



Successful Radio Promotions

FROM IDEAS
TO DOLLARS

National Association of
NAB
BROADCASTERS

Successful Radio Promotions: From Ideas to Dollars



PREPARED FOR
NATIONAL ASSOCIATION OF BROADCASTERS

BY
THE RESEARCH GROUP
SEATTLE, WASHINGTON

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FOREWORD

Successful Radio Promotions is an innovative and important contribution to the growing body of radio sales and marketing literature. While this compilation of promotional ideas will not replace sound thinking, careful attention to clients' needs or the day-to-day sales process, *it will* provide radio stations with a very valuable tool for marketing and promoting our medium.

Promotions are one of the strong, unique elements that radio stations bring to any marketing mix. This collection of promotions is a major contribution to our collective ability to market our radio medium to clients on the local, regional and national levels. The Radio Advertising Bureau commends the NAB, The Research Group and the individuals involved with this project for their efforts to improve the salability of our medium and for producing a book which will be a useful tool for every radio station.

As you read the individual promotions in the following pages, keep in mind that the most important part is the idea and the connection between the radio station, the client and the audience. In some cases, your station will not be able to directly duplicate the promotion listed. However, in many cases, you will be able to take the idea to link your audience to your clients in a dramatic and exciting way and thereby yield additional revenue for your radio station.

These 77 different sales promotions should serve as idea starters. They can be mixed and matched, switched from one category to another or applied from one time of year to another, depending upon your format, your marketing strategy, your client mix and the needs of your station. Mine this book as if it were a rich ore—for use in marketing plans. Promotions are one of radio's unique selling propositions. This book makes them real, makes them tangible and makes them adaptable to

almost every station in almost every market. The RAB salutes the authors and editors of this work and recommends you make it part and parcel of your sales and marketing library and part and parcel of your sales effort.

William L. Stakelin
President & CEO
Radio Advertising Bureau
April 1988

INTRODUCTION

To focus in on the real value of this book, let me take a moment to give you a little perspective. Some time ago, the National Association Of Broadcasters commissioned our firm, The Research Group, to conduct for them and for the benefit of their radio station members a study called “MegaRates: How To Get Top Dollar For Your Spots.” The “MegaRates” book based on that study and the subsequent training video have helped many radio stations across America focus on the need to understand that 1) the price that a station can get for its spots is *only* a function of supply and demand, and 2) the value-added elements that increase demand and make clients more willing to pay the price are varied and numerous. Stations that have taken these lessons to heart have, over the past two years, reported to us revenue improvement of as much as *triple*, due greatly, in their opinion, to the successful implementation of the “MegaRates” principles. That’s a very nice thing to hear.

But *increases* in revenue due to rate increases—be they 200 percent or 10 percent—are also limited by the same supply-and-demand formula. We have come to believe that nowadays quite a few radio station sales managers and staffs are *courageous* enough to *ask* for a high rate, but the truth is some of them have a hard time *getting* that rate. In other words, they have the “guts” to *ask*, but for some it’s not working.

In one of our 1987 NAB convention panels of “MegaRates” managers, folks who are practiced in the art of commanding strong rates, Jim Morley, one of NewCity Communications’ top people, made the reason why this happens incredibly clear to all who attended. The difference between *asking* for a high rate and *getting* it, he said, comes down to one thing. He referred to Herb Cohen’s book on the art of negotiating to tell this story: If you have some widgets you want to sell say, for \$100 apiece and there’s only one buyer in the world for those widgets, then there’s only one way you’re going to get \$100 for them. That’s if that one buyer sees \$100 worth of value in them. If he’s only willing to pay \$25 for those widgets of yours,

then you can *ask* all you want for \$100 each. Chances are you'll settle at something nearer to \$25 than \$100.

If, however, there are *another* 37 buyers for your widgets lined up who see a lot of value in your widgets—maybe even *more* than \$100 worth—then it's a different story. The fact that you have these *alternative sources of demand* means two things. Perhaps most important, as you deal with the first buyer, is that you are in a *lot* better negotiating position and that the price you'll get will be a lot higher than if this "vendor buyer" were in complete control.

Second, if the first buyer doesn't buy, it won't kill you. You can get \$100—maybe more—for those widgets.

So the difference between having the guts to *ask* for the rate and actually *getting* it, is *the demand pressure which comes from developing a good source of alternative buyers*. And Jim talks about how at his station there is tremendous effort to "keep the demand pipeline *full*," full of buyers who are not "vendor buyers" looking for the lowest CPM, but buyers who see great value-added in *all* that the station can bring to the table.

"Keeping the demand pipeline full" is really the greatest benefit for those who use promotional ideas wisely. And that's just what this book is: an "idea book" filled with fuses to ignite many great promotions at your station or stations. These are ideas that came from the great process of "idea sharing" by some of the finest people in the business—in a selfless way—to benefit us all . . . the same "idea sharing" that gave birth to "MegaRates."

The promotions in this study are explained in plain-English fashion, with no "research-ese" and without any subjective opinions or value judgments from The Research Group or the NAB. In that way, *you* can be the judge: some will probably not fit your station's circumstances and some will be great. But in all cases, it takes *you* and your team—your belief in the idea, your commitment, creativity, and energy—to turn the *basic* idea (and that's exactly what you'll find here) into a *successful* promotion for *your* circumstances. There are ideas here for all sizes of markets and all types of formats—and that means that not all of them will be right for you. I think it's safe to say that *one* of the ideas—one that *does* fit your situation—will pay for the investment you made in this book many, *many* times over. And chances are you'll use this book over the next few years to generate *many* of your own, tailor-made, successful promotions.

One last thought before you dig into the material. These promotions were successful for the station managers and sales managers we interviewed for one reason: because the power of a creative idea and the power of radio itself—when combined—*works*. Often it's for the good of the station and its employees. But we should not forget that we can use those powers for the good of *others*. We were reminded of that recently when Bob Green and his staff at WYAY-FM, "Y-106 FM," in Atlanta, recently raised money for St. Jude's Hospital in Memphis. The original goal set by the station was \$250,000—pretty aggressive for a two-day "Radiothon," considering that the most that St. Jude's had *itself* ever raised in a single campaign

was \$161,000. Lest we forget just how powerful radio can be, you should know that "Y-106" didn't just hit the goal—they went flying past it to hit \$540,000 in just two days, the Monday and Tuesday prior to Thanksgiving.

In addition to saluting Bob and WYAY-FM, let me salute and thank each of the esteemed members of our Special Advisory Panel of this "Successful Radio Promotions" project, without whose valuable input the study would have been impossible:

Joe Amaturio, former owner, The Amaturio Group
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Let me also thank each of the managers who participated in this project for their time and ideas and Eileen Marshall and Tom O'Brien of our staff, who did a tremendous job gathering all the tons of information for the project, and then sorting and editing it into a form you will find very readable.

Bill Moyes
Chairman
The Research Group
April 1988

STATEMENT OF METHODOLOGY

This research project, conducted by The Research Group of Seattle, Washington, for the National Association Of Broadcasters of Washington, D.C., is a compilation of interviews with 52 general managers and general sales managers of radio stations considered to be particularly successful sales promoters. Respondents represent a cross-section of 180 markets—both large and small market ranks—and a wide variety of formats. The list of general managers and sales managers was compiled partially based on the suggestions of an Advisory Panel (see Introduction). Also, the managers referred by the Advisory Panel were asked to provide several names of other sales managers or general managers they felt were knowledgeable about good sales promotions. Interviews were conducted between December 15, 1987 and February 8, 1988. These interviews were either telephone-administered or in-person, in-depth sessions of up to 1-1/2 hours in length. All respondents' comments were tape-recorded and edited prior to being put into final form.

EXPLANATION OF PROMOTION SUMMARIES AND RATINGS

This study contains descriptions of 77 different sales promotion ideas. The promotions are outlined as they were described by the managers who were interviewed for this study.

Each promotion is categorized by its primary use as indicated by the managers. The promotions ideas are arranged alphabetically within each category. Each summary contains information about how the promotion works, how it generates revenue for the radio station, and (if the manager was willing to share them) details on how much the promotion cost and how much revenue it actually brought the station.

At the end of each summary are the manager's recommendations, if any, about what market sizes the promotion works best for.

Also following each summary are the ratings the managers gave the promotion in certain key areas relating to its degree of success. The first four areas are rated on a scale of "1" to "10," where "1" means poor and "10" means very good.

1. The response of the clients when they were presented with the opportunity to get involved with the promotion.
2. How good the promotion was for the client's business.
3. How well the promotion did in generating revenue for the radio station.
4. How well the promotion helped station visibility.
5. The last area relates to the difficulty of actually executing the promotion. For

this area, "1" means the promotion was very easy to do and "10" means it was very difficult to do.

NOTE: THESE RATINGS DO NOT NECESSARILY REFLECT THE OPINIONS OF THE RESEARCH GROUP OR THE NATIONAL ASSOCIATION OF BROADCASTERS, BUT ONLY THE SUBJECTIVE OPINION OF THE MANAGER WHO VOLUNTEERED THE PROMOTIONAL CONCEPT AT THE TIME OF THE INTERVIEW.

Finally, at the end of each promotion idea, there is a section offering the reader some legal caveats. These legal cautions are for your protection; please consider them carefully.

LICENSEE RESPONSIBILITY FOR CONTESTS

(A Note from the NAB Legal Department)

Defining a Contest: A contest is a plan in which a prize is offered or awarded to the public based upon chance, diligence, knowledge or skill. A lottery must contain only one or two of these elements. Lotteries, by their very nature, are illegal to broadcast. Contests may be broadcast, so long as they are not deceptive. Once a broadcaster determines that a promotional plan is not a lottery, the following guidelines on the broadcast of contests should be followed.

Licensee Liability: The broadcast of contest information, although not banned like a lottery, can subject the licensee to stiff penalties if such a contest is deceptively conducted. During the past several years, the FCC has repeatedly shown a strong interest in the manner in which contests and promotions are conducted by broadcast stations. On October 26, 1976, the following rule went into effect, Title 47 of the *Code of Federal Regulations*, Section 73.1216 (1983):

A licensee that broadcasts or advertises information about a contest it conducts shall fully and accurately disclose the material terms of the contest, and shall conduct the contest substantially as announced or advertised. No contest description shall be false, misleading or deceptive with respect to any material item.

For the purpose of this rule, material terms are defined as follows:

- how to enter or participate

- eligibility restrictions
- entry deadline dates
- whether prizes can be won
- when prizes can be won
- the extent, nature and value of prizes
- time and means of selecting winners
- tie-breaking procedures.

(47 C.F.R. Sec. 73.1216 (b), 1983)

Thus, it is the obligation of the licensee to make certain, *right from the beginning*, that a contest does not mislead the audience. The Commission has consistently imposed heavy fines, issued short-term renewals, and even revoked station licenses where it found that rigged, deceptive or misleading contests were conducted. In connection with such contests, the Commission has pointed out that a licensee's lack of knowledge of an improperly run contest is no excuse, because a licensee is responsible for the acts of its employees and for all material broadcast over the station. Prearranging or predetermining the outcome of a supposedly fair contest with the intent to deceive the public is subject to criminal penalty under Section 508 of the Communications Act and, under Sections 312 and 503, is grounds for a fine or revocation of license.

Danger Zone: Problem contests fall into three main categories:

- misleading contests
- contests adversely affecting the public interest
- rigged contests

Misleading Contests: A misleading contest is one in which the station misrepresents the terms of the contest or overstates the amount that can be won. The FCC's main concern is that the licensee fully and accurately disclose the material terms of the contest and that the licensee conduct the contest substantially as announced. In January 1977, the FCC admonished a West Virginia station for failing to state that the prizes in its contest—four-day “vacations” in resorts such as Las Vegas, San Juan and Acapulco—did not include transportation to the selected destination. It appeared from the text of contest announcements that the prize reasonably could be construed to include transportation, since the prize was described as a vacation and the transportation costs were substantial. The Commission stated that it did not appear that the full and accurate details of the prizes were furnished to the listeners until after the winners were announced. Such conduct fell short of the degree of responsibility expected from the licensees.

The Commission has listed a number of misleading practices relating to licensee—conducted contests that would raise serious questions concerning licensee responsibility. Such practices include:

- disseminating false or misleading information regarding the amount or nature of prizes;
- failing to control the contest to assure a fair opportunity for contestants to win the announced prize;
- urging participation in a contest, or urging persons to stay tuned to the station in order to win, at times when it is not possible to win prizes;
- failing to award prizes, or failing to award them within a reasonable time;
- failing to set forth fully and accurately the rules and conditions for contests on a continuing basis;
- changing the rules or conditions of a contest without advising the public or without doing so promptly;
- using arbitrary or inconsistently applied standards in judging entries;
- providing secret assistance to contestants or predetermination of winners;
- stating the winners are chosen solely by chance, when in fact chance played little or no part;
- broadcasting false clues in connection with a contest; and,
- conducting contests without adequate supervision.

Rigged Contests: It is unlawful for a station to broadcast contest information where the outcome of the contest has been predetermined. The broadcast of rigged contests is a violation of Section 508 of the Communications Act.

Suggested Safeguards

Content of Broadcast Copy. The FCC has made a number of suggestions pertaining to the proper content of broadcast copy dealing with contests. Such copy should include:

1. Complete information on how the public may obtain the rules.
2. The beginning and termination dates of the contest.
3. How to enter.
4. The amount or nature of the prize. If the original prize becomes unavailable, the licensee should try to secure an equivalent prize, and if an equivalent prize cannot be secured, substitute a prize of comparable value. Also, be precise in describing what is included in the prize. For example, a prize described as a "vacation in France" that does not include everything normally included in vacations, such as air fare and lodging, would be misleading.
5. If a contest involves the elements of prize and chance, there should be a statement that no purchase is necessary. Care should be taken to avoid overstating a participant's chance of winning.
6. Try not to make any changes in the rules or operation of the contest after the contest is underway. If a change of rules is necessary due to cir-

cumstances beyond the station's control, the change should be announced at the earliest possible opportunity and the impact of the change minimized in order to reduce the possibility of unfairly disadvantaging some contestants.

PROPRIETARY RIGHTS OF PROMOTIONAL MATERIALS

This is a collection of promotional ideas reported by broadcasters interviewed in preparation of this book. The printing of promotion ideas in this book does not imply endorsement of either the National Association of Broadcasters or The Research Group, nor does either party warrant that the promotional ideas set forth in this book are free of proprietary claims by third parties. Where known, the book identifies the person or entity claiming proprietary rights to specific promotional materials used in conjunction with the examples contained in this book. Identification of these persons and entities does not constitute an opinion by the National Association of Broadcasters or The Research Group as to the scope or enforceability of these claimed proprietary rights.

While many of the promotions can be purchased (i.e., licensed) as complete packages with “how-to’s” and ready to use materials, you should realize that “ideas” themselves for promotions cannot be copyrighted. You cannot however, use licensed *materials* or trademarks without a license.

The National Association of Broadcasters and The Research Group disclaim all liability for any adverse effects, costs, or damages incurred in connection with use of these promotional ideas.

Chapter 1

CLIENT EVENTS/ INCENTIVES

ACTION AUCTION

In Brief: Several stations have done this promotion to encourage first-quarter business, as well as business at other times. The idea is to give advertisers “funny money” in matching amounts to the schedules they place on the station. They are not told exactly what the money can be used for, but are told to hold on to it since they will be able to use it to buy prizes at a future date. Then the station puts on a party, at which there is an auction where the advertisers bid to buy a variety of prizes with their paper money. The station generates revenue by encouraging advertisers to buy schedules during a certain time period to receive the “funny money.”

Promotion Details: The station did this promotion during a somewhat slow time period (which for them was in September and October) to encourage more business. Each advertiser was given, in “funny money,” the amount that they purchased on the station during those two months.

The station printed up its “funny money,” which featured its mascot (which is a beaver) instead of a president. The “funny money” was made to be three or four times the size of actual currency. Some stations use the picture of one of their DJs on the money. On the flip side, there can be a picture of the station’s tower or its building.

This manager said that part of the fun of the promotion is that the advertisers would keep collecting the funny currency and stack it up in big piles on their desks.

Each time they bought a package or a schedule from the station, they received more. They were not told exactly what the money was to be used for. They were simply teased by the station's sales reps, who told them to hold on to it because it would be something they could buy prizes with. They were told, too, that they would have a very fun, hysterical time "spending" their collection of "funny money."

In early November, before the holidays, the station planned an event for all the advertisers who had collected their dollars. It was held on a Friday evening, starting at 5:00, at a centrally located hotel. The event started with an open bar, with drinks until 6:30. The hotel was chosen since it had two rooms that could be separated with a movable partition. At 6:30, the station rolled back the partition to reveal, on the other side, a room filled with sensational prizes. The manager said that everyone gasped and exclaimed when they saw this. The grand prize was a compact car. Other prizes included trips (for which the station had traded) and cases of champagne.

There were enough prizes so that everyone, no matter what the amount of their "funny money," could bid on something and win. The idea was to use their "funny money" to buy as many of the prizes as they could afford. As the auction started out, the advertisers were bidding \$300 for a bottle of champagne, \$200 for a silk tie, and \$100 for a gift certificate at a men's store. The manager said that as the bidding progressed (and people enjoyed themselves more), the amounts bid really went up. He said the advertisers really had fun bidding with the "funny money." It took about 45 minutes to get up to the really big prizes. Some of these went for \$100,000 to \$150,000 in "funny money." Some people went together and combined their money to bid on one of the top prizes.

This promotion has been so successful that the manager said they have done it every year.

Respondent's Ratings

Client response: 7

Business response: not applicable

Revenue generation: 7

Station visibility: not applicable

Degree of difficulty: 3

Legal Caveat

Liability Insurance: Make sure you have the kind and amount of liability insurance which will provide you with adequate protection while conducting this promotion.

CLIENT'S SALES STAFF CONTEST

In Brief: This manager said this is a contest designed to let the client be a hero with his or her own sales staff. The station purchases season tickets to local football games. This promotion works best if those tickets are in high demand. The

station then sells one package every week that the team is playing at home to clients who have sales staffs. The client runs an internal sales contest and the winner gets to use the station's tickets to attend the football game.

Promotion Details: The first step in putting this promotion together is to buy two season tickets to a local football team's home games. The stations we talked to said football games have more appeal than baseball or basketball because football has fewer games and they are usually on weekends.

Once the station buys the season tickets, it puts together a sales package to sell to advertisers with sales staffs. One station we talked to said that this package is especially useful for attracting car dealers and other businesses that have commissioned salespeople.

When the client buys the designated spot package, it gets the use of the season tickets for that week. A client may buy the package only once per season so that as many clients as possible can participate. The clients may use the tickets any way they choose, but the station encourages them to create an internal sales contest and use the tickets as the prize.

One station we talked to is located about 220 miles from the nearest city with a professional football team, but they buy season tickets to that pro team's games anyway. They say their clients actually enjoy getting those tickets more than those of a college team closer to home. The station also includes two nights lodging in the package so the winners feel like they have won a weekend get-away, as opposed to just tickets to a game.

Stations tell us this promotion is very profitable. One medium-market station said they sell eight home game packages at \$2,000 each, for a total of \$16,000 per year. The cost of the season tickets is \$300 per year and the hotel lodging is traded out.

Respondent's Ratings

Client response: 10
Business response: 7
Revenue generation: 9
Station visibility: 4
Degree of difficulty: 1

FIRST-QUARTER CO-OP PLAN

In Brief: This is a program where the advertisers who buy time on the station in October and November earn "co-op" spots to be used to add to spot schedules in January and February. The station generates revenue by requiring advertisers to run spots in a certain time period to accrue the "co-op" spots. The advertiser must then place a schedule at a later date and can use the "co-op" spots to augment that schedule.

