

RUN University – June 9th, 2025

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**PMCC**  
Public Media Content Collective

**GREATER  
PUBLIC**  


  
**CITY SQUARE**  
ASSOCIATES



# Marketing Week

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Telling our Story, Reaching People  
Where they Are

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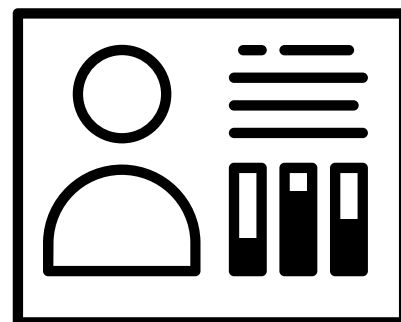
# Building a Persona

*In order to focus your marketing efforts, it's helpful to think as concretely as possible about the kinds of people you're hoping to reach. Developing **personas** is one way to do this. Using what you know from your own professional experience, what you read about in the literature, the behavioral data that your own organization keeps on users and – of course – the data from RUN, use this worksheet to begin to picture who you'd like to reach. Work on this worksheet collaboratively with your colleagues in the organization – in marketing, communication, content, fundraising – so that your strategy will reflect a shared vision of where you want to go.*

## Create a Persona

A persona is really just a short description of an audience or user you want to reach. **Remember: you are going to describe the bullseye of your target, but that doesn't mean you'll ignore everyone else.**

Give the persona a name, describe their daily schedule and habits, and describe their news, music, and content preferences.



## Persona/Audience Name

## Demographics

Describe the age, gender, income, education level, and household makeup of your persona. These key details will help to ground the persona in reality.

# Building a Persona

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## Daily Schedule

Describe habits, being specific about daily life for this persona. Are they a student, a parent, a traveler? Do they have a full time job? Do they commute to work? What times are they at home versus out and about?

## Media Types and Times

Describe content behaviors, including how they engage with content, when they do so, and what preferences they have. Do they read headlines? Are they listening to the radio before work? Do they have a podcast on during a walk?

# The National Dashboard

The RUN 2024 National Dashboard is an interactive tool available to all SRG, PMCC, and Greater Public members. The dashboard contains all data collected in the national online survey, and users are able to investigate the data how they see fit by comparing relevant subgroups, including generational, geographic, psychographic, behavioral, and more.

## How can I use the dashboard to learn about my audience?

You can get the most out of the dashboard by asking questions relevant to specific initiatives, potential content, or audience engagement opportunities that your station is thinking of launching. *These might include...*

***What formats do Gen Z'ers go to for their news?***

***What music genres are most popular with people in urban areas of the South East?***

***How do news preferences differ among high and low income respondents in my area?***

***If we made a podcast about local music, who would want to listen?***

***Which news topics is there the greatest need for among politically liberal women living in Texas?***

***Do Gen X'ers in my area want more interviews with local musicians?***

**Need dashboard access? Reach out to  
[rundashboard@citysquareassociates.com](mailto:rundashboard@citysquareassociates.com)**

# Coming up next at RUN University

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Webinars are presentations followed by Q&A. No attendance cap.

Workshops are highly interactive sessions with breakout groups designed to foster the exchange of ideas. Attendance capped at 50.

## ***Fundraising Week***

### **Fundable Ideas and Funding Strategy**

June 2nd

**2:00pm ET - 3:00pm ET**

Webinar Version

June 4th

**2:00pm ET - 3:30pm ET**

Workshop Version

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## ***Marketing Week***

### **Telling our Story, Reach People Where They Are**

June 9th

**2:00pm ET - 3:00pm ET**

Webinar Version

June 11th

**2:00pm ET - 3:30pm ET**

Workshop Version

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## ***Music Week***

### **Using Music to Build Community and Uplift Audiences**

June 16th

**2:00pm ET - 3:00pm ET**

Webinar Version

June 18th

**2:00pm ET - 3:30pm ET**

Workshop Version

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## ***News Week***

### **Content and Audience Development in the News Space**

June 23rd

**2:00pm ET - 3:00pm ET**

Webinar Version

June 25th

**2:00pm ET - 3:30pm ET**

Workshop Version