



WKAR IS FOR YOU

Building a Statewide Digital Advocacy & Fundraising Campaign in the Face of Federal Funding Recission

A Case Study



The WKAR Value campaign banner, used consistently across all three campaign pages.

Organization: WKAR Public Media (Michigan State University)

Role: Digital Lead

Timeline: December 2024 – July 2025 (framework continued in use beyond departure)

Context: National recission of federal public media funding (CPB)

Executive Summary

In late 2024, the federal government moved to rescind funding for public media through the Corporation for Public Broadcasting, putting a significant share of WKAR Public Media's operating budget at risk. As Digital Lead, I worked closely with WKAR leadership and our national partners (PBS, NPR, and CPB's Protect My Public Media initiative) to execute the digital backbone of WKAR's response: a statewide advocacy and fundraising campaign designed to make the public case for public media, mobilize community voices, and convert that support into sustaining donations.

The campaign, built around the message “WKAR is for you,” combined national PBS and NPR value messaging, Michigan State University institutional assets, and WKAR's own local storytelling into a cohesive, three-part digital experience: a central value/donation landing page, a story-submission page, and a public-facing testimonial showcase. My role was collaborative and executional: I consulted with leadership and national partners on strategy and messaging, then built and maintained all three properties, coordinated cross-departmentally with membership, marketing, and production, sourced and implemented a third-party vendor for video and audio testimonial collection, and wrote the operational documentation that let the campaign run without interruption through a period of medical leave, during my third trimester of pregnancy, while onboarding a new social media specialist and a fresh cohort of interns.

During my time on the campaign, it generated more than 30 written, audio, and video testimonials from community members, which were repurposed into ongoing social and digital content. The framework I built continued to run after my departure from WKAR in July 2025, and WKAR has since collected many more testimonials on top of that original 30+, continuing the same public-facing sharing strategy.

3	30+	2
interconnected digital assets built and led	testimonials collected during my tenure (many more collected since)	leadership transitions navigated (FMLA + new hires) without a gap in campaign operations

The Situation

Beginning in December 2024, public media stations nationwide faced the real prospect of losing federal funding through the Corporation for Public Broadcasting. That funding, for many stations, underwrites local journalism, emergency alerting, and free educational programming. For WKAR, based at Michigan State University and serving the capital region and mid-Michigan, this meant an urgent need to make the case for public media's value directly to the community it serves, and to convert that public sentiment into concrete, sustaining financial support.

This was not a single fundraising push. It needed to function as an ongoing, always-on campaign: something that could hold national talking points, MSU institutional identity, and deeply local WKAR storytelling together in one place, adapt as the funding situation evolved, and keep collecting community voices over many months rather than a single appeal window.

My Role

My role on this campaign was collaborative and strategic rather than singular: I consulted on decisions that were ultimately shaped by WKAR leadership and our national partners, then executed that direction across web,

social, YouTube, and email, working alongside interns, our social media specialist, WKAR's Director of Marketing, membership, and production:

- Built and maintained the three core digital properties that anchored the campaign (detailed below), implementing messaging and strategic direction developed with leadership and national PBS/NPR partners.
- Consulted and worked cross-departmentally with marketing, membership, and station leadership to align messaging, calls to action, and donation pathways, then executed that alignment across our digital channels.
- Collaborated with and helped coordinate a team of digital specialists and interns, including onboarding a new social media specialist and incoming interns mid-campaign, to produce the content that populated the campaign across web and social.
- Researched, vetted, and recommended a third-party vendor for mobile and desktop video/audio testimonial collection, then led implementation and promotion.
- Authored a 20+ page operational document so the campaign could run without me during FMLA leave (March 22–June 2025), and trained colleagues and supervisees to execute against it.

I did this work through my third trimester of pregnancy, while simultaneously onboarding new team members. That timing shaped how I approached documentation and delegation from the start. The campaign needed to be able to run without me being the single point of failure, well before I actually left on leave.

Strategic Considerations

From Reactive to Proactive, on a Tight Deadline

This campaign didn't start with the luxury of a normal planning runway. The funding recession moved fast at the federal level, so the first phase of the campaign was necessarily reactive. It was built and launched quickly to get WKAR into the conversation while the situation was actively developing, using national PBS and NPR assets as a fast-moving foundation while local creative was still being gathered. As the campaign matured, it shifted deliberately from reactive to proactive: building out the value pillars, the testimonial pipeline, and a repeatable content cadence so WKAR was setting its own pace and telling its own story, rather than only responding to the next piece of news out of Washington. I executed that shift day to day, consulting with leadership on pacing and priorities as the situation evolved.

The PBS national "Did You Know?" series is a clear example of that arc. In the campaign's earliest days, under deadline pressure, we used PBS's own national "Did You Know?" assets as-is to get accurate, on-brand advocacy content out immediately. As the campaign progressed and we had time to gather our own local photography and video, the team localized the series with WKAR-specific creative: our own studios, our own hosts, and our own community members, while keeping the PBS/NPR co-branding intact. I helped coordinate and execute that transition across our channels, so the fact-based advocacy messaging stayed consistent even as the visual execution became more distinctly WKAR's own.

Building for a Fatigued Audience

The campaign launched in the immediate aftermath of the 2024 election cycle, into an audience that was, understandably, worn out from months of political messaging. That timing shaped the strategy from the outset: this could not read as another partisan ask layered on top of an exhausting news cycle. Leadership and our national partners positioned the campaign's primary ask as advocacy: encouraging community members to contact legislators and submit public testimonials, with sustained financial giving as a real but secondary ask beneath it. I executed that direction across web, social, YouTube, and email. In a funding fight being decided in Washington, policy pressure from constituents was the more urgent lever than a donation appeal alone, and leading with advocacy let the campaign feel like civic participation rather than a repeat of election-season fundraising fatigue.

