

BUCKEYE UX

WNKO WEBSITE REDESIGN PROPOSAL



RYAN NICHOLS

SAM WILLIAMS

CORBIN MOXLEY

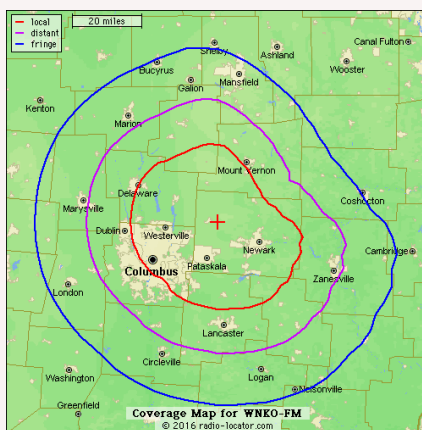
REEMA MAAROUF

CLIENT OVERVIEW

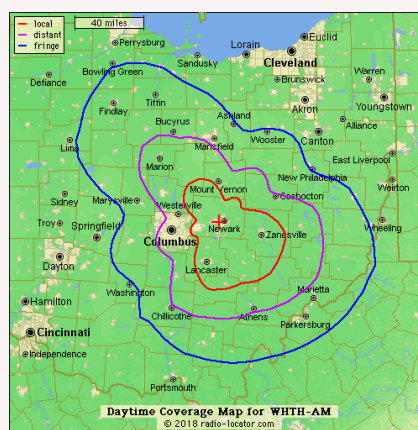
WNKO is a small family-owned FM radio station out of Newark, Ohio in partnership with Runnymede Incorporated. WNKO, branded as “Kool 101.7,” broadcasts on the FM dial at 101.7 in a classic hits format. Alongside WNKO is their sister station, WHTH, branded as “Buckeye Country.” This station broadcasts in a classic country format on 107.7 FM, AM 790 and 101.7 HD-2. Both of these stations strive to operate as the “Voice of the People” As such, the main focus of the current website, in addition to station promotion, is the local community.

USERS

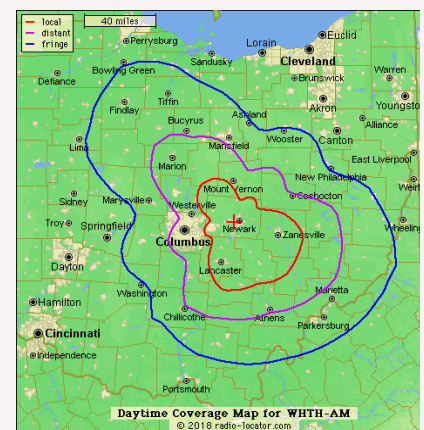
Below are 3 coverage maps for WNKO and WHTH courtesy of radio-locator.com. These indicate what locations are able to receive these stations in an over-the-air broadcast on a radio tuner. This determines how many people are able to be reached and directed to the site in a call to action.



WNKO on 101.7 FM



WHTH on 107.7 FM



WHTH on AM 790

The ages of the intended users of the site depend on the format of the stations. Classic hits stations play rock and pop music from the 1960s through the 1980s. Classic country stations include country music from the past three decades. With the classic hits format of WNKO and the classic country format of WHTH, it is expected our user age to be up to approximately 75 years old. With this in mind, it is important that we consider accessibility to older users by making the site usable by those who are likely to be beginners of using the Web. When it comes to the language of our users, a site supporting only English should suffice since all content on the radio stations are broadcast in English. The client does not seem to be interested in other languages.

GOALS

WNKO GOALS

Website visits

- Become the **information center** for all local news and media in the listening area.

Promotion

Display to listeners what content they play.

Advertise radio shows

Listener participation (make requests, enter contests etc.)

USER GOALS

Community-focused information

- Local news
- Local events
- Local business advertisement

Media

- Ability to submit song requests to be played on-air
- Ability to listen to the stations live online

PROBLEMS

There are **two main problems** with the website. **Firstly**, true to its mission to educate and connect people within the community, **the website has many different links leading users to community events, garage sales, and class reunions.** While this information may be helpful to some, the cluttered placement, lack of segmentation, and irrelevance of some of the information makes the website read more like a community posting board, rather than a website that is used for advertising for the radio stations and the various events that the station promotes.

This is **problematic**, as potential clients and users could be confused by the sites outdated UI and lack of organization of important information. **Secondly**, there is a situation where confusion may arise in regards to the sister company of Kool 101.7 FM, 107.7 FM Buckeye Country. 101.7 FM plays classic hits, whereas 107.7FM plays country. **Both stations' logos on the website hold equal visual weight, as they are about the same size and both displayed at the top of the page.**

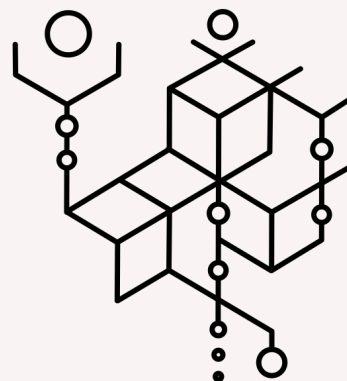
Overall, a redesign is **necessary** to improve clarity of what the site is trying to accomplish, modernize the website to give consumers what they are more used to, and to improve navigation with more segmentation for clarity and elimination of irrelevant information. Ultimately, the focus should be on building the brand of the radio station, to create an identity that the listeners can feel a part of. Combining the brand identities of the sister radio stations can be problematic because people could really love one, but not the other and thus feel dissonance while on the site.



SOLUTIONS

Modernization

- Develop a specific theme that differentiates between sister stations yet maintain consistency between colors used, fonts, sizes, hierarchical importance and spacing. (Basically implement Nielsen heuristics in Visual Design). For Instance, moving the social media links downwards, re-locate and re-design 101.7FM logo and provide subcategories.



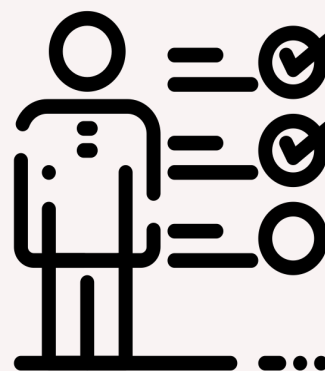
Rewrite

- Website content should be rewritten based on the intent, purpose and strategy of the website owner. Ensure that the steps needed for the task to be done are clearly visible and uncomplicated to use.



Enhance Professionalism

- Through vocabulary, cutting-off text, removing unvalidated features and simplicity. Removal of outdated events such as “Rummage Sales Garage Sale” and irrelevant tabs such as “Kool 101.7 lunchtime cafe”.



Focus on “Navigation menus”

- Menus that provide a non time-consuming experience to users; addition of menus to let users preview lower-level content (such as drop-downs). Moreover, adjust the size to fit different screens.



RESEARCH PROPOSAL

Our aim is to do extensive research to discover if our proposed solutions still fit the scope of project our client desires, if it fits user needs, and if our direction is right

RESEARCH STYLES

1. **CARD SORTING**
2. **CLIENT INTERVIEWS**
3. **USER SURVEYS**
4. **CLIENT SURVEY**

METHOD OF EXECUTION

To execute our research we will use our already established connection with the radio station to interview them on questions we create to better get a picture of whether the ideas we are proposing will be best for them. We will also be sending out the survey to workers of the radio station to anonymously complete, so we can better get a picture of how they view the website and potential improvements. This survey will also be sent to potential listeners, so we can see where the administrators and users of the website are similar and where they differ. Card sorting will also be used across a diverse group of users, to see where it makes sense to organize the website.



SURVEYS

A survey is a good way to reach a more widespread audience to gather general opinions and feelings about our website. We will be able to target questions in order to pinpoint the user's impressions on flow, aesthetics, and usability of the website. Here we can ask more general questions in order to develop quantitative data points that we can analyze and while planning our prototype.

USER SURVEY VS ADMIN SURVEY

By separating our survey into two separate surveys we can better understand the separate needs of both parties, how they align, and how they differ. This will allow us to better make the compromises needed when designing the site.

How many days out of the week do you tune in to 101.7FM WNKO / 107.7 FM WHTM?

Less than weekly

1-2 times per week

3-5 times per week

Almost everyday

Everyday

What content is most important to you while tuning in?

Music

News

Community Events

Giveaways

Other

THE GOOD AND THE BAD

Our group has learned a lot from conducting design research. Firstly, I will discuss the positives. Throughout our project, we recognized the importance of using multiple research methods in order to obtain the information that we needed from our target audience. Some methods, such as interviews, worked better to conduct with the web content manager for the site, as they had a unique perspective being the one that controls what is posted on the website. This coupled with the opinions of the owner of the radio station allowed us to get a good understanding of the business objectives in the Strategy Plane. Other methods, such as our survey, allowed us to reach the consumers of the content. Luckily, we were able to get our survey posted on the clients website, so we were able to reach a wider range of consumers. This survey allowed us to understand the content requirements in the Scope plane that the users desire. The usage of card sorting allowed us to get the perspective of an unbiased non-user in order to see how someone might restructure the site. A few of the negatives include sample size, difficulty generalizing responses, and the issues of user needs not aligning with the plan for the business. Unfortunately, we were unable to reach far beyond the employees and everyday website users, as they would not allow us to post to their social media or email list. These are issues we are confident we can overcome with more time and a deeper understanding and analysis of our research.