Promotion Details: The manager said this is a very simple concept to give fourth-quarter advertisers an incentive to advertise in the first quarter.

First, the station mails out or otherwise delivers the first quarter co-op plan details to all the station advertisers in early September. The co-op plan is laid out on a single sheet of paper and is designed to look like a co-op plan that the advertisers might receive from one of their other vendors.

The co-op plan defines the accrual period. In this case, the station set the accrual period as October 1 through November 30. For every two spots an advertiser purchased and ran on the station during that time period, the station would accrue one spot to be used during January and February. The advertiser uses the accrual in this way: for every spot purchased on the station in January and February, the station will match it with an accrued "co-op" spot at no charge. If the advertiser does not buy any time on the station in January and February, all accruals expire on the last day of February.

The station sends out "co-op accrual" notices on the first of December. The "co-op accrual" notice is a very official-looking certificate signed by the sales manager. The certificate is surrendered with the January/February spot orders to verify that the client had, in fact, earned the "co-op" spots ordered. This procedure will also serve to explain the first-quarter no-charge spot to the auditors. The surrendering of "co-op accrual" notices is also a good way of tracking the effectiveness of the promotion.

One station said that a good percentage of clients buying spots in October and November would also buy in January and February. They said also that it was a good source of new first-quarter business from people who would not have otherwise advertised at that time of year.

Respondent's Ratings

Client response: 8

Business response: 8

Revenue generation: 7

Station visibility: 3

Degree of difficulty: 2

Legal Caveat

Lowest Unit Rate: This promotion may affect your station's lowest unit rate for political advertising purposes.

THE STATEMENT PARTY

In Brief: The primary purpose of this promotion is to reposition a radio station that is having an image problem among the advertising community. The station arranges a party, held at a first-class hotel, to which advertisers are invited. The station donates air time to the local symphony orchestra in exchange for its perfor-

mance at the party. Trade-outs for party expenses are also possible. The station creates revenue by presenting an event that helps enhance its image among key advertisers.

Promotion Details: The respondent described this as the type of client promotion that is very effective for stations with some type of qualitative image problem with advertisers. For example, this was done by a country station that suffered from a buyer's perception of being a downscale, blue-collar station. The statement party effectively repositions the station as a viable business in the eyes of the advertising community.

The key to the statement party is to work with the local symphony. This respondent said every symphony has a need to raise more revenue by selling more tickets so they are always looking for ways to broaden their appeal. And the station is looking for a way to present a more upscale image to its advertisers. So the radio station approaches the symphony to discuss their mutual needs. The station proposes that if the symphony will perform at a station party, the radio station will make a donation of air time to the symphony.

The station then plans a very elegant party for advertisers at a high-profile hotel. The event is held in the hotel's Grand Ballroom. The station invites all current and potential advertisers, especially the important decisionmakers. The party is usually scheduled for a weekday evening right after work. As the advertisers arrive, they have drinks and appetizers. A part of the ballroom is partitioned off and behind the partition the symphony orchestra is assembled. At 6:10 p.m., when everyone has arrived, strobe lights go off, an audio system fills the room with thunder, and a mime pushes back the partition to reveal the symphony. They start to play a popular piece, such as "The 1812 Overture." The symphony then presents a short program which lasts about 20 minutes.

The station that did this made a donation to the symphony of \$10,000 in air time. In addition, it paid \$2,000 to transport the musicians and their equipment. The station was also able to trade out about half the expenses of the party (such as the food, drink, and hotel).

The results of this promotion were immediate. In the month following the party, the station's revenues jumped 10 percent. And it created a lot of talk and excitement among the advertisers. The respondent said that the promotion was tremendously effective in helping to reposition the station in the minds of the advertisers.

Respondent's Ratings

Client response: 10

Business response: 0

Revenue generation: 10

Station visibility: within advertising community: 10

Degree of difficulty: 3

Legal Caveats

Liability Insurance: Make sure you have the kind and amount of liability insurance which will provide you with adequate protection while conducting this promotion.

Lowest Unit Rate: This promotion may affect your station's lowest unit rate for political advertising purposes.

\$10,000 FREE ADVERTISING

In Brief: The radio station presents a contest for potential advertisers in which the grand prize is \$10,000 worth of free advertising on the station. The station also gives second and third prizes of \$5,000 and \$3,000, respectively, of free advertising. The station mails information about the contest to business owners and managers in the area. Then, when a representative of the station comes into that business and hears the station being played, he or she puts the name of that business into a drawing to win the free advertising. The station generates revenue by creating familiarity for the station among a lot of business owners and managers. In addition, the manager said there is a very strong likelihood that those who win the free air time will become ongoing advertisers on the station.

Promotion Details: The manager said this is a promotion which requires no air time and creates revenue, as well as increases midday ratings for the station.

First, the station does a mailing to the entire business community with details about the promotion. This mailing includes yellow cards that tell the recipients to set their in-store radios to the station and also say, "Don't touch that dial," as they could win \$10,000 free advertising from the radio station.

The radio station's sales staff then goes out and visits these businesses. If, when they visit, they hear the radio station being played, they inform the store manager that they are qualified to have their name entered into the drawing to win free advertising. The station also offers a second prize of \$5,000 and a third prize of \$3,000 of free advertising. The promotion runs for eight weeks, during which time the names of qualified businesses are entered into the drawing. The winners are selected by drawing at the end of that time period.

The manager said this promotion has had the added effect of boosting the station's midday ratings by increasing the time spent listening between 9:00 a.m. and 5:00 p.m. The \$10,000 advertising prize also gives the station an opportunity, with justification, to show a client how radio advertising should really be done. The station works together with the advertiser to set up the proper frequency of spots over a certain appropriate time period. Once the client sees the results, he or she becomes a fan of radio and is usually converted into a regular, ongoing advertiser of the station. Since the advertiser sees how well a heavy schedule works for his or her business, this person generally tends to buy schedules with enough tonnage to do the job effectively.

The respondent thought this promotion would be suitable for any size market.

It is most effective in the second quarter of the year, said the manager, and he recommends doing the promotion annually.

Respondent's Ratings

Client response: 10
Business response: 8
Revenue generation: 10
Station visibility: not applicable
Degree of difficulty: 3

Legal Caveat

Lowest Unit Rate: This promotion may affect your station's lowest unit rate for political advertising purposes.

THE TOWER PROMOTION

In Brief: This direct mail promotion introduces a new station into a market by pieces of a cardboard tower that are sent out to local and national advertising representatives. The tower base is sent out first, along with collateral pieces announcing the station. Successive pieces of the tower are mailed out, each with further collateral pieces describing the station. The last piece, the top of the tower, invites the advertising community to a party at which the station's format is announced. This direct mail piece serves primarily as a pre-selling tool to make advertisers aware of a new station. The station uses this promotion to generate revenue by keeping top-of-mind with potential advertisers in the time period just prior to going on the air.

Promotion Details: The manager described this as an excellent promotion for aggressive, brand-new sign-ons and upgrading move-ins.

He said this promotion is expensive, difficult to execute, and requires a great deal of planning (seven or eight months worth). But the rewards of instant familiarity within the advertising community and immediate advertising revenue have been well worth the trouble for stations that have undertaken this introductory campaign.

The promotion is centered around a number of direct mail pieces sent exclusively to the local and national advertising community. No client is left out; if they have money to spend, they are put on the mailing list. A mailing list in the neighborhood of 1,500 businesses and agencies should be enough in most markets.

The first direct mail piece should be the base of the tower. This is a cardboard foundation upon which the rest of the cardboard tower will be constructed. Each tower piece should be accompanied with collateral pieces telling about the parent company, station staff, and management (including pictures or caricatures of station personnel and updates on the building process). This first mailing piece should also contain a blueprint with instructions for building the mock tower, as well as a picture of and location of the station's actual tower. This manager said it is

important not to begin this promotion until all FCC approvals have been granted and a sign-on date can be projected with some relative assurance of accuracy.

The second mailing should be the bottom one-third of the tower and should have on it the fourth of the station's call letters. Again, collateral material is enclosed to update progress and introduce new staff members.

The third mailing should contain the middle portion of the tower and the second and third of the station's call letters. As before, collateral material is enclosed with new updates and new staff introductions. This way, the advertising community has an opportunity to watch the station grow.

The fourth mailing is the top portion of the tower and will have on it the first letter in the station's calls. More collateral material again goes out, describing the progress of the station's development.

In the next mailer, the antenna piece is sent, along with the most recent update.

Then, for a few days or weeks, tapes with mock-ups of the station playing different formats should be mailed out to pique the interest even further and really get people to start talking (if they haven't already). One day, the station can send out a country tape with the question, "Will (station call letters) be country (. . . or A/C, AOR, CHR)?"

As curiosity increases, it is time for the last piece of the tower, the signal. The signal is the top notch of the tower and an invitation to a gala "spare-no-expense" kickoff party for the radio station. This party should be the event of the decade, according to the manager. After all, he said, a lot of money is invested in this property and here's the hook to get people to attend: the station will be turned on and the format announced that night at the party!

The manager had reports of finding the tower in the offices of even the most jaded New York media buyers. The promotion has so much novelty that advertisers tend to keep the towers on their desks. But most importantly, this station reported remarkable revenues in its second month in existence.

The manager said this is an expensive promotion. But, as he said, how much do most stations lose in their first few months on the air, familiarizing the market with their format and personnel? This is a pre-selling tool that can make the station the talk of the town before one single kilowatt is sent up the new tower.

Respondent's Ratings

Client response: 10

Business response: 5

Revenue generation: 9

Station visibility: 9

Degree of difficulty: 8

WEEKLY DIRECT MAIL

In Brief: This promotion is year-round, weekly direct mail to all advertising agencies and clients. It is 52 weeks of constant self-promotion by the radio station. The weekly mailer consists of everything the radio station is doing or is involved in promotionally, as well as simple self-promotion. The station uses this as a sales opportunity by constantly selling the benefits of the station to key advertisers, both nationally and locally.

Promotion Details: This manager felt that weekly direct mail was the single most important sales tool he has. In fact, this station budgeted a percentage of the station's gross revenues to advertising, of which the weekly direct mail was the largest part.

The manager targeted what he felt were pressure points in the advertising community. These pressure points are mailed weekly with promotional material that the station is involved in. The continual mailings are a conditioning process, he said. The advertiser becomes educated about the station and what is happening in the community.

When it is time for agencies to make their local buys, the station is top-of-mind, the manager said. Out-of-town agencies that do not know the market well do know the station, he added. The national agencies become educated and informed about the market and the station, and it becomes a must-buy (since the perception is that the station is in the middle of everything important going on in the market). The key is to consistently communicate and inform advertisers so they get the feeling the station is always on top of what's happening.

Also, the direct mail makes radio a very tangible product for advertisers, this manager said. They have something real in their hands that represents the station. It also shows them that the station is putting money into the market, not just taking it out.

The direct mail pieces themselves are very stylized in order to stand out. Using a consistent typeface and color of ink is a good idea. This manager said his station became known as "the one with the green pages."

Respondent's Ratings

Client response: 10

Business response: 10

Revenue generation: 10

Station visibility: 10 (with businesses and the advertising community)

Degree of difficulty: 1

Chapter 2

CONTESTS

COMPUTER GIVEAWAY

In Brief: In this promotion, the radio station gives away a computer each weekday for a month to listeners who register to win, hear their name announced on air, and call the station to claim their prize. The radio station creates revenue with this promotion by tying in the local computer retailers as registration locations for the contest. The radio station receives the computers as prizes from the computer distributor in exchange for the promotional value. Revenue is created by selling retailers an advertising package tailored to the size of their operation.

Promotion Details: The radio station began by assessing the needs of the local computer retailers in overcoming “computer-phobia,” and generating in-store foot traffic. The radio station then went to a regional computer distributor to assess its needs in moving units, and building better relations with local retailers. One station that did this daily computer give-away worked with Apple Computers and named the promotion, “An Apple A Day.”

A promotional package was created involving weekly newspaper advertising (trade), transit advertising (trade for employee incentive prizes), and on-air promotional commercials (one per hour). This promotional package was offered to a computer manufacturer in exchange for computers to give away on air. In addition to the computers provided by the company, a list of retailers who received the company’s co-op dollars was provided to the radio station to help target future advertising revenue.

A radio contest was developed to last approximately one month, in which con-

testants went to local computer retailers and registered to win by entering their name, address, telephone number, and “password of the day” into the computer displayed in the store. The password was announced at 7:20 every morning and was station-related (such as personality name or station positioning). When the password was entered, it triggered a fun computer graphics display. A representative of the station collected all entries every day. Each morning at a specified time, the radio station read the name of someone who had registered. That person had a certain amount of time to call the station and claim the prize.

The president, marketing director, and advertising director of all local retailers, along with computer company representatives, were invited by the radio station to a meeting to discuss this station promotion, which would:

- generate in-store traffic;
- force hands-on usage of the computer by potential customers; and
- generate a list of potential customers each store could target promotionally.

To become involved, each retailer had to buy an advertising package (which involved co-op dollars) tailored to the retailer. To ensure a successful response, retail store managers were each eligible to win personal incentive prizes (local vacations, restaurant scrip) for the best in-store display. A representative of the radio station (general sales manager) visited each one of the participating retailers to judge the indoor displays.

The station manager said this type of promotion can be used any time of the year and is useful for stations who want to offer a good daily recycling promotion, as well as additional direct business.

Respondent's Ratings

Client response: 9

Business response: 10

Revenue generation: 10

Station visibility: 7

Degree of difficulty: 6

THE BLACK BOX

In Brief: In this contest, the radio station builds a large black box which hangs from a crane and is displayed in various locations around town. The box contains prizes, and the radio station gives clues on the air as to what the prizes are. The person who guesses all the prizes wins them. The radio station generates revenue by having various sponsors for the contest. Some sponsors have the black box displayed at their location, others provide prizes for mention, and still others are involved by providing some sort of service, like the crane itself. All of the sponsors buy a schedule on the radio station to participate.

Promotion Details: The idea is to construct a large box out of plywood; ideally,

it should be 8 feet long, 6 feet tall, and 2 feet deep. The box is painted black and has the station's call letters and dial position painted in white or yellow on the front and back. The station can also paint a question mark on the front and back. The type of paint used should be oil-based, as it needs to be weatherproof.

The station then contracts with a crane company to provide a large crane, like those used in office building construction, from which to hang the black box. The box should hang about 10 to 20 feet above the ground—high enough not to be touched, low enough to be easily seen. The crane is taken to various high-visibility locations in the market and sits at each location for two to three days. In some markets, especially those where there has been a slowdown in commercial construction and cranes are sitting dormant, the station can arrange to trade out the use of the crane. The crane will cost about \$1,700 per week, depending on market size.

After a week of displaying the box in several locations around town, the radio station starts the "Black Box Contest." The box contains five prizes, which are very exotic in nature, and the station gives clues on the air as to the identity of those prizes. The clues are written by someone on the staff of the station or by a freelance writer. In any case, all those involved (including the sponsors) will need to sign affidavits stating they will not reveal any information about the identity of the clues.

The station can pace the contest by giving only one clue a day, or can give more than that. There is always a specific time each day in the morning (such as 7:20), Monday through Friday, when a clue is read. Listeners are then told other dayparts when additional clues will be announced. Clue recaps are also done once a day and on the weekends. Listeners can then hear all the clues to get any they may have missed. No clues should be given over the telephone or by any means other than over-the-air. When done properly, this contest will last four or five weeks. The listener who correctly (and *exactly*) identifies all five prizes in the black box wins them. Each time a clue is read, the station takes a caller to guess what the prizes are.

If the station wants to allow write-in participation, listeners can also send postcards to the station or can pick up entry forms which can be available at certain sponsor locations. Then, the station can alternate: Every other hour a listener's name is read and, if they call back within the allotted time (for example, 15 minutes), they get an opportunity to guess what's in the black box. Each participant receives a small consolation prize, such as cash, movie tickets, a dinner for two, or other merchandise which can be traded for mention. The contest is played hourly in whatever time frame the station wants, such as 7:00 a.m. to midnight or 7:00 a.m. to 6:00 p.m. This can also be done just as a morning program.

Sponsor involvement can be done in several ways. First, the exotic prizes can be traded for mention with specific sponsors and (even though the exact identity of the prize is a secret) the mention could be, "Prize #1 is provided by Smith Travel." It does indicate the prize is travel-related, but it doesn't give away the fact that the prize is a trip to Hong Kong, for example. It's critical for this promotion that

the prizes be fantasy items, like trips to the Far East, fur coats, a year's lease on a luxury automobile, diamond rings and other jewelry, his and her sports cars, shopping sprees, or a year's supply of groceries.

Another way to tie in sponsor involvement to this promotion is to sell packages to location sponsors. A location sponsor gets to have the crane displaying the black box at his or her location for three days. The respondent said this is really ideal for businesses with a lot of space, like car dealers and shopping malls, and for sponsors who want to create a lot of traffic. Another type of location sponsor would be one where entry forms are available if the station decides to use that type of entry.

The third type of sponsor is a service-related sponsor, one needed to conduct the promotion. For example, one sponsor might be a bank that keeps all the clues and the answers in its vault. Another might be an accounting firm that handles verification of winners and prizes, and helps in awarding the prizes. Still another sponsor might be a security company to provide guards to protect the black box wherever it is on display.

In some markets, the black box can be displayed in both public and private locations. Of course, certain public locations will be ideal for visibility, like one of the busiest intersections in town or a sports stadium. This will create some controversy (which is good for the promotion) and generate free publicity, such as newspaper and TV coverage as well as word-of-mouth. However, you need to be careful in checking your community as to whether displaying the black box in public locations could violate any laws. You may want to approach city officials first and get permission for a couple of key public locations.

The respondent said this promotion will work in almost any size market. It would be best done in the spring or summer, depending on climate.

Respondent's Ratings

Client response: 8

Business response: 6

Revenue generation: 9, over the longterm

Station visibility: 9

Degree of difficulty: 4

Legal Caveat

Liability Insurance: Make sure you have the kind and amount of liability insurance which will provide you with adequate protection while conducting this promotion.

THE DINING EXPERIENCE

In Brief: This is an on-air contest in which the radio station gives away a \$50 dinner certificate to a listener. The radio station plays a sounder as a clue for listeners to call, and the Xth caller wins the \$50 certificate. The radio station generates

its revenue by inviting several restaurants to participate in the promotion. All participating restaurants purchase a schedule on the radio station and, in addition, provide the dinner certificates as restaurant trade.

Promotion Details: A maximum of 10 restaurants were invited to participate in "The Dining Experience." The sales staff developed a list of what the manager described as high-quality, "classy," "four-star" restaurants in geographically non-competing areas. The station arbitrarily set a maximum participation limit of 10 restaurants to make the sales promotion seem more exclusive.

Each restaurant was asked to provide \$500 in restaurant trade and, in addition, to purchase an on-air schedule. For its investment, each restaurant received \$500 in on-air mentions (a one-for-one trade) as follows: inclusion in 21 pre-promotional announcements over an 11-day period, and inclusion in contest and winner promos. In addition, the on-air schedule ran as purchased.

The on-air contest ran for three weeks. A special sounder was created and was played for listeners several times a day over the three-week period. The sounder can be used either spontaneously or within certain pre-announced time periods, the manager said. To win, the listener merely needs to be the Xth caller (for example, the eighth caller) after the sounder is played.

There were a total of 100 winners and each received a \$50 dinner certificate.