Comment Moderation Protocol

Public-facing advocacy content on social and YouTube reliably draws hostile and off-topic commentary, especially on a politically adjacent topic in a fatigued moment. I helped execute a comment moderation protocol for handling it, working with WKAR's membership office and marketing leadership to develop the actual response language we'd use so replies stayed consistent, on-brand, and aligned with how the organization was talking to donors everywhere else:

- Do not engage with negative or hostile comments. Responding gives conflict oxygen and signals to the algorithm, and to other visitors, that the post is a debate rather than a resource.
- Engage occasionally and selectively with positive comments, such as a like, a thank-you, or a brief reply, to reinforce the community members who showed up in good faith, without turning every thread into a moderation project.
- Remove any commentary that was genuinely harmful (harassment, hate speech, threats) per platform policy, rather than leaving it up in the name of open dialogue.

We also turned off commenting entirely on paid social advertising, as distinct from organic posts. An ad's comment thread is visible to everyone the ad reaches, including audiences well outside our existing followers. A

single inflammatory thread could color the brand's first impression for thousands of people who had no other context for WKAR. Organic posts stayed open and moderated under the protocol above; paid placements did not carry that risk.

One pattern became clear over the course of the campaign: consistently nurturing and reinforcing positive commentary correlated with more positive engagement persisting over time. Supportive commenters who got a small acknowledgment were more likely to keep showing up, while the accounts that starved negative threads of attention saw those threads lose momentum on their own. That pattern lines up with what the underlying platform data shows for this window: comments and shares grew faster than raw impressions on both Facebook and Instagram, consistent with a comment section that was, on balance, a healthier and more active place to engage rather than one increasingly dominated by conflict.

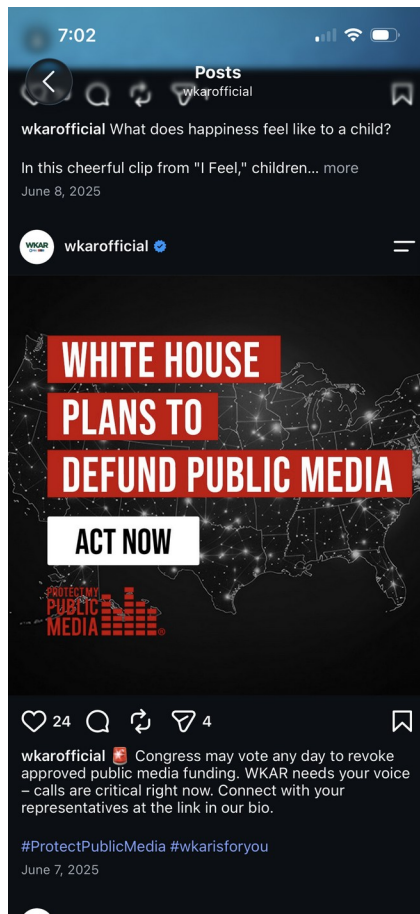
Aligning Creative Across Four Brand Partners

Every piece of creative had to satisfy four separate sets of brand and messaging guidelines at once: WKAR's own local identity, Michigan State University's institutional branding, PBS's national co-brand standards, and NPR's, plus staying on-message with Protect My Public Media, the national advocacy campaign the Corporation for Public Broadcasting and public media stations organized around. That meant checking every graphic, caption, and hashtag against all four before it went out. A local "Did You Know?" fact card, for example, had to carry the correct PBS and NPR co-branding lockups depending on which service the fact referenced, while advocacy-specific posts needed to carry Protect My Public Media's own visual identity and hashtag (#ProtectMyPublicMedia) so WKAR's individual voice stayed connected to the coordinated national push rather than looking like a one-off local campaign. On the NPR side specifically, we riffed off "For Your Right to Be Curious," NPR's own national social campaign, adapting its spirit into WKAR-specific content rather than just repeating the tagline verbatim.

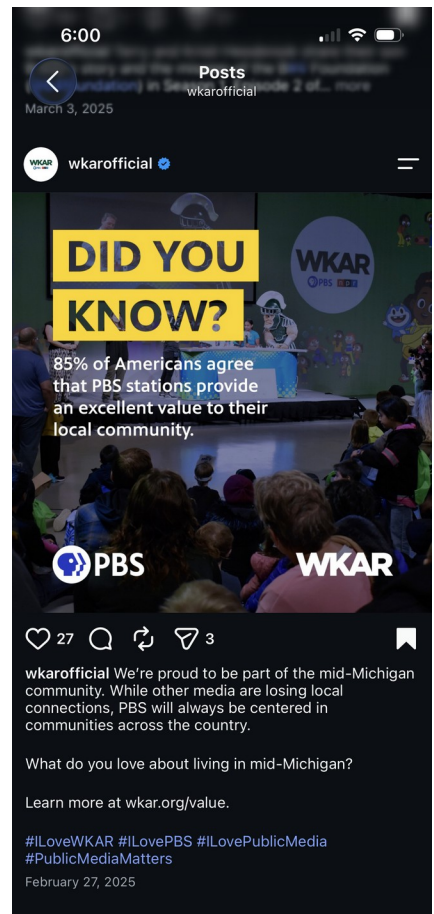
This creative direction was shaped by leadership and our national partners; I helped execute it day to day, working closely with our interns, the production team, and our social media specialist, who handled the hands-on design and video production. A representative sample of what that collaboration produced:



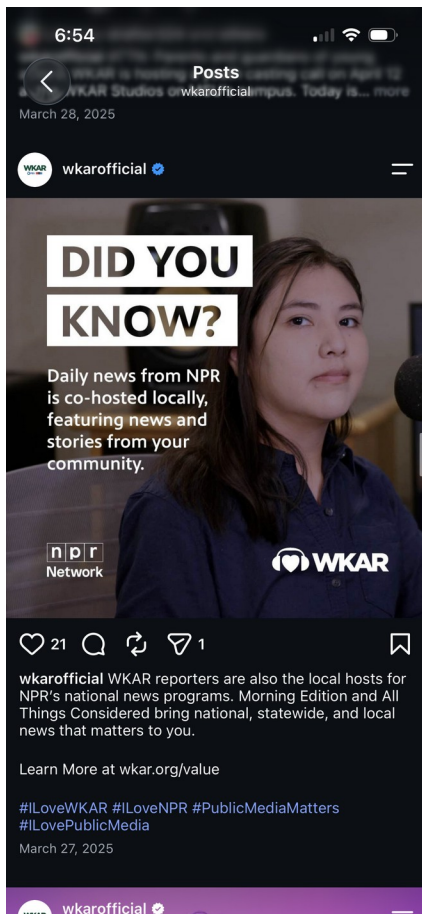
Protect My Public Media co-brand:
#ProtectMyPublicMedia



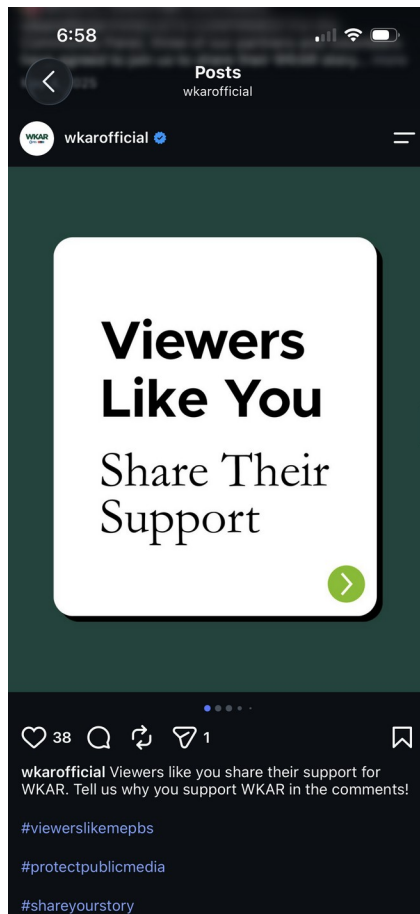
Protect My Public Media advocacy alert: “Act Now”



PBS national co-brand: “Did You Know?” fact card



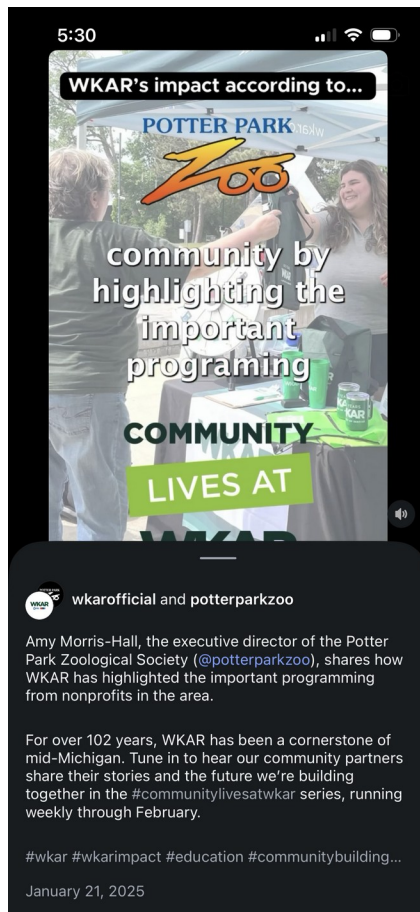
NPR Network co-brand: "Did You Know?" fact card



MSU institutional branding on a sustaining-gift ask



Testimonial quote card, sourced from the Value campaign's website submissions



Local nonprofit partner collaboration (Potter Park Zoo)

The Digital Campaign: Three Connected Properties

The campaign was organized around three purpose-built pages, each with a distinct job, all linking back to one another so a visitor could move fluidly between being persuaded, moved, and asked to act. I built and maintained all three, executing a structure and messaging strategy shaped in consultation with WKAR leadership and our national partners.

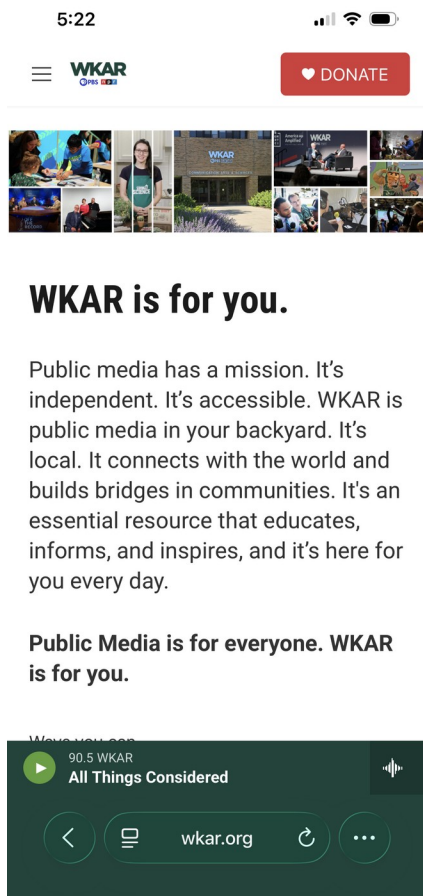
1. [wkar.org/value](#): The Value and Donation Hub

This was the campaign's home base: the page that made the actual case for public media's value and funneled that conviction directly into a donation ask. I built it as a scrolling, modular narrative rather than a single static appeal, implementing five distinct value pillars developed with leadership and national partners, each with its own color-coded header band and its own supporting stats and bullet points: trusted education for all ages, vital public safety information, free and quality content, local content reflecting the region, and the case that federal funding for public media is irreplaceable, closing on a trust-and-essentialness message. The federal-funding section carried the campaign's sharpest numbers: that this funding represents roughly .01% of the federal budget, works out to about \$1.60 per person annually, and supports local, community-managed stations reaching 99% of the U.S. population, including 24/7 service in rural and remote areas.

