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Johnson & Wales University and WPRI Channel 12

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DEE3999

WPRI CHANNEL 12

Aaron Aguilar, Sydney Butera, Brandon Castillo,
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Rivera, and Hillary Thilavong

Abstract

In an educational partnership with WPRI Channel 12, students from DEE3999 worked to find and present solutions for reconfiguring the Center for Media Production in order to bring segments of The Rhode Show to campus.

The project encouraged students to conduct research, visit sites (WPRI Channel 12 and Brown University Athletics), and compile findings into a proposal presented by 4 teams: Producers, Logistics, Design, and Engineering.

The proposal highlighted the features of the Center for Media Production at Johnson & Wales University, its missing components, and how WPRI Channel 12 can benefit from using the space for its lifestyle segment called The Rhode Show.

With this in mind, DEE students were encouraged to think strategically, logically, and creatively to persuade Johnson & Wales University and WPRI Channel 12 to establish a formal partnership.

Overall, the project proposal allowed DEE students to network and take on real-industry experiences.



PRODUCERS & LOGISTICS TEAM



Brandon Castillo
Hillary Thilavong



Sydney Butera
Liznett Rivera



ENGINEERING & DESIGN TEAM



Aaron Aguilar
CJ Perrone



Grace Dolan
Kristina Perrin



Methods

The teams were responsible for tasks respective to their unit

- Producers; developed and pitched lifestyle segments for The Rhode Show
- Logistics; situated space availability and proposed scheduling for personnel
- Engineering; researched industry standard equipment to make the Center for Media Production available for live broadcast of The Rhode Show
- Design; analyzed branding and stylistic choices of The Rhode Show, a lifestyle segment hosted by WPRI, while incorporating JWU branding

Discussion

Several factors were taken into consideration while working with the client

- How will the DEE students effectively market toward Gen Z viewers to tune into The Rhode Show and become a primary audience of WPRI?
- How can the pitched segments encapsulate the diversity of Providence?
- How will the partnership between WPRI and JWU benefit both organizations?

Conclusion



- The team presented the research and concepts to the client
- Through this DEE, students developed skills and networked within their respective industries. Throughout the course, they took part in real work experiences.