WHAT WOULD WE CHANGE OR OMIT

For our process, I think it was extremely important for us to make contact with our client as soon as we did in order to truly understand the business objectives. If we could make any changes, I think it would be wise to add more participants if possible. I think something that we could have added was more participants that do not have a direct connection to the radio station. I think the familiarity of the platform and the values of the station skewed the perception of the website and made them think of it more favorably because of familiarity, instead of quality.

Central Ohio's Classic Hits Station

KOOL
101.7FM WNKO
CLASSIC HITS

Please take a moment to answer questions about our website:
[WNKO/WHTH Website Survey](#)

* * * LISTEN LIVE * * *

2018 Ohio Travel Association's Ruby Award for their Radio Advertisement campaign on Classic Hits KOOL 101.7

INTERVIEW QUESTIONS
WNKO.COM

TELL ME A LITTLE ABOUT YOUR FIRST REACTION WHEN YOU WENT TO THE WEBSITE.

HAVE YOU EVER VISITED RADIO STATION WEBSITES?

IF YES,

1. WHICH ONE(S)
2. WHY DID YOU GO TO THAT SITE?
3. WHAT TASK(S) DID YOU INTEND TO DO? WERE YOU SUCCESSFUL? WHY?/WHY NOT?
4. WHERE YOU LOOKING FOR SOMETHING? DID YOU FIND IT? WHY/WHYNOT?

IF NO,

TELL ME ABOUT SOME OF THE WEBSITES YOU OFTEN VISIT. WHICH ONE DO YOU LIKE THE MOST? WHY?

5. WHAT DO YOU LIKE THE MOST ABOUT THIS SITE?
6. WHAT DO YOU LIKE THE LEAST ABOUT THIS SITE?
7. TELL US ABOUT YOUR FEELINGS ABOUT THE CURRENT SITES' CHOICE OF COLOR.
8. DO YOU THINK THIS SITE IS DESIGNED WITH THE USER IN MIND? WHY?/WHY NOT?
(ASK LAST) IS THERE ANYTHING ELSE YOU WOULD LIKE TO TELL US ABOUT YOUR EXPERIENCE WITH THIS SITE?

INTERVIEWS

Interviews are a good to the survey as we can focus down our general questions into more specific questions in a conversational setting. Semi-structured interviews would be best applicable in this setting, as it would be important to have prepared questions to direct the conversation, but it will be also useful to leave room for input from the participants and follow-up questions. Using this data, which will be more qualitative in nature, we will be able to understand user desires and wants in regard to the design of our website.

INTERVIEW ANALYSIS

JENNIFER GRAHAM

MAIN WEBSITE EDITOR WNKO / WHTH RADIO

What the site **NEEDS**

- Ability to display logo, hyperlinked to clients/customers webpages
- School & business closings list, with the sponsors photo's and hyperlinks
- Ellas question of the day - Morning Show/KOOL Question
- Prize Closets showing upcoming giveaways, how to win, hyperlinks, photo's
- The mandatory FCC & EEO information - Start page (very bottom links) & Employment sections
- High School Sports games - MP3 audio of entire Game of the Week, with options to listen to past recorded games. Ability to listen Live to the stream by link as well
- Ability for listeners to post Lost & found Pets and Yard/Garage/Moving
- Ability for listeners to enter Garage/Yard Sales directly onto the page, without emailing us the info, and our
- Ability for us to remove info.
- Dave's Mon- Fri News
- Links to Polls and other Voting issues during election times

CURRENT SITE THOUGHTS

Pros:

- Able to put anything; unlimited potential
- Don't like GoDaddy.com- used it before- too limited even though people liked it.
- Currently use Microsoft Front Page
- Current Software allows for unlimited possibilities
- Low cost

Cons:

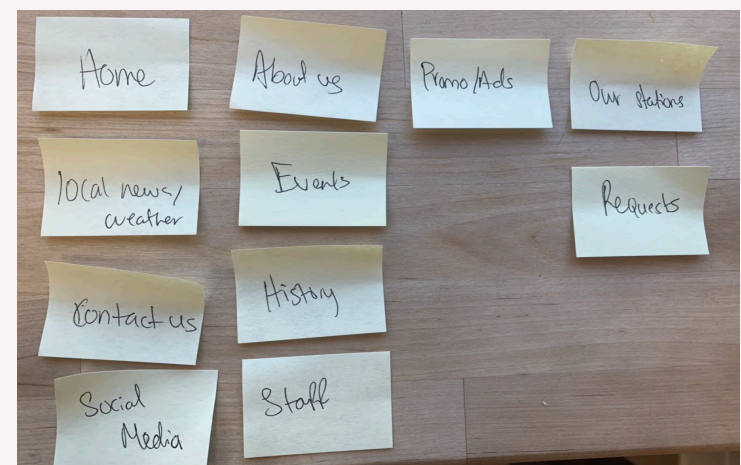
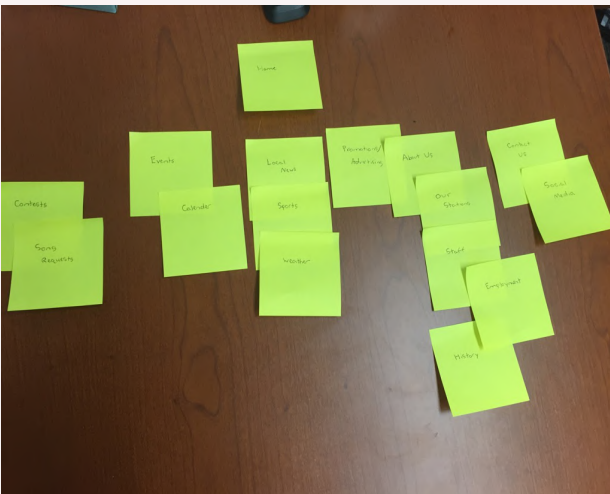
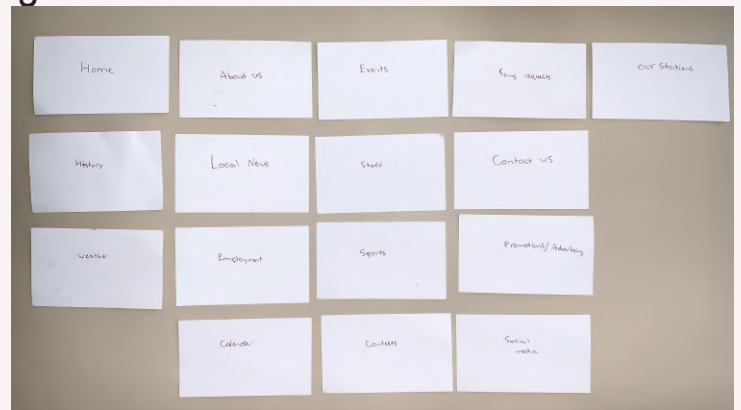
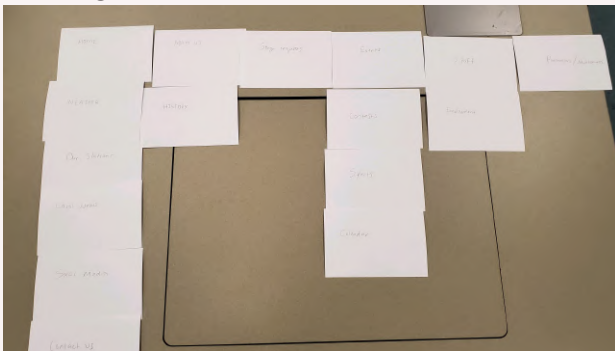
- Not as Eye-catching as modern sites
- Have to click/ scroll a lot
- Not efficient for today's fast paced world.
- Limited ability to edit text on top of images; have to use other software
- to edit text over images.
- May be an issue for older demographic

SURVEY ANALYSIS

- Sample size (as of 10/14) N= 26 but not everyone answered every question.
- 12 employees, 14 non-employees.
- Only half thought that website accurately reflected the goals of the radio station. Mostly answered by employees. Those who said no said because it was “amateur” and that the “station’s identities were very intermingled”
- For the things that could be potentially confusing, participants noted that it is “disjointed, confusing and cluttered” , “not user friendly and outdated”, “too much clicking and scrolling”, “wnko.com as the site for WHTH”, “More simplicity”, “need a drop down menu”
- In summation, users want a less cluttered and more simple interface that clearly displays content. Adding a clear distinction between the two radio stations and adding drop down menus could address user needs.
- Most participants listen at least 3 times a week, with 30% listening every day or almost every day.
- More than half found the website at least somewhat unattractive, with 3 users stating it was “very unattractive”
- Most users found the website to be at least slightly easy, with many stating it was moderately or extremely easy. Only 2 participants stated it was extremely difficult, but we believe this to be due to the fact that all users who took our survey were very familiar with the layout of the website, as they were either employees are almost everyday users of the website.

CARD SORT ANALYSIS

To begin with, throughout the card sorting process we came to analyze that there were different opinions regarding placing most of the important elements/information at the home page or individually categorizing it. For instance, having “Contact us” and “Social media” under home tab vs. separating it. Furthermore, under the “About us” tab, there were differences through different card sortings in the information architecture of whether to keep it brief or organizing many categories under this list such as the “staff”, “history” and “employment”, which was the style we approached since we placed all the information necessary that a user would look into when clicking the “About us” tab. Moreover, as we come to identify the common categories, the only common point across the card sortings would be creating an individual tab at the top for “Promo/Ads,” but as a team we decided to place it under “Contact us” since it could convey both contacting us through social media and/or for advertising.



