

Be Seen, Be Heard

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Project Budget:

\$24,774

Abstract:

Women for Madison requests your investment of \$24,774 to launch and fund the pilot year of the "Be Seen Be Heard Podcast Series". Showcasing JMU's high-achieving women leading fulfilling lives, the podcast would feature candid talk, life stories, issues, expertise and advice for a broad audience. The series of six podcasts and six microcasts will drive additional engagement, further brand awareness and build a sense of JMU community by reaching Dukes where they are in their lives and days -- jogging, picking up the grandkids, sitting on the Quad, catching some personal time between meetings, at the grocery store -- and untethered from any schedule or stereotype.

Running January 2023 to December 2024, the "Be Seen Be Heard Podcast Series" will align with and reinforce the lifecycle of Women for Madison events and milestones, including circles, webinars, rallies, the signature summit and associated fundraising.

Each cast will showcase a well-known host engaging one or more high-achieving Dukes on topics of personal and professional development. A starting wish list includes:

Lindsay Czarniak ('00), ESPN Sports Anchor/Reporter

Barbara Hall ('82) , Executive Producer of Madam Secretary

Angela Reddix ('90), Entrepreneur and Author

Star Bobatoon ('24P), Trainer and Motivational Speaker

Megan Reinertsen Ross ('96), Director of Lincoln Park Zoo

Jamie Jones Miller ('99), Regional Dean and CEO of Northeastern University's Arlington Campus

In addition "commercials/spots" would be worked into podcast to further entice engagement and investment in Women for Madison including:

WFM: who we are

Becoming an Amethyst Circle member

JMU scholarship recipient feature

After a successful pilot year, Women for Madison would seek to increase the frequency of the podcast series to include more podcasts featuring students and to sponsor podcasts that highlight campus partners (Women in Honors, Women in Intelligence, Women in STEM, Women in the Arts) always with an eye to involving and benefiting students. In addition, as women for all of Madison, we want to evolve into a voice for all amazing alums as this platform develops. Our hope is to become the vocal complement to our published materials such as Madison Magazine and social media.

Marketing will include surveying to seek evaluations of past podcasts and nominations and input about who Dukes want to hear from and on what topics.

The "Be Seen Be Heard Podcast Series" will expand upon a proven track record of Women for Madison engagement in programming and fundraising, including:

Amethyst Circle fundraising: 124 founders and members . . . and counting. With more than \$900,000 raised in less than one year . . . and counting.

Event attendance

2020 Athletics webinar- 250 registrants

2021 Mental Health webinar- 500 registrants

2021 Women in Tech webinar- 125 registrants

2021 Virtual Summit- 350 registrants

Project Budget Amount: \$24,774

Personnel: \$15,074

Equipment: \$3,400

Other: \$6,300

Additional information to explain or expand on budgetary needs:

PERSONNEL:

Graduate Assistant: Manage podcast logistics (booking talent, contacting, gathering bio and marketing information, making travel and remote arrangements, coordinating with staff and EAC, etc) yearly stipend = \$8474.00

Student assistant: To help in post-production & marketing (\$11/hour; 10-15 hours/week; for 40 weeks per year) = \$6600

EQUIPMENT:

Shared computer for grad/student = \$3400

OTHER:

Marketing & Promotion: paid social ads, athletics ads, podcasting industry promotion = \$3000

Fee for podcast platform: Platform to upload and store podcast (annual fee) = \$300

Branding: Creative costs such as branding & graphic assets: logo, icon, ad templates, email header template, webpage assets (12-20 internal hours or \$3,000 freelance cost) = \$3000

TOTAL AMOUNT: \$ 24,774