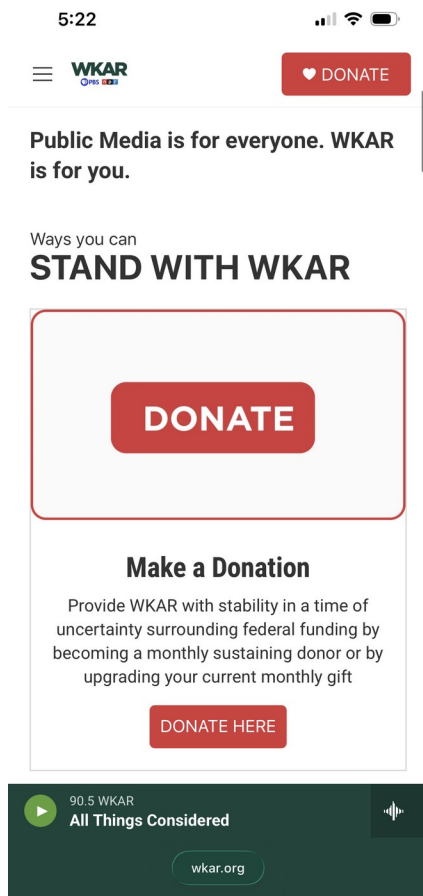
On load, the page pairs the WKAR/PBS/npr masthead with a persistent red DONATE button in the primary nav. The donation ask is never more than one tap away, on every scroll position. Directly below sits the local-identity photo collage (Curious Crew kids, Serving Up Science, the WKAR building on MSU's campus, America Amplified, Off the Record, and community events), grounding the national funding conversation in recognizably local faces and programming before a single word of copy loads. The page's opening headline is the campaign's own tagline, stated plainly and repeated as a closing line, and the body copy underneath defines public media's mission in accessible terms: independent, local, connective, and essential. The page also keeps a persistent live-audio player docked at the bottom of the screen (streaming 90.5 WKAR / All Things Considered), so a visitor can keep listening live while they read and, ideally, donate.

Just below the opening headline, a dedicated donation module presents the giving ask as its own card, with a plain-language explanation of what a sustaining or upgraded monthly gift does and its own donate button. It is immediately followed by a second card built the same way for the story-submission ask, complete with an embedded campaign video, so a first-time visitor sees giving and speaking up presented as two equally weighted, equally easy actions before they've scrolled past the fold.

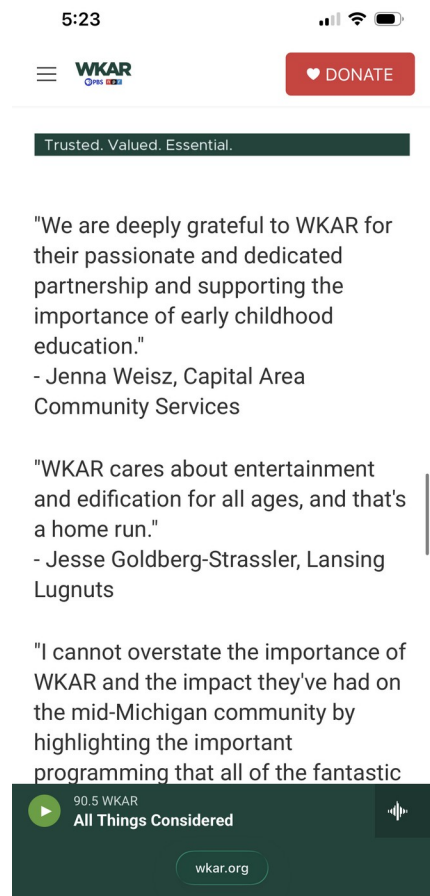
Further down the page, a WKAR-produced video and a set of pulled community-partner quotes reinforce the message with third-party credibility: Jenna Weisz of Capital Area Community Services on WKAR's early-childhood education partnership, Jesse Goldberg-Strassler of the Lansing Lugnuts on WKAR's entertainment and educational value, and Amy Morris-Hall of the Potter Park Zoological Society on WKAR's importance to the region's nonprofit community. The page closes with three cross-link cards: to WKAR Public Media's own mission statement, to the national PBS Value page, and to the NPR Network page. Each carries its own "Learn More" button, tying the local campaign back into the national conversation, followed by a standard WKAR footer with social links and the Michigan State University Board of Trustees copyright line.



Masthead, DONATE CTA, and opening headline



Ways You Can Stand With WKAR donation module

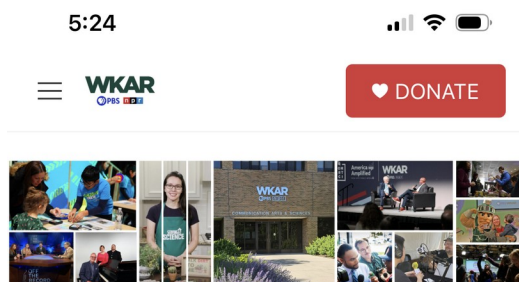


Community partner quotes (Capital Area Community Services, Lansing Lugnuts)

2. [wkar.org/your-wkar-story](https://www.wkar.org/your-wkar-story): Story Submission

This page existed for one reason: to make it as easy as possible for a community member to go from feeling something about WKAR to actually telling us about it, in whatever format was easiest for them. I built in three parallel submission paths: a text or written option, an embedded video and audio recorder, and a simple phone-in voicemail line. I didn't want format friction to be the reason a good story never got told.