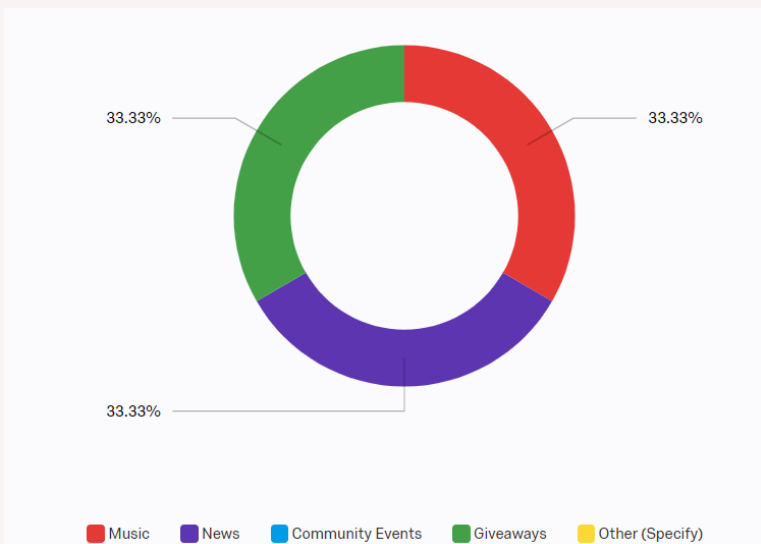
NAME: BRAD RADIOGUY

AGE: 25-38

GENDER: MALE

COLUMBUS, OHIO

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Brad Radioguy grew up with a love for music and radio, and the way WNKO promoted local community events drove home his love for the station. He enjoys his job working for WNKO now, and appreciates what WNKO represents for his community of Columbus, Ohio. He thinks the website covers everything he appreciates about the radio station, but wishes it reflected how he felt about the company.

He uses the website almost daily for his job but still does not feel comfortable saying he can easily find the information he is searching for. He may feel the radio station could be more successful if the website was better, and would be able to make a greater impact on the community. As an employee, Brad can't help but to think he would be more efficient at his job if the website was better.

THE AMOUNT OF CLICKING TO GET TO SOMETHING ON THE WEBSITE, FOR EXAMPLE OUR UPCOMING CONTESTS SECTION.

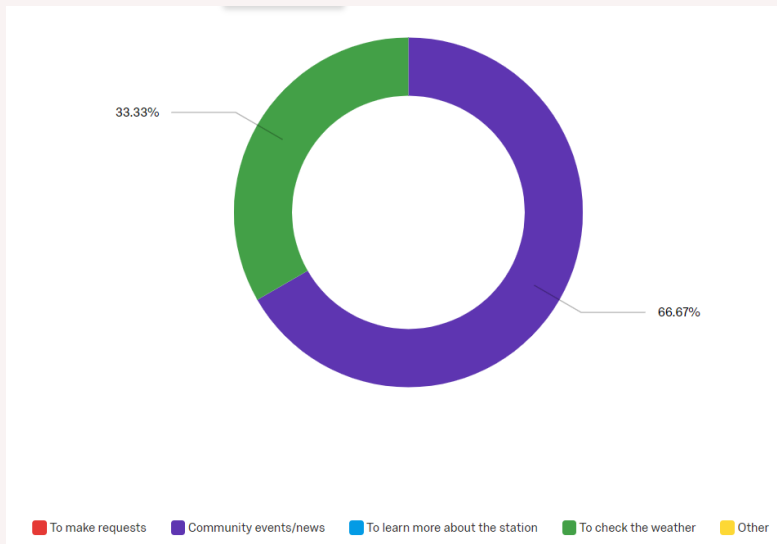
NAME: NANCY WILSON

AGE: 31

GENDER: FEMALE

CLEVELAND, OHIO

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Nancy grew up with an artistic talent and developed a love for self expressionism through art and colors. Nancy pursued technical education and training in graphic design; she is very detail-oriented and believes that simplicity combined with perfect contrast of color can enhance professionalism in user’s and employees minds. Therefore, resulting in a more satisfied user experience.

Simultaneously, Nancy works in the advertising industry; she looks for mediums where she would be able to promote specific (local) content based on her client’s needs, and when she came across the WNKO website, she couldn’t help but feel very discouraged to deal with the station and also very irritated as an artist, after looking at the unstable content, unorganized layout, uncoordinated color scheme and the lack of professionalism as a whole.

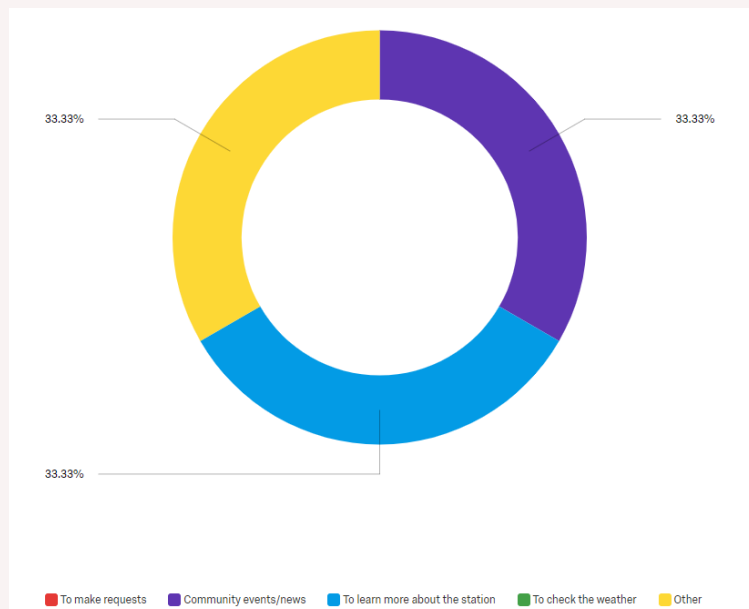
***“WHAT WOULD MOTIVATE YOU TO USE/CONTINUE TO USE THE WEBSITE?”
IF IT ENTERED THE 21ST CENTURY.***

NAME: RICHARD JOHNSON

AGE: 62

GENDER: MALE

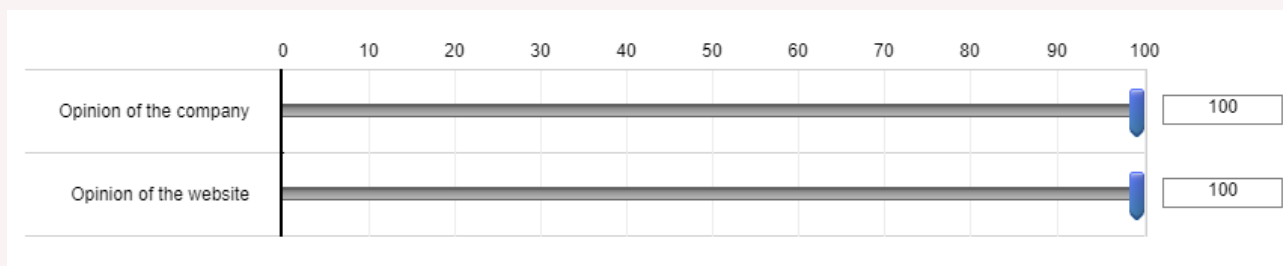
NEWARK OHIO



Richard Johnson is a retired retail manager who tunes into one of the WNKO radio stations almost everyday. He enjoys listening to Hank Williams on Buckeye Country and Styx on Kool 101.7, as it reminds him of being a kid in the '70s again.

He often goes to WNKO.com to check his grandson's high school football scores and to get a digest of some of the local top stories. He collects antiques as a hobby and appreciates how he can use the website to find garage sales in his area.

WNKO This is his favorite website to visit because it looks almost the same as it did when he got his first computer in 2002. He finds the website very organized and simple to find information. He often gets frustrated when updates and changes occur with technology.



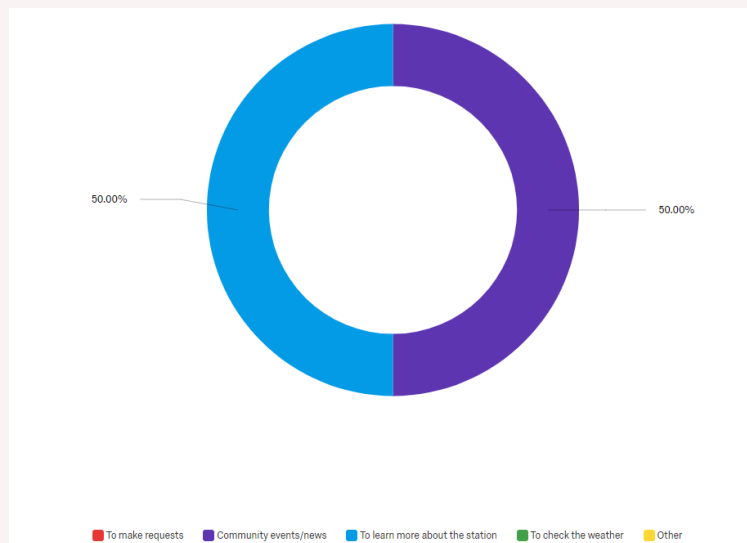
NAME: JACOB “THE EMPLOYEE”

AGE: 38-55

GENDER: MALE

NEW ALBANY, OHIO

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Jacob Hendrickson is an employee of WNKO and has been for 5 years. His background is in A/V technology with a focus on audio and live sound. Jacob is one of the main radio personalities on WNKO, but also is an avid user of the website as he is a very active member of the community. He listens to the radio almost everyday and wants to be sure that website is accurately representing the values of the company.

