



Newhouse School

Jacob Pasteur, Olivia Phipps, Arianna Savino, Jackson Simon

prl315research@syr.edu

PRL 315 at the S.I. Newhouse School of Public Communications at Syracuse University

Syracuse, NY

March 3, 2025

Dear Ms. Frattantuno and Ms. Hoffman,

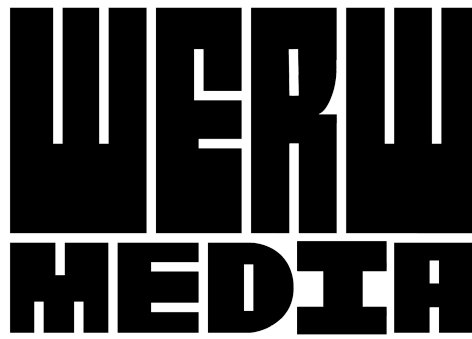
The following document proposes a survey of your target audience of Syracuse University students to uncover their predispositions and behavior regarding on-campus concerts, and particularly, WERW's Launch Party. The purpose of the study is to develop a deeper understanding of your target public to advise action in your organization to improve attendance and reception of the Launch Party concert series.

The research in this proposal will identify strengths and weaknesses with past approaches to Launch Party and its promotion and reveal how it can be improved upon by gaining insight from the relevant public. It will lead to actionable recommendations to help achieve your goal of increasing the number of concertgoers at Launch Party in the future.

We will begin the collection of data on March 17 and deliver a final report on and present the discoveries and recommendations on April 28. We look forward to meeting with you soon to discuss next steps. Please contact us at prl315research@syr.edu.

Thank you,

Jacob Pasteur, Olivia Phipps, Arianna Savino, Jackson Simon



WERW RADIO LIVE EVENT ATTENDANCE RESEARCH PROPOSAL

Prepared for: Polly Hoffman and Evan Fratantuno

Presented by: Jacob Pasteur, Olivia Phipps, Arianna Savino, Jackson Simon

S.I. Newhouse School of Public Communications at Syracuse University

March 3, 2025

Executive Summary

In recent semesters, WERW Radio at Syracuse University has faced the problem of lower than ideal turnout among students at its Launch Party concerts on campus. The proposed study aims to uncover what motivates students to attend—or skip—live music events on campus in order to inform how WERW can improve attendance of its Launch Party concerts. The study will collect data from a diverse and representative sample of the concert's target audience: undergraduate students at Syracuse University. The findings about behaviors surrounding live events on campus, as well as perceptions of WERW Radio and its concerts, will serve to inform the WERW staff on how to effectively plan and promote future Launch Party shows to students to increase ticket sales and attendance.

A preliminary literature review reveals some of the factors the general population considers in deciding on attending like concerts: quality of the performing artists, loyalty to the artists or venues, and the impact attending may have on social status. It also informs the methodology of the study with takeaways about the purposes and uses of focus groups and surveys in research.

The proposed study of the target public will be conducted via survey of randomly sampled students. It will consist of open-ended and fixed response questions assessing their awareness of WERW and Launch Party, and the factors that influence their awareness of and engagement with Launch Party and other on-campus concerts. Analysis of the collected data will inform a report and presentation on the survey results and strategic recommendations for the WERW team to increase attendance at future iterations of Launch Party.

The surveying will be conducted between March 17 and April 4, with the final research findings presented on April 28.

Contents

Title Page.....	1
Executive Summary.....	2
Background and Objectives	4
Problem Statement.....	4
Publics and Concepts to be Studied.....	4
Literature Review.....	5
Methods.....	8
Timeline.....	11
Budget.....	11
Appendices	12
Researcher Bios	12
Draft of Survey.....	13
References.....	15

Background and Objectives

Problem Statement

WERW Radio, a student-run radio station at Syracuse University, has had a long presence on campus. Through the years, the station has had a diverse range of creative multimedia programming centered around an appreciation for music, including its free-format radio shows, concerts, and films. However, despite its unique media approach, the station struggles with engagement among the student body. While WERW continues to operate and provide content behind the microphone, its recent iterations of the semesterly Launch Party concert series have seen turnout lower than anticipated or desired.