Like the value hub, the page opens with the WKAR/PBS/npr masthead and persistent DONATE button, then leads with a headline, Share Your WKAR Story, and framing copy making the stakes plain: these testimonials help remind decision-makers that WKAR is essential to mid-Michigan and the state. That intro paragraph also links forward to the public showcase page, so a visitor could see what previous submissions looked like before deciding to add their own. It is another small, deliberate stitch tying the three properties into one loop.

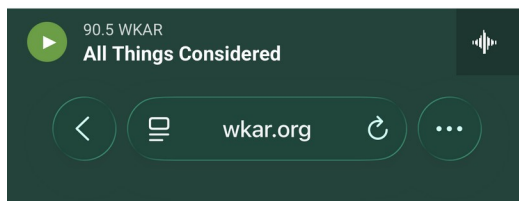


Share Your WKAR Story

Your testimonials will help us remind decision makers that WKAR Public Media is an essential agency serving our mid-Michigan community and the state of Michigan. See what people have already said about WKAR [here](#).

Send in Text or Record and Share Video or Audio

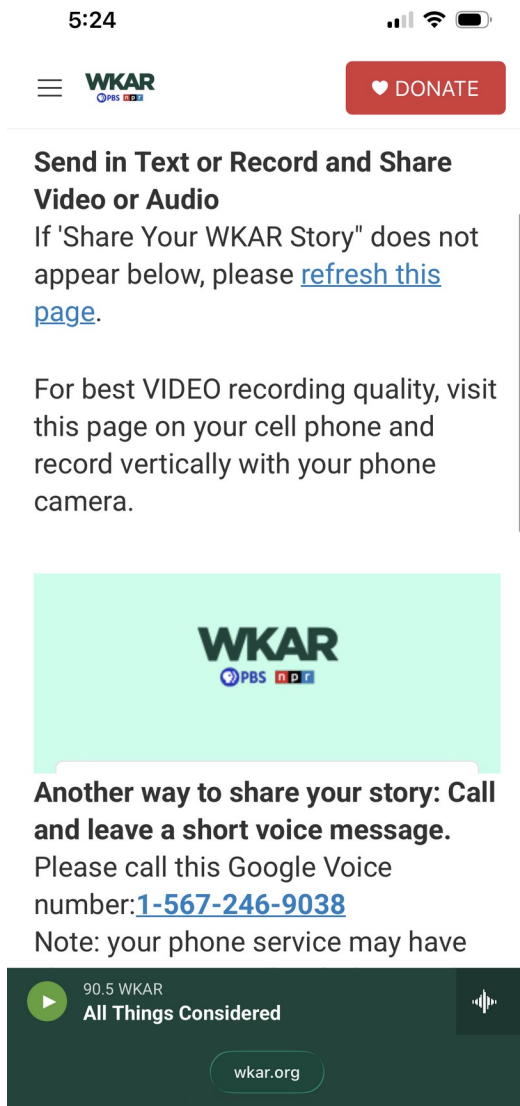
If 'Share Your WKAR Story' does not appear below, please [refresh this page](#).



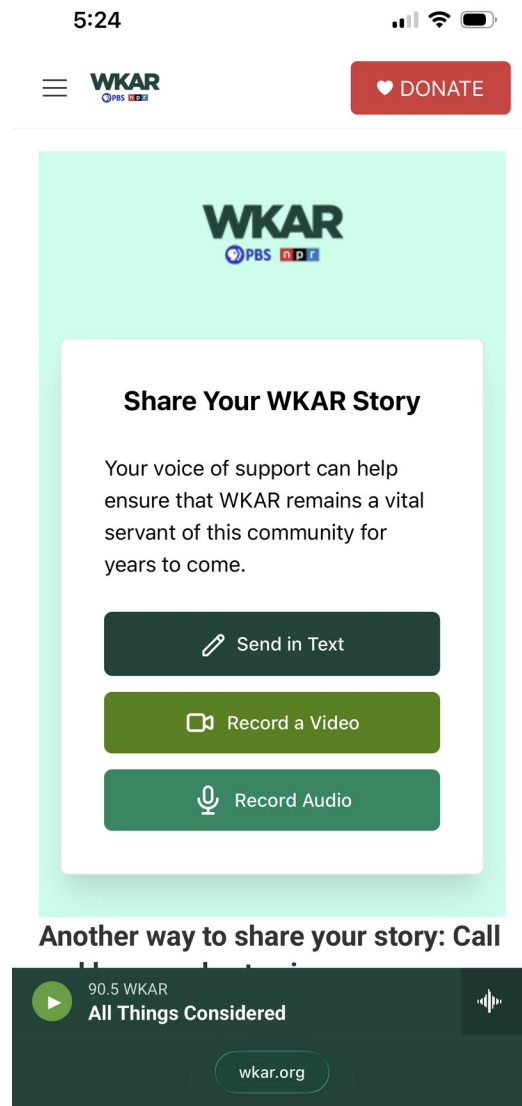
wkar.org/your-wkar-story: masthead, headline, and framing copy (mobile view)

Below that sits the actual instructions block: send in text, or record and share video or audio, plus a note to refresh the page if the widget doesn't load. That is a small but important reliability caveat for a third-party embed. The mobile-specific callout followed directly beneath it: visit on your phone and record vertically for the best video quality, because the earliest testers were overwhelmingly submitting from mobile, and horizontal video was creating awkward crops downstream in social content. I also built in a low-tech fallback beneath the widget: a published Google Voice line for anyone who'd rather leave a short spoken voicemail than use the on-page recorder, with a note flagging that the caller's own phone plan may apply charges.