Jacob uses WNKO to listen to the radio when he can't tune in other places, community events, news, and giveaways. Though he frequently uses the website, Jacob is constantly frustrated by the outdated UI of the site and how cluttered and unattractive the feed is. He thinks that as a community board, the information needs to have clean organization to better address the needs of the listeners. He believes a more pleasing aesthetic would help stakeholders engage better in the offerings of the site.

***“IT’S VERY DISJOINTED, CONFUSING, CLUTTERED.
NEEDS A SIMPLE, CLEAN, COHESIVE LOOK”***

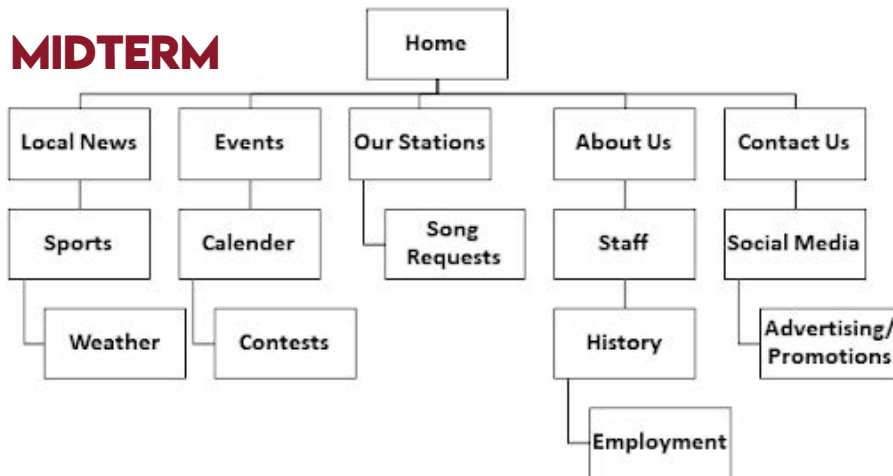
MOVING FORWARD

After further looking into and finalizing our scope for the project, looking forward towards the next steps we aim to focus our attention on building the remaining planes of user experience which include the structure, skeleton and the surface. While working on WNKO.com, our main problem was making the right decision regarding representing the sister stations in the most convenient way for users; hence, further research would be done to finalize the decision. Moreover, plan to ensure a smooth navigation user experience and making sure what components are missing in the website that a user NEEDS in the skeleton, to utilize it effectively; and finally consider the aesthetic design and how we will represent our product visually; considering our survey and research results throughout every step.

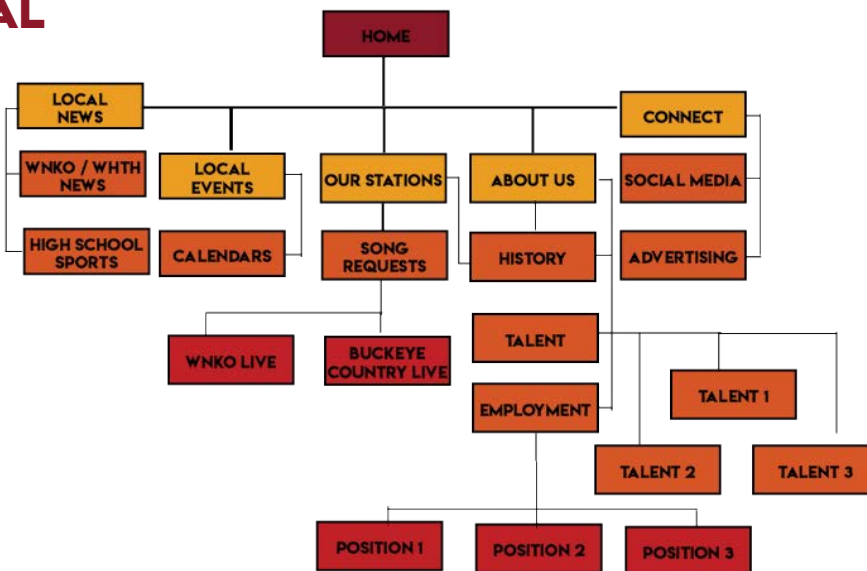


SITE ARCHITECTURE

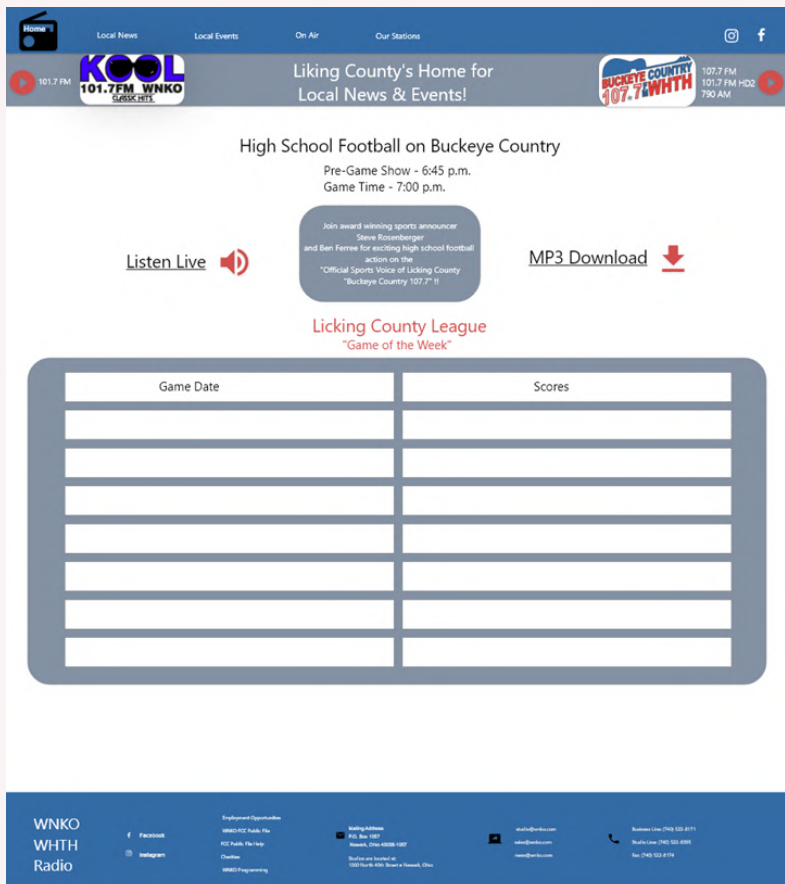
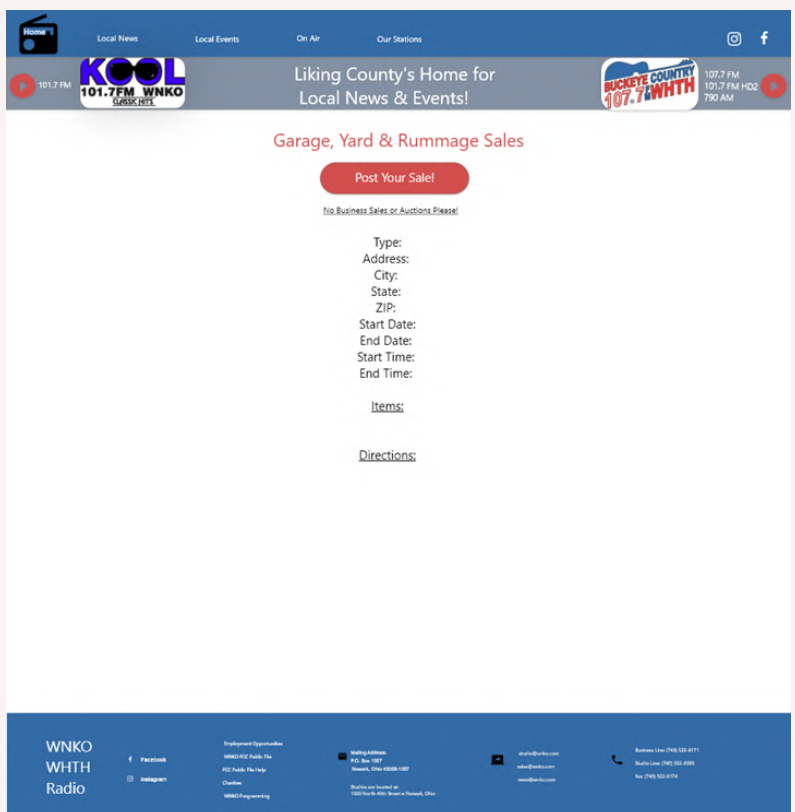
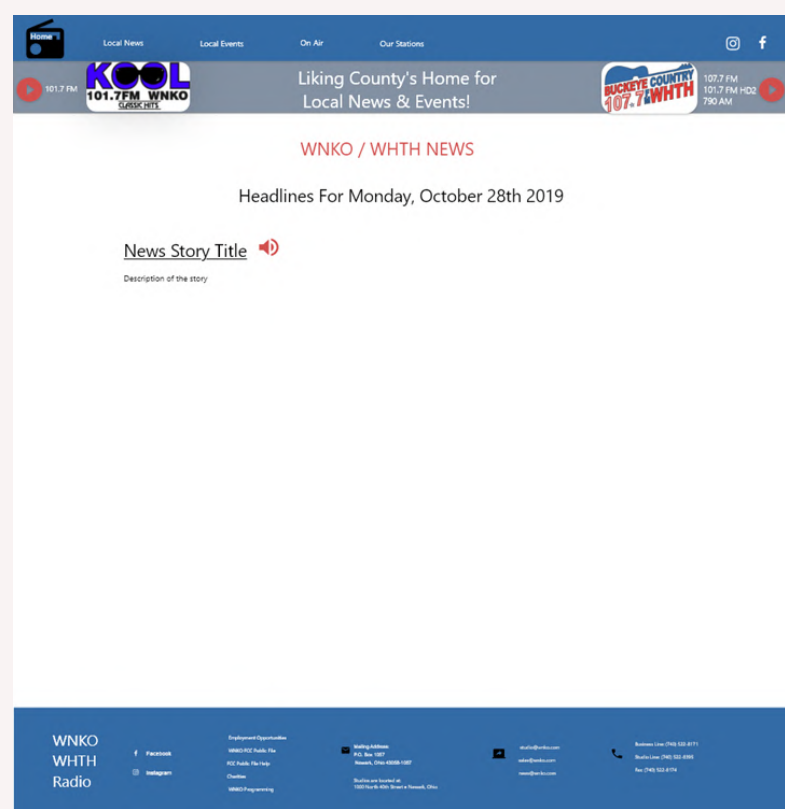
MIDTERM

