



WUTT Radio
UNIVERSITY OF TAMPA'S 1080 AM

WUTT & PRIME TIME DIGITAL

THE WHY

WUTT HAS AN EXTREMELY WEAK FOLLOWING OF STUDENTS ON CAMPUS, SO WE WANT TO ENCOURAGE PARTICIPATION AS DJS... WHICH WILL LEAD TO INCREASED AWARENESS.

THE WHO

WE'RE TALKING TO COM, ART, AND EMAT MAJORS THAT TYPICALLY SPORT A CREATIVE MIND AND A DESIRE TO SHARE THAT CREATIVITY WITH THOSE AROUND THEM. THEY HAVE ACTIVE SOCIAL LIVES AND ARE INTERESTED IN MUSIC.

THE HOW

WUTT IS A STUDENT-CREATED EXPERIENCE.

THE "WUTT"

WUTT'S YOUR STORY

CREATIVE STRATEGY 04

FIRST OF ALL, THERE ARE FEW THINGS THAT SHOULD BE DISCUSSED BEFORE WE GET DOWN TO OUR CREATIVE BUSINESS. THERE IS A HUGE LACK OF EXCITEMENT OVER WUTT HERE AT UT, BUT THAT COULD BE FOR MULTIPLE REASONS. WUTT HAS TAKEN A BACK BURNER FOR YEARS NOW, AND WE THINK IT DESERVES A LITTLE MORE "FRONT AND CENTER!"

ISSUE #1

LET'S START WITH THE FRONT LINE: THE CLASS. MOST OF THE DJS ARE "ACADEMICALLY ENCOURAGED" TO PARTICIPATE AS PART OF A PRACTICUM IN BROADCAST MANAGEMENT COURSE. MOST STUDENTS TAKE THE COURSE BUT DON'T KNOW THAT HOSTING AN ACTUAL RADIO SHOW IS REQUIRED.

SOLUTION #1

WHY DON'T WE CHANGE THE NAME OF THE COURSE TO SOMETHING LIKE "RADIO BROADCASTING"? THAT WOULD ELIMINATE SOME CONFUSION AND ATTRACT PEOPLE WHO ARE ACTUALLY INTERESTED.