The respondent used "The Dining Experience" in the spring, but said the promotion could work almost any time of year. Further, he said, the key values of the promotion are 1) it created real advertising dollars, not just trade dollars from restaurants (which can be a difficult radio advertising category); 2) 60 percent of the participating restaurants came back as regular, paying advertisers; 3) it provided an easy-to-play, on-air contest that didn't take much airtime; and 4) it created a total dinner prize budget of \$5,000 (10 restaurants times \$500 in restaurant trade equals \$5,000) at no direct cost to the radio station.

Respondent's Ratings

Client response: 8

Business response: 8

Revenue generation: 8

Station visibility: 3

Degree of difficulty: 3

THE HIDDEN CAR KEYS

In Brief: This is an on-air contest in which the radio station hides a set of car keys and gives clues as to where the keys are hidden. The person who correctly guesses where the keys are hidden wins a trip to that location, and also wins the car that the keys fit. The radio station creates revenue with this promotion by tying in a car dealer who provides the car and access to the registration location

for the contest. The radio station also gets participation from a travel agent who provides the trip. Both sponsors also buy schedules on the station to be involved in this promotion.

Promotion Details: The manager said that the way this promotion works on air is quite simple. The station gives clues to a certain locale, somewhere in the world, where the station has hidden a set of car keys. The keys are usually to a type of car which would have high appeal to that station's audience. Corvettes, Porsches, 300ZXs, and Mercedes are all types of high-end, luxury cars that might work well. The listener who guesses *exactly* where the keys are hidden not only wins the car, but also wins a trip to that locale to pick up the keys to the car.

This contest generally lasts about two to three weeks, with one new clue given each day, Monday through Friday. Clues are read hourly, or every other hour, within whatever time frame the station elects, such as 6:00 a.m. to midnight or 6:00 a.m. to 7:00 p.m. Clue recaps are given on the weekends for listeners who may have missed some of the clues or for those who haven't followed the contest from its start.

A freelance writer or someone from the station's staff can write the clues. They should start quite broadly (i.e., the first answer or two would indicate that the keys are hidden somewhere in the United States) and then should move along to become quite specific. For example, the keys may be hidden in the hollow of an oak tree near the main pond in Central Park in New York City. The clues are cumulative, each one giving more and more specific information. The keys are not actually hidden at the location. When the winner travels to the city, he or she is given the keys, which are kept in a vault at the hotel.

The station that did this promotion didn't use call-ins for people to guess the location. Instead, it made registration forms available at the car dealer who sponsored the contest. Listeners could fill out an entry form there and then wait to hear their name announced on the air. Each time a clue was given, the station read the name of someone who had registered. If that person heard her name, she had a certain amount of time (such as 20 minutes) to call the station and make a guess as to the location of the keys. The station's promotion director made daily trips to the car dealer to pick up the registration forms for that day. Once a registration form was entered, it stayed in for the entire contest.

There were two sponsors involved in this promotion: One was a car dealer and the other was a travel agency. The car (which in this case was a 280ZX) was on display at the dealer's showroom during the entire promotion and, since the only way to enter the contest was to register at the dealer, it was an excellent traffic builder. The display around the car included a large banner, the entry forms, and an entry box. The radio station was played in the dealer's showroom during the entire promotion. The station limited entry to one per person, along with other legal limitations (such as the winner having to be a licensed driver). The appropriate taxes and auto registration must be handled by either the station, the winner, or the dealer. In this case, the dealer provided the car as trade for mention, and made

a sizable commitment to the radio station. The dealer also promoted the contest in all its newspaper ads, mentioning that people should listen to the radio station for further information and reprinting some of the clues. The respondent said this would be an excellent promotion not only for an individual dealer but also for dealer groups (such as the Greater Area Ford Dealers).

The travel agency also provided its prize (airfare, hotel accommodations, ground transportation, entertainment, and so on) as trade for mention. Also, keep in the mind the winners will need some cash for incidentals; this can be provided by either the travel agency or the radio station. It is also possible to use the travel agency locations as points of registration.

The respondent said this type of promotion can be used any time of the year and is useful for stations who want to offer a good on-air contest and to increase business in two important categories.

Respondent's Ratings

Client response: 9

Business response: 7

Revenue generation: 9

Station visibility: 9

Degree of difficulty: 5

THE HOUSE THAT THE RADIO STATION BUILT

In Brief: The radio station works together with the local home builders association to construct a dream home. All the work is done by subcontractors who are members of the association. The station promotes the house give-away contest during construction and, when the house is completed, it is given away to a listener. The station gets advertisers involved by having the various subcontractors buy a schedule to participate in construction of the house.

Promotion Details: First the radio station contacts the president of the local home builders association and presents the idea. If the reception is good, the concept is presented to a meeting of the full association. The benefit to the association is that it enhances its visibility and awareness, and helps support its membership campaign. Once the association gets involved, it promotes the dream home to their members. The manager who did this promotion said it was quite easy to get the subcontractors to participate. In fact, once the idea was presented, the subcontractors contacted the radio station.

The house is built at cost, which the station pays. This particular house, which was valued at \$150,000 when finished, actually cost the station \$50,000. The station, whose market rank is in the 90s, generated over \$250,000 in revenue through the promotion. Most of the labor involved is provided by the subcontractors for mention, so the bulk of the cost is for materials.

To be an official sponsor, the subcontractors buy a package from the station. The package includes a certain number of commercials, the right to be the official supplier for a particular part of the house (such as the official plumber, electrician, or cabinetmaker), signage that indicates that fact in the house, mention in on-air promos, in newspaper ads, and in a brochure passed out at the house. If two suppliers both wanted to provide the same service, they bid to see who would get it.

This manager said the promotion needs to be planned well in advance. He approached the home builders association late in the year (around November) with the idea of starting construction the following spring. He had a commitment from the association before January, and they started building in April. Some bids were still being done while construction was underway.

Some parts of the house were entirely provided for mention. The developer gave the lot, which was valued at \$18,000 to \$20,000. The local power and light company supplied all the electricity and hookups worth \$20,000. A savings and loan handled the financial aspects. Most of the suppliers also mentioned their participation in the promotion in their spots.

During construction, the radio station did remotes from the site every weekend. They talked about the promotion and gave progress reports on the construction. Listeners were invited out to go through the house during these remotes.

Representatives from the various firms were on hand to give out brochures and there were giveaways of prizes. This went on for about 12 to 14 weeks, culminating with a major event the day the house was given away. All during construction, the radio station gave away prizes on air. Every winner qualified to be in a drawing from which 25 finalists were selected.

The day the house was given away, which was a Saturday, the station started the festivities around 10 a.m. The house was completed, landscaped and decorated, and available for people to view. This was a major event with local bands playing outside; free soft drinks were given away and local dignitaries (like the mayor) were present. All the representatives of the firms involved in building the house were also there. At 3:00 p.m., the 25 finalists each drew a key from a fishbowl. In order, the finalists tried their keys in the front door of the house. It took about 15 minutes to discover who the winner was.

The radio station received extensive media coverage from both TV and newspapers throughout this promotion. All the major media covered the actual winning of the house. Plus, one TV station did a follow-up story about the winners six months later.

Respondent's Ratings

Client response: 10

Business response: 10

Revenue generation: 10

Station visibility: 10

Degree of difficulty: 9

Chapter 3

FIRST-QUARTER PROMOTIONS

THE ALMANAC

In Brief: To generate revenue and provide a valuable resource book for listeners, the radio station produces, prints, and distributes an almanac. Advertisers get involved by buying a package which includes spots on the station, an ad in the almanac, and a certain number of almanacs to distribute free at their places of business. This concept can be used for an almanac based on weather, or for a rock-and-roll almanac for younger listeners, or for a sports almanac for sports fans.

Promotion Details: This promotion has been done by several of the people who were interviewed. The respondents said this promotion is an excellent way to attract print advertisers to radio and to upgrade marginal radio advertisers. One of the managers said it is best suited to radio stations in medium or large markets, since the printing and production costs are about the same and do not vary with market size. He also described it as a very good promotion for markets where there is a keen interest in weather and/or agriculture or gardening.

The radio station actually prints and distributes a localized almanac, which is 8-1/2 inches by 5-1/2 inches in size. One station's almanac had 112 pages and another one used anywhere from 76 to 84 pages. The latter station produced 50,000 copies, while the former printed about 70,000. The inside pages are a white text stock printed with black ink. In the middle, there is a double-truck spread which is a glossy stock and is printed in black and an additional color. The almanac is presented

as a special offer from the station's weather forecaster or meteorologist. The station can also include articles about its programming, and can also feature short biographies of its air staff.

The editorial content inside the almanac features a chart for each month, with weather-related data and also a calendar with a variety of interesting information. Each month's chart includes, for each day of the month, the sunrise and sunset times, normal high and low temperatures, record highs and lows, and record precipitation. High and low tides can also be featured. Then, on the following two pages, is a calendar for that month featuring information on holidays, local events of interest, local facts, and facts about weather history and records. Throughout the almanac are other charts for information on eclipses, pollen, temperature conversion, wind chill, and heat stress. There are also lots of tips on gardening for each season, weather safety, frost and growing season dates, and flying weather information.

The respondents said that this promotion takes a lot of work and planning. However, the payoff can be really big. One station, which is in a top-25 market, grossed over \$250,000 on this promotion in the first quarter. Its expenses were around \$50,000 to produce the almanac. The other station, whose market rank is in the 90s, grossed anywhere between \$150,000 and \$200,000 in the years that it did the almanac.

The respondents said this is an ideal first-quarter promotion because the almanacs are distributed at the first of the year. Advertisers commit to spend a certain dollar figure in the first quarter and they get a full-page ad in the almanac. If they have any retail outlets, they can be distribution points for the almanac. The premium positions such as the back cover, inside front and back covers, and center spread, are sold for much higher rates. Some stations offer several levels of participation; one package includes a full-page ad, and a smaller package includes a half-page or quarter-page ad. The difference is in the number of spots. The respondent said this type of promotion is also very attractive to some non-broadcast advertisers in the liquor and tobacco categories. Many of these advertisers are willing to buy the package just for the print ad. For co-op verification, the printer can provide tear sheets of the ads, along with the station's affidavit for spots.

The key to making this promotion work, said one respondent, is to have one person on staff (such as the promotion director) who oversees the entire production of the book. They said a freelance writer should be hired to research and write all of the editorial information. That part of the almanac can be done well in advance. A local artist is hired to design a really outstanding-looking cover, which can also be done early in the year. The cover is then printed at the same time as matching sales materials to be used in the presentations. The almanac package is presented to advertisers during the summer or fall. The advertising runs in the first quarter. The deadline for commitment to the almanac, including artwork for the ad, is usually about six weeks in advance of distribution. Advertisers supply their own camera-ready ads.

The radio station makes the almanacs available free to listeners. It generally distributes all the books, from the sponsor locations, in a four-day period. One manager said that if you sell the books, they don't go as quickly. Also, in many states that would mean the collection of sales tax and all the paperwork that goes along with that.

One of the respondents said this promotion works very well for about three to four years. After that, he said, it is difficult to find much new editorial comment to feature.

One of the stations, in a smaller market, also tied in on-air contesting with the almanac. They would draw listeners' attention to the almanac by asking questions about the content. They would ask a question like, "What is described on Page 42?" Then they would take the first caller who could correctly answer that question to win a prize. They felt that by doing this type of contesting, it helped the listener use the almanac on a more regular basis.

One of these managers said that he knew of a company that is syndicating the almanac promotions to radio stations. The company is Greenwood Performance Systems at (918) 743-4152. The contact is Tim Menowsky.

Respondent's Ratings

Client response: 10

Business response: 10

Revenue generation: 10

Station visibility: 7

Degree of difficulty: 8—The manager said this is difficult to do in small markets.

Legal Caveat

Copyright: Use of copyrighted materials without permission may result in liability for copyright infringement. Obtain written permission or license before using copyrighted materials.

THE BRIDAL SHOW

In Brief: The radio station plans and produces a one-day show featuring exhibits of products and services of interest to men and women who are planning to be married in the near future. Advertisers get involved in the show by paying a fee, which includes running a schedule on the radio station.

Promotion Details: The station that shared this idea said it has been done now for two years with great results. They usually hold it in January so it can help their first-quarter business. They start selling it to advertisers in the fall to allow plenty of planning time.

The event was held in the facility of a local university. The exhibitors set up their booths on a large concourse, and a fashion show took place in an adjoining

room. The show was held on a Saturday from 9:30 a.m. to 6 p.m. The set-up for the show is done on Friday afternoon. Admission was free to the public and about 3,500 people attended.

There were 40 exhibitors in all types of business interested in targeting people about to be married. Some of these were caterers, wine companies, travel agencies, furniture stores, jewelers, apartment complexes, entertainment booking agencies, photographers, real estate agents, gift shops, cosmetic firms, florists, stationery shops, hair salons, tanning companies, videotaping services, exercise clubs, decoration rental companies, and facilities (such as hotels) with banquet and reception rooms to rent.

This station, which is in a small market not in the top 100, grossed \$30,000 on the bridal show. Their expenses were about \$8,000, which included one and one-half days rental on the facility and some newspaper ads. The package offered to advertisers included a space in the show, a schedule on the station to run during January, on-air promotional mentions, mention in the newspaper ads, and an ad in the bridal show program. The program was printed by the station and given away at the show. Each advertiser also had to provide a door prize worth at least \$50. Exhibitors were also encouraged to give away free samples of their products. For example, the caterer had samples of hors d'oeuvres to give away.

When people entered the show, they filled out a registration form which also served as their entry form for the prizes. Then, throughout the day, names were drawn for the prizes. The station provided a grand prize of a \$2,500 bedroom suite, which was traded with the advertiser. The station is now taking all the registration forms and generating a computer list of all those who attended to provide to the advertisers who were in the show. In addition to general information like name, age, address, and date of wedding, the list will also be indexed according to which services and products these people are interested in. The merchants can use the list for direct mail.

During the bridal show, there were four fashion shows of bridal apparel, each one lasting about an hour. The station hired a fashion coordinator who did all the work on them. She handled arranging for the models and working with the bridal shops.

The radio station started promoting the bridal show about a month in advance. They used their own promos, trade spots on their sister TV station, and newspaper ads. The on-air promos also attracted some additional advertisers. This manager said that the show attracts a lot of people who come from a long distance to attend. This manager said this is a very good event because it attracts a good mix of clients and is classy. He said it requires a lot of advance planning, especially the first year. The first thing that must be done is locating a good facility. Then, he said, it takes involvement by the entire staff. He said it is a promotion that brings a lot of new dollars to the station.

Respondent's Ratings

Client response: 8
Business response: 8
Revenue generation: 9
Station visibility: 8
Degree of difficulty: 8

Legal Caveat

Liability Insurance: Make sure you have the kind and amount of liability insurance which will provide you with adequate protection while conducting this promotion.

COUPON BOOK

In Brief: As a first-quarter promotion, the radio station produces and distributes a substantial number of coupon books. The books are distributed free to listeners through participating sponsors' outlets. The sponsors get involved by committing to a certain level of advertising on the station. They also get books to pass out at their retail outlets, and a coupon in the book itself.

Promotion Details: This manager said this was a phenomenally successful first-quarter promotion and, because of the logistics, is best suited to small and medium markets. He said it worked so well because it helped the station attract new advertisers, especially from print. The advertisers get a lot of value for their investment and it builds traffic two ways: the retailer gets people coming in to pick up the books, and also gets traffic of people who are coming in to use the coupons.

The radio station needs to plan and sell this promotion early. If the books are to be distributed in January, selling on it needs to start in late September and early October. The manager mentioned that, because the promotion requires such an intense sales effort, a station's October business could be hurt, so the station needs to make sure its October sales are handled.

This station sets a specific time frame for selling the coupon books, so its sales effort will be intensive. This manager said it is important that there be a sense of urgency to this project, or it won't be completed on time. The station also provides incentives to its salespeople, both individually and as a group. Each salesperson is given a quota of coupons to sell by a certain time. Some of the rewards are cash, time off, and plaques.

The coupon book is 4-1/2 inches by 8 inches, small enough to fit into a purse so people will carry it around with them. Inside, each advertiser has one page on which his or her coupon is printed. The inside pages are newsprint. This station used a professional printer to print the books. This particular printer specializes in this type of printing because he has a large web press. Thirty thousand coupon books were produced for around 30 to 50 cents each. This was in a market of 150,000 people. The manager said the station should aim to produce enough books for

20 percent of the population. The printer also handled the production of all the coupons for the individual advertisers. The salesperson would get the information from the retailer about what he or she wanted on the coupon, send it to the printer, and then would send back a proof for the retailer's final approval.

Another option would be to sell the coupon books instead of handing them out for free. However, the manager said, there are several drawbacks to doing this. First, it adds the additional work for the merchant and the station of collecting money. Second, it takes longer for the books to get out into circulation, which means it takes longer for the retailers to see tangible results. He recommends providing the coupon books for free.

Distribution of the coupon books is handled by the salespeople, who deliver them to their own accounts. However, he said, all the salespeople carry a big supply in their car during January and February to restock advertisers who need more. The salespeople cover each other's accounts in this way. The station runs on-air promos, letting people know the books are available. Each spot is tagged with the mention of three sponsors. Also, once an hour, the DJ reads one of the coupons on the air to create more interest. He might say, "On page 26, you'll find half-price off an oil change at Smith Ford."

The coupon books generally average about 80 to 100 pages. The number of coupons the client gets depends on what size schedule they commit to. If the client agrees to run 100 spots at the rate of 25 a month, January through April, they get one page in the book. If they run 180 spots totally, spread throughout those four months, they get two coupons. The manager said they increased the rates a bit to help compensate the expenses of doing the promotion.

He further said one of the biggest problems was handling the co-op. He said this was especially troublesome if an advertiser didn't want to run the spots evenly in all four months, or if they wanted to extend the time period. He said it's very important to make sure the spots run in the months as scheduled, otherwise the station could have an avails problem if everyone wants to run most of their spots in April. He said it's easy to find advertisers for the coupon book, especially newspaper and direct mail advertisers. He said the coupons work best when they are not for expensive items, but rather for smaller things, such as oil changes and inexpensive merchandise.

This station had tremendous success with the coupon book. This manager said it generally accounted for around \$100,000 in extra revenue for them in January through April, which is double what the station would normally have done in that time period. Plus, they had a 70 percent renewal rate among advertisers who had previously participated in the coupon book promotion.

Respondent's Ratings

Client response: 8

Business response: 8

Revenue generation: 9

Station visibility: 8

Degree of difficulty: 9—The manager said this may be difficult to do in large markets.

THE FREQUENT FLIGHTER PROMOTION

In Brief: This is a variation on the first-quarter trip package promotion. Rather than sending everyone who buys the first-quarter trip package to the same place, advertisers earn air miles for air time they purchase. The advertisers may use their accrued mileage to fly anywhere the specified air carrier flies. This promotion requires some direct mail and the purchase of bulk mileage from an air carrier.

Promotion Details: Before the station enters into negotiations with the airline of its choice, it is important to set a sales goal for the quarter. The station should have in mind the amount of air time an advertiser will need to purchase in order to qualify for the various levels of earned mileage. For example, this station in a top-15 market had a frequent flyer program that consisted of the following six levels:

LEVEL 1: \$2,500 earns 500 miles

LEVEL 2: \$5,000 earns 1,500 miles

LEVEL 3: \$10,000 earns 3,000 miles

LEVEL 4: \$20,000 earns 7,000 miles

LEVEL 5: \$40,000 earns 15,000 miles

LEVEL 6: \$80,000 earns 40,000 miles

Once the station has determined the goal for the quarter and the levels at which the advertisers qualify for miles, it is then time to negotiate an amount of bulk mileage with the air carrier the station selects.