Syracuse University has a competitive campus media field with many events and organizations vying for the time and attention of the student body. Aware of this, WERW must explore new ways to attract more students to its live events and increase visibility. This raises the question: what are Syracuse students' opinions of and motivations for attending on-campus live events, and how can WERW increase student attendance at its concerts? Through this research, we aim to gain insight into students' perceptions of WERW, their preferred methods of discovering and engaging with campus organizations, and the factors that influence their attendance at live events. Understanding these behaviors will allow WERW's marketing and outreach teams to develop targeted strategies that will boost Launch Party ticket sales and turnout.

The findings from this study will provide actionable recommendations for the promotion and planning efforts of WERW's Launch Party concert series, including digital marketing strategies, event planning approaches, and potential collaborations with other student organizations. Additionally, the study can contribute to a broader understanding of how college radio stations can adapt to evolving media consumption trends to maintain relevance in student communities.

Publics and Concepts to be Studied

Several key groups are involved in this research. The primary target audience consists of Syracuse University students, specifically those who engage with music, media, and campus events. Additionally, Newhouse students who have a keen interest in journalism, public relations, and broadcasting represent a potential recruitment pool for the station. However, we still aim to study a diverse group consisting of many majors, programs, and interests. Our subjects will include past attendees of Launch Party events and students already involved with WERW, as well as students who are not familiar or attentive to the organization and its events.

The study will use a survey-based approach, distributing questionnaires to a broad sample of Syracuse University students. The survey will assess students' awareness of WERW, their preferred platforms for discovering campus events, their likelihood of attending live events, and

what factors influence their engagement with student-run organizations. The core concepts of this research include effective student outreach, digital marketing impact, and event engagement strategies. By analyzing these factors, we aim to provide WERW with the tools to increase visibility and enhance student participation.

Literature Review

WERW Radio is a student-run radio station at Syracuse University. Its main focus topics range from music and talk shows to other forms of creative programming. Additionally, the organization hosts live music concerts throughout the academic school year with artists and bands directed towards the collegiate demographic. The station has made efforts to encourage more attendance at these events and hopes to continue to increase their turnout. This literary review aims to answer the research question, “How do students feel about concerts hosted by university organizations, and what can be done to motivate attendance in the future?”

This review aims to gather more insight into the motivation behind concert attendance among college students. The *WERW Launch Party Concert* article was written by a student reporter who attended the station’s first event of the 2024-2025 academic year. The article describes what a WERW truly looks like. Each concert is accompanied by vendors and other student organizations with activities to keep the crowds entertained before the music begins. Their staff is made up of a small group of like-minded Syracuse University students, aiming to find the best quality artist who can reach a diverse campus audience. The key takeaway of the article was the students’ desire for a quality live music performance. Of the attendees who were interviewed, their main goal was to be able to enjoy live music on campus.

The journal article, *Live Music Concert Attendees: Motivation, Satisfaction, & Loyalty*, highlights the motivations to attend live music events with empirical data used in a research study. It brings up the importance of frequency of behavior. People are interested in different outcomes and experiences from certain events depending on the frequency with which they attend them. Additionally, it highlights the effect of past experiences on an audience member’s willingness to attend. If someone had a bad experience at the last live music event or at the same venue that the event is going to be hosted, they are less likely to attend another event. The article provides five specific motives for attending a live concert. Physical skill and quality of the band or artist is first on the list. Audiences are motivated to attend an event if they are sure of the quality of the artist or band, which could cause skepticism if the performers are unknown to them. Secondly, another motive is social interaction and unfamiliar behavior, meaning behaviors that may not be socially acceptable outside of the concert setting. Attendees are able to “let loose” through dancing or singing at concerts and acting in a way that may not be socially acceptable outside of the event. Another key motivation the article draws forth is aesthetics. People attend concerts for the sole purpose of the physical appearance of the venue or how they can present themselves during or after the experience. Taking pictures of the stage and artist to share they’re experience adds to the social motivation of a live concert event. Lastly, customer loyalty was a driving factor in concert attendance. Whether this be loyalty to the artist or band, or

loyalty to the venue, the customer experience and willingness to return has one of the biggest impacts on live concert event attendance.