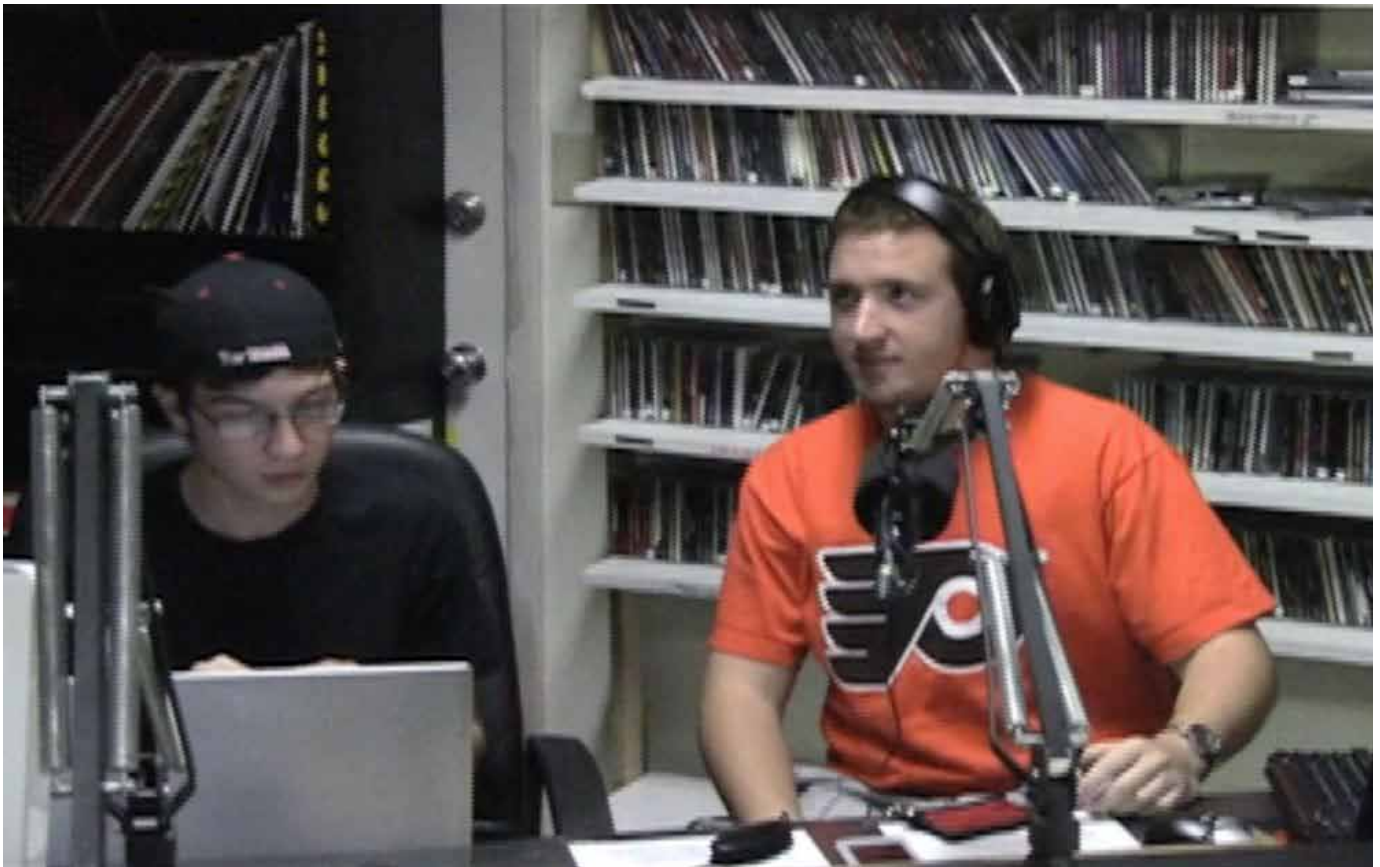
ISSUE #2

WUTT SUFFERS FROM MULTIPLE PERSONALITY DISORDER ONLINE. OVER THE PAST FEW YEARS, DIFFERENT DJS HAVE CREATED DIFFERENT WEBSITES FOR THE ORGANIZATION. UG. THE UT WEBSITE LINKS TO SOME SITE THAT HASN'T BEEN UPDATED SINCE 2008.

SOLUTION #2

BUILDING A SIMPLE WEBSITE WITH A CMS LIKE WORDPRESS WOULD GIVE EVERYONE A CHANCE TO EDIT THEIR SHOW INFO WITHOUT NEEDING TO KNOW CODE. THEN, UT WOULD ALWAYS HAVE THE RIGHT LINK.

SURPRISE, SURPRISE... COLLEGE STUDENTS SPEND OVER AN HOUR A DAY ON SOCIAL NETWORKING SITES. *TIME MAGAZINE* EVEN CLAIMED THAT FACEBOOK WAS MORE POPULAR THAN PORN. SO, WHY RE-INVENT THE WHEEL? WE WILL RECORD DIFFERENT DJs SHARING THEIR STORIES AND CREATE A SERIES OF VIDEOS THAT WILL PREMIERE ON FACEBOOK AND YOUTUBE.



THESE VIDEOS WILL HIGHLIGHT EACH DJ'S LOVE OF MUSIC AND HOW WUTT GIVES THEM A CHANCE TO SHARE THAT LOVE WITH THEIR FRIENDS.