The embedded submission widget itself is the third-party tool (Famewall) I researched, recommended, and implemented, described in detail below. Once loaded, it presents as a branded card inviting the visitor to share their story, framed around the idea that a personal voice of support helps protect WKAR's future. It is followed by three clear action buttons: Send in Text, Record a Video, and Record Audio, each color-coded and icon-labeled so the format choice is immediate and unambiguous. The page closes the same way the value hub does, with the shared local-identity photo collage and "WKAR is for you" mission statement, plus a Learn More link back to the value hub. A visitor who came in through the submission page still gets routed back into the full campaign narrative rather than dead-ending after they submit.



Page instructions, mobile-recording tip, and Google Voice fallback (mobile view)



Embedded Famewall widget: Send in Text, Record a Video, Record Audio (mobile view)

[3. wkar.org/WKAR-Value-Stories: The Public Showcase](http://wkar.org/WKAR-Value-Stories)

This page closed the loop: it's where submitted testimonials actually lived, publicly, so the campaign wasn't just collecting stories into a black box. It was visibly putting community voices to work. The page's own framing keeps the ask honest and specific: "the voices that matter most are not ours, but yours." Every submission had a clear, stated purpose and a public destination.

The page opens the same way the other two do, with the shared masthead, live-audio player, and local-identity photo collage, before dropping into its own headline, "WKAR Value Stories," with the subhead "Stories of WKAR value from your community" and a plain-language explanation that WKAR was asking viewers, listeners, donors, and fans to share why they believe in and support public media. Below that, submitted testimonials render as a simple card grid: a circular avatar with the contributor's initials, their name and city where given, and their story in their own words. Real community members like Talal Badra, Kristy of East Lansing, and Patricia Jackson each spoke to a different reason WKAR mattered to them, from small-business life to raising a child on PBS Kids to everyday programming quality.

Each showcased story reinforced the credibility of the ask on the value page, and the page linked back to both the submission form and the value hub, so the three properties functioned as a closed loop rather than three disconnected pages.

Public Media from Michigan State University

Q LIVE TV

DONATE

90.5 WKAR

90.5 Classical Music

NEXT UP: 12:00 AM 90.5 Classical Music



WKAR Value Stories

Stories of WKAR value from your community

We're asking our viewers, listeners, donors, friends and fans to share a story about why they believe in and support public media. Here are some of the stories shared so far.

TB

Talal Badra

As a lifelong Lansing resident and a small business owner, WKAR has been a constant and trusted companion. In a world of endless noise

KM

Kristy - East Lansing, MI

We have loved our local PBS station, WKAR, from the moment we moved to the area with our 1.5 year old daughter. Now 8, she

PM

Patricia Jackson MI

PBS is an essential part of my everyday life, I look forward to the high quality programming that this network offers. I enjoy the docs and

wkar.org/WKAR-Value-Stories: headline, framing copy, and testimonial card grid (desktop view)

Vendor Research & Selection: Famewall

Collecting video and audio testimonials at scale, from a general community audience, on both mobile and desktop, was not something WKAR's existing tools could handle well. I was asked to find a third-party solution and own the selection process from research through implementation.

Process

- Researched several vendors capable of in-browser video/audio testimonial capture on both mobile and desktop, without requiring the submitter to install an app.
- Met with vendor representatives to evaluate functionality, ease of embedding, moderation controls, and support.
- Reviewed pricing and budget fit for each option.
- Synthesized findings into a recommendation and presented it to the Head of Marketing and Communications and the General Manager.
- Received GM approval to move forward with Famewall.
- Led implementation: configuring the embed, running internal trials, documenting how staff should use and moderate it, and then coordinating the social and web promotion that drove submissions to it.

This gave the campaign a low-friction, format-flexible submission tool without adding engineering overhead, and it's the mechanism behind both the your-wkar-story submission widget and the pipeline that fed the public Value Stories showcase.

Launch Troubleshooting: Resolving a Video Quality Issue

Because our implementation was a custom build on Famewall's platform, launch wasn't simply flipping a switch. During initial recording trials, I identified that the video being captured and made available for download was noticeably pixelated, well below the resolution we needed for the polished social and digital content the campaign depended on. A testimonial-collection tool is only useful to a content team if the output is usable, so I flagged the issue immediately rather than letting it ship.

I worked directly with Famewall's developer to diagnose the cause and adjust the build's capture and export settings, running additional test recordings to confirm the fix held across both mobile and desktop before reopening submissions. The issue was resolved within a couple of days, and the corrected high-resolution output is what powered every testimonial collected afterward. It protected the production value of the video content the campaign ultimately generated.

Leading Content Production & a Growing Team

I worked directly with interns, WKAR's production team, and the social media specialist to execute the content plan that turned raw testimonials and campaign messaging into an ongoing stream of social and digital content. I coordinated which stories to feature, how to adapt vertical video submissions for different platforms, and how to keep the campaign's five value pillars rotating through content rather than exhausting the message in the first few weeks.

Partway through the campaign, I onboarded a new social media specialist and a new cohort of interns, while simultaneously in my third trimester of pregnancy and preparing for FMLA leave. That timing meant training had to be efficient and documentation had to be thorough enough to stand on its own, which directly shaped the operational document described next.