The article, *Measuring Motivations for Popular Music Concert Attendance*, begins by again highlighting the social and aesthetic motivation for concert attendance. Specifically, found among young men, being able to share their experiences following a concert felt like part of their identity. They can physically represent themselves through photos or conversations to show their support for an artist or band. This taps into the social motivations once again, allowing for more social interaction during and after a concert. Following the trend of social motivations, concerts are also associated with status enhancement. Whether this be the status of fandom or in some situations, social status, attendees felt that attending a concert boosted their status. In terms of fandom, they felt a sense of competitiveness of who is a bigger fan of an artist or band. Being able to share that they have attended a specific concert was a way to show that they are true loyal fans. Additionally, the enhancement of social status was added along with this. Attending a concert of a certain artist or at a certain venue was positive towards their social status, which not only promoted the artist but the venue as well. Their research targeted individuals who had attended a concert within the last six months of the study to develop an accurate understanding of these motivations. The research was compiled of two studies, the first study being used to identify the key themes of motivation, and the second being used to create a scale of the importance and impact of these different key motivations.

Concerning the acquisition of research, the article *What is a focus group and what are the benefits of focus groups?* Highlights what a focus group is and when to use it. Focus groups allow researchers to take a deep dive into the thoughts and opinions of the participants. They allow for more in-depth research as researchers can ask a multitude of questions while the participants can answer in any way that they want. A key difference between focus groups and other research methods is the opportunity for complete subjectivity. In other forms of research, some of the answer choices can confine the participants to one thought, whereas focus groups allow for more expansion on thoughts and opinions.

The last article, *Focus Groups and Surveys as Complementary Research Methods: A Case Example*, discusses the uses of qualitative and quantitative research methods. Survey research and focus groups allow two different, yet effective, research outcomes. The use of surveys allows for a standardized and scalable representation of a sample's thoughts. The surveys, however, do not allow for any in-depth answers to nuanced questions proposed by the research team. Again, focus groups were highlighted for their ability to draw in-depth answers to represent a sample's thoughts and opinions towards the subject. Both surveys and focus groups are effective in research depending on what the research team is attempting to accomplish. Both can draw out answers, while surveys allow for easily trackable data, and focus groups allow for a more nuanced understanding of the subject. This makes focus groups particularly useful for exploring complex topics or generating new ideas, while surveys are ideal for gathering broad, quantifiable data.

The sources analyzed are mostly classified as academic journals, except for two articles. The *WERW Launch Party Concert* focuses on how WERW can effectively host concerts and events, *What is a focus group and what are the benefits of focus groups?*, focused mainly on the use of focus groups and when it is best to use them. The academic journal articles focused on two primary aspects: the motivations of concert attendees and the use of quantitative and qualitative research methods. The journal articles brought forth research about key motives for concert attendees, and the third allowed for the comparison of surveys and focus groups as key research methods.

There are several important themes to be identified within the sources. The first is that the motivations of concert attendees, first and foremost, come from their desire to see quality live music. Additionally, social status plays a large role in the motivations of attendees. Not only does attending a concert boost their status as a fan, but in some circumstances, it can provide more social/economic status as well. Lastly, the articles highlighting focus groups and surveys bring forth important information about when to use the two different methods of research. Focus groups allow for a very nuanced look into the minds of the sample, whereas survey methods allow for a trackable and scalable representation of the sample's thoughts.

Methods

Research Design

To obtain the most desirable results, this study will utilize qualitative research methods, utilizing a series of surveys as the prime data collection opportunity. Through this method, these surveys will provide us with strong and in-depth perspectives on student engagement with on-campus concerts. This approach guarantees that the study captures not only trends but also social and behavioral factors influencing student participation in WERW's live events.

Sample or Subjects

The research will analyze a wide range of the student body across multiple fields of study, class years, and levels of engagement within student-run clubs and organizations. Participants will be selected through convenience and focused sampling, ensuring diversity in their awareness and attendance of WERW concerts. For an accurate representation, the research aims to collect 50-100 completed surveys.

Survey Design

Surveys will be distributed to a broad selection of students to ensure a representative sample. Participants will be recruited from diverse university spaces, including dormitories, student centers, and clubs, to guarantee an assorted mix of students. The sample will be balanced across majors, extracurricular involvement, and musical interests to gather a broad spectrum of perspectives.

Data Collection - Surveys

Each survey will be structured to allow for guided responses and open-ended exploration of student attitudes towards WERW events. Responses will be collected and analyzed with participant consent for accurate analysis.

