you, your station, or the system as a whole.

N/A

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