Building for Continuity: The Operational Playbook

I knew I would be on FMLA leave from March 22 through the end of June 2025, in the middle of an active, high-stakes campaign. I authored a 20+ page operational document so colleagues and my supervisees could run the campaign in my absence without losing momentum or message discipline. The document codified the workflows, asset locations, and brand and messaging guardrails set by leadership, so the campaign wasn't dependent on any one person to keep functioning.

This proved out in practice: the campaign continued running while I was on leave, and the digital framework I helped build and execute remained in active use even after I was let go from WKAR in July 2025 as part of a broader reduction tied to the funding recission. That is a strong signal that the system was built to outlast any single contributor, including me.

Full document: [Digital Plan for FMLA \(PDF\)](#)

Translating the Message: Sample Social Advocacy Copy

The value pillars and calls to action built into wkar.org/value and wkar.org/your-wkar-story were designed to travel. They could be broken apart and rebuilt as platform-native social content. Below is representative sample copy, in the campaign's voice, showing how that translation worked in practice across formats. This is illustrative sample messaging built from the campaign's actual pillars and CTAs, not a reproduction of any single published post.

INSTAGRAM / FACEBOOK • Education

Before it's a test score, it's a kid on the rug learning to count. That's what your public media dollars fund: free, Michigan-standards-aligned learning, every single day, with no paywall and no login. WKAR is for you. Tap the link to keep it going.

[#WKARisForYou](#) [#PublicMediaMatters](#) [#MichiganKids](#)

X (TWITTER) • Cost & Value

Federal support for public media costs about \$1.60 per person, per year. That's it. That's what keeps emergency alerts, local news, and free kids' programming on the air across mid-Michigan. Worth protecting. wkar.org/value

[#WKARisForYou](#) [#ProtectPublicMedia](#)

INSTAGRAM REEL / TIKTOK • Community Voice

We asked mid-Michigan why WKAR matters to them. They told us in their own words, on camera, on the phone, and in their kitchens. This is one of 30+ stories our community sent in. Yours could be next. Link in bio to share your story.

[#YourWKARStory](#) [#WKARisForYou](#)

FACEBOOK • Public Safety

When severe weather hits mid-Michigan, WKAR is one of the ways your community gets the warning. It's free, reliable, and built to reach you no matter where you live. That's public media at work. Help us keep it that way: wkar.org/value

[#WKARisForYou](#) [#PublicSafety](#) [#MidMichigan](#)

LINKEDIN • Institutional / Advocacy

WKAR Public Media serves the Michigan State University community and mid-Michigan region with free educational content, trusted local journalism, and public safety communications, all at a fraction of a penny per taxpayer dollar. As federal funding for public broadcasting is reconsidered, we're inviting the community we serve to share why that service matters. Read their stories: wkar.org/WKAR-Value-Stories

[#PublicMedia](#) [#WKARisForYou](#) [#MSU](#)

INSTAGRAM STORY / SWIPE-UP • [Direct Ask](#)

This isn't ours to defend alone. It's yours. If WKAR has been part of your life, we'd love to hear how. Swipe up to share your story, or to become a sustaining donor today.

[#WKARisForYou](#) [#ShareYourStory](#)

Digital Performance During the Campaign Window

WKAR's organization-wide digital metrics (2023–2025) let me compare overall channel performance during the campaign's active window, December 2024 through May 2025 (the most recent complete data available), against the same six-month stretch one year earlier (December 2023 through May 2024). These are full-channel totals, not a campaign-specific tracking pixel, so they reflect everything posted across each platform during that window, not only Value campaign content. Read alongside the campaign's own testimonial and submission activity, the trend is a consistent one: engagement depth and channel growth both accelerated during the months the campaign was live.

Facebook (Organic)

Metric	Dec '23–May '24	Dec '24–May '25	Change
Posts	275	355	+29%
Impressions	441,749	394,730	–11%
Comments	597	902	+51%
Shares	729	1,034	+42%

Impressions dipped slightly, but the deeper engagement signals grew substantially. Comments were up 51% and shares were up 42% year over year for the same window, meaning a larger share of the audience that saw a post chose to actively respond to or redistribute it. March 2025 alone accounts for a large share of that gain (201,450 impressions and 404 shares in a single month), consistent with the campaign's most intensive advocacy push.

Instagram (Organic)

Metric	Dec '23–May '24	Dec '24–May '25	Change
Posts	158	128	–19%
Impressions	48,732	128,854	+164%
Reach	43,188	82,572	+91%
Likes	3,237	6,238	+93%
Shares	387	891	+130%

Instagram is the clearest story in the dataset: with 19% fewer posts, the account still generated 164% more impressions, 91% more reach, and 130% more shares than the same window a year prior. Each post worked substantially harder rather than the channel simply posting more. May 2025 was the single strongest month of the entire dataset (57,548 impressions, 3,518 likes, 398 shares), landing right as the campaign's testimonial content was compounding.

YouTube (WKAR Main, WKAR News, WKAR Family)

Channel	Prior-Window Sub. Growth	Campaign-Window Sub. Growth	Change
WKAR Main	+61	+110	+80%
WKAR News	+36	+78	+117%

Channel	Prior-Window Sub. Growth	Campaign-Window Sub. Growth	Change
WKAR Family	+9	+26	+189%
Combined	+106	+214	+102%

Raw monthly view counts across YouTube are volatile, driven in part by occasional viral one-off videos rather than sustained strategy. Subscriber growth is the more reliable signal of durable audience-building. By that measure, all three channels more than doubled their combined new-subscriber growth during the campaign window versus the same months a year earlier, evidence that the channel-building work happening alongside the Value campaign was compounding, not just holding steady.