If the station determines that 100,000 miles of air travel is the amount that will be required to meet the sales goals, then this is the amount that should be purchased from the airline. This station said that it asked the airline to determine its average cost per mile, which in this case turned out to be 14.5 cents per mile. At 14.5 cents per mile, 100,000 miles would cost \$14,500. Then, when the cost per mile has been agreed upon, as well as the number of miles that will be purchased from the airline, it is time to put together a direct mail piece to send to the targeted advertisers.

The design of the direct mail piece is up to the station. The station we talked to said that it designed the direct mail piece to look like an airline pocket schedule. The "flight schedule" was a four-page 8-1/2 inches by 3-1/2 inches, three-color flier. The front page of the "flight schedule" had the station logo and the promotion name. The second page had the levels at which the advertiser earned mileage. On the third page were the contest rules and the logo of the airline involved in the promotion. The back page was left blank. The frequent flyer "flight schedule" is mailed out on the first of December, along with other collateral material to help get the advertisers excited about the promotion.

The types of collateral items stations have reported using include real U.S. Air Force leather flight jackets (complete with a patch with the station's logo), a baggage identification tag with the station logo on one side and the airline logo on the other, and catalogues a la Banana Republic (with safari clothing for sale).

The accrued miles can be used to fly anywhere the air carrier flies. Advertisers have nine months to use their accrued mileage. The earned mileage records are entered into the traffic computer system and stored there. An account of the miles earned is kept in the advertiser's or buyer's name. The person in whose name the account is kept has the right to use the tickets for himself or to give the tickets to anyone they wish. Whenever the advertiser redeems a ticket, the amount of round-trip mileage for the destination is deducted from his or her amount.

One station has worked some interesting account management items into this promotion. For example, in order for a client or advertiser to receive her airline tickets, the bill for the frequent flyer package must be paid in full. Another account management item is that the tickets can only be ordered through the advertiser's account rep from the station. Therefore, the station salesperson has an opportunity to communicate with the advertiser after the initial sale and possibly get more business from her.

Stations that do this promotion say that it is best to buy the airline tickets in blocks rather than all at once. That is to say, if the station has an agreement with an air carrier for 100,000 miles, it is best to pay for 20,000 miles at a time over a nine-month period. This method is practical since all those who have earned miles do not use them at the same time, and it is also good for station cash flow.

An additional side benefit of this promotion is that it makes the station a very large customer of the airline. A station manager told us this relationship can work in the station's favor when it is time to negotiate with the airline with regard to its annual advertising budget on the station.

Other than the cost of the air miles, this promotion will require an outlay of funds for the printing and the mailing of the pieces. A major market station said that the cost of mailing 1,000 pieces was \$10,000 and that it was able to trade out the cost of the printing.

One station says it received over \$200,000 in new business the first year it did this promotion and has seen regular increases of approximately 10 percent each year since.

This promotion requires about a full year's planning.

Respondent's Ratings

Client response: 9

Business response: 3

Revenue generation: 9

Station visibility: 6

Degree of difficulty: 2

THE GIGANTIC SALE

In Brief: This is a one-day event held in January at a large facility, such as a convention center or the local fairground. The station invites all types of retailers to have a booth at the sale and offer their merchandise at half-price or better. The size of the space depends on the number of spots the retailer agrees to run in the first quarter.

Promotion Details: The manager who shared this idea said it is the best first-quarter cash generator she has ever done. The station books a facility to hold the sale on a Sunday in January. This needs to be done well in advance. Then the station puts together a presentation for the retailers. The manager stressed that this event needs to be sold no later than September and October for a January sale. Otherwise, she said, it can interfere with the station's fourth-quarter business. The first year the station did the Gigantic Sale, it kicked off the sales effort by holding a special breakfast at the Elks Club, where they presented the idea to the retailers. Since it had secured the fairground as the site, it had representatives from the fairground at the breakfast with a large floor plan of the booths and other pertinent information. Prior to the breakfast, it had already gotten commitments from five or six key advertisers (such as a soft drink distributor and a furniture store). The names of the advertisers were already written in on the floor plan. At the breakfast, the station made a complete presentation on the event. They played sample promo spots (including mentioning the retailers) and showed sample newspaper ads which would promote the event. Advertisers who signed up that day received a 10 percent discount and their names were written in on the floor plan as they chose their spaces.

The station offered two levels of participation: 500 spots in the first quarter provided a 16 foot by 20 foot booth space, and 300 spots guaranteed an 8' by 10' space. Tables and chairs were included. The retailers had to provide the rest of what went into their booth.

This station held the sale on Super Bowl Sunday, which didn't interfere with the attendance at all. In a market with a population of around 60,000, over 9,000 people attended the sale. The sale lasted for 12 hours and admission was free. The station created a party atmosphere and served hot dogs, popcorn, and soft drinks. In the corners of the facility, they set up large-screen TVs so people could stop and watch the game in between shopping.

Setup was done the day before and the retailers were required to bring everything they needed to conduct business, including cash tills and sales receipts. Station staff and fairground employees oversaw most of the work during set-up and the day of the sale. Since there were no dressing rooms, people could use the restrooms if they wanted to try on clothing.

The station also hosted a buffet breakfast the weekend before the sale for all the participants. At that time, last-minute preparations were reviewed and questions answered.

In the first year of the event there were 32 retailers involved. That grew to 45 the second year. The event is still going strong, although this manager is now in another market. The station took in over \$100,000 in first-quarter revenue with this promotion. This is in a market where the manager said \$5 spots were the norm and a \$40,000 September was considered very good. She said it is an excellent promotion, but very time-consuming. The station spent about \$25,000 to put it on (including security and cleanup). Expenses included rental of the facility, the breakfasts, and some newspaper and TV advertising. Promotion for the event took place the week before. The event has been such a big success, said the manager, that both retailers and listeners ask the station each year when it will next be held.

Respondent's Ratings

Client response: 10
Business response: 10
Revenue generation: 15
Station visibility: 9
Degree of difficulty: 9

Legal Caveat

Liability Insurance: Make sure you have the kind and amount of liability insurance which will provide you with adequate protection while conducting this promotion.

GRABBER BANQUET

In Brief: "GRABBER" is an acronym for "Greatest Radio Advertiser Boost Banquet And Entertainment Rally." The manager describes this as an event that is a big, value-added, "pull-out-all-the-stops" banquet for the station's best advertisers. In order to attend the gala event, advertisers must make a first-quarter buy of a certain amount at the prevailing rates on the station. The station then invites the qualifying advertisers to a fabulous black-tie banquet complete with a gourmet meal, entertainment, and prizes.

Promotion Details: This manager said that this promotion works best in markets of up to 500,000 in population. In this size of market, the event can make quite an impression. The station bills it as the largest ball of the year, and even provides an orchestra. It is held in the ballroom of one of the best hotels in town.

Advertisers buy and pay for a first-quarter package. Once their checks have cleared, the manager said, they receive an engraved invitation with all the details. Normally, the station sends these out in May. Advertisers receive a certain number of seats at the banquet, depending on the number of spots they have bought. The business owner or manager usually attends with his or her spouse and they can give the additional tickets to the sales manager or perhaps one of the best customers. Some of the advertisers have run contests among their employees, giving one of

them the chance to attend the market's largest banquet of the year.

The station makes special awards to advertisers for best commercials of the year in various categories. The manager said it was a good way to provide some recognition for the achievements of the advertisers and recognition among their peers.

The station also provided favors, including station cups and station hats, at all the place settings. After dinner, each guest was given a number. Then the station gave away prizes by reading numbers from a board that featured a different prize for every number. After a few short remarks by the station's general manager, the air personalities announced the numbers and gave away the prizes. There were mid-range prizes (such as microwave ovens), and a couple of really big prizes (such as cruises). At one station, a camper-trailer was awarded as the grand prize. The station displayed the grand prize, lit with floodlights, during the entire evening in front of the hotel to create excitement.

The manager said this promotion was extremely successful. This station is in a city of 30,000 population, with a one-county metro of 120,000. With this promotion, the station generated \$100,000 in revenue the first year, which was 20 percent of what the station billed the entire year. The promotion was so successful the station ran it every year for the six years the company owned the station. Each year, it became more successful as it became the city's biggest annual event.

Respondent's Ratings

Client response: 9—The manager said this promotion works best in markets with less than 500,000 population.

Business response: not applicable

Revenue generation: 9

Station visibility: not applicable

Degree of difficulty: 5

Legal Caveats

Liability Insurance: Make sure you have the kind and amount of liability insurance which will provide you with adequate protection while conducting this promotion.

Lotteries: Be alert for chance-oriented giveaways during promotions at which an admission or entry fee is charged—they may constitute an lottery.

HEALTH AND FITNESS DIET

In Brief: As a first-quarter promotion and starting with the New Year, the radio station and a health care provider publish and distribute a comprehensive booklet outlining a diet. The booklets are distributed through a major grocery chain, and daily on-air promos support the diet. The station creates sales opportunities by selling sponsorships to major food vendors, whose products are featured in the

diet and are carried by the grocery chain.

Promotion Details: This radio station has done this promotion with a major hospital in the market for the past two years. Initially, the hospital approached the station to get involved and help them with additional promotional support. In return, the station was able to generate revenue from a new source, food vendors. All the co-sponsors of this program have benefited. The hospital has received lots of exposure, the station has increased first-quarter revenue, the grocery chain experienced increased traffic and sales, and the vendors have sold products. The whole promotion reflects the growing interest in health and good nutrition.

The hospital put together the diet book, which outlines a detailed plan for losing weight, fighting heart disease, and eating healthfully. The diet is put together by a registered dietician, a cardiac nurse, and a health-promotion specialist. It outlines specific menus for each day and includes a comprehensive list of foods. The hospital handled the writing and producing of the diet books. It handled most of the expense of producing the books, with some financial support from several of the key vendors.

The radio station approached the largest grocery chain in the area with the idea. It presented the idea to their high-level people, who loved it. The chain committed the involvement of 116 of its stores in a part of this state. The stores served as distribution points for the books, which were available on racks in their nutrition centers in the produce departments. The grocery chain handled distributing all the books to the individual stores. They were provided with window displays promoting the availability of the books.

Then the radio station put together a vendor program to get the participation of manufacturers whose products were sold in the grocery stores. It had three different packages providing different levels of involvement. For \$2,500, the vendor got a certain number of spots on the station and a "shelf talker" (a sign that hangs on the shelf of the grocery store where the product is displayed). It draws attention to that product and is very desirable to a vendor. In fact, a vendor might normally pay a grocery chain about \$2,000 to be able to have a "shelf talker." For \$3,000, the vendor got spots on the station, a "shelf talker," and a one-column-inch ad in the newspaper ad run for the promotion. The higher levels of \$5,000 and \$10,000 offered more spots and a two-column-inch ad. The station printed the "shelf talkers" at its own in-house print shop. The "shelf talkers" promoted the fact that a particular item was featured in the diet. Because of the magnitude of distributing the "shelf talkers," the station hired a merchandiser to handle that part of the promotion. To make sure all the stores were covered, all the stations' salespeople were given the name of a district manager for the grocery chain. They then called the manager from time to time to see if any more books or "shelf talkers" were needed. Whenever any of the station's salespeople were near a store in the grocery chain, they stopped in to see if the items were on display.

The grocery chain was helpful to the station in providing the initial contacts with the vendors. However, this manager stressed that it is important to have someone on staff who is a co-op specialist—someone who already knows the vendors—to handle the promotion. Some of them were national contacts, while others have a local rep. Some of the companies involved were Pillsbury (with Green Giant vegetables), Stouffer's (Lean Cuisine), The Dairy Commission, Apple Growers, Tyson's Chicken, Chiquita Bananas, Dannon Yogurt, and Quaker Oats. The hospital did have final approval on which types of foods could be involved. That was important for the credibility of the program. All together, the station secured the participation of over 40 vendors in this year's diet.

The station provided on air support during the entire campaign, which kicked off the second week in January and ran for six weeks. The promo spots talk about the diet, promote the hospital's involvement on a daily basis, and discuss the menu items that are featured. The marketing staff from the hospital helped write them, as well as the copy for the newspaper ads. Each spot is tagged with two of the products in this way: "Dannon Yogurt and Chiquita Bananas are on the _____ Diet." The newspaper ad, which was a full page, promoted the diet and the availability of the books, and included the smaller ads of the participating sponsors within it. These were not price-and-item ads, but simply featured a picture of the product and its positioning line. The ad also showed a picture of the diet book and told people where they could get it.

To kick off the campaign, the station held a breakfast for all the participants: the vendors, the marketing people from the hospital, and the management from the grocery chain. There was a multi-media presentation as a part of the breakfast. The station presented the packages to the vendors starting in August and had most of the participants committed by the end of November.

The manager said this promotion was an overwhelming success for all involved. In the first year, 1987, 150,000 diet books were distributed. In the current promotion, 500,000 have been given out.

This promotion was put together by KIRO and KSEA-FM, working with Providence Hospital in Seattle. For information on how the diet books are put together, contact Susan Levy, (206) 728-3224. Information on the stations' involvement is available from KIRO/KSEA-FM President and General Manager Kevin Cooney, (206) 728-8275.

Respondent's Ratings

Client response: 9
Business response: 9
Revenue generation: 10
Station visibility: 8
Degree of difficulty: 5

SKI WEEK

In Brief: The radio station works together with a local ski area to present five days of ski events, contests, and activities for listeners. The station gets advertising dollars from the ski area and also by selling other packages to other advertisers for sponsorship of the individual events and activities at the ski week.

Promotion Details: The radio station plans this event together with the ski area. This manager said that sometime in January is an ideal time to hold the ski week. In return for all the exposure and promotion, the ski area agrees to spend the major portion of its radio budget on the station. In this case, the station got an annual commitment of around \$30,000 from the ski area. The ski area then agreed to promote the ski week in all of its other advertising for two weeks in advance of the event. This included mention in its TV and newspaper advertising, telling people to tune to the radio station for more details.

The ski week lasts five days (Monday through Friday) and special events are scheduled each day. These events include both ski and non-ski activities. Each day there is an obstacle race, a three-legged race on skis, a costume contest, and a challenge slalom race. There is also an ice sculpting contest which lasts the entire week, with prizes awarded on the last day for the best sculpture. Each event is available for sponsor tie-in. The station sells packages which include a certain number of spots, signage at the events, and promotional mentions. The sponsor provides a dollar commitment and prizes for the events. This station usually sold five- to 10-event packages.

In addition to the events, the station arranges for entertainment on the deck of the day lodge each day of the ski week. The entertainment usually starts after the other events are over—around 4:00 p.m. The entertainment is generally provided by local bands. The expense of the entertainment is equally shared with the ski area and is the only cash expense the station incurs in doing this event.

Each day, the first 94 people (94 corresponds to the station's frequency) receive a free lift ticket. Every car that arrives with the station's bumper sticker also gets one free lift ticket.

The radio station provides the manpower for registering the participants, running the races and events, and emceeding the entertainment. These people also pass out bumper stickers to cars in the parking lot. Station personnel handle the registration for all the events at a special table set up on the deck of the day lodge. Someone from the station is at the entrance to the ski area parking lot handing out free lift tickets to all those cars that come in with a bumper sticker. In addition, the station does a remote broadcast from its registration headquarters at the day lodge each day of the event. Each day, three different station employees and their friends go to the ski area to work on the event. The station uses this as a perk for its employees. The general manager and sales manager stay at the ski area during the entire week to oversee the activities. The ski area provides the lodging and the station trades with the ski area for the food and beverages of the employees.

In this case, the radio station spent a total of about \$1,000 to \$2,000 each time they put on the event. The revenue generated was around \$50,000 to \$60,000 each year. This station is in a market ranked in the top 80.

This manager described the ski week as an excellent first quarter sales promotion. He said that to be really effective, the ski week should be planned about six months to a year in advance. Generally, he said, once the ski week was arranged with the ski area, they would offer the packages to the advertisers starting in August.

Respondent's Ratings

Client response: 8

Business response: ski area: 10; other event sponsors: 5

Revenue generation: 10

Station visibility: 7

Degree of difficulty: 5

Legal Caveat

Liability Insurance: Make sure you have the kind and amount of liability insurance which will provide you with adequate protection while conducting this promotion.

SUPER SPORTS CLUB

In Brief: One station used a pre-packaged promotion that is licensed by Dick Bogue in Portland, Oregon at (503) 234-2349. The idea is that the radio station helps local amateur sports teams to raise money. The teams do this by collecting proofs-of-purchase from participating grocery products. The teams collect these over a six-month period and redeem them for cash. The radio station creates new business by selling advertising packages to the food manufacturers to participate in the program.

Promotion Details: The manager said this promotion fills a need by helping amateur sports teams raise funds. Any type of team can get involved, from kids' Little League teams to adults' sports (such as softball) teams. The Super Sports Club promotion helps these teams raise funds without the team members having to go door-to-door selling a certain item. Instead, the team member and his or her family and friends keep a shopping scorecard and buy the "official" Super Sports Club grocery products. On the scorecard, it tells how much money can be raised by collecting a certain number of proofs-of-purchase for each item. There are generally about 24 items featured on the redemption sheet. The food categories are exclusive. For example, there is an official Super Sports Club peanut butter, bread, cereal, and so on. The promotion runs from January to June, during which time the proofs-of-purchase are collected by the team members.

The station that described this promotion said it has been doing it for the past five years. For them, it is a year-round project. The station hires a special coordinator whose job it is to recruit participation of the local teams and work with them. The recruiting is done with on-air promos, through a newsletter, and with other mailings. Word-of-mouth helps, too, the manager said. This effort is ongoing since there is a lot of turnover in amateur teams. The radio station handles the redemption and collection of all the proofs-of-purchase at the end of the six-month period in June. This station, in a top-15 market, sets up three redemption centers in grocery store parking lots in suburban locations to handle this. The redemption is all done on two days.

Here's how the station makes money: once they have the participation of the teams (in this market, that is about 50,000 people who are directly involved), it approaches a grocery chain. It asks the grocer to sign a contract allowing displays supporting the Super Sports Club to be set up in the stores. These include "shelf talkers" and posters. Then the station's salespeople go to the manufacturers' reps and food brokers and sell them an actual sponsorship package. The enticement to these advertisers is the in-store displays they get as a Super Sports Club sponsor, plus they have a ready audience willing to buy their products. And they don't have to discount their prices or use couponing to get the additional business. The manufacturers and brokers buy a package from the station which includes at least 100 spots on the station between January and June, promotional announcements, their names and products in the point-of-purchase displays, and their logos and the product names on the redemption sheets sent to the team members. This station has distributed as many as 100,000 of these sheets, called scorecards, in one year.

This manager said it is important to set up realistic expectations for how the sponsors will measure the success of the program. He said it is very difficult to measure it by gross sales, since the manufacturers may be doing many other things in the same time period. It's also difficult to judge it by redemption of the proofs-of-purchase. He said in a program such as this, redemption of proofs-of-purchase are never going to be huge, in the same way that redemption of coupons is never very high. The third way, through market share, makes the most sense, he said. The manufacturer can directly attribute more in-store displays to this promotion.

Initially, when the station first did the promotion, it was selling the idea to advertisers during the fourth quarter. Now the station is adopting more of a year-round approach. In June, it is working to renew clients from that year.