Survey Topics:

1) Answer the Following:

- Name
- Hometown
- Major
- Extracurricular activities

2)How familiar are you with WERW and its live music events?

- Very familiar - have attended before
- Somewhat familiar
- Heard of it

- Not familiar at all

3) How do you typically find out about campus concerts? (Select all that apply)

- Social media (Instagram, Twitter, etc.)
- Word of mouth
- Posters/flyers on campus
- University emails/newsletters
- Student organizations

4) How often do you attend on-campus live shows?

- Frequently (3+ times per semester)
- Occasionally (1-2 times per semester)
- Rarely (once a year or less)
- Never

5) What prevents you from attending WERW concerts? (Select all that apply)

- Scheduling conflicts
- Lack of interest in the artists
- Poor promotion/wasn't aware
- Venue/location issues
- Other (please specify) _____

6) What factors make a campus concert worth attending? (Rank from most important (1) to least important (5))

- Artist/band lineup
- Free or low-cost entry
- Venue ambiance and setup
- Friends attending
- Promotional giveaways/merch

7) Which marketing channels influence your decision to attend WERW concerts the most? (Select up to two)

- Instagram/TikTok promotions
- Student group endorsements
- Posters/flyers around campus
- Email newsletters
- Word of mouth

8) What could WERW do to make their concerts more appealing to students?
(Open-ended response)

Analysis Techniques

Survey responses will be analyzed to point out recurring patterns and key points related to student engagement with live music events. Analysis methods include:

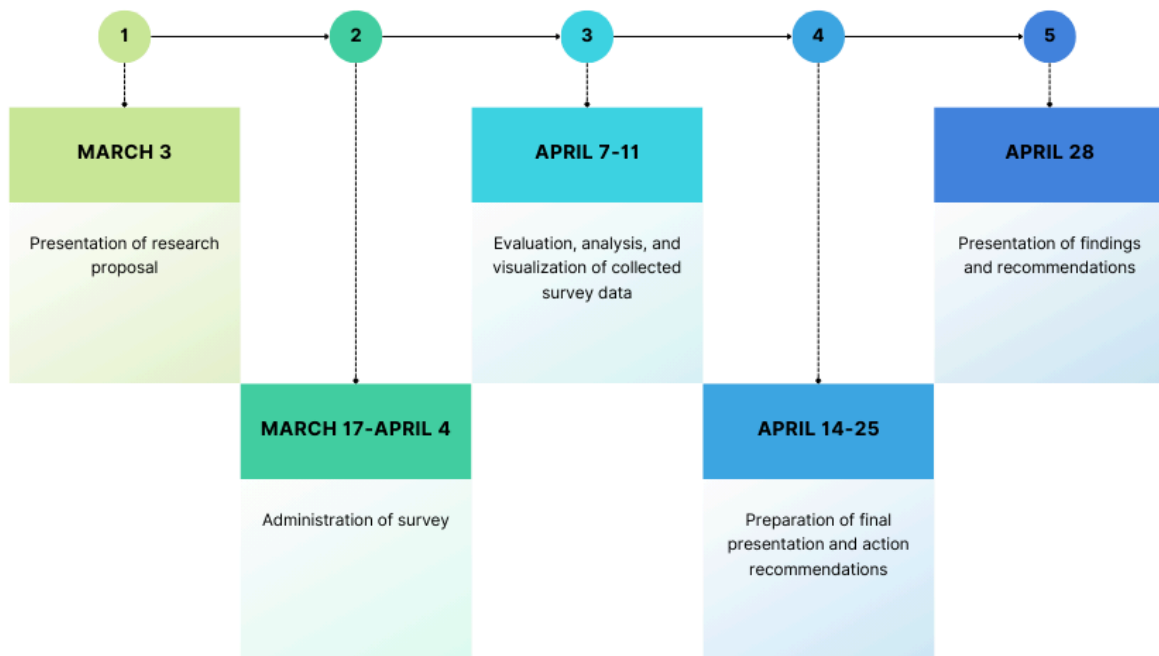
Content Analysis – Identifying common themes, such as marketing effectiveness, social motivations, and deterrents to attendance.

Comparative Analysis – Examining differences between students who consistently, occasionally, and rarely attend concerts.