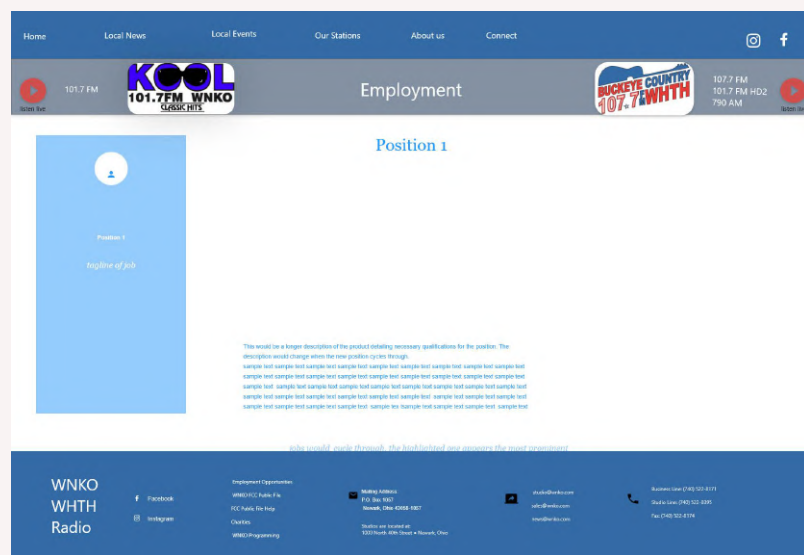
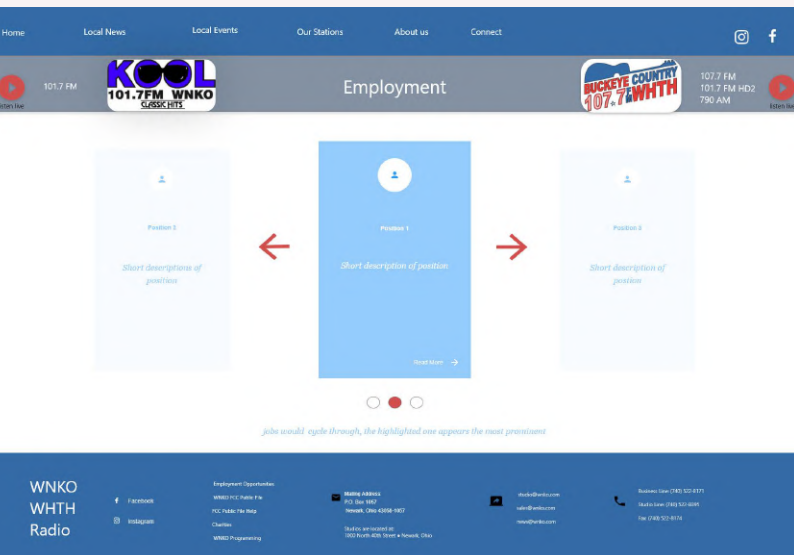
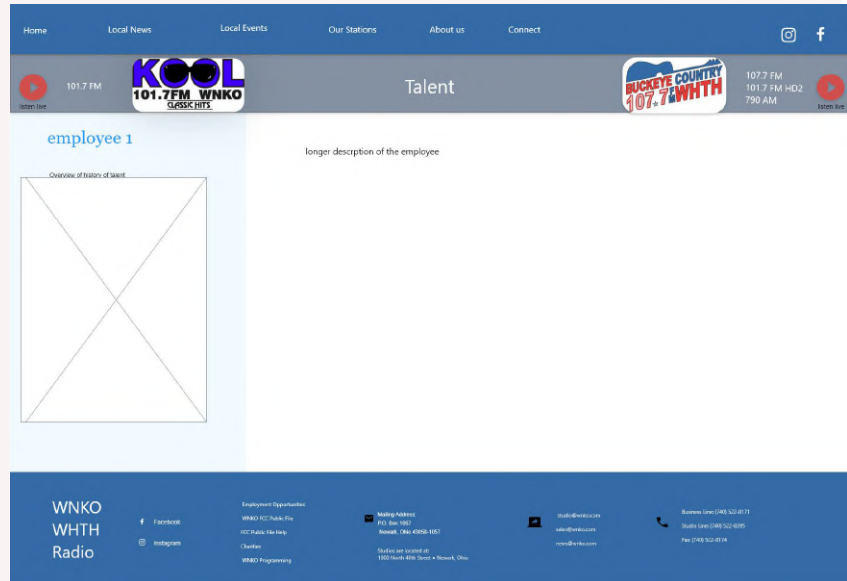
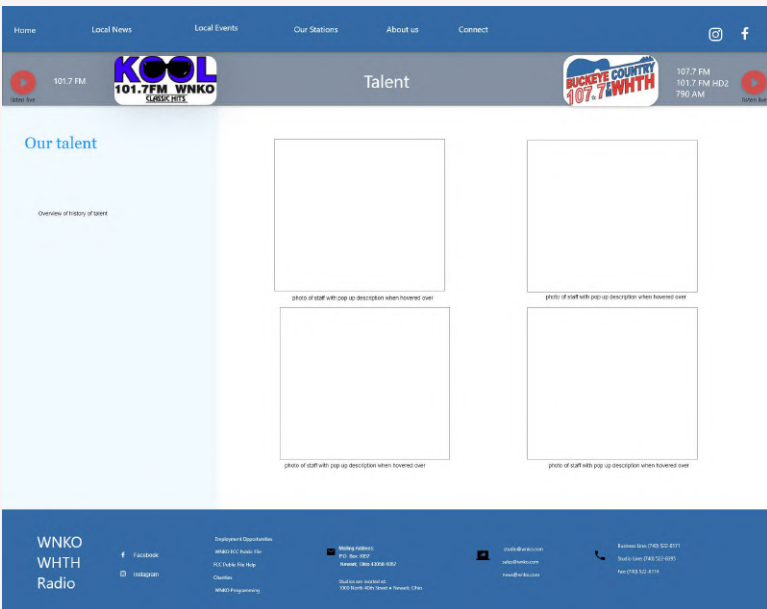


