

AM/FM Festival

Alpha PR

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In the Studio

Alpha PR's scope of work for MusicGNV's AM/FM Festival was dependent on the research and effective organization before the festival. The primary objective was to stimulate public interest and establish a distinct brand identity to revitalize this dormant event from 10 years ago.

Prior to successfully executing the curated plan, Alpha PR researched Gainesville's demographics and successful festivals. The team discovered the city has almost 144,000 people, with the median age around 26 years old. Gainesville has mainly a white population with over 50 percent of its population identifying as white, so the team decided there was not a strong focus to target a certain demographic nor did any other festivals target certain ethnicities. The team researched local festivals, such as The Fest, University of Florida's Homecoming festivities and BIG: Culture and Arts Festival. All of these festivals used social media and word-of-mouth for promotion, so we decided to create a social media presence for AM/FM Festival.



Alpha PR developed a branding guide to articulate the flirty voice and brand identity of the messaging for the festival to ensure a cohesive voice, message and presence. Alpha PR created content calendars for the newly established Facebook and Instagram accounts, @amfmfestival. The accounts prioritized content about the countdown for this year's festival, complemented by informative and fun visual graphics to answer any questions while maintaining engagement. The team decided to develop a flirty tone for the accounts to lightheartedly connect and engage with audiences, especially with holidays occurring during the run of the campaign.

Alongside the social media accounts, Alpha PR developed an approach of physical outreach in Gainesville by strategically distributing flyers in high-traffic areas around the city. The team decided the integrated strategy for digital and physical would be best at reaching the most people in Gainesville, especially after researching how flyers help other local festivals. Overall, the team strategized with a two-pronged approach, combining digital and physical methods to successfully deliver crowds for the client during the AM/FM Festival.

Setting the Tone

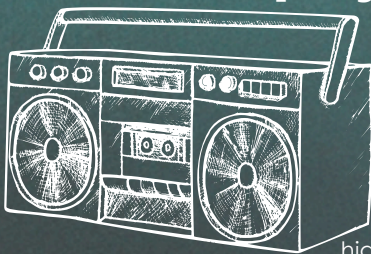
To promote the AM/FM Festival, Alpha PR implemented a strategic social media campaign across Instagram and Facebook, leveraging platform-specific content to maximize reach and impact. The primary objectives were to increase event awareness, foster audience engagement and generate sustained excitement in the lead-up to the festival.



To achieve this, Alpha PR designed a series of graphics based on the festival branding guide and shared them across platforms. In total, the team created 13 unique graphics, including the artist lineup, festival schedule, venue map and food truck descriptions. Additionally, a daily spotlight template was developed to feature individual artists, maintaining consistent audience engagement throughout the promotional period.

Maintaining a cohesive social media presence played a pivotal role in establishing the festival's identity and driving attendance. By aligning all content with the festival's branding and messaging, Alpha PR was able to build credibility and gain the attention of the audience, effectively raising awareness for an event that was previously unknown to many.

Amplifying Our Sound



Alpha PR analyzed the scope of work and conceptualized a media relations plan. Four separate pitches, a press release, social-media-outreach pitch, an email pitch and a pitch tailored for local event websites were crafted and sent out by the media relations team the week before the event. All writing was crafted to highlight the essential event facts media professionals would find newsworthy, including event details, interview contacts and the festival's elevator pitch.

Word about AM/FM Festival was disseminated in the community, and as a result, it ramped up anticipation by being shared on social media and multiple weekend activity listings. The AM/FM Festival Instagram account had 22 accounts directly interacting with the content by reposting the flyers through stories and posts. Most impressively, well-renowned Instagram accounts sharing information unique to Gainesville posted the flyer on their stories.

In terms of the news, the team received media hits with The Independent Florida Alligator, WUFT-TV and Rowdy Magazine. Landing this earned media in the local news was groundbreaking work. It secured the student PR firm's first-ever major media placements in not one, but three highly respected Gainesville outlets. Rowdy Magazine is a student-run fashion and culture magazine whose coverage solidified AM/FM Festival's presence among Gainesville's youth. WUFT-TV, Gainesville's primary public media outlet, validated coverage in the regional broadcast sphere. Meanwhile, The Alligator is one of the oldest, most well-respected outlets with a daily circulation of 14,000 people and a readership exceeding 21,000 people. Media relations was an essential aspect to the entirety of the campaign's success. By spreading word about the AM/FM Festival, attendance at the event escalated.

Raving Reviews

Alpha PR was initially tasked with merely testing the viability of the AM/FM Festival after over a decade of inactivity. By the time of the event, Alpha PR was instrumental in turning a defunct music festival into a celebration of local music and culture. The festival attracted visitors from across Gainesville through complete creative and strategic control over media outreach, digital engagement and social media.