Sentiment Analysis – Assessing student attitudes towards WERW and its promotional strategies.

The findings will be compiled into a strategic report with recommendations and adjustments, directing WERW in the right direction with hopes of increasing awareness, engagement, and attendance at their concerts.

Timeline



Budget

The proposed budget for the study is \$0. Sampling and collection of the data via survey will not require any additional funding.

Appendices

Researcher Biographies

Jacob Pasteur is a sophomore in the S.I. Newhouse School of Public Communications, originally from Dallas, Texas. He majors in public relations with minors in marketing and sports management. He is involved in University Union as the alumni coordinator on the public relations board. During his time at Syracuse, he has been working with Z89 Radio beginning in 2023 and participated in the Orientation Leader program in the fall of 2024.

Arianna Savino is a current sophomore at the S.I. Newhouse School of Public Communications at Syracuse University. She is studying public relations with minors in both writing and communication & rhetorical studies. Beyond academics, she works within Hill Communications and is a member of the Crisis Communication Club, Women in Communications Club, Alpha Epsilon Phi Sorority, and a handful of student-run publications. She is from Long Island, New York.

Olivia Phipps is a sophomore in the S.I. Newhouse School of Public Communications studying public relations with minors in Spanish and applied data analytics. She is involved with music and entertainment at SU, as an assistant editor of University Union's performing arts publication The Universe and a social media coordinator at WERW Radio. She is originally from Norwich, Vermont.

Jackson Simon is a sophomore in the S.I. Newhouse School of Public Communications at Syracuse University. He is currently majoring in Public Relations with an undecided minor. During his time at Syracuse University, he has worked as a 'Cuse Crew game day intern and has held multiple leadership positions within his fraternity, Delta Upsilon. He is originally from Montclair, New Jersey.

Draft Survey

1) Answer the Following:

- Name
- Hometown
- Major
- Extracurricular activities

2) How familiar are you with WERW and its live music events?

- Very familiar
- Somewhat familiar
- Not familiar at all

3) How do you typically find out about campus concerts? (Select all that apply) Social media (Instagram, Twitter, etc.)

- Word of mouth
- Posters/flyers on campus
- University emails/newsletters
- Student organizations

4) How often do you attend on-campus live shows?

- Frequently (3+ times per semester)
- Occasionally (1-2 times per semester)
- Rarely (once a year or less)
- Never

5) What prevents you from attending WERW concerts? (Select all that apply)

- Scheduling conflicts
- Lack of interest in the artists
- Poor promotion/wasn't aware
- Venue/location issues
- Other (please specify) _____

6) What factors make a campus concert worth attending? (Rank from most important (1) to least important (5))

- Artist/band lineup
- Free or low-cost entry
- Venue ambiance and setup
- Friends attending
- Promotional giveaways/merch

7) Which marketing channels influence your decision to attend WERW concerts the most? (Select up to two)

- Instagram/TikTok promotions
- Student group endorsements
- Posters/flyers around campus
- Email newsletters
- Word of mouth

8) What could WERW do to make their concerts more appealing to students? (Open-ended response)

References

- Boughton, L. (2016, October 17). *What is a focus group and how can it benefit your market research?* Angelfish Fieldwork.
<https://info.angelfishfieldwork.com/market-research-fieldwork-blog/what-is-a-focus-group-and-how-can-it-benefit-your-market-research>
- Horst, G. (2024, November 18). "I feel like I'm at prom," WERW Fall Launch Party rings in radio's new year. The Daily Orange.
<https://dailyorange.com/2024/11/werw-fall-launch-party/>
- Kulczynski, A., Baxter, S., & Young, T. (2016). *Measuring Motivations for Popular Music Concert Attendance*. Event Management, 20(2).
<https://doi.org/10.3727/152599516x14643674421816>
- Schippers, M. Y. (2015, June 8). *Live Music Concert Attendees: Motivation, Satisfaction & Loyalty*. Erasmus University Thesis Repository. <https://thesis.eur.nl/pub/32748>
- Wolff, B., Knodel, J., & Sittitrai, W. (2025). *Focus groups and surveys as complementary research methods: A case example*. Sagepub.com.
<https://methods.sagepub.com/book/edvol/successful-focus-groups/chpt/focus-groups-surveys-as-complementary-research-methods>



WERW RADIO LAUNCH PARTY RESEARCH REPORT

Arianna Savino, Jacob Pasteur, Olivia Phipps, Jackson
Simon

April 28, 2025

Problem Statement & Research Objectives

The Issue: WERW's Launch Party concerts are under-attended despite promotional efforts.