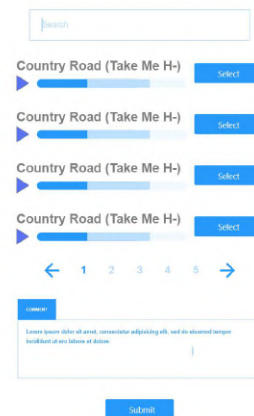
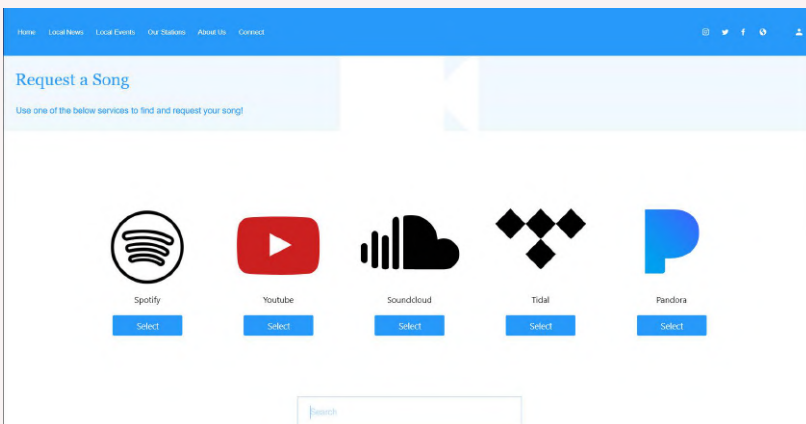
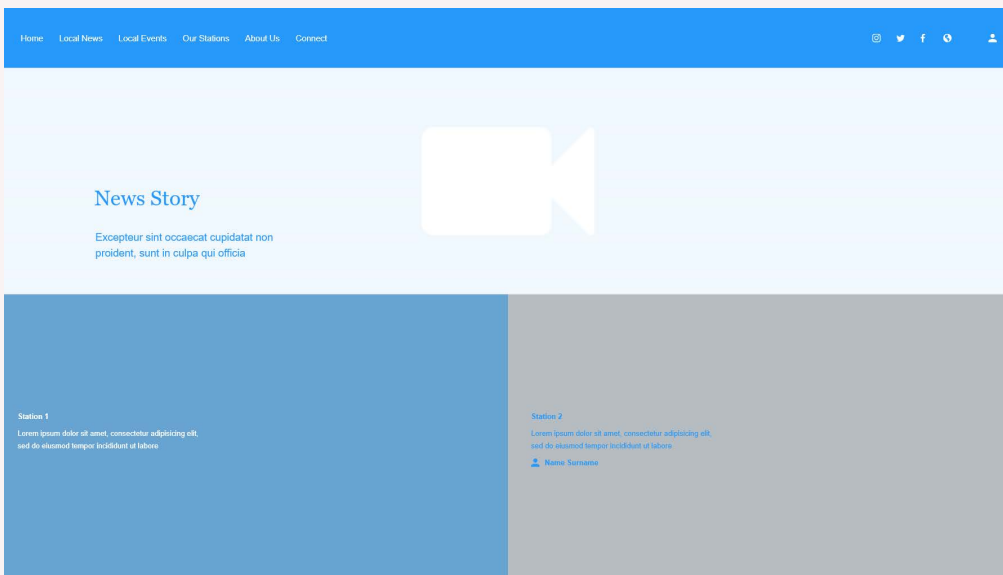
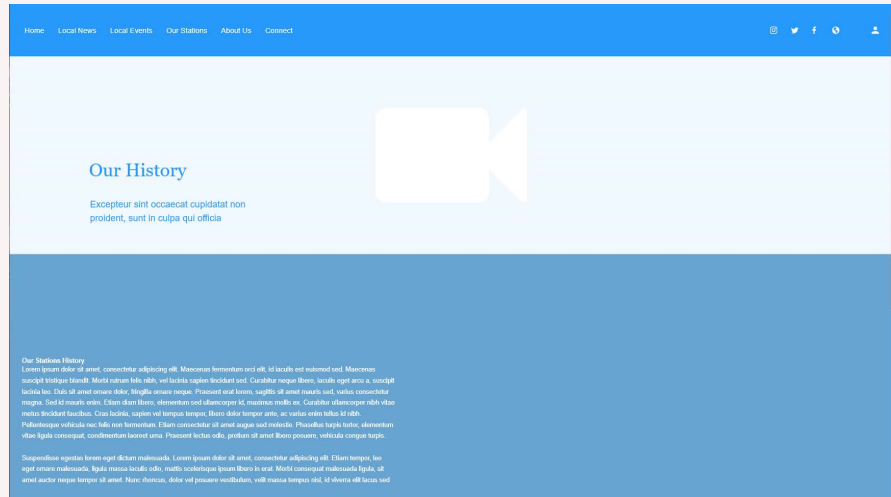
FINAL



Between the two concepts, we condensed local events, we split the different radio stations into each page to help establish their unique identities, and we added separate pages for the employment opportunities.





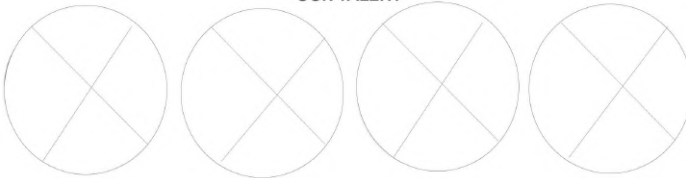


Liking County's Home for All the Hits, Local News, & Events!

NEWS/EVENT SPOTLIGHTS



OUR TALENT



Interested in joining the team? [Click here!](#)

KOOL 101.7 FM WNKO,
Central Ohio's Classic Hits!



- Request a song
- More information
- Our programs

Listen Live



Landslide
Dixie Chicks



Our sister station, Buckeye Country
107.7 FM, 101.7 HD2, 790 AM WHTH



- Request a song
- More information
- Our programs

Contact Us



Mailing Address:
P.O. Box 1057, Newark, Ohio 43058-1057

Business Line:
(740) 522-8171

Studio Line:
(740) 522-8395

Fax:
(740) 522-8174

Email:
Studio@wnko.com
Sales@wnko.com
news@wnko.com

Our Programs

KOOL 101.7 Lunchtime Café

Bre Ziegler takes your song requests for the KOOL Lunchtime Café each weekday. Beginning at noon, she will play nothing but YOUR requests!
Call (740) 522-8395
E-mail studio@wnko.com
Comment or Message on our KOOL 101.7 Facebook Page
Here's What's on the Menu This Week 11/11-11/15!
Monday: Open Kitchen - Open Requests!
Tuesday: Cruising Tunes - Songs you like to jam along to in the car!
Wednesday: Love Songs - Playing your favorite love songs during your lunch hour!
Thursday: Pump Up Songs - Getting you pumped up with your favorite upbeat songs!
Friday: Pre-Weekend Play List - Open Requests!

KOOL 101.7 FM 8 O'clock Rock with Mike Cornell

Monday through Friday 8 pm
Listen for the theme of the day and
Call-in with your requests: 740.522.8395

Buckeye Country Five at Five

Listen weekdays for the Theme of the Day and get your requests in. Then, tune in to the Buckeye Country Five at Five to hear if your favorites made the top five as Mike Cornell counts down the most requested songs of the day.
Buckeye Country Request Line: 740.522.8395
Email: studio@wnko.com

Our Talent



Ella Palardi

WNKO / WHTH Mornings- "Much like Glitter I never seem to completely go away!" Happy to wake you up each morning with the Ella and Dave Morning Show! Dave and I keep you updated on news, traffic, and weather while playing the coolest tunes of all time and bickering like an old married couple (without any of the awkward make-up smooches in the kitchen). When not on the air I enjoy hamming it up on stages across Central Ohio as an actor and improviser, betting on horses, and admiring my collection of Krav Maga trophies. I am also a Christmas, classic film/TV, and tiki bar enthusiast!

Email me at: studio@wnko.com



Dave Doney

WNKO / WHTH News Director - There is plenty to see and do in Licking County and that means there's plenty of things to talk about. As News Director and co host of the "Ella & Dave Morning Show" my job is to keep you updated on what is happening in Licking County as well as across central Ohio. I'm not just interested in talking about the issues facing our community - I'm also dedicated to making our community a better place to live by being involved in a number of organizations - Newark Kiwanis, Licking County Crime Stoppers, Big Brothers and Licking Memorial Hospital Board of Directors. I'm extremely thankful for the opportunity to inform and entertain, and hope you enjoy the best news coverage in Licking County. Join me for your "LIVE and LOCAL News" every weekday morning beginning at 6:00 a.m.
E-mail me at: news@wnko.com



Bre Ziegler

WNKO / WHTH Mid-Day - Some fun facts about me: I play two instruments, the viola and guitar. I love a good superhero movie, especially with Chris Evans and Chris Hemsworth, binge watching Law and Order: SVU marathons, jamming out to the Beatles, Tom Petty and the Heartbreakers, Prince and Def Leppard in the studio, cheering on the Cincinnati Reds, Columbus Blue Jackets, and even rocking out at concerts. It is my absolute pleasure to play your requests for the KOOL Lunchtime Cafe and keep you updated on the drive home with Central Ohio news headlines. Email me at: studio@wnko.com or message me on our KOOL 101.7 Facebook page!



Mike Cornell

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Licking County Football Scores

High School Football on Buckeye Country

Pre-Game Show - 6:45 p.m.
Game Time - 7:00 p.m.

Join award winning sports announcer Steve Robinson and Ben Fennel for exciting high school football action on the Official Sports Website of Licking County "Buckeye Country 101.7 FM"

Licking County League
"Game of the Week"

Listen Live

MP3 Download

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Our Stations



WNKO is a small family-owned FM radio station out of Newark, Ohio in partnership with Runnymede Incorporated. WNKO, branded as "Kool 101.7," broadcasts on the FM dial at 101.7 in a classic hits format.

Alongside WNKO is their sister station, WHTH, branded as "Buckeye Country." This station broadcasts in a classic country format on 107.7 FM, AM 790 and 101.7 HD-2. Both of these stations strive to operate as the "Voice of the People" As such, the main focus of the current website, in addition to station promotion, is the local community.



History of Runnymede



The name "Runnymede" was chosen as the corporate name for the WNKO / WHTH Radio stations for historical reasons. Runnymede was the site of the signing of the Magna Carta in 1215. Runnymede literally translated, means "voice of the people", which is the attitude at which WNKO and WHTH operate today.

Runnymede Inc. was formed in 1968 by several of Newark's most distinguished and well-known businessmen. They applied for the license for a local radio station and was on the air in October of 1970 with WHTH AM. Two years later, they were granted a license for a 3000 watt FM station which became WNKO FM.