New in 2025: LinkedIn & “The Mid” Email Newsletter

Both channels launched with no prior-year baseline, so there's no year-over-year comparison to show. The growth itself is the story. In their first five tracked months (Jan–May 2025), overlapping with the back half of the campaign:

- LinkedIn generated 13,165 impressions and 630 engagements across 47 posts, growing followers from 2,396 to 2,490.
- “The Mid” email newsletter averaged a 31.8% open rate across 23 sends, well above typical nonprofit and public-media benchmarks of roughly 20 to 25%, with an average 5.3% click-through rate, even as the subscriber list held essentially steady (1,318 to 1,293). That indicates the list was being kept relevant rather than just grown.

Taken together, the pattern across every platform is the same one the campaign was built around: depth of engagement and durability of growth outpaced raw volume. That's consistent with a campaign designed to convert attention into action, including shares, comments, subscriptions, and ultimately testimonials and donations, rather than one optimized purely for reach.

Value Campaign-Attributed Performance

The organization-wide numbers above tell the channel-level story. Separately, WKAR tracked content specifically tagged and produced as part of the Value campaign itself, including organic posts, paid amplification, campaign-specific video, and the Famewall testimonial funnel, from February through May 2025. This is a tighter, more directly attributable picture of what the campaign's own content produced, isolated from everything else running on WKAR's channels at the same time.

Organic Social (Value-Tagged Content)

Platform	Posts	Impressions	Engagements	Comments	Shares
Instagram	25	16,808*	1,075	32	165
Facebook	28	43,201	1,166	72	119
LinkedIn	25	5,125	275	3	27

*Instagram impressions reflect February–April; May's impression figure wasn't captured in tracking, though that month's engagement, reaction, comment, and share totals are included. Facebook and LinkedIn reflect February–April, the window during which Value-tagged content was actively being posted and tracked on those two channels.

YouTube (Value-Branded Video)

Three Value-branded videos posted in March and April drew 638 views and 20,595 impressions, with 17 likes and 3 new subscribers directly attributable to that content. That's a small slice of the channel's total activity, but a clean, isolated read on how the campaign's own video performed.

Paid Amplification (Meta Ads)

Ad Campaign	Reach	Views	Link Clicks	CTR
Community Impact Forum	339,987	366,682	412	0.18%
Value Videos	41,547	86,528	1,965	8.90%
Support Videos	49,437	97,540	2,163	6.63%
Combined	430,971	550,750	4,540	N/A

This is where the campaign's paid budget did the most visible work: combined, the three paid efforts reached nearly 431,000 people and generated over 550,000 views. The Value Videos and Support Videos ads posted click-through rates of 8.9% and 6.6% respectively, well above typical paid social benchmarks, which usually land closer to 1 to 2%. The creative wasn't just getting seen. It was prompting people to act on it at an unusually high rate.

Testimonial Collection Funnel (Famewall)

“Collection Page Views” below refers specifically to Famewall's testimonial collection page, the page where submitted stories are gathered and displayed, as distinct from the embedded submission widget itself.

Month	Text Testimonials	Video Testimonials	Widget Views	Collection Page Views	Page Engagement Rate
March	3	0	N/A	450	12.9%
April	19	13	227	501	16.2%
May	8	36	153	253	11.1%

Two things stand out in the submission funnel. First, the testimonial collection page itself converted well. Engagement rates in the 11 to 16% range are strong for a page whose only job is asking people to share something personal. Second, the format mix shifted hard toward video over these three months, from zero video testimonials in March to video outnumbering text submissions by May. That lines up with the mobile-recording fix and the vertical-video guidance described earlier in this case study. The technical and instructional groundwork laid in the first months of the submission page appears to have paid off in the format people actually chose to use.

Grassroots & Offline

Not every effort was digital: a printed postcard distributed as part of the campaign drove 166 tracked scans back to the campaign's digital properties, a reminder that the campaign's advocacy message traveled through physical community touchpoints as well as screens.

Outcomes & Impact

- 30+ written, audio, and video testimonials collected directly from community members through the campaign's submission channels during my time on the campaign. WKAR has continued to collect many more since, using the same framework and public-facing sharing strategy.
- Testimonials repurposed into ongoing social and web content, extending the life of each story well past its original submission.
- A durable three-page digital framework (value hub, submission page, public showcase) that continued operating past my own departure and is still actively generating and showcasing new testimonials today, evidence that the system, not just the individual campaign push, was the deliverable.
- A vendor selection and implementation (Famewall) that gave WKAR a repeatable, low-friction way to collect video and audio community voice at scale, beyond the life of this single campaign.
- A campaign executed through cross-departmental coordination, vendor management, team onboarding, and 20+ pages of operational documentation, while managing a third trimester of pregnancy and a subsequent medical leave, without a gap in campaign operations.

Note: exact fundraising totals attributable to the campaign were not available to me at the time of writing. If that figure becomes available, it belongs at the top of this Outcomes section as the headline metric.

Why This Work Matters

This campaign asked a simple question at an existential moment for public media: if the funding argument has to be made in public, who tells it better, the institution or the people it actually serves? Leadership and our national partners shaped the answer as both, weaving national and institutional credibility together with unscripted local voices, and I built and executed the digital infrastructure to carry that out and keep it running without any one person. That's the throughline of this work: not a campaign I ran alone, but a collaborative system I helped build and execute that other people could run. And they did.

Appendix: Campaign Pages

The three live campaign pages referenced throughout this case study are linked below, along with the operational document referenced in the Continuity section.

Value & Donation Hub: wkar.org/value

Story Submission: wkar.org/your-wkar-story

Public Showcase: wkar.org/WKAR-Value-Stories

Digital Plan for FMLA: [Full PDF](#)