Key Research Questions:

1. What motivates students to attend campus concerts?
2. What are the barriers preventing attendance?
3. How can WERW optimize event marketing and experience to increase turnout?

Research Goal: Collect student feedback through surveys and analyze trends to recommend effective engagement strategies.

Literature Review

What existing research says about live event attendance:

- Social Motivators: Students are motivated to attend events based on their desire for social interaction or fan status
- Unique Behavior: Concerts are a place for students to behave in a way that may not be socially acceptable outside of a concert setting
- Artist Recognition and Quality: Students value the reputation and quality of the band/artist

How did this research inform our study?

- We tested which motivators matter most to Syracuse students.
- We analyzed which discovery channels are most effective.
- Our findings are going to help WERW refine its event strategy based on proven engagement tactics.

Research Design & Methodology

Primary Research Approach:

- Survey-based research targeting Syracuse University undergraduates.
- Mix of quantitative (multiple-choice) and qualitative (open-ended) questions.

Sampling Strategy:

- Target a diverse range of students from different years, majors, and social circles.
- 70 completed surveys

Survey Format:

- Distributed via Google Forms

Survey Design & Questions

Demographic Questions:

- Year, major

Event Awareness & Attendance History:

- How familiar are you with WERW Launch Party?

Motivations & Barriers:

- What factors affect whether you go to a concert on campus?
- What prevents you from attending WERW Launch Party?

Marketing Preferences

- How do you typically find out about campus concerts? (social media, flyers, newsletters, etc)

Open-ended Feedback:

- What could WERW do to make their Launch Party concerts more appealing to you?

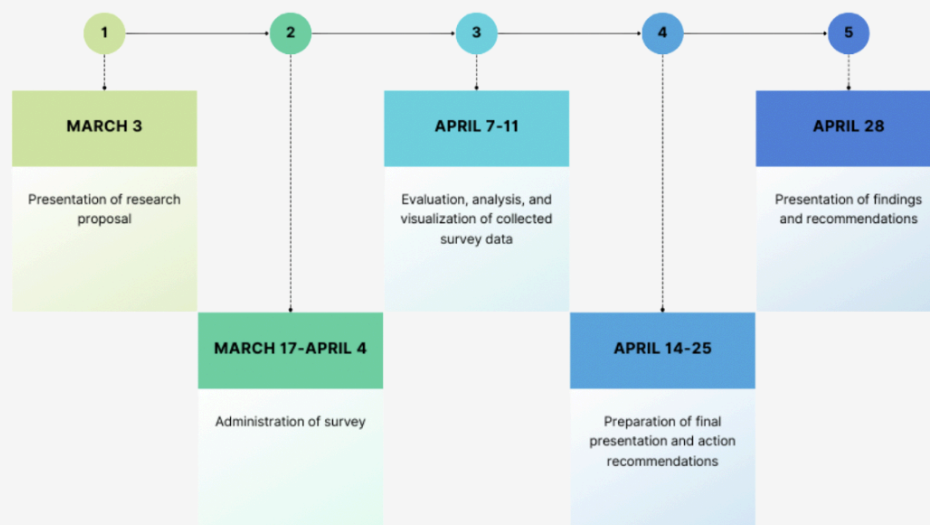
Data Collection Plan

Digital Channels

- Share the survey link via email and student organization GroupMe's



Timeline



Limitations

- Our survey was completed by a relatively small sample size of 70 students out of the 15,000 Syracuse University undergraduate students
- We used convenience sampling as our respondents were not entirely randomly selected
- Our survey was answered with a self-selection bias, as the people who received the survey had the option to take it or opt out

Recommendations

- Prioritize social media platforms students actively use (TikTok, Instagram).
- Use student polls or social media engagement to better understand preferred genres and artists
- Provide student organizations with important information to share, spreading more awareness about the event
- Reach students through email and official university communications
- Ensure ticket prices are affordable and offer discounts/giveaways