Although control of the company has changed many times through the years, it has always been family owned and still retains local ownership through the Franks family at this time.

Employment Opportunities

Part-time - On Site - On Air Talent

An On-Air Opportunity with CLASSIC HITS KOOL 101.7 / Buckeye Country 107.7 WHTH

Account Executive

A Career Radio Sales Opportunity with CLASSIC HITS KOOL 101.7 / Buckeye Country 107.7 WHTH

More information

Communication/PR Associate

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This is a full time position.

We will train you our way, with methods, and tools, that will help you maximize your success. Prior media sales is preferred, but not necessary.

A good work ethic, great attitude and solid computer skills are required.

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PR/Communica

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- Have the ability to be the "voice" of the company through digital and print media.
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- Can operate a computer system.
- Want to work in a fun, yet demanding work

Apply now

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Employment Opportunities

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KOOL 101.7 fm - Buckeye Country 107.7 fm and 790 am WHTH maintains a current database of talent in case the need arises.

If any of these requirements apply to you:

- Have previous Radio experience (On-Air)
- Have media Sales experience (Sales)
- Have at least a high school education
- Can operate a computer system.
- Like to work in a demanding, but fun workplace!

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Liking County's Home for All the Hits, Local News, & Events!

NEWS/EVENT SPOTLIGHTS

Our Ohio Fallen Heroes December Events in Licking County Crash-Injures Two People

OUR TALENT

Interested in joining the team? Click here!

KOOL 101.7 FM WNKO, Central Ohio's Classic Hits!

Request a song

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Our programs

Listen Live

Landslide Dixie Chicks

Listen to your favorite songs

Our sister station, Buckeye Country 107.7 FM, 101.7 HD2, 790 AM WHTH

Request a song

More information

Our programs

WNKO WHTH RADIO INC

Facebook Instagram

Employee Information: WNKO 101.7 FM, WHTH 790 AM, 107.7 HD2, 101.7 HD2.1

Media Inquiries: WNKO 101.7 FM, WHTH 790 AM, 107.7 HD2, 101.7 HD2.1

Business: WNKO 101.7 FM, WHTH 790 AM, 107.7 HD2, 101.7 HD2.1

Address: 1000 North Market Street, Columbus, OH 43215

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Local News Local Events Our Stations About Us Connect

Our Talent

Ella Palardi

WNKO / WHTH Mornings: "Much like Glitter I never seem to completely go away." Happy to wake you up each morning with the Ella and Dave Morning Show and keep you updated on news, traffic, and weather while playing the coolest tunes of all time and bickering like an old married couple (without any of the awkward make-up smooches in the kitchen). When not on the air I enjoy hamming it up on stages across Central Ohio as an actor and improviser, betting on horses, and admiring my collection of Klov Mega trophies. I am also a Christmas, classic film/TV, and tiki bar enthusiast!

Email me at: studio@wnko.com

Dave Doney

WNKO / WHTH News Director: "There is plenty to see and do in Licking County and that means there's plenty of things to talk about. As News Director and co-host of the 'Ella & Dave Morning Show' my job is to keep you updated on what is happening in Licking County as well as across central Ohio. I'm not just interested in talking about the issues facing our community... I'm also dedicated to making our community a better place to live by being involved in a number of organizations - Newark Kiwanis, Licking County Crime Stoppers, Big Brothers and Licking Memorial Hospital Board of Directors. I'm extremely thankful for the opportunity to inform and entertain, and hope you enjoy the best news coverage in Licking County. Join me for your "LIVE and LOCAL News" every weekday morning beginning at 6:00 a.m.!

E-mail me at: [news@wnko.com!](mailto:news@wnko.com)

Bre Ziegler

WNKO / WHTH Mid-Day: "Some fun facts about me: I play two instruments, the viola and guitar. I love a good superhero movie, especially with Chris Evans and Chris Hemsworth. I binge watching Law and Order: SVU marathons, jamming out to the Beatles, Tom Petty and the Heartbreakers, Prince and The Love Symbol Album in the studio, throwing on the Cincinnati Reds, Columbus Blue Jackets, and even rocking out at concerts. It is my absolute pleasure to play your requests for the KOOL Lunchtime Cafe and keep you updated on the drive home with Central Ohio news headlines. Email me at: studio@wnko.com or message me on our KOOL 101.7 Facebook page!"

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Licking County Events

November 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15 First Annual Craft Bazaar	16 First Annual Craft Bazaar
17	18	19 Clothes Closet & Free Meal	20 Holiday Caregiving Tips	21 Preschool Down on the Farm	22	23
24	25	26 Turkey Trot WingDing	27	28 Turkey Trot	29	30

Our Programs

KOOL 101.7 Lunchtime Café

Bre Ziegler takes your song requests for the KOOL Lunchtime Café each weekday. Beginning at noon, she will play nothing but YOUR requests!

Call (740) 522-8395

E-mail: studio@wnko.com

Comment or Message on our KOOL 101.7 Facebook Page

Here's What's on the Menu This Week 11/11-11/15!

Monday: Open Kitchen - Open Requests!

Tuesday: Cruising Tunes- Songs you like to jam along to in the car!

Wednesday: Love Songs- Playing your favorite love songs during your lunch hour!

Thursday: Pump Up Songs- Getting you pumped up with your favorite upbeat songs!

Friday: Pre- Weekend Play List- Open Requests!

KOOL 101.7 FM 8 O'clock Rock with Mike Cornell

Monday through Friday 8 pm

Listen for the theme of the day and

Call-in with your requests: 740.522.8395

Buckeye Country Five at Five

Listen weekdays for the Theme of the Day and get your requests in.

Then, tune in to the Buckeye Country Five at Five

to hear if your favorites made the top five as Mike Cornell counts down the most requested songs of the day.

Buckeye Country Request Line: 740.522.8395

Email: studio@wnko.com

Licking County Events

December 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 The Nutcracker	2 Elves in Action	3	4	5 Clothes Closet	6	7 Granville Elementary School Jingle Bell
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24 Christmas Eve	25 Christmas!	26	27	28
29	30	31				

Licking County News



ODOT is Busy!

ODOT Crews warn for ice weather!

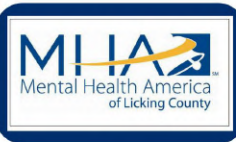
[Read More](#)



Crash Injures Two People

Two victims transported to the hospital following a crash in Union Township

[Read More](#)



MHALC Awards Ceremony

Mental Health America of Licking County held its 66th Annual Dinner and Awards celebration.

[Read More](#)



Fallen Soldier

Licking county native loses his life in combat situation.

[Read More](#)

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Fax: (740) 522-8394

Licking County News



Spec. Jeremy M Hodge

Ohio's Fallen Heroes
Hometown: Ridgeway, Ohio, U.S.
Age: 20
Died: October 10, 2005 in Operation Iraqi Freedom

National Guard soldier of Bravo Company, 612th Engineering Battalion, Jeremy was an unselfish, hardworking leader who exemplified honor and duty. He was a 2003 graduate of Ridgemoor High School where he was a member of the football and baseball teams and an active participant in swing choir and musicals. He will be remembered as an all-American boy who loved wheeling, motorcycles, hunting and fishing, watching NASCAR and rooting for Mark Martin. He dearly loved his family and made his parents, family and the community very proud



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Licking County News



MHALC Awards Ceremony

By WNKO Staff
11/09/19

Mental Health America of Licking County held its 66th Annual Dinner and Awards celebration Thursday night at the DoubleTree by Hilton. A number of awards were handed out including the Mental Health Professional of the Year. This year's recipient is Sharon Stockton with Behavioral Health Care Partners of Central Ohio.



[Read More Stories!](#)

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Licking County News



Crash Injures Two People

By WNKO Staff
11/09/19

At least two people were transported to the hospital following a Monday evening crash in Union Township. According to the Licking County 911 Center, the crash occurred shortly before 9:00 p.m. near the intersection of Cristland Hill and Mill Dam roads. The names and conditions of the victims is unknown at this time and the crash remains under investigation.



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Licking County News



ODOT is Busy!

By WNKO Staff
11/09/19

175 ODOT crews remain on duty throughout the Central Ohio region ensuring a safe Tuesday morning commute. Pavement temperatures are hovering right around the freezing mark so any wet roadways have the potential to become icy. Drivers are reminded to take it slow and allow extra stopping distance.



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Local News Local Events Our Stations About Us Connect

Request a Song on 107.7FM Buckeye Country

BUCKEYE COUNTRY 107.7 FM WHTH Make a request through your favorite streaming service, or search our database below!

Email: studio@wnko.com Phone: 740-522-8395

Select
Select
Select
Select
Select

- Country Road (Take Me H-) Select
- Country Road (Take Me H-) Select
- Country Road (Take Me H-) Select
- Country Road (Take Me H-) Select

← 1 2 3 4 5 →

This song goes out to my site at 10 points a day!

Submit

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An On-Air Opportunity with CLASSIC HITS KOOL 101.7 / Buckeye Country 107.7 WHTH

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Employment Opportunities

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Part time On-Air Weekend Talent

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Account Executive

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Part-time - On Site - On Air Talent

KOOL 101.7 fm - Buckeye Country 107.7 fm and 790 am WHTH maintains a current database of talent in case the need arises.