The manager said this promotion requires a lot of work and merchandising, but it has brought the station a lot of billing. All together, he figures about \$750,000 in gross revenue from this promotion in the past year. He said the station tries to stipulate that all the advertising for this promotion must be new dollars to the station; it cannot be a shift in budgets. Also, he said, it is a good way to tap into an area of business where radio used to be strong. He said packaged goods advertisers represent a good potential for more dollars for radio through this type of program.

Respondent's Ratings

Client response: 4
Business response: 7
Revenue generation: 7
Station visibility: 10
Degree of difficulty: 6

THE WINTER WONDERLAND CONTEST

In Brief: In this first-quarter promotion, the radio station trades out \$25,000 to \$30,000 worth of big prizes. Participating sponsors purchase an advertising schedule to become entry points for the prize drawing. Thorough point-of-purchase material is required to distribute to each sponsor. Advertisers also receive a "sponsor highlight," featuring a bonus prize. On-air promos support the contest. Station revenue comes from additional schedules sold to current advertisers as well as from new advertisers attracted by the promotion.

Promotion Details: The manager described this as a promotion to improve first-quarter business and get listeners excited about the chance to win some big prizes.

This promotion is probably best suited for medium to large markets, he said. However, it could be scaled down to fit comfortably in smaller markets.

The station first needs to trade out \$25,000 to \$30,000 worth of big prizes, such as cars, fur coats, diamond rings, televisions, video cassette recorders, or shopping sprees. The trick, the manager said, is to find non-cash advertisers with whom to do the trades. And it is important to run off all trade in the first quarter.

Then have the station's sales staff hit the street with a first-quarter package that gives sponsors the right to be a location for entry into the contest. All sponsors should be locked into a six-to-12 week advertising schedule, all of which must run in first quarter.

Each sponsor receives point-of-purchase material, including entry forms, collection box, and posters with rules and pictures of prizes. The manager said it is important to spend a little extra money on point-of-purchase material to make it look very good. The benefit here is twofold: 1) the nicer the display is, the more it enhances the station's image, and 2) the more attractive the point-of-purchase material is, the more likely the sponsor is to feel good about displaying it prominently in his or her store.

The key to success for the advertisers buying the sponsorship package is to lock them into long-term, high-frequency packages. The manager said this will increase their opportunity to benefit from the high traffic volumes they will experience over the course of the promotion. The more often they run spots on the station, the more likely people going into the store to enter the contest are to buy something before they leave.

How big is the volume of store traffic likely to be? This station, in a medium-sized market, reports over 10,000 entries in just four weeks.

In addition, the sponsors benefit from a "sponsor highlight," whereby all entries in a given week at a particular sponsor's store will be eligible for a drawing on Friday of that week. The bonus prize for the drawing is \$100 in cash.

To keep traffic levels high, it is suggested that on-air promos for this contest should run twice per hour. They can be short, but should constantly remind the listener of the contest. Longer, more detailed promos should also be mixed in at a lesser frequency.

At the end of the contest, all the entries are collected from all the sponsor outlets and placed in a giant drum for the grand prize drawings.

Because there are so many prizes, the winners should be drawn off-air and simply announced on-air, the manager suggested. The prizes should be awarded at random—that is, the first name wins the car, the second name wins the fur coat, the third name wins the VCR, and so on.

This station, in a medium-sized market, reports first-quarter revenue of \$250,000 to \$300,000 directly attributable to this promotion. Moreover, the station reports that as much as \$200,000 of that can be expected from new advertisers.

The manager said this promotion sounds big, makes the station look big, and (judging from the results) has some big benefits for the station as well as the advertisers.

Respondent's Ratings

Client response: 8

Business response: 8

Revenue generation: 10

Station visibility: 8

Degree of difficulty: 7

Chapter 4

HOLIDAY/SEASONAL PROMOTIONS

CHRISTMAS GIFT GUIDE

In Brief: In this promotion, the station buys two full pages in the November or December issue of the local “city” magazine. They break the two pages into 24 boxes of equal size. The station sells a special spot package to its advertisers, which also includes one of the 24 boxes in the magazine ad. The station then creates a contest for listeners built around the two-page ad in the magazine.

Promotion Details: The station makes arrangements with a local “city” magazine to buy two full adjacent pages of advertising space. This space must be purchased considerably in advance. In this case, the station secured space in the November 20 issue by ordering it the preceding August.

In September, the sales staff hit the streets with a special package. Everyone who bought the package got a spot schedule and a box in the magazine ad. Each box is numbered 1 through 24.

In each box, the sponsoring advertiser was required to place a picture of an item from his or her store. The pictured item was guaranteed to be given away during the promotion. The sponsor also got space in that box for his or her business name, address, and phone number. A requirement of the promotion was that each advertiser provide a prize at no charge to the station.

All sponsors were required to have camera-ready art for their ad to the station in time for an October 3 deadline.

In addition to the ad in the magazine, the station mailed 45,000 of the gift guides to hot ZIP codes in the market.

Then during the month of December, the station started promoting the "Christmas Gift Guide Contest." The Christmas gift guide is the ad in the magazine and the direct mail pieces (which are identical to the magazine ad).

Listeners were told that they would be asked from time to time on the air to identify the item in Box No. "X." The first caller to call the station and identify the item would win it. This manager said that the pictures should not be tricky. If the item is a diamond ring from "Bob's Jewelry," then the picture should simply be that of a diamond ring.

The station found that some people who wanted to play did not subscribe to the magazine or had not received the direct mail piece. So the station placed an additional supply of gift guides in the stores of the advertisers who bought the special magazine ad package.

The station played the contest at random, unannounced times to get people to stay tuned to the station to win. The manager said the station was very pleased with the results of the promotion. The manager said that the station sold 24 packages at \$2,500 each. The station was able to trade with the magazine for both the ad space and the reprints of the ads which were used for the direct mail and handed out at the retail outlets. The only other cost of this promotion to the station was the postage for the gift guides that were sent by mail.

Respondent's Ratings

Client response: 9

Business response: 6

Revenue generation: 9

Station visibility: 6

Degree of difficulty: 6

DECEMBER DIAMOND DAYS

In Brief: This promotion involves the station buying 20 to 25 jewelry items containing diamonds from local jewelers and giving them away through point-of-purchase outlets around town. Non-jewelry advertisers are sold special advertising packages which also allow them to serve as entry points for the contest. The station agrees to buy the jewelry from jewelry retailers if they will place an equivalent dollar amount in advertising on the station.

Promotion Details: The manager said this promotion is designed to get business from at least five jewelry stores during the month of December. (The reason this station chose December, he said, is that jewelry stores do over 60 percent of their business in that month.)

The presentation the station makes to the jewelry store is this: "If you will buy \$5,000 worth of advertising on our station in the months of November and December, we will buy \$5,000 worth of diamond jewelry from you." This presentation is made to the targeted jewelry stores in the first part of September and must be closed by the end of that month. The actual spot schedule for the jewelry stores runs in November and December. By the end of September, the station also buys the diamond jewelry from the advertiser. This way, the station knows what the contest prizes will be before the sales staff hits the street with the point-of-purchase package portion of this promotion.

On the first of October, the sales staff begins selling point-of-purchase packages. The goal is to sell 20 point-of-purchase packages to non-jewelry advertisers. The presentation here is this: "If you will buy a \$5,000 schedule to run on the station in October, November, or December, we will make your store a sign up location for our 'December Diamond Days' contest. You will get increased store traffic during a high buying period and free promotional mentions on the radio station." The limit of 20 is also set to create a sense of urgency. All point-of-purchase packages must be sold by the middle of November.

Once the point-of-purchase packages have been sold, planning and setup of the contest can begin. The point-of-purchase displays are set up in the advertiser's store the day after Thanksgiving, and the on-air announcements urging people to go to the point-of-purchase locations to sign up begin the same day.

Then, starting on November 30, a name is drawn from the entry box at each retail location. Those names are read on air in groups of five throughout the day, starting with morning drive. Each time the names are read, the retail location from which the name was drawn is also announced. The 20 people drawn each day are finalists for the daily drawing, which is at 4:00 p.m. The name drawn from the 20 is that day's winner, and that person cannot win again. The other 19 entry cards are put back in the box at their respective locations. The drawings are held each weekday, Monday through Friday, at 4:00 p.m. for 20 days prior to Christmas.

(Please note that the point-of-purchase locations receive promo announcements and sponsor IDs on air but the jewelry stores do not. The station takes credit for giving away the diamonds.)

Respondent's Ratings

Client response: 10
Business response: 8
Revenue generation: 10
Station visibility: 6
Degree of difficulty: 8

FIRST BABY PACKAGE

In Brief: The station signs up advertisers who specialize in baby items to donate gifts to the first baby born in the new year. Special on-air promos (featuring the

names of the gift donors) are produced, announcing the baby's name. The station generates revenue by selling special packages to these advertisers.

Promotion Details: The radio station does this promotion every year between Christmas and New Year's, which is traditionally one of the hardest times of the year to sell radio advertising. It allows some advertisers to get on a station that they ordinarily couldn't afford. And nearly everybody wants to be associated with the first baby of the year, said the manager.

The station signed up anywhere from 30 to 60 clients, who each bought a package. For the expenditure, each sponsor got its name and the gift they were donating in a promo. Promos were produced featuring five clients per spot and mention of the gifts they were donating. Promos were rotated, giving each client equal exposure. All sponsors were given product exclusivity—there would be only one client donating baby food, one client giving away baby blankets, and so on. One of the stations that did this promotion created over \$20,000 worth of revenue by selling packages of \$800 to \$900 each.

The winning baby was decided by the hospitals. Station personnel made phone calls to the local hospitals shortly after midnight to find out when the first baby was actually born. The information was verified with the local wire services. As soon as the mother was feeling up to it, the station threw a big ceremony at the hospital. The station's air talent, with cameras from local television stations rolling, presented all the gifts. The radio station production people were there with tape recorders, gathering comments from the mother for additional promos. The station then produced more promos that ran for three days after the baby was born, announcing the baby's name, the names of all the sponsors, and what they had contributed. The station then took out an ad in the local newspaper, complete with a photo of the parents and the baby, which featured the names of all the contributing sponsors and the gifts they provided.

The respondent felt this would be an excellent first-quarter promotion for any market, no matter how sophisticated.

Respondent's Ratings

Client response: 9
Business response: not applicable
Revenue generation: 10
Station visibility: 8
Degree of difficulty: 5

HALLOWEEN CHILD SAFETY STICKER

In Brief: The station produced large orange fluorescent stickers with a peel-off back so the stickers could be worn by trick-or-treaters. This helped them to be seen better in the dark for safety. The stickers were distributed free at an area fast

food chain's restaurants. The station generated revenue by getting the chain to buy the station and to be involved in a promotion for the first time ever.

Promotion Details: This station created this idea specifically to get a budget from the fast food chain. They felt the chain would be very receptive to this type of promotion.

The station printed up 25,000 of these stickers, which were designed in a Halloween motif. The design featured an ugly witch's face, the station call letters, and the the chain's logo. The sticker said "(station call letters) 'witches' you a Happy Halloween."

The stickers cost about four cents each, and can be arranged through any company that provides promotional items. Or they can be produced by a local printer. They were circles about 4 inches in diameter.

Once they were produced, the station delivered them to the chain's restaurants, who then placed them in their stores in the area. They were available on the counter by the cash register. The station then ran on-air promos, telling people to pick up their Child Safety Stickers at the fast food chain's restaurants.

The manger said the response was incredible. The stickers were distributed the week before Halloween and they were all gone in three to four days. He said the chain was extremely pleased. In fact, he said, the next year, the station was an "automatic buy" for this chain. He said that was very remarkable since it was a country station that didn't really match the chain's demos.

Respondent's Ratings

Client response: 10

Business response: 9

Revenue generation: 10

Station visibility: not applicable

Degree of difficulty: 1

SALUTE TO SUMMER

In Brief: This is a summer promotion that the radio station does to create traffic for advertisers and to offer a lunchtime event for listeners. The Salute to Summer is a series of midday remotes during the two weeks prior to the first day of summer, June 21. At each remote, which the station calls mini-picnics, there are free hot dogs and soft drinks. The promotion culminates with a summer celebration party held either on the first day of summer or the closest Saturday. Revenue is generated by selling remote broadcast packages to individual advertisers.

Promotion Details: To generate business during June, this radio station held a two-week series of remotes at a different business every day. The remotes started at 10:00 a.m. each day and lasted until 2:00 p.m. Free hot dogs and soft drinks

were served from noon to 1:30. The station made an arrangement with a restaurant to provide the hot dogs for mention. The salesperson for each account was responsible for helping set up the remote. The salesperson was assisted by an intern in the sales department. Many different types of advertisers participated: a furniture store, a deli, a doughnut shop, a tire store, a travel agency, and several car dealers. The manager said this was an excellent way to get small businesses on the air. The package included only the remote spots for the day, and the free lunch.

This station started selling the packages in May and they sold out very quickly. In fact, the manager said he will increase the price this year. The station, in a market smaller than the top 100, generated \$11,000 in business from this promotion. There were very few expenses. Most of those were incurred for the celebration of summer party held at the end of the two weeks. This event was held at a local park and featured entertainment by several local bands. The station also gave away free hot dogs and soft drinks at the party. Around 3,000 people attended. The only expenses were a portable stage for the entertainment and a nominal fee paid to the groups. The manager said this promotion was an excellent way to get new business from small retailers.

Respondent's Ratings

Client response: 7
Business response: 7
Revenue generation: 6
Station visibility: 6
Degree of difficulty: 3

Legal Caveat

Liability Insurance: Make sure you have the kind and amount of liability insurance which will provide you with adequate protection while conducting this promotion.

THE SPRING HOME AND GARDEN SWEEPSTAKES

In Brief: This is a major on-air contest that the radio station presents as a tie-in to the local home and garden show held in this market in the spring. The station displays a grand prize at the show and mentions other appealing prizes that listeners can win. Listeners then have to register to enter the contest either at the show or at various participating retail outlets. Revenue is generated by offering advertisers packages to be points of registration.

Promotion Details: This radio station used the Home and Garden Sweepstakes as a big on-air contest for listeners and as a means to develop a substantial amount of second-quarter business. The station set up a booth at the show, where they kicked off the contest. The grand prize, which was on display, was a car. The week prior to the show, the station "teased" the contest with on-air promos. The show

had an attendance of over 100,000 people and the station did live cutaways talking about the contest during the event. There were also many smaller prizes relating to the theme of the show and to spring. Some of them were housecleaning, fencing, lawn and garden care, and repair work. The manager said that trips and cash would also make excellent grand prizes.

The promotion ran for four weeks, starting with the show. After the show was over, listeners were invited to register at the retailers' locations. The station provided each outlet with an entry box, entry forms, window banners, danglers, and counter cards. Participants could register during the entire four weeks. The station had a total of 15 sponsors participating. There were in the neighborhood of 30 to 50 smaller prizes, which were traded for mention with the participating sponsors.

The manager said that the key to getting a lot of sponsors involved was making it easy for them. All they had to do was commit to spend a certain amount in March, April, and May, and the station did the rest. They were provided with lots of point-of-purchase material for registering people for the contest. They received mention in on-air promos, and were identified in signage at the station's booth at the Home and Garden Show. In addition, all the advertisers had their logos in the outside advertising the station did for the contest. This included newspaper ads, TV spots, and 400,000 flyers that were direct mailed as a part of a commercial coupon package. To accommodate all the advertisers' names on each TV spot, the station used a "crawl" across the bottom of the screen, listing the sponsors' names.

Besides increased traffic, each client received a list of all the people who registered at his or her store to use for direct mail. The station collected all the entry forms at the end of the four-week period, and the winners were selected by drawing.

The manager said this was an extremely successful second-quarter promotion. He said that the station, which is in a top five market, generated over \$250,000 on this promotion.

Respondent's Ratings

Client response: 8

Business response: 8

Revenue generation: 10

Station visibility: 10

Degree of difficulty: 8

STATION BIRTHDAY CELEBRATION

In Brief: The radio station plans a celebration of its anniversary or birthday. This manager said this works especially well for a station that has been around for a long time. The celebration includes four parts. First, historical vignettes about

the station are aired. Then, the station puts on a birthday party, which is broadcast live, plus, an anniversary album commemorating the station's history is produced. Finally, the station features a contest—"The Birthday Game"—in the last phase. The station generates revenue by selling sponsorship packages which cover the first three phases of the celebration. There is also revenue from the sale of the album.

Promotion Details: This station had its birthday celebration a year ago and used it as an opportunity to add additional revenue in the first quarter.

Initially, the station produced and ran a series of on-air vignettes that it called "The Family Album." These vignettes featured historical information about the station and focused on the station's coverage of past major news events. The advertisers received mention in these spots. The on-air vignettes ran for three months, starting in January. The station produced three types of vignettes. The first type was "audio snapshots," in which celebrities and local people of note gave their personal recollections about the station. The station hired a producer to line up these people. The second type of vignettes was called "mike minutes." These were actualities which were excerpts from the station's archive of tapes of big news stories from the past. The third type of vignette was called "birthday greetings," and featured both celebrities and listeners wishing the station a happy birthday.

Then the station produced a record album and tape celebrating all its years of broadcasting, which it sold for around \$6 or \$7. The five sponsors were featured on the sleeve of the album and also on the tape. The album was written by a newswriter from the station and was produced by the promotion director. The station contracted with a sound studio to do the actual production. The album featured all the station's current air staff narrating a history of the station. There were also lots of actualities of past broadcasts. It was billed as a "retrospective in sound." The station sold the album through a company that does telemarketing of albums and tapes. The telemarketing company handled the sale and distribution of the album. The station ran spots on its own air promoting it with the telemarketing company's toll-free phone number. The manager said that was a big help since the station didn't have to handle the actual album sales. In addition, the company accepted credit cards, and 75 to 80 percent of the sales were credit card sales. The station had an arrangement to pay the company a certain fee; the station got all the revenue from the albums. Altogether, about 10,000 albums were sold by this station, which is in a top five market. The sponsors also received mention on these promos.

The manager said the most difficult part of producing the album was securing all the rights for the music, announcers, and actualities. Because the album is a commercial venture, rights for usage of everything had to be obtained. The manager said it's important to get the station's legal department involved from the start.

The third phase was the actual birthday party itself, which was centered around a live broadcast from 7:00 to 10:00 p.m. The celebration was held at a renowned

local hotel and included over 500 guests. The station invited back all the living previous air staff who had worked there, as well as advertisers, clients, current station staff, celebrities, and local dignitaries. During the broadcast, each of the station's hosts took a 15-minute segment and interviewed guests, gave interesting historical information, and provided commentary about the celebration. The sponsors received mention and commercials during the birthday broadcast.

The fourth phase of the celebration was The Birthday Game, which was an on-air contest. The station awarded \$65,000 in cash and prizes through the contest. Listeners were asked to send in a postcard with the day and month of their birthday. The station then sorted these entries into 365 different boxes in the studio. To play the game, the announcer would spin two different wheels. The numbers that came up on one wheel represented the day, and the number on the other wheel represented the month. The announcer would then draw an entry from that particular box of entries, and would read that person's name. The person then had a certain time in which to call the station to claim his or her prize. The contest ran once an hour every hour for about three to four weeks.

The station also tied in an on-air special to its celebration. Over one particular weekend the station ran a "Festival Of Radio Classics." For six hours on Saturday and six hours on Sunday, the station ran old radio dramas, mysteries, comedies, game shows, and interviews. The manager said this was a big hit because the station had a long history.