YOU CAN FIND AN EXAMPLE OF A VIDEO WE'VE ALREADY MADE ON YOUTUBE!
[HTTP://WWW.YOUTUBE.COM/WATCH?V=WPNMZICEOVC](http://www.youtube.com/watch?v=WPNMZICEOVC)

CREATIVE VIDEOS 04

DO YOU KNOW WHAT GOES ON IN A RADIO STUDIO WHEN THEY AREN'T ON THE AIR? LET'S JUST SAY THE PEOPLE ARE JUST AS... DIVERSE... AS THE MUSIC THEY PLAY. BEING ON A COLLEGE CAMPUS, VARIETY IS IMPORTANT TO GET PEOPLE INTERESTED, AND WE WANT EVERYONE TO KNOW WHAT WUTT HAS TO OFFER.

RADIO SHOCK: WUTT [30 SEC SPOT]

SCENE 1: INT. WUTT RADIO STUDIO
STUDENT DJ TALKING INTO MICROPHONE IN
STUDIO

AUDIO: DJ TALKING

[FAST CUT]



SCENE 2
STUDENT DJs LAUGHING AND TALKING
(BASICALLY A RAVE)

AUDIO: HOUSE MUSIC

[FAST CUT]



SCENE 3
STUDENT DJs HEADBANGING

AUDIO: DEATH METAL SCREAM

[FAST CUT]



05 CREATIVE VIDEOS (CONT.)

SCENE 4

STUDENT DJs SHAKING MARACAS

AUDIO: MARIACHI MUSIC

[FAST CUT]



SCENE 5

STUDENT DJs RAPPING ON THE TOP OF THE DESKS

AUDIO: RAP MUSIC

[FAST CUT]



SCENE 6

JANITOR VACUUMING IN THE STUDIO

AUDIO: FAINT WHISTLE

[SLOW FADE]



SCENE 7

YOU CAN STILL SEE THE JANITOR VACUUMING IN THE BACKGROUND, BUT SLIGHT BLACK OVERLAY WITH MESSAGE FADES IN TOP.

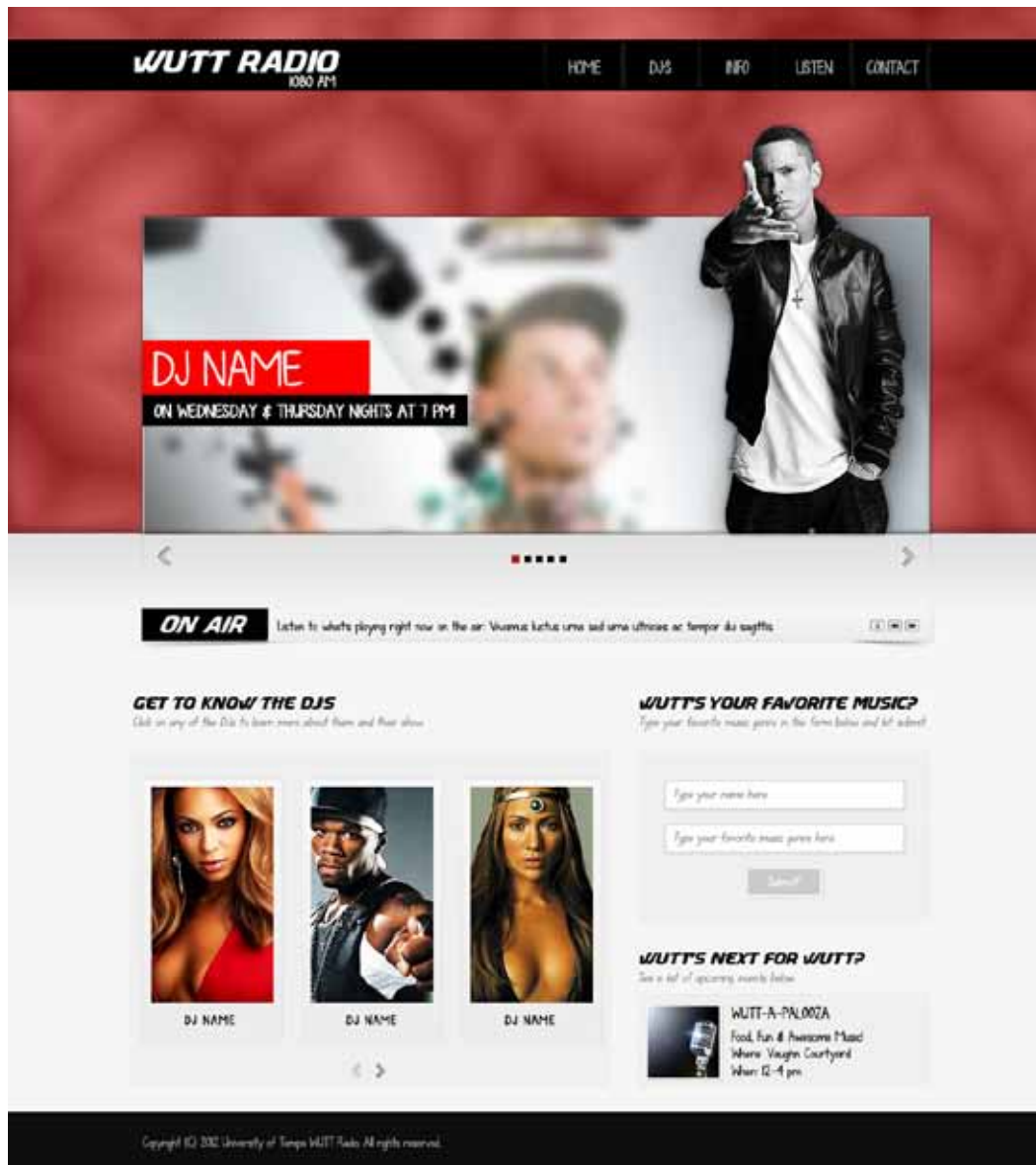
TEXT: WUTT'S YOUR STORY? UT'S ONLY RADIO STATION... 1080 AM

