

Best Use of Digital/Social Media Submission – KWSB 91.1 FM

KWSB 91.1 FM skillfully integrates digital and social media to elevate its football game coverage, fostering engagement within the Western Colorado University community through multiple platforms. The campaign features vibrant Instagram posts with dynamic captions that build anticipation for key matchups and playoff games. These posts emphasize broadcast times, streaming links, and commentary teams, driving audience participation both online and on-air. Complementing the digital outreach, KWSB distributed visually compelling flyers across campus and via school emails, effectively reaching students, faculty, and staff. These flyers showcased game schedules and provided easy access to broadcast details, reinforcing the station's presence during a pivotal season for Western athletics.

By blending social media with traditional promotions, KWSB strengthened its connection with the university community, boosting listenership and school spirit. This comprehensive strategy demonstrates how digital tools, when combined with offline efforts, can drive engagement and bring campus events to life for a diverse audience.



Appendix 1: Instagram post for KWSB 91.1 FM's live coverage of the Western Colorado University football game. The post highlights broadcast details and encourages audience engagement.



Appendix 2: Flyer promoting KWSB 91.1 FM's football game broadcasts, distributed via school emails and posted across campus, featuring schedules and streaming information to maximize visibility and attendance.



Appendix 3: Instagram post for KWSB 91.1 FM's live coverage of the Western Colorado University football game. The post highlights broadcast details and encourages audience engagement.



KWSB 91.1 FM presents...
Western Colorado University vs. Colorado Mesa University
Broadcast Starts at 12:30 PM
LIVE ON 91.1 FM OR KWSB.org
Studio Engineers: Lorena Ayala and Amelia Kaleta
November 16th live in Grand Junction

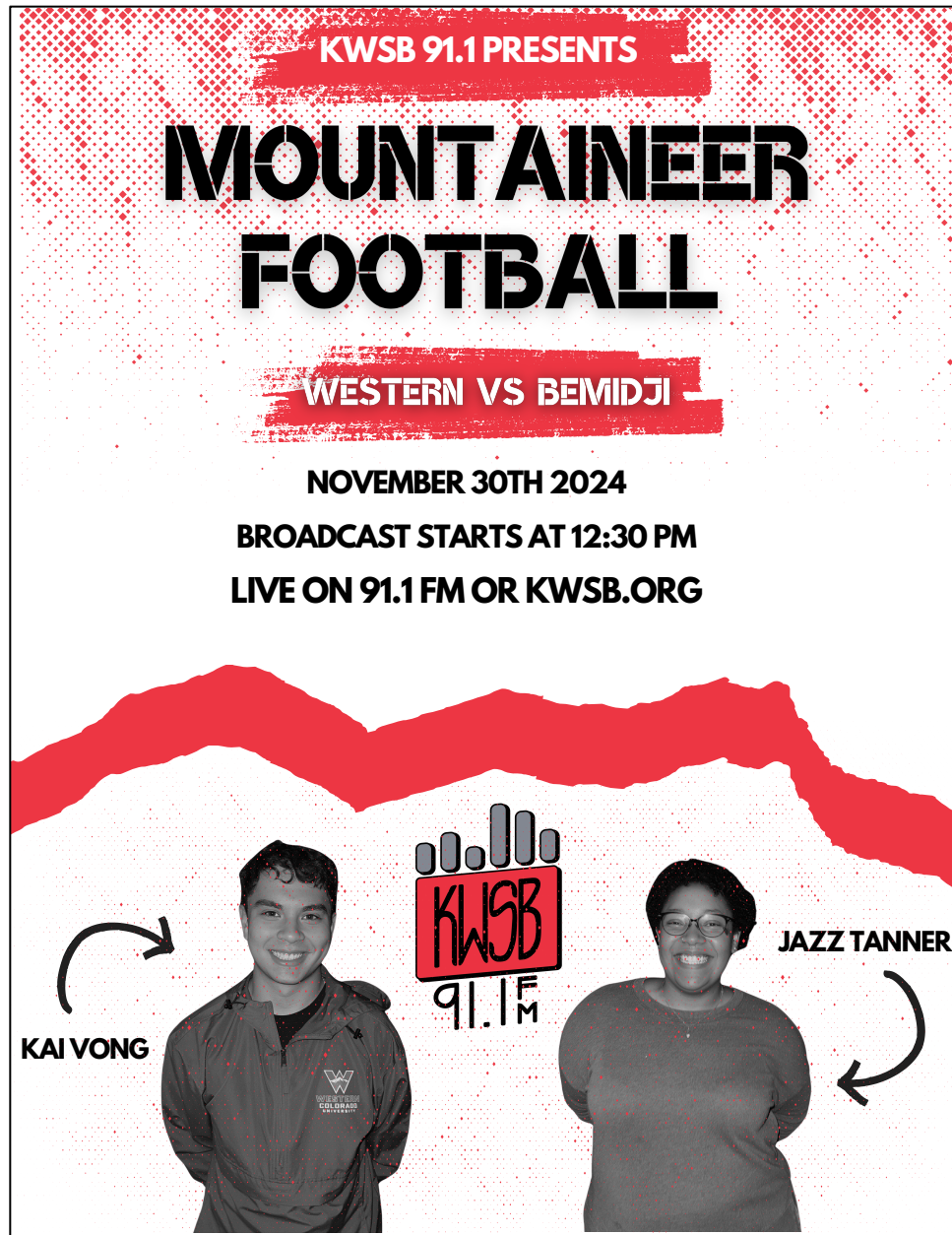
Appendix 4: Flyer promoting KWSB 91.1 FM's football game broadcasts, distributed via school emails and posted across campus, featuring schedules and streaming information to maximize visibility and attendance.



Appendix 5: Instagram post for KWSB 91.1 FM's live coverage of the Western Colorado University football game. The post highlights broadcast details and encourages audience engagement.



Appendix 6: Instagram post for KWSB 91.1 FM's live coverage of the Western Colorado University football game. The post highlights broadcast details and encourages audience engagement.



Appendix 7: Flyer promoting KWSB 91.1 FM's football game broadcasts, distributed via school emails and posted across campus, featuring schedules and streaming information to maximize visibility and attendance.