The station generated revenue through this promotion by selling sponsorships to five advertisers. About \$250,000 was raised. The manager said it was a very successful promotion. He also said that the sales of the albums and tapes covered the costs of producing the album and the expenses of the party. He said this promotion must be planned well in advance. His station's party was in February, which was the culmination of the promotion. The station first offered the opportunity to advertisers in July of the previous year. All the revenue was profit, since the album sales covered the expenses. In addition, all the advertising was required to run in first quarter. Two of the sponsors were already station advertisers. The promotion was so appealing, the manager said, that the other three sponsors were new business to the station.

Respondent's Ratings

Client response: 7
Business response: 8
Revenue generation: 10
Station visibility: 10
Degree of difficulty: 8

STATION CALENDAR AND PHOTO CONTEST

In Brief: This radio station produces a full-color calendar, featuring photos (sub-

mitted by its listeners) for each month. The calendars are distributed in November and December through the retail outlets of participating sponsors. There is a \$1 donation requested for each calendar, and proceeds from the sale go to a local children's charity. Advertisers get involved by buying a package to be a calendar sponsor.

Promotion Details: This station has produced its annual four-color calendar (which is 11 inches by 18 inches when open) for three years, with great results, according to the manager.

First, the radio station sponsors a photography contest among its listeners to select 14 photos that will be used in the next year's calendar. The contest runs for nine weeks, with the deadline for entries in early September. The contest is in itself a separate promotion. Fourteen photos are used because the calendar runs December through December (13 months) and one photo is featured on the cover. The entries are judged by a panel of professional photographers and all entries must be full color and must be submitted by amateurs. Up to four entries may be submitted by each person. The subject of the photography contest is life around the state where the station is located.

During the photo contest, there is a weekly prize awarded to the best photo received each week. That person gets a \$50 gift certificate at a grocery store and a one-year auto club membership. Then there are the 14 prizes for the photos chosen to be in the calendar: a grand prize of a Caribbean cruise, first through fourth prizes of cameras and camera-related equipment, and nine honorable mentions of \$102 in cash.

Once the photos are selected, the calendars are printed. When the calendar is opened, the photo for that month takes up the top page, while the calendar itself fills the bottom page. Each month includes a fairly comprehensive listing of special events happening in the area. The radio station also prints a message about its "Snow Phone," or the number of its events line so listeners can call and get more information on things that are happening. The calendar also includes messages from the general manager of the station and the president of the charity, thanking people for supporting it. There are additional pages in the calendar after the months of December, March, June, and September. Each of these pages is divided into quarters and has four coupons from the calendar sponsors. The coupons can be redeemable all year, or they can be good just for that particular quarter. The same four sponsors have coupons throughout the calendar.

Sponsorship packages for advertisers include mention in 200 promotional announcements, which air November through January, about the availability of the calendars. The sponsor must commit to run 125 one-minute spots by the end of December in the year just before the calendar is available. Each sponsor gets a total of 100,000 color coupons or ads in the 25,000 calendars. In addition, each client gets an appearance by a station personality and a certain number of calendars to make available at their retail outlets. In addition, the sponsor has the value

of being tied in to a very worthwhile children's charity.

The radio station also supports the calendar promotion with newspaper, magazine, and television. Further, there is exposure through community newsletters.

The manager said the radio station has generated significant revenue through this promotion. Last year, over \$20,000 was donated to the charity. The \$1 donation not only helps the charity, but also controls distribution. The station also limits distribution by only printing 25,000 calendars, thereby enhancing the calendar's value. With the involvement of four sponsors, the station generated \$92,000 in revenue last year on the promotion.

Respondent's Ratings

Client response: 8

Business response: 10

Revenue generation: 10

Station visibility: 10

Degree of difficulty: 1—The station's ad agency does the majority of the work in putting the calendar together.

THE 12 DAYS OF CHRISTMAS

In Brief: This manager said this is a promotion which provides many prizes for the listeners and generates a significant amount of revenue for the station in November and December. The radio station gives away prizes during a 12-day period before Christmas. One prize is given away on the first day, two on the second, and so on, until 12 prizes are given away on the last day of the contest. The station makes money on this promotion by selling sponsor packages which include having the clients act as points of registration.

Promotion Details: The manager said this promotion was very successful in helping the station really maximize its Christmas business. It also provided a lot of visibility for the station at a time when many people were shopping in the stores.

The station put together a package for advertisers which included a certain-sized advertising schedule, promotional mentions, and point-of-purchase materials for contest registration. Since a total of 78 prizes were to be given away, there were 78 packages available. A sponsor could buy up to five of these packages. For each package they bought, the radio station bought one prize from the sponsor. Initially, the dollar value of the prize was a minimum of \$40. After several years, this was increased to \$75. The way this was handled was that the sales reps had special checks they wrote to the advertiser for the purchase of the prizes. The manager said this was a very powerful closing tool. Once the advertiser signed the contract, the sales rep wrote her a check. In some cases, the advertiser offered to provide the prize or prizes just for promotional mention.

The station ran on-air promos telling listeners to go to the various retail outlets and enter to win the prizes. The station provided counter cards, entry boxes, and entry forms for the contest. Each day during the contest, from December 11 through December 22, the station would call one or more of the retailers and ask them to draw a winning name from the entrants. Listeners did not have to be listening in order to win. The winners were notified by the station, but went to the retail outlet to pick up their prizes. On the days when there were multiple prizes, there was a winner drawn for each prize. Over the course of the contest, there were 78 winners. On days of multiple prizes, the prizes were all different items.

The station, which is in a very small market, sold the packages for an average of \$360 each. Total revenue from the promotion came to over \$28,000. Advertisers were required to run their commercials between November 18 and December 24. This station also used a sales technique to make sure the spots ran. They offered the advertiser a five percent bonus in spots if advertisers actually scheduled the spots at the time they signed the contract.

The promotion was offered to advertisers in early November, before Thanksgiving. The station spent about \$3,000 putting on the promotion, including point-of-purchase materials and the prizes they bought.

Respondent's Ratings

Client response: 8

Business response: 8

Revenue generation: 10

Station visibility: 7

Degree of difficulty: 7

Legal Caveat

Lowest Unit Rate: This promotion may affect your station's lowest unit rate for political advertising purposes.

Chapter 5

LISTENER EVENTS

BRUCE WILLIAMS APPEARANCE

In Brief: This manager said this promotion is ideal for stations that carry Bruce Williams' program on Talknet (or for other similar personalities and programs). The station contracts with Bruce to bring him to town to make an appearance for its listeners. The show is usually held in the evening for about 1-1/2 hours in a good-sized facility. Tickets are available free to listeners at retail outlets. The station generates revenue by selling packages to advertisers, who then distribute the free tickets.

Promotion Details: The manager who shared this idea said it was extremely successful. In fact, he did the promotion three times because it worked so well.

First, he contacted Bruce Williams and made arrangements with him. Bruce asks for a certain fee and expenses. Then the station booked a facility. During the first year, they used one that seated 800. He suggested using the grand ballroom of a local hotel or a small convention center. The station next put together a package to get advertisers involved. The advertisers basically served as distribution points for the free tickets. In its best year, the station had 20 ticket outlets involved. Each advertiser got a schedule on the station, promotional mentions, and a certain number of tickets. The promotional mentions were done on an exclusive basis—just one mention to a spot. Although the manager said two mentions could be done per spot, the advertisers really like the exclusivity. He also said that Bruce is willing to help promote his appearance by voicing some of the promo spots. Although this manager did not produce any point-of-purchase counter cards or

signs, he said that would be a nice addition to the promotion.

Each advertiser also received two tickets to the event. The station blocked out a special VIP section in the front of the auditorium for advertisers. The station also hosted a luncheon with Bruce Williams for the advertisers the day of the show. The station's air staff were all present at the show and were introduced to the audience. The program director (who also did an on-air show) emceed the event. It lasted from 7:30 to 9:00 p.m.

The manager said that one of the most important things about this promotion is that there be a full house for the show. The first time they did it, they planned for 800 and they just made it. The second time they planned on 1,000 and had standing room only. The third time, they had 1,500. He said that because the tickets are free, there is a much higher "no-show" rate. He suggested planning for almost one-third who will pick up tickets, but not attend. The last time they did it, they distributed 2,000 tickets to get the 1,500 who attended. He also said that attendance really increases each time the station brings Bruce Williams to town.

He said this promotion generated a lot of revenue. In their best year, they had 20 sponsors who each paid \$2,000 to be involved. Each one got 100 tickets to distribute. The station paid a fee to Bruce Williams and covered his expenses. They also paid rental on the facility, which this manager said could possibly be arranged as trade for mention. The station also took care of the expense of the client lunch.

Respondent's Ratings

Client response: 8

Business response: 6

Revenue generation: 10

Station visibility: 6 with point-of-purchase materials

Degree of difficulty: 3

Legal Caveat

Liability Insurance: Make sure you have the kind and amount of liability insurance which will provide you with adequate protection while conducting this promotion.

FOR BUSINESSWOMEN ONLY

In Brief: This event is targeted for employed women. The radio station presents a special event, held after work, that features booths and exhibits of interest to working women. Revenue is generated for the station by selling packages to advertisers that include commercials on the station and an exhibit space at the event.

Promotional Details: Several managers who were interviewed said they had had great results sponsoring an event that focused on working women. Both stations held their events in March and made them first-quarter promotions to help stimulate business.

The event is held in the evening after work from about 5:00 to 8:00 p.m. Admission is free and working women are invited to attend. The station runs promos on the air and sends out invitations using mailing lists of local professional organizations. One of the stations that did this promotion asked women to call in and request an invitation. This is done because of local liquor laws and also so the station will know how many women will be attending. One station held its event in the local civic auditorium, while another held its event in the ballroom of a local hotel. Complimentary refreshments are served and there is a fashion show put on by a local women's clothing store. The store buys a package to be involved in the event. DJs from the station emcee the fashion show and handle the prize drawings. One manager said it is a nice touch to have the personalities wear tuxedos. The personalities can also hand out roses to the women as they come in the door. This can be traded for mention with a florist. The station that held the event in a hotel was able to trade the facility, as well as the refreshments, for mention.

Advertisers get involved by buying packages which include an exhibit space, commercials on the station, and promotional mentions. One station also allowed non-profit organizations to participate by paying a lower fee that included only a booth space. The salespeople take out a chart of the floor plan and let advertisers select their space. The rep calls back to the station to reserve the space once the advertiser has bought the package. The station provides two or three six-foot draped tables. It is up to the advertiser to provide the rest of the decorations and signage for the booth. In addition, each advertiser is asked to provide a prize. Throughout the evening, names are drawn and prizes awarded. The station also provides a major prize, such as a trip for two to the Bahamas, which can be traded for mention. The advertisers can conduct individual drawings at their booths or the names can be drawn from one central location.

Women fill out registration forms when they arrive. These are used for the drawings, and a list of those attending is given to all the advertisers. Another option is to have them sign a guest book when they arrive.

Setup for the event takes place earlier in the day and can start around 10 a.m. to noon.

These managers said this event has appeal to all types of advertisers, including categories like travel, office equipment, computer stores and manufacturers, banks, and women's clothing stores. Each station had about 30 participants. In one market, over 500 women attended and in another, attendance was over 1,000. These are both fairly small markets. Both stations said the event was tremendously successful in both attendance and in creating revenue. Both also said expenses to put on the event were minimal. The possible expenses include rental of the facility, draped tables, wine and food, and invitations. Much of this can be traded, they said.

The stations usually present the packages to the advertisers in mid-January to early February for a late March event. Both stations promote the event at least several weeks in advance.

Respondent's Ratings

Client response: 10
Business response: 9
Revenue generation: 10
Station visibility: 7
Degree of difficulty: 2

Legal Caveat

Liability Insurance: Make sure you have the kind and amount of liability insurance which will provide you with adequate protection while conducting this promotion.

THE GREAT CHILI COOK-OFF

In Brief: This is a major event, put on by the radio station, where listeners come and cook their own recipes for chili to see who can make the best chili. The radio station provides a lot of other activities and entertainment throughout the day, leading up to the judging. The radio station generates revenue by selling sponsorship packages to advertisers for the individual events. It also gets participation from annual advertisers and helps increase those amounts through the promotion.

Promotion Details: Each year, on the last weekend in April (on a Saturday), this radio station holds a chili cook-off. In its first year, the station drew 10,000 people. In its seventh year, over 90,000 attended. The manager said what makes this promotion work is not only the chili cooking itself, but also a lot of related entertainment and activities. The event is held at the local fairground.

There are usually 60 chili cooking teams who enter, with about four to eight people on each team. They come and set up the day before, starting at noon. Each team is given a 30 feet by 30 feet space in which they can build an elaborate cooking station. Some teams have done papier-mache caves, wood-framed firehouses, and saloons. The booth is supposed to be a dramatization of the name of their chili team. In addition, all the team members dress in costume. There is no entry fee for the teams. The station awards \$1,000 for the best cooking station and \$1,000 for the best chili. A panel of local celebrities judge the event.

The radio station worked out a deal with the fairground to provide free admission and free parking for all those who attend the event. The station pays no fee to the fairground for rental of the facility, but helps set up a concession system to generate revenue. The station sells space for concessions—first to local charities, then to commercial organizations. Each group pays \$200 to the fairground and gives it a portion of the proceeds from the food and drink sales. There were 14 beverage stands in the most recent chili cook-off—all of which were operated by service clubs. These were available to the clubs on a bid basis through the fairground.

The station then focuses its resources on providing ongoing entertainment throughout the day. There were exhibitions on such things as Middle Eastern danc-

ing, jazz exercise, and aerobics going on in the display halls. In addition, there were wrist-wrestling contests and amateur boxing matches. For children, there were rides and entertainment, such as puppets and stage plays. Local bands entertained, as did old-fashioned fiddlers, guitar players, and singers. This manager said the atmosphere of the chili cook-off was very festive, much like that of an old-fashioned country fair.

The main attraction entertainment was featured on a main stage set up in the racetrack area. This area holds 40,000 people. From this main stage, the station held the Mr. and Ms. Chili Pepper Contest, which was a beauty contest. This was an ongoing event during the day. From time to time, there would be entertainment by a big-name group. There were also appearances by any special celebrities who might be brought in for the cook-off.

The fairground opened at 10:00 a.m. and a parade kicked things off. All the high school bands in the county were invited to be in this opening parade. The manager said it was held much like the opening parade at Disneyland. The chili cooking took place from 11:30 a.m. to 2:30 p.m., with the judging and awarding of the prizes at 2:30. The awarding of the prizes took place on the main stage.

The radio station offered advertisers two ways to be involved as sponsors. First, the advertisers could buy a package which provided them with the sponsorship of a special event or activity, such as the wrist-wrestling tournament or the jazzercise demonstration. These packages ranged from \$6,000 to \$10,000 each, and included a schedule on the radio station, promotional announcements, the sponsor's signs posted in that area, and the sponsor's receiving all the credit for that event. The station required that the schedule be run on the radio station before the chili cook-off took place. The station also sold some booth spaces for \$1,000 each (which didn't involve a schedule on the station) to some commercial operators.

The manager said, however, that most of the revenue generated through this promotion was not via the packages. It was the radio station's ability to influence annual advertising by promising advertisers participation and visibility in this major event. He said, for example, the station (which had an audience which was primarily 25 to 44 and skewed heavily female) received the major beer money in the market because of this promotion. He figured that "The Great Chili Cook-Off" accounted for about \$200,000 to \$300,000 in yearly revenue for the radio station. This station's market rank is in the 70s. He said all types of advertisers were interested—advertisers such as beer companies, auto dealers, consumer goods, and health clubs all got involved with the chili cook-off. The radio station first would offer the opportunity to advertisers in January and February, and the event was held in April.

He said the entire event is planned, staffed, and handled by station employees. Each employee is assigned an area for which he or she is responsible. Then, as long as the employee is with the station, that is their responsibility for the chili cook-off each year. The manager said the station's total expenses on the event come to around \$10,000.

Respondent's Ratings

Client response: 10
Business response: 10
Revenue generation: 10+
Station visibility: 10
Degree of difficulty: 10

Legal Caveats

Liability Insurance: Make sure you have the kind and amount of liability insurance which will provide you with adequate protection while conducting this promotion.

Lotteries: Be alert for chance-oriented giveaways during promotions at which an admission or entry fee is charged—they may constitute an lottery.

Drunk Driving: Check with your state's liquor control board or state broadcasters association regarding your state's laws on host liability for drunken acts of guests. Be sensitive, as always, not to encourage or promote excessive drinking.

HEALTH AND BEAUTY AID SHOW

In Brief: The radio station plans and produces a two-day show targeted to working women, featuring products and services relating to health and beauty aids. What makes this promotion different, the manager said, is the way it generates revenue. Instead of going to individual advertisers and selling them packages, the station first approaches one large retailer to be the co-sponsor. That retailer then gets its vendors involved, having them each pay a fee that comes out of their promotion budgets, not their advertising budgets.

Promotion Details: This station is in the process of planning this promotion, which will be held in late September. The purpose of the show is to target dollars directed toward working women.

First, the station presented the idea to a large retailer, a big grocery chain in the market. Once they agreed to get involved, the retailer approached all its vendors to participate. The cost is \$1,000 per vendor. The station hopes to have 54 vendors in the show. From 75 to 80 percent of the revenue will be used for radio commercials to promote the show, rotating the vendor mentions throughout the spots. The station will not need to run any promos in addition to the schedule. Further, the retailer who is the overall sponsor gets mention in all the spots as a co-presenter of the show. The schedule will run over a 10-day period. The rest of the revenue will go to underwriting the costs of putting on the show. This manager said this approach works very well because retailers are always looking for special things to offer their vendors. So the station is helping both the retailer and its vendors. This is also a much easier way to sell the show, he said.

The station made an arrangement with a local hotel to use its grand ballroom for the show. As trade for mention, the hotel will provide the facility and all the setup. The station only has to pay for draping of the tables in the booths. In return, the hotel will have increased food and beverage sales during the show. The vendors' representatives who are from out of town will all stay at the hotel for two or three nights. The vendors all receive a packet when they sign up to be in the show. Included is all the information they need about setup, plus details on making their reservations at the hotel.

The health and beauty aid show will be held over two days, Friday and Saturday. The hours will probably be from 11 a.m. until early evening on Friday, and on Saturday from about 9 a.m. through the late afternoon. Besides the exhibits themselves, there will be ongoing entertainment and demonstrations. A large portion of the expense budget will go towards bringing in a major talent, such as Christie Brinkley or Miss America. The manager said this will be a big draw for the show. There will also be aerobics and jazz exercise demonstrations, make-up demonstrations, and makeovers. These events will be sponsored by the various participating vendors. The station's air staff will emcee the event, give away prizes, and play the station's music.

The manager said that all types of vendors who are targeting working women can get involved. Possible participants include vendors of yogurt, juices, convenience foods, hosiery, make-up, cosmetics, vitamins, beauty products, and apparel. There will also be two fashion shows during the event. In addition, the station will print and distribute coupon books to those attending the show. The coupons will be good for the various vendor items redeemable at the participating grocery store.

All of the preparation and planning for the show is being handled by the station's promotion department. They first conceived the idea in November and had a commitment from the grocery chain in January. It is now being sold to the vendors. The station will also host a reception for the vendors after they set up for the show on Thursday evening. The manager said this is an effective way to present a show and get new dollars on the station.

Respondent's Ratings

Client response: 10

Business response: Since the show won't happen until this September, it's too early to measure.

Revenue generation: 10—so far

Station visibility: Too early to tell

Degree of difficulty: 5

Legal Caveat

Liability Insurance: Make sure you have the kind and amount of liability insurance

which will provide you with adequate protection while conducting this promotion.

THE LISTENER APPRECIATION CONCERT

In Brief: This promotion is a concert for which the station enlists a major sponsor to pay for the cost of a popular music artist or group. The concert is then promoted as a free concert for listeners. The station generates revenue by getting schedules from the sponsor who underwrites the entertainment, the park that hosts the concert, and from ad sales for a concert program and special traffic report sponsorships the day of the concert.

Promotion Details: The first thing a station must do to create a listener appreciation concert is to find a major corporate sponsor to pay the appearance fee of a popular artist or group. (The manager said it's important to select an act that fits the station's format). One station suggested that the major breweries make excellent corporate sponsors.

Next, the station and the corporate sponsor find a group or artist who is touring and can fit the concert into the schedule—or possibly a group or artist who will agree to appear even though they are not touring at the time. The station we talked to said that their corporate sponsor was a beer that had an agreement with an artist to appear on the brand's behalf.

The station then works to secure a site at which the concert will be held. One station arranged to use the facilities at a large state park for the concert. The state park agreed to make their facilities available for promotional mentions only. Some facilities will want to charge the station as though it were a promoter. However, once it is understood that this is a free concert, it may be possible to have those fees reduced or waived entirely. It may also be possible for the station to trade out the cost of renting the facility, if the manager will not provide it for mention.

One station that did this promotion also tied in with a local veterans' organization. This station happened to be a country station, and the artist they brought in is known for his patriotic songs. The station felt the veterans' involvement would increase attendance and be good for the station's community image. The veterans' organization received a great deal of publicity from the event but paid no fees. In fact, in this case, the corporate sponsor made a contribution to the veterans' organization as a part of the event. The veterans' organization in this case was instrumental in negotiating the site for the concert. It was also instrumental in the implementation of the event. The veterans helped with concert parking and presented a color guard at the event. This event may be tied in with any charity or local non-profit organization.

This event takes a great deal of planning, the manager said. One station reports it spent six months putting one concert together. In addition, it spent four weeks promoting it. This station reported that approximately 87,000 people attended its concert.

The only hard cost to the station is for the stage, sound, and lights. A station

in a major market told us that stage, sound, and lights cost them \$8,000. All other costs, including those of the performing acts, were picked up by the corporate sponsor.

One station reports that revenue from this event was as follows:

\$50,000	Airtime purchased by corporate sponsor;
\$30,000	Airtime purchased by park where concert was held;
\$10,000	Program ad sales revenue;
\$ 5,000	Traffic reports sponsorship on the day of the concert.
<u> </u>	
\$95,000	Total

The first two items on the revenue list were simply negotiated with the two sponsors. The third item, program ad sales, was the station's idea and was handled solely by the station sales staff. The last item, traffic reports, were spots in on-air traffic reports sold to station advertisers. The traffic reports were a service to concertgoers to help them through the huge volume of traffic converging on the concert site, the manager said.

Admission to the concert was free. However, the state park (where the concert was held) charged vehicles entering the park its usual admission fee.

Respondent's Ratings

Client response: 10
 Business response: 9
 Revenue generation: 8
 Station visibility: 10
 Degree of difficulty: 4

Legal Caveats

Liability Insurance: Make sure you have the kind and amount of liability insurance which will provide you with adequate protection while conducting this promotion.

Lotteries: Be alert for chance-oriented giveaways during promotions at which an admission or entry fee is charged—they may constitute an lottery.

OFFICE PARTIES

In Brief: This radio station has been presenting after-work office parties, targeted to working adults aged 22 to 35, for the past several years. The parties are co-sponsored by a local hotel and a beverage distributor. Revenue is created for the station by getting annual commitments from both the hotel and the beverage company.

Promotion Details: This promotion first came about because the radio station was looking for a way to get advertising dollars from beer companies. The station

(which is adult contemporary) skews 25 to 49, which is a little older than what the beer companies normally want. So the station came up with the idea of Office Parties.

The station usually holds an average of two, but sometimes as many as four, Office Parties a year. These are usually tied in to such holidays as Halloween and Christmas. The latest Office Party was held in December 1987, three days before Christmas. It was promoted as the "World's Largest Office Party," and drew over 7,500 people.

Both co-sponsors have been very pleased, not only with the attendance at the parties but also with the psychographics of the crowd. As this manager said, it couldn't have been better. The people who attended were obviously upscale young professionals. In fact, the station has invited potential advertisers, national advertisers, and people from their national rep firm to attend the parties and see first-hand the kind of people that the station draws to an event. So the station has been able to turn this promotion into an opportunity to attract other advertisers. The success of the promotion has also made the co-sponsors ongoing advertisers on the station.

The radio station works together with the hotel to plan the parties. There are usually three to four meetings with the hotel and station people before each one. The Office Parties are held in the Grand Ballroom of the hotel after work on a weekday. There is no cover charge. Refreshments are available. The manager said everything about the party is legal in his state, but someone undertaking it in his or her area might want to check it carefully first. Entertainment is provided, either by a local band or by the station's DJs playing taped music. The station normally has only minimal expenses; at the last party, however, they spent about \$2,000 on a more powerful sound system. The beverage distributor benefits from all the exposure. They also provide signs for the party and prizes to give away. The hotel benefits from the visibility and also profits from the sale of beverages. The hotel provides the facility, setup, and some snacks (such as pretzels). All three co-sponsors have equal billing. It's promoted as "(station call letters), (beverage distributor), and the (local hotel) welcome you to . . ." The hotel also prints and distributes flyers about the Office Parties that go to area offices. The station runs on-air promos starting about three weeks in advance, mentioning the co-sponsors.

This manager said the Office Parties have been extremely successful. First, he said, they helped the station get business it wouldn't have gotten otherwise from the beverage distributor. In addition, the little money that the hotel spends in radio, it spends with the station. He also said that it is amazing how such a simple event, with drinks and snacks, has become so incredibly popular. He said the Office Parties have really become part of "yuppie networking."

Respondent's Ratings

Client response: 10

Business response: The hotel: 8; beverage distributor: 7

Revenue generation: 10

Station visibility: 10

Degree of difficulty: 7

Legal Caveats

Liability Insurance: Make sure you have the kind and amount of liability insurance which will provide you with adequate protection while conducting this promotion.

Drunk Driving: Check with your state's liquor control board or state broadcasters association regarding your state's laws on host liability for drunken acts of guests. Be sensitive as always, not to encourage or promote excessive drinking.

THE STATION-SPONSORED SOFTBALL TOURNAMENT

In Brief: The radio station sponsors a local softball tournament with a top prize of around \$2,000. The prize money (and station revenue) comes from entry fees from teams participating in the contest. The station also sells sponsorships to advertisers who have an interest in marketing to softball players. The sponsorships include a schedule on the station and visibility with the tournament players.

Promotion Details: The manager said the idea is simple. All the station has to do is host a softball tournament. The manager said this promotion won't break the bank but it will go a long way toward endearing the station to some of its larger advertisers—and can help generate new advertisers for the station.

The first step is to secure a location or locations that contain three or four softball diamonds. This can be done by contacting the local Parks And Recreation Department, which may let the station use the fields for mentions or some form of trade. An even better alternative would be to get a local commercial softball facility to provide its fields for the two-day event. This is an excellent way for them to expose its facility to the hard-core player, who is its "bread and butter." Most larger markets have one or more of the facilities and most contain from four to six diamonds.

Once the location is set, the station should get a mailing list of softball teams in that area that regularly participate in weekend tournaments. The Parks and Recreation Department and commercial softball facilities have such mailing lists in their files.

Next, the station mails announcements to the key person on 200 to 500 of the teams. Entry forms and information about the tournament are included in the mailing. The best way to get an excellent response is to make the first-place prize very attractive and to give prizes to teams as deep as 10th place. A first-place prize in the range of \$2,000 plus merchandise from the various sponsors of the event should be sufficient, said the manager. Part of the beauty and simplicity of this event, according to the manager, is that *none* of this should cost the station a penny.

For instance, the prize money will come from the entry fee each team pays to

participate in the event. Since these teams are accustomed to paying an entry fee of around \$100 just to play for a trophy, an entry fee of \$100 to \$200 per team should be fine for the opportunity to play for \$2,000. It will take 24 to 36 teams to make a good tournament, so at \$150 each there should be plenty of cash generated. This is a double elimination tournament. If station personnel are not familiar with this format, the local Parks And Recreation Department should be able to help with rules and information.

Since these are amateur athletes, the station may have to come up with a creative way to award the money so as not to jeopardize the team's amateur status. This is relatively simple—perhaps putting the money in a team travel fund or equipment fund, said the manager.

The station makes money by selling sponsorship to advertisers. Not only are they getting spots on the station, but they now can get their names in front of and their products in the hands of 400 or 500 core target consumers. One station sweetened the prize pot by adding amounts of the sponsor's product to the first—place prize and gave much smaller amounts to every team that entered the tourney. The beverage sponsors should also get signage at the event and possibly their name in the event title.

A logical sponsor is any major sporting goods supplier. The respondent said that one local sporting goods retailer has been a past sponsor and, in addition to buying an advertising schedule on the station, provided the softballs for the games.

The manager suggested that other sponsors that fit are sporting goods stores, sports medicine centers, health clubs and hot dogs. All of these sponsors consider this type of event a product promotion and therefore the dollars spent will be above and beyond whatever advertising dollars the station may now be getting. Many sponsors who do not normally use radio to advertise will spend money for this type of event.

A side note: The manager said that only American Softball Association (ASA) umpires should be used. Softball is a game of complex rules and should be officiated by experienced professionals. If there is an expense involved here, it's worth it, he said. But the station should try to negotiate the cost of umpires into the use of the facility chosen to host the event, as they are used to paying for this service anyway. He said that the actual event should last only two or three days, only requires a minimum of planning, is very inexpensive, requires very little air time, and can be fun as well as profitable.

The manager said that this promotion is particularly well suited for stations with good male demos.

Respondent's Ratings

Client response: 8

Business response: 8

Revenue generation: 6

Station visibility: 8

Degree of difficulty: 5

Legal Caveats

Liability Insurance: Make sure you have the kind and amount of liability insurance which will provide you with adequate protection while conducting this promotion.

Lotteries: Be alert for chance-oriented giveaways during promotions at which an admission or entry fee is charged—they may constitute an lottery.

Drunk Driving: Check with your state's liquor control board or state broadcasters association regarding your state's laws on host liability for drunken acts of guests. Be sensitive, as always, not to encourage or promote excessive drinking.

TALENT SEARCH

In Brief: A wine cooler company approached this radio station to be a local sponsor of a talent search. The local winner from the area was then sent to participate in the national finals in Los Angeles. Revenue was generated by getting local clubs to buy a schedule in return for hosting an evening where the participants would perform and compete for the trip to Los Angeles.

Promotion Details: This radio station held a local talent search to select one winner to compete in the company's national talent competition. The station ran promos to solicit demo music tapes from interested listeners. They could be performed by either individuals or groups, but it had to be original music.

Of the 215 tapes the station received, 15 groups or individuals were selected to perform. Then there was a talent competition each week for five consecutive weeks. Each week, three of the finalists would perform at one of the clubs and a winner was chosen. The judging was done by a panel consisting of, among others, some music reviewers from the local newspapers (who also took crowd reaction into account). The five winners from these weekly competitions were then featured in a final event at a club, where the finalist was selected to attend the talent search competition in Los Angeles. The radio station organized and produced all the local events. Their air staff hosted the events and did the emceeing. The local winner received travel expenses to Los Angeles and some music equipment, which were provided by the company. The station gave the winner \$1,500 in recording time in a recording studio.

The competitions were held on Tuesday nights at the clubs to help generate business on one of the slower nights of the week. There was no cover charge, but the clubs brought in a lot of business. According to this manager, the clubs were jam-packed with people. He said that this was a very good promotion for the station, bringing in about \$50,000 in revenue. But it takes a lot of work, especially in all the time necessary to listen to all the tapes. The talent search took place in August and September.

Respondent's Ratings

Client response: 10

Business response: 10

Revenue generation: 6

Station visibility: 9

Degree of difficulty: 8

Legal Caveats

Liability Insurance: Make sure you have the kind and amount of liability insurance which will provide you with adequate protection while conducting this promotion.

Drunk Driving: Check with your state's liquor control board or state broadcasters association regarding your state's laws on host liability for drunken acts of guests. Be sensitive, as always, not to encourage or promote excessive drinking.

THE WORLD'S GREATEST CAR SHOW AND PARTY

In Brief: The radio station presented a day-long event during which individual owners of used cars were able to offer their cars for sale to a crowd of interested buyers. The event was held at the local fairground and also included other kinds of entertainment. The radio station got advertisers involved by offering them packages which included commercials on the radio station, an exhibit space at the car show, and promotional mentions. The manager of the station said this was an excellent way to generate business from auto-related advertisers.

Promotional Details: This manager got the idea for the event when he noticed vacant lots around town where people would park their used cars and put "for sale" signs on them. He thought it would be a good idea to bring together, for a one-day event, people who had used cars to sell and those who were looking to buy one. The only stipulation for participation in the show was that all the cars had to be used. No new cars were allowed.

The radio station held the event at the local fairground on the Saturday of Labor Day weekend. It started at 9:00 a.m. and lasted until 5:00 p.m. The radio station ran promos about three weeks in advance telling owners of used cars to come by the radio station and register to sell their cars at the event. When participants registered (in person at the station), they were able to select their spot on a chart of the fairgrounds and were given all the pertinent information. The radio station charged a \$10 fee per car that was registered. In addition, the station did mailings to local car clubs to get their participation and to help generate attendance. Setup for the car show was held on Friday, the day before the event, and all the owners brought their cars in to set them up that day. The advertisers who were involved also did their setup the day before the show.

The radio station contracted with the local fairground to provide its facility, free

admission to those who attended, and free parking. The local fairground provided all of this at no charge to the station as trade for promotional mention. The proceeds from the food and drink concessions helped to cover all the costs the fairgrounds incurred, including security and cleanup. The fairgrounds handled the staffing and operation of the concessions and kept the profits from that.

The radio station generated revenue by selling sponsor packages to advertisers, specifically auto-related businesses. The station made two packages available. One package included only an exhibit space at the car show, while the other provided an exhibit space, commercials on the radio station, and promotional mention. Far more of these packages were sold than those that included only the booth space.

The event drew between 5,000 and 10,000 people and generated over \$30,000 in revenue for the radio station. Three hundred sixty-four people brought their cars into the show to sell them and about 60 percent of those cars were sold at the event. This promotion didn't cost the radio station anything beyond its own promotional support. In addition, the radio station generated income from the entry fees it charged the people who were selling the cars. Another inexpensive option would be to promote this event by running classified ads in the used car section of the local newspaper.

The radio station provided entertainment throughout the day. One of the highlights was the California Centerfolds, a group of women who have appeared in such magazines as *Playboy* and *Penthouse*. The manager said that this was a big hit, as most of the audience was male. There was also entertainment throughout the day by local bands.

Respondent's Ratings

Client response: 4

Business response: 6

Revenue generation: 6

Station visibility: 3

Degree of difficulty: 2

Legal Caveat

Liability Insurance: Make sure you have the kind and amount of liability insurance which will provide you with adequate protection while conducting this promotion.

Chapter 6

MERCHANDISING

THE MILLIONAIRE

In Brief: This promotion consists of a mystery person who goes through a crowd handing out envelopes containing cash. The recipients of these cash prizes are people found wearing T-shirts, hats, or bumper stickers sporting the station's logo. The station uses this promotion in two ways to generate revenue. First, the station sells special millionaire packages to advertisers to enable them to have the promotion take place at their location. Second, the station agrees to have the millionaire attend a major event and thereby help increase attendance, in return for a large portion of the ad budget for the event.

Promotion Details: This promotion is very simple to execute, the manager said. All the station needs to do is send someone from the radio station to an advertiser's location or event with a number of envelopes containing cash.

The millionaire's location, and the time he or she will be at that location, are announced on air. Anyone who is found wearing anything with the station's logo on it at the appointed time and place could receive one of the cash prizes.

This promotion can be used as a sales tool in two ways. First, it can be used as a traffic builder. In other words, the sales staff can sell a package to an advertiser for the right to have the millionaire be at their place of business. The station will promote the fact that the "(call letters) Millionaire will be at the 'X' Shopping Mall today between 1:00 p.m. and 2:30 p.m. Be there with your (call letters) T-shirt on and you could win \$50."

The second way this promotion can be done is to secure a larger portion of the

budget from the promoter of an event likely to draw a large crowd. Some stations say they get more than their fair share of concert business because they offer to promote the fact that the millionaire will be in the crowd at the concert.

The cash prizes here do not have to be large, perhaps 10 envelopes with \$25 each for a crowd of several thousand. Bigger cash prizes may be necessary if the station is trying to *draw* a crowd for an advertiser.

The manager said it is best that the millionaire not be a recognizable personality. The person playing the millionaire should be a different person at each event.

Respondent's Ratings

Client response: 10

Business response: 7

Revenue generation: 8

Station visibility: 10+

Degree of difficulty: 1

PARKING TICKETS

In Brief: This promotion is designed to fulfill the merchandising needs of some advertisers and, at the same time, to thank listeners for displaying your station's bumper sticker on their cars. The station prints up fliers that look like parking tickets. There is a "thank-you" on one side and a coupon good for free merchandise on the other side. Station personnel pass these out, placing them on the windshields of cars with the station's sticker. The station uses this as a sales opportunity by providing merchandising to advertisers in return for a larger portion of the ad budget.

Promotion Details: This is designed to be a value-added or merchandising promotion, whereby the station prints fliers with a coupon for the advertiser's product on them. The coupons are designed to look like a parking ticket. Station staff (including everyone from secretaries to the morning personality) are given a number of tickets to hand out. As members of the station staff are out doing their weekly professional and domestic chores, they carry the tickets with them. Whenever they encounter a vehicle displaying the station's bumper sticker, they place a parking ticket under its windshield wiper. But be aware of local leafletting laws. The parking ticket thanks the listener for displaying the station bumper sticker and for listening to the station. In addition, the parking ticket contains a coupon for a gift from one of the station's advertisers. The listener can redeem the parking ticket for the gift either at the retail location or at the radio station, if the client wishes.

This promotion is very simple to put together and can be done with any number of advertisers at a time. Advertisers get exclusivity on their parking tickets. For example, stations that do this promotion say they print a number of parking tickets (perhaps 10,000) with the station "thank-you" side only. The other side is left blank,

since it is for the advertiser's coupon. The station will print the other side as the need arises. Only one advertiser is allowed per coupon. Advertisers are required to give the station a minimum of 2,000 units to give away (such as 2,000 gallons of ice cream or 2,000 hamburgers and fries). Clients are eligible for the parking ticket promotion with a minimum 13-week commitment.

Stations that do parking tickets say that they are an excellent way to take care of clients' merchandising needs without using any air time to do so. The only station cost is the cost of printing, if it cannot be traded out. The stations that do this promotion do it on an ongoing basis.

Respondent's Ratings

Client response: 5
Business response: 6
Revenue generation: 6
Station visibility: 3
Degree of difficulty: 1

THEME KITS

In Brief: In this promotion, the radio station prepares what are called "theme kits" in conjunction with special events. The kit is a plastic bag filled with merchandise and coupons which are given away free to listeners at the event. Revenue is generated from advertisers who provide merchandise for the kits and place a schedule on the station to be tied into the event and the kit.

Promotion Details: The radio station that does this promotion produces theme kits to give away at a variety of events throughout the year. These include a Zoo Day, a day rafting down a local river, the state fair, and a chocolate festival. The theme of each kit reflects the event. For example, at the Zoo Day, the kits included animal crackers. The kits for the River Rafting Day included sunscreen, lip balm, and mini-first aid kits from a local hospital.

First, the radio station produces the bags, which are white plastic bags with handles. These can be ordered through any company that offers specialty items. The size of the bag depends on the type of event and how many items will be going inside.

It generally takes four to six weeks to get the bags printed, but that will vary with the supplier. The station underwrites the cost of the bags by selling one side to an advertiser. This is ideal for an advertiser who might not have an item or a coupon to include in the bag, such as a bank or a home builder. The other side of the bag has the station's call letters and can also have the name of the event. The station decides in advance how many bags it will give away and orders that quantity. For example, this station generally gives away 2,500 theme kits, then the station promotes that the kits will be given free to the first 2,500 people who come

to the event.

The station gets advertisers involved by offering a package that includes a certain number of spots, their logo in any newspaper ads or flyers the station does for the event, and exposure through distribution of the kits. The advertiser is asked to provide 2,500 samples of its merchandise or coupons to be included in the bags. This station usually prices its packages at about \$5,000 and generates anywhere from \$60,000 to \$75,000 in revenue for each theme kit it produces. For advertisers who don't have either a coupon or merchandise, another idea is to have them include an entry form for some type of contest. For example, a car dealer could have an entry form in the kit for a drawing to win a car, and the entry forms would have to be dropped off at the dealer's showroom.

In putting together the theme kits, this station usually allows eight weeks to sell the packages. It adds extra incentives by having a sales contest, too. The station requests that the advertisers deliver their merchandise to the station at least a week prior to the event. Everything is stored in a back room until the kits are assembled. The whole station gets involved in assembling the kits. They order pizza and soft drinks and have a "stuffing party" one evening after work. They put all the kits together using an assembly line. Sometimes the sponsors will provide the food and drink.

This manager said that the theme kits have been tremendously successful with both national and local advertisers. He said they have had participation from such clients as Pepsi, Swensen's Ice Cream, Jolly Rancher Candy, Honda, Nabisco, McDonald's, Arby's, Godfather's Pizza, and Carnation Ice Cream. He said it has a lot of appeal because it is a tangible way to give away merchandise at an event and it's a promotional idea that has a track record.

Another way this manager said they add value to this promotion is to invite the advertisers and their families to the event. It lets them get more involved with the station and see the response to the promotion.

Respondent's Ratings

Client response: 8

Business response: 7

Revenue generation: 8

Station visibility: 8

Degree of difficulty: 6

Chapter 7

NEW TWISTS ON OLD IDEAS

CLIENT TRIPS

In Brief: Quite a few of the broadcasters interviewed said that client trips are still a very good way to generate a lot of revenue and create strong relationships with key advertisers. Here's a way that these stations do trips to really maximize their value. Key advertisers are approached to make a sizable commitment to the radio station. In return, they are invited to go on the station trip at no charge.

Promotion Details: These managers, first of all, plan a trip to a really special location, such as Europe or the Far East. They said it is important not to go to the run-of-the-mill places that everyone usually goes to.

In these broadcast companies, the chief executive officer or owner gets directly involved, often planning the destination and itinerary themselves. Sometimes they may make an advance trip to handle arrangements and preview accommodations. The idea is to make the whole trip really memorable and first-rate.

The next important area is who is invited. These are not trips for account executives and media buyers. These are trips for business owners, presidents, CEOs, and general managers. In fact, one broadcaster says he doesn't allow any agency people at all. His rationale to the agencies for not inviting them is that they don't have to worry about some other agency trying to pitch their clients. The idea is for the key managers of the station to spend time really getting to know the key decision-makers outside of business setting. Those who have done it this way say

some really valuable relationships have been formed through these trips. It is usually the CEO or owner of the station, the general manager, and the general sales manager who attend.

The trips are usually seven days long and include airfare, hotel, ground transportation, and perhaps some organized tours. The station also plans some special events, like dinners. The planning allows enough free time for folks to do things on their own. The trips can take place at any time, but most of the advertising commitment is targeted to run in first quarter. These managers also said that it is important that the advertising run before the trip takes place.

The trips are limited to a certain number of clients who are carefully selected. Often the presentation of the trip is made to these clients by the CEO or owner of the broadcast group. One station invited all the prospective clients to the airport and announced that year's trip at a gate it had rented at the airport. Another owner provides travel books and maps in advance to those going on the trips.

Some of these broadcasters use travel agents to make the arrangements, others do it themselves. Both ways, they are able to negotiate fairly good prices.

Respondent's Ratings

Client response: 9

Business response: not applicable

Revenue generation: 9

Station visibility: not applicable

Degree of difficulty: 5

Legal Caveat

Liability Insurance: Make sure you have the kind and amount of liability insurance which will provide you with adequate protection while conducting this promotion.

CUSTOMER RATINGS BOOKLET

In Brief: In this promotion, the radio station prepares and prints a comprehensive booklet about the station. The book's main focus is testimonial letters from its satisfied advertisers. The book also contains station profile information and a "call to action" for potential advertisers. The station creates revenue by bringing together in one publication all its testimonial letters from clients. As the manager said, it is an incredible sales tool that has helped the station get new business and increase its rates. The book creates a very positive image about the station that is convincing to potential advertisers.

Promotion Details: The manager said this is an idea for stations that prefer not to sell with "numbers" alone or for stations in markets that are either not rated or are rated infrequently. The manager we interviewed said his station has created

this booklet to make use of the testimonial letters they get from satisfied advertisers. The booklet focuses on the results that advertisers have had using the station and is called "The Customer Ratings Booklet."

The front section of the booklet is a sales presentation for the station which describes all the station's services and benefits to advertisers. The second section is a compilation of all the testimonial letters the station has received. The testimonial letters support the benefits outlined in the first section by setting forth the results satisfied customers have realized by advertising on the station. Be sure to have permission from the testimonial writer before publishing it. The third and final section is a call for action. The station said this section is designed to motivate the reader to respond by calling the station to find out how the station can work for his or her business.

This station used the customer ratings booklet as a direct mail piece. This mailing was targeted to potential new advertisers for the station. The manager told us that the customer ratings booklet won a regional contest for the best direct mail piece of the year.

This manager said that his station's use of the customer ratings booklet is one of the reasons why this station is getting \$180 per spot in a small/medium market. He said it is a very effective selling tool because potential advertisers are very interested in knowing the results the station has had for its advertisers.

Respondent's Ratings

Client response: 8
Business response: 4
Revenue generation: 8
Station visibility: 10
Degree of difficulty: 4

HAUNTED HOUSE

In Brief: This is a promotion many broadcasters are familiar with, the manager said. However, he said his station has come up with several ideas on how it can be a big money-maker for the station. A Haunted House is constructed in a client's facility—for example, in the basement. Expenses are covered by charging an admission, and a portion of the funds above costs are donated to a charity. The station also generates revenue by tying in other advertisers who distribute coupons good for discount tickets. The station gets ad schedules from all the sponsors who are involved.

Promotion Details: This radio station created its own Haunted House, which it located in the basement of a client's recreation facility. The station provided the start-up money to construct the Haunted House. The work was done by volunteers of the charity that was receiving the proceeds of the donation.

The admission to the Haunted House was \$2. Anyone who showed a ticket stub proving they had gone through once could go through again for \$1. It was open for the three weeks prior to Halloween, and total attendance was into five figures, according to this manager. The station hired a special events coordinator whose job it was to organize the Haunted House. This person worked about 10 hours per week in the 90 days after the last Haunted House, then up to 20 hours per week for the next three months. From then, it's 20 to 30 hours per week for the six months leading up to Halloween. The salary for the coordinator, who reports to the station's Promotion Director, was included as an expense of the promotion.

The radio station got sponsors involved in several ways. First, the Haunted House was held in a sponsor's facility. The course through the Haunted House was set up so that traffic emptied directly into the sponsor's business. The radio station got a sizable advertising commitment from the sponsor for all the exposure and traffic the sponsor received. They also got showcasing on the sponsor's marquee.

Another way the station generated revenue was by tying in other advertisers to distribute free coupons, which could be used for discounts on admission. The station used a grocery chain and provided them with point-of-purchase materials and on-air mention in return for an advertising schedule.

This radio station financed the Haunted House through the proceeds from the admissions and through donations of materials that were secured by the coordinator and volunteers from the charity. Net proceeds from the Haunted House were then split between the station and the charity. The station also generated revenue from all the advertisers who were involved.

Respondent's Ratings

Client response: 9

Business response: 10 for client whose location was used for the Haunted House;
5 for other advertisers

Revenue generation: 10

Station visibility: 7

Degree of difficulty: 10

Legal Caveats

Liability Insurance: Make sure you have the kind and amount of liability insurance which will provide you with adequate protection while conducting this promotion.

Lotteries: Be alert for chance-oriented giveaways during promotions at which an admission or entry fee is charged—they may constitute an lottery.

REMOTES/LARGE-SCALE BOOM BOX

In Brief: Several stations said that remotes bring them a lot of revenue. One station in particular said it had created a lot of dollars with a large-scale boom box.

This is a 24' by 10' replica of a radio, which is also a remote broadcast vehicle. The manager shared several unique ways the station has used it for new sales opportunities.

Promotion Details: The manager said that buying the boom box was quite expensive. Here are three ways he described (in addition to regular remotes) for using it to create more revenue:

First, the station sells quarterly boom box sponsorships. It sells these to non—traditional radio advertisers, like Kodak. The sponsor pays a fee and, in return, can enter into a marketing partnership with the station. For that quarter, it becomes the (sponsor)/(station) boom box. The sponsor's banner is displayed on the boom box everywhere it goes and the sponsor gets mention in virtually every spot informing listeners where the boom box will go. The sponsor gets no commercials, so the fee (which in this case is about \$10,000) goes directly to the bottom line. The manager said that the only problem comes with soft drink sponsors. He recommends avoiding them in third quarter because of possible conflicts. The station allows the sponsor to provide coupons which are handed out when the boom box is in events such as parades.

Another technique the station uses is to make a blitz of cold calls with the boom box. Last year, it did this for car dealers. The station had all its salespeople line up 15-minute appointments with the dealers, not telling them exactly why they were coming. It was organized by geographic location, since the boom box has to be towed from place to place. At the set time, a crew showed up with the boom box playing, and all the car dealer's sales staff came running out to see what was going on. Those folks then put pressure on the dealer to arrange a remote. The manager said the station had great success doing these blitzes.

The third way the station used the boom box was at Christmastime. The box was covered with Christmas lights and decorations and hooked it up to a color organ that pulsates to music. The station played Christmas songs on the boom box and took it Christmas caroling to clients' houses. The entire sales staff went and they caroled at the homes of eight of the station's key clients. They also handed out gifts. The manager said it was such a big hit those clients still talk about it.

Respondent's Ratings

Client response: 9

Business response: 9

Revenue generation: 9

Station visibility: 10

Degree of difficulty: 3

Chapter 8

ON-AIR PROMOTIONS/ STATION SERVICES

CELLULAR PHONE SPOTTER HOTLINE

In Brief: Listeners with cellular phones in their cars are asked to call the radio station on a special toll-free number if they encounter traffic problems. The promotion was not used to generate new advertising dollars but rather to help solidify an important relationship with a very large advertiser, the cellular phone company.

Promotion Details: Promotional announcements asking listeners with cellular phones to call the (cellular phone company name) Spotter Hotline if they spot a traffic problem are run on an ongoing basis about five or six times a day (once per daypart).

Each spotter who calls the station is put on the air to deliver a brief report. If the radio station's helicopter or airplane is airborne, the traffic reporter will follow up with an aerial report and additional details. If these units are grounded, the news staff or on-air personality will seek additional details and augment the report (when warranted).

Three things were involved in planning the Cellular Phone Spotter Hotline: 1) getting the telephone company to install a toll-free line; 2) writing a variety of promos; and 3) using listeners who have called the radio station in the past about

traffic problems to call in and voice the initial reports. As the respondent said, "We needed to make folks feel comfortable calling in reports over the air. Using real people, who already had a strong tie with the station, helped to show other folks you don't have to be a broadcast professional to call in a problem."

The cellular phone company paid for all the telephone lines and usage charges. In addition to cementing an important client relationship, the respondent said the promotion has enhanced his overall traffic image and improved the station's traffic coverage (particularly during non-drive time, when the traffic helicopter and/or airplane is grounded). In particular, he said that it has been a very important traffic reporting service at night.

Respondent's Ratings

Client response: 8

Business response: 8

Revenue generation: 9—It was a big bonus to solidifying business.

Station visibility: 5

Degree of difficulty: 3

THE HELPING HANDS AWARD

In Brief: This is a listener recognition sales promotion created by a national advertiser who was interested in building community goodwill and a positive image. Listeners were invited to send in postcards with the name of someone who had done a good deed or just made their day go easier.

Each weekday, a card was selected and the person mentioned in the card received "The Helping Hands Award" and prizes supplied by both the national advertiser and radio station. The promotion generated revenue in the form of a schedule from the national advertiser.

Promotion Details: Two weeks prior to the actual reading and selection of "The Helping Hands Award" recipients, the station ran pre-promotional announcements five times a day (in all dayparts) requesting listeners to send in cards about someone who had really lent a helping hand or made someone's day go a bit more smoothly. Specific situations were mentioned in each promotional announcement. For example: "If you'd like to nominate someone at work . . . at home . . . in your neighborhood . . . or a friend . . . who has helped you in a special way, please send us a card with the person's name, address, and telephone number and the details of how he or she made your day go a bit easier."

The pre-promotional announcements also asked folks who mailed the cards to print their name and telephone number for verification purposes, so additional information could easily be acquired.

The actual "Helping Hands Award" promotion ran 20 weeks (February through June). The national advertiser did not request a 20-week promotion. As the respon-

dent said, "We chose to run this promotion for a long period of time because it didn't clutter up the air with lots of promotional announcements, and it allowed us to further involve ourselves with the community and our listeners in a very personal and meaningful way."

All cards or letters received by the station were read by a promotion, programming, and on-air committee on a daily basis. One person is chosen by the committee from among the entries for "The Helping Hands Award." As the respondent said, "We received thousands of cards and so many people were really deserving of the award. It's difficult to set 'black and white' criteria. You have to make some judgments along the way."

The sender of the winning card was always called by a committee member for verification and also to obtain further details. A committee member (the afternoon on-air personality) personally notifies each recipient.

Each weekday afternoon at 4:15, "The Helping Hands Award" recipient is announced. There are a number of ways to make the on-air announcement: simply have the on-air personality announce the winner along with why he or she was chosen for the award; put the sender of the card on air to explain why the recipient is deserving of the award; put the recipient on the air; or any combination of the three, depending on "The Helping Hands Award" story and length of air time a station chooses to devote to the project.

In total, 100 people received "Helping Hands" awards and one grand prize winner was selected. In addition to the on-air recognition, each recipient received an in-person presentation of the award and prize by the afternoon-drive radio personality, a plaque from the station and national sponsor, and a prize package which included a set of products from the national advertiser and special gifts from the radio station (T-shirts, records, trade at restaurants, and so on). The value of the award, as the respondent said, was the award itself. The prizes were an extra bonus and could be handled on an ad hoc basis, depending on the availability of prizes in the radio station's "prize closet."

Keys to the success of the promotion, according to the respondent, are: validating each recipient prior to the on-air award announcement (both the sender of the card and the recipient were called by a committee member), and having a committee and/or person in charge of the validation, presentation of awards, and other details.

Respondent's Ratings

Client response: 10

Business response: Not a factor, but for building the client's image in the community: 8

Revenue generation: 10

Station visibility: 7

Degree of difficulty: 5

ON-AIR MUSIC WEEKEND

In Brief: The radio station presented a music special over Memorial Day weekend featuring the artists and songs of rock 'n' roll from its start in the 50s to the present day. To create substantial revenue, the station sold sponsorships to the program. The station used a unique marketing effort to get a lot of dollars for this feature without using inventory from outside the show.

Promotion Details: Once the station decided that it was going to air the program over Memorial Day weekend, it put together a sales plan to maximize revenue. The general manager and the sales manager selected certain key clients they knew had the budget to spend. Then they each called the top person at those accounts directly. They didn't go to the agency or the media buyer. The clients were told that the station had something very valuable that they could get involved in which was "top secret," and were invited to a special meeting at the station to learn more details. The account executive went and picked up the clients, and brought them to the station for a "secret" presentation. The station held the presentations in its elegant board-room and served either a catered continental breakfast, a buffet lunch, or drinks and hors d'oeuvres, depending on the time of day.

Each client was brought in at a different time and was presented with the package to tie in to the on-air special. The presentation was done by the general manager, the sales manager, and the salesperson for that account. A demo of the program was played, they saw the TV spot, heard the radio promo, and saw the newspaper ad—all the ways that the station would be promoting this major on-air event. In the newspaper ads, there was actually an hour-by-hour schedule of the show so listeners could see exactly what would be featured throughout. The station also gave each client a sales presentation kit specifically designed for this promotion.

As a sponsor of the show, the advertisers got one minute per hour during the show, mention in the on-air promos, their logos in all the newspaper ads, reprints of the schedule of the show to hand out at their retail outlets, and mention in half of the TV commercials. Because the sponsors had a spot every hour, the station requested four different pieces of copy from each sponsor. The station further planned to air the show again in a month so the advertisers would again have one minute per hour in the rebroadcast.

The station promoted the show on its own air two weeks in advance. It ran TV starting the weekend before, and also ran the newspaper ads the week before. They used newspaper ads in the entertainment section and in the special "What's Happening" supplement.

Participation was limited to eight sponsors (four of which would be mentioned at a time in the TV spots), and it was exclusive by category. There was participation by a beer, a soft drink, a department store, an auto parts store, and other advertisers.

The station priced the packages at \$12,000 each (which had to be new dollars on the station), since quite a few of these clients were already station advertisers.

In all, the station (in a top 20 market) brought in \$96,000 in new business with this promotion.

Advertisers were asked to make a commitment right at the time of the presentation, and they all did. One retailer said he first needed to line up co-op dollars and spent some time on the phone, right at the station, doing that. Then he signed the contract.

This manager said this particular way of selling the promotion worked very well because it was a way of presenting something very special to a select group of advertisers, and the station asked for the order right then. The program really gave the station a boost in ratings, especially in its weekend numbers. The manager said it was successful from both audience- and revenue-enhancement standpoints.

Respondent's Ratings

Client response: 8

Business response: Don't really know.

Revenue generation: 9

Station visibility: 9

Degree of difficulty: 3

ON-AIR RESTAURANT GUIDE

In Brief: The radio station puts together an "umbrella" campaign of commercials designed to promote restaurants. Each commercial features an overall sponsor, such as American Express, and three individual restaurants. Revenue is generated by selling a major package to one overall sponsor and smaller packages to restaurants. The restaurants get rotating mentions in the spots.

Promotion Details: The manager who described this promotion idea said it is an excellent way to get a lot of business on the station from one category. It also helps the station get new dollars. It works quite well for smaller businesses which, on their own, cannot afford to do a radio campaign. He said it works best to have one salesperson who handles the entire campaign. This project is a lot of work, but can be very good for a rookie salesperson. At this station, the salesperson who put it together had a background in the restaurant business. Moreover, the commission to the rep was higher since it was all direct business.

First, the station approaches a major sponsor. In this case, it was American Express. They bought a package that cost 20 percent of the value of all the commercials that were going to run in the campaign. The campaign ran eight weeks, with two to four spots airing each day. The spots were run during hours when people might be thinking about dining out. American Express was instrumental in helping the station with a list of prospective restaurants that might want to participate. In fact, 90 percent of the leads came from American Express. A total of 18 restaurants bought packages. And each one got 15 seconds in a 60-