[FADE TO BLACK]



CREATIVE WEBSITE 06

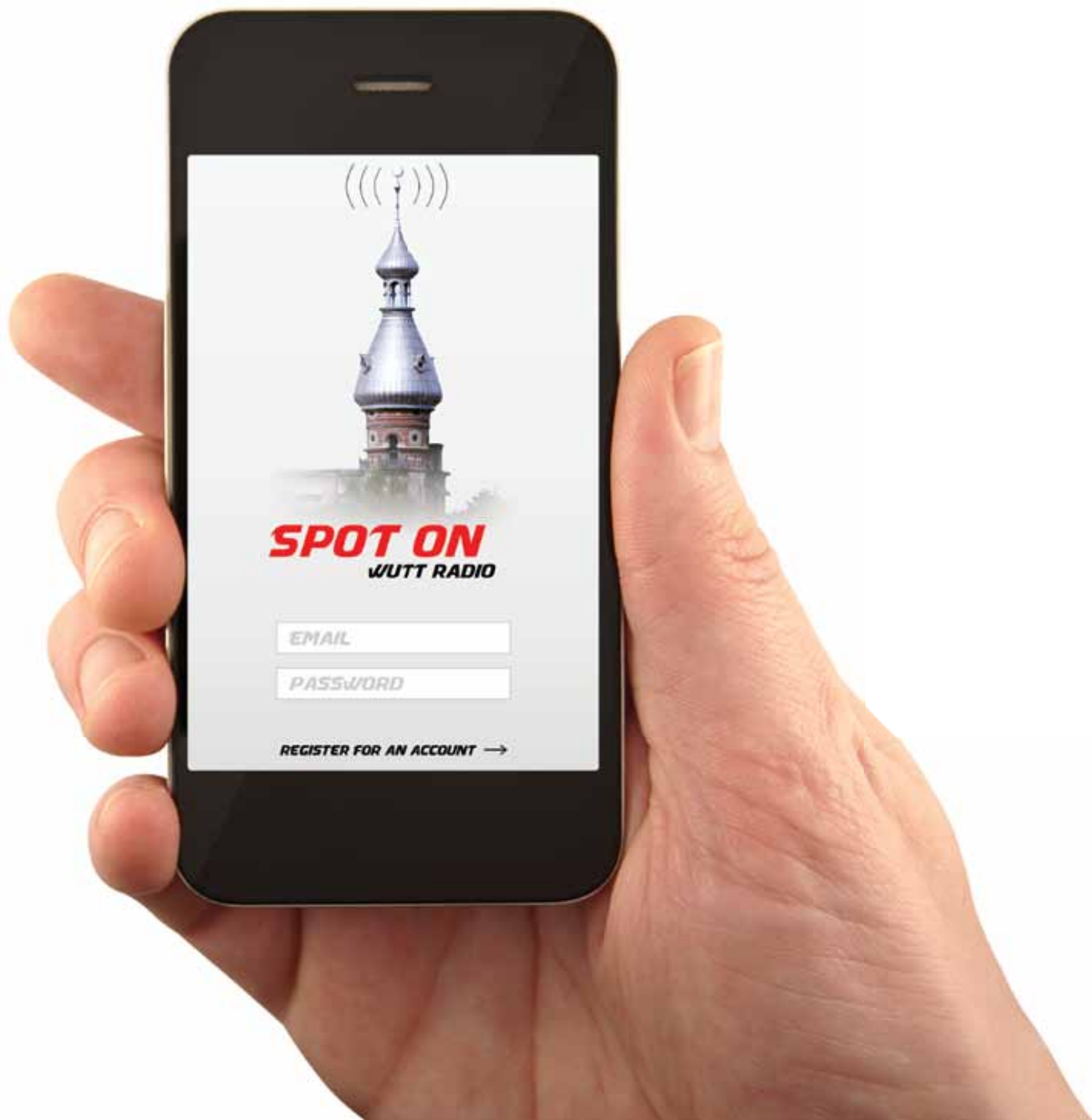
A NEW WEBSITE WILL GIVE DJs A CHANCE TO PROMOTE THEIR SHOW, SHARE THEIR STORY, AND BLOG ABOUT WHATEVER THEY WANT--ALL IN ONE PLACE. WITH THE CLICK OF A BUTTON, LISTENERS CAN STREAM WUTT LIVE, GET INFO ON EVENTS, AND MUCH MORE!



THE SITE WILL GIVE VIEWERS A CHANCE TO CONNECT WITH DJs BASED ON THEIR SHARED MUSICAL TASTES. BASED ON THEIR FAVORITE GENRE OF MUSIC, THE SITE WILL TAKE THEM TO THE PROFILE OF A DJ WHO PLAYS THAT MUSIC. EACH PROFILE PAGE GIVES THE 411 ON THEIR SHOW, THE DJ'S STORY, AND FEATURES A PLAYLIST CREATED BY THAT DJ COMPILED SPECIFICALLY FOR THAT LISTENER. VIEWERS WILL ALSO BE ABLE TO SHARE THEIR OWN STORY ON THEIR OWN PROFILE PAGE.

07 CREATIVE MOBILE APP

THE EXCLUSIVE **SPOT ON** MOBILE APP GIVES STUDENTS YET ANOTHER CHANCE TO **CONNECT** WITH WUTT DJS. AFTER USING THEIR UT EMAIL ADDRESS TO **REGISTER**, LISTENERS "**CHECK IN**" AT ANY OF THE BUILDINGS ON CAMPUS FOR A **SPECIAL PLAYLIST** BY DIFFERENT DJS. EACH SONG THAT'S PLAYED HAS A POINT VALUE, WHICH RUNS UP A **TOTAL SCORE**. AT THE END OF THE MONTH, THE LISTENER THAT **REDEEMS** THE MOST POINTS WINS **KICK-ASS PRIZES** LIKE CONCERT AND MOVIE TICKETS.



TEAM: PRIME TIME DIGITAL

ALVARO GABALDON

JOHN JACOBS

AUBREY LOVELL

KASSIE MONSEES

SPECIAL THANKS

WE'D LIKE TO THANK PROFESSOR SCREMIN FOR HER EXPERT ADVICE,
AND THE STUDENT BODY AT UT FOR MAKING THIS CAMPAIGN POSSIBLE.