Alpha PR's approach prioritized maximizing omnichannel visibility from printed flyers to Instagram stories. Members strategically placed over 100 flyers across more than 11 miles of Gainesville, guaranteeing coverage in key areas across the University of Florida's campus, public transportation routes and high-traffic areas such as shopping centers. This wasn't a scattershot approach; the music featured at AM/FM Festival was diverse and Alpha PR's targeting needed to reflect that.

Alpha PR initiated a robust social media strategy to make AM/FM Festival's presence inescapable online, and yielded notable results. Within the first week of launching the account, it gained 100 followers with the audience steadily growing to nearly 500 by the time of the event—just two months later. Strategic collaborations with established local accounts greatly amplified visibility and contributed to increased reach. As a result, the engagement grew significantly, with several posts performing exceptionally well. Most notably, the artist schedule graphic garnered 180 shares, and the artist lineup received 94 shares—both are in the top-liked posts on the page.

This was aided by over 20 external shoutouts across posts, stories and mentions from influential local accounts. Meanwhile, artists and vendors amplified the campaign's messaging through their own dedicated posts.

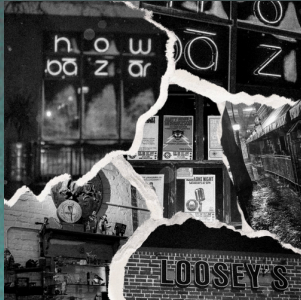
Media coverage sourced by Alpha PR for AM/FM Festival secured the firm's first-ever major placements in three top Gainesville outlets: Rowdy Magazine, WUFT-TV and The Independent Florida Alligator. A feature in Rowdy boosted AM/FM Festival's visibility among local youth, while WUFT-TV induced regional broadcast attention. The Alligator, with its sprawling circulation and wide Gainesville readership further reinforced campaign credibility in one of the city's oldest, most respected publications.

Beyond directly attracting a crowd of over 300 attendees, Alpha PR's campaign benefits extended beyond the client. Each of the 25 performers promoted their personal merchandise at the event, which translated Alpha PR's promotion of AM/FM Festival into tangible support for Gainesville's music scene. Alpha PR amplified the AM/FM Festival and the individual brands of artists and vendors. This established the festival as an event with a measurable impact on the community.



Samples

Filler Graphics



Festival Schedule

AM/FM FESTIVAL	THE BULL	HOW BAZAR	LOOSEY'S
1:00 P.M.	SPIRIT TRAMP 1:00-1:20	JADE 1:40-2:00	
2:00 P.M.		OFF DAY 2:00-2:30	MARSHALL PETERSON 2:20-2:40
3:00 P.M.	WILL HASSELL 3:00-3:20	JACKIE 3:40-4:00	TRUSTFALL 3:40-3:50
4:00 P.M.	BURBOT 3:25-3:50	TAKESOUT TEAM 4:00-4:30	CINQUEPOCOS 4:00-4:30
5:00 P.M.	ITS QOBABY 5:00-5:20		EMPTY HANDS 4:45-5:10
6:00 P.M.	THE NANCY'S 5:25-5:50	LOCAL HOTBOY 5:40-6:00	
7:00 P.M.	A SUNROOM 7:25-7:50	BOAT STUFF 6:00-6:30	OUR DARLING 6:20-6:40
8:00 P.M.	JORDAN BURCHIEL 7:25-7:50	MEI 7:40-8:00	SMALL DISASTERS 6:45-7:10
9:00 P.M.		SHIRLEY 8:00-8:30	DUKE, CHILL 8:20-8:40
10:00 P.M.	RICKY KENDALL 9:20-10:00		BLUSH 8:45-9:10

AM/FM History

AM/FM HISTORY

WE ARE FOCUSED ON PROMOTING LOCAL BANDS WITHIN OUR COMMUNITY, INSPIRED BY OUR MISSION TO PROVIDE A UNIQUE SPACE TO PERFORM AND BUILD A LOYAL SUPPORT SYSTEM LOCALLY.

2010

"THERE IS NO REAL SPOT WHERE THESE DIFFERENT STYLES ARE BEING SHOWCASED. OUR GOAL IS TO HAVE ONE SPOT WHERE PEOPLE CAN SEE EVERYTHING."

JOSE PERUVERO, ONE OF THE EVENT FOUNDERS

11 BANDS

The Righteous Kind ★ The Footlights ★ DP ★ Pseudo Kids
Michael J ★ Travis Alria ★ Gris Gris Boys ★ The Haps
Moodhosa ★ Paxico Via Mexico ★ Greenland Is Melting

ABOUT MUSIC, FOR MUSIC

Meet the Artists



100-Word Summary

Alpha PR is a student-run public relations agency that collaborates with real world clients to work on real world campaigns and initiatives. With nine client accounts and over 50 members of the organization, Alpha PR makes waves in the Gainesville, Florida, community. Teams work on projects ranging from full creative liberty of a local business's social media to honing in on the promotional and planning aspects of client events. Alpha PR fosters carefully chosen students from the University of Florida's rising communications professionals to bolster the community's businesses.