If any of these requirements apply to you:

- Have previous Radio experience (On-Air)
- Have media Sales experience (Sales)
- Have at least a high school education
- Can operate a computer system.
- Like to work in a demanding, but fun workplace!

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WNKO WHTH RADIO INC

Facebook Instagram

Employment Opportunities
WNKO FCC Public File
FCC Public File Help
Charities
WNKO Programming

Mailing Address:
P.O. Box 1027
Newark, Ohio 43058-1027
Studios are located at:
1000 North 40th Street • Newark, Ohio

studio@wnko.com
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Business Line: (740) 522-8771
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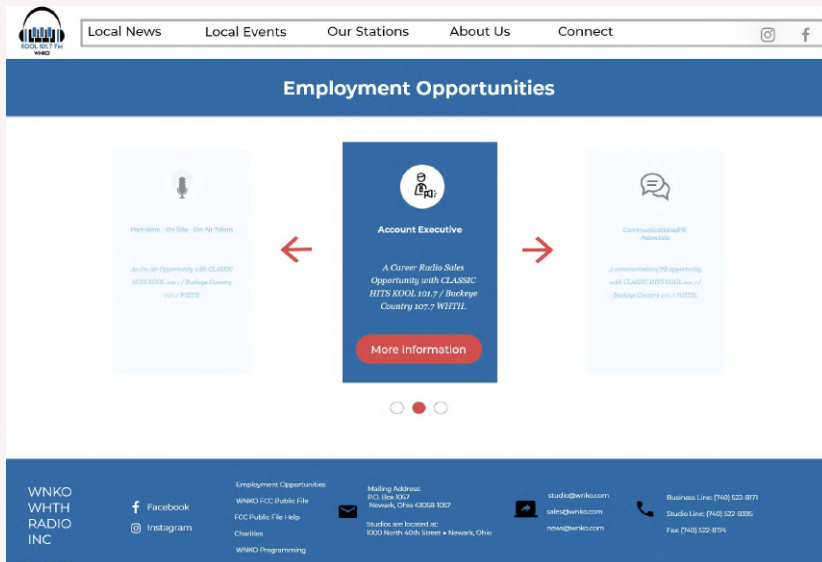
COLOR CHOICE

Color choice was an integral part of our redesign. The original design featured bright blue and reds that were extremely harsh on the eyes and overall contributed to an unprofessional website. We stripped back the colors, using a more subdued blue and red to maintain the brand identity, but also were careful to be cognizant of the users viewing pleasure. Ample white space and white to gray gradients also help emphasize the importance of the colors, while minimizing visual strain.

CONTRAST

We also made good use of contrast in this web re-design. Contrast is an important part of any website, as it is the best way to draw users' eyes towards an important part of the website. It helps with navigation and diminishing confusion on the site. The previous website had truly awful contrast. Colors overlapped and blended together, or clashed so much that your eyes had no idea where to go. Our website uses a lot of white space between options and highlights sections of the website that are for interaction with pops of color.

NEW



OLD

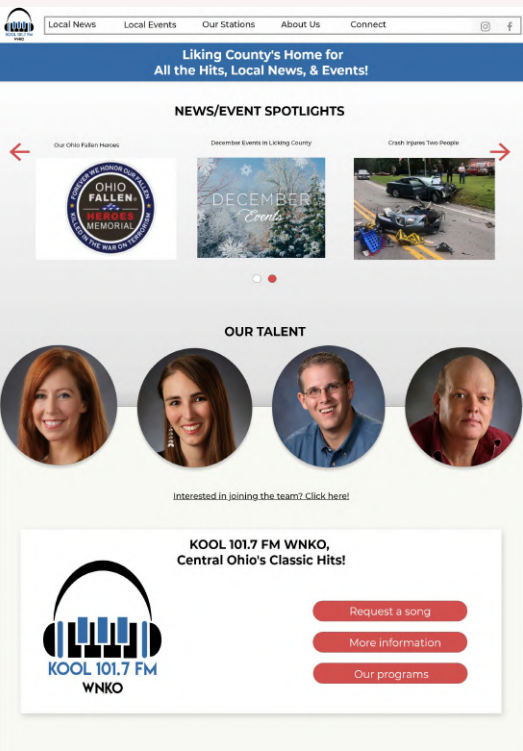


UNITY

We employed visual unity by making sure our website had clear symmetry. A major flaw of the previous website design was the dual navigation scrolling bar, which was also horrendously misplaced and created very unequal visual weight. This unequal weight caused discomfort and the inability to locate relevant information. The aspect ratio is also non adaptive and looks terrible on wide screen displays (see photo). By equally distributing the visual weight, we were able to achieve a balanced interface that allowed for easy processing of information.

TYPOGRAPHY

We also spent time focusing on our website's typography. The typography is very important, and a good way to provide visual consistency across the website. The old website uses a great variety of fonts, without any obvious reason for it. This causes the site to look unprofessional and unorganized. We aimed to use a consistent font across the site, with different bolds for more important info, and different sizes to draw attention for the user. We also opted for a sans-serif font as we know they work better on screens, and this website will be exclusively on screens.



Script for moderator:

Hello, my name is (State Name) and I will be conducting this usability test. During this test, I will ask you to perform certain tasks on a working prototype for a website. Our client, WNKO is a set of sister radio stations, KOOL 101.7 and Buckeye Country which operate out of Newark, Ohio. The company hopes to provide listeners and users local content such as news and events. As representative for our client's target demographic, you can assist us in determining whether this prototype is a good solution based on the company's goals.



Tasks for participant to complete

- Locate and state how to listen to each station on a radio.
- Find certain events and know when they are.
- Know how to make song requests.
- Identify what social media is used.
- Look At the High School football page.

Notes and questions to ask during tasks

- What are all of the ways to listen to WNKO and Buckeye country on the radio?
- Navigate to the events page. During what days can I see “The Nutcracker?”
- Can you find where to make a song request?
- What social media platforms are these stations on?
- Navigate to the High School football scores. What was the score of the Licking Valley vs. Sheridan High School game?
- Where can I find the “ Question of the day”?

Any surveys or questionnaires for participants

1) How visually appealing was the site?
(1= not visually appealing 10= very appealing)
1-----10

2) The site was simple to navigate
(1= strongly disagree 10= strongly agree)
1-----10

3) The placement of buttons and links makes sense to
(1= strongly disagree 10= strongly agree)
1-----10

4) If this were a real website I would use it to find local information
(1= strongly disagree 10= strongly agree)
1-----10



De-briefing questions for participants

- Is there anything you found confusing about this site?
- On the Homepage, what was the first thing you saw? Why?
- Would this site make you believe this company is credible? Why?
- Is there anything that would make you want to use this site more?
- Is there anything else you would like to mention about the site?

Team goals for usability test (what do you hope to learn from this)

Our goal is to be sure the navigation of the website makes sense to our target demographic and that the site is visually appealing. It is very important that local news and events are very easy to locate as this is what most users will use the site for.

For our usability tests, we had 4 individuals interact with our site. These individuals were asked to locate functions and aspects that are central to the company. After interacting with the site, the subjects were asked to respond to a questionnaire according to their experience. The questions and responses are as follows:

Is there anything you found confusing about this site?

What seemed to confuse some of our users the most were features found in the drop-down menus. One user reported they had trouble getting to the football scores. Another user said they had trouble finding where to request a song. These issues may have been due to lack of visibility in the header of the site. That is, the links in the header may not have been clear to the user that they were drop-down menus. To fix this, we should add a visual to the header, maybe a down arrow, to invite the user to interact with them as drop-down menus.

On the Homepage, what was the first thing you saw? Why?

We were happy to see that half of our users reported the first thing they saw was the news and events carousel. This company prides themselves on delivering local news and events to the local area. This shows that our design was effective in accomplishing this. Another user responded that the logo was seen first. This shows that the logo we redesigned was effective in grabbing attention and allowing the user to establish identity to the page. Third, a user reported that they saw the blue banner that contains the blurb about the site. This shows we have chosen an effective color that has high contrast and is easily noticed.

Would this site make you believe this company is credible? Why?

Our users were happy to see the talent front and center on the page and believed it had a major part in establishing credibility. One user noted this established realism.

Is there anything that would make you want to use this site more?

The most common response asked for even more events and news to be reported on the site. One user wished to see more posts information other than just football. This indicates our site is in the right direction when it comes to providing news and other information. Users just want to see more of it.

Is there anything else you would like to mention about the site?

We saved this question for last to allow users to give any final thoughts about any aspect that were not yet prompted. We were pleased to hear that the site was said to be easy to use and did not have an overbearing amount of information on the home page. This is a major problem that the current site has. It seems that we have done well to prevent this from becoming an issue in the redesign.

Questionnaire and average responses:

How visually appealing was the site?

(1= not visually appealing 10= very appealing)

1------(7.75)-----10

The site was simple to navigate

(1= strongly disagree 10= strongly agree)

1------(8.25)-----10

The placement of buttons and links makes sense to me

(1= strongly disagree 10= strongly agree)

1------(8.75)-----10

If this were a real website I would use it to find local information

(1= strongly disagree 10= strongly agree)

1------(8.75)-----10

The questionnaire above indicates very positive experiences. As the lowest score, more attention should be made to make the site even more visually appealing. It is very pleasing to see the highest score comes from the ease of navigability. This shows we have done our job well making the site easy to navigate as well as selecting an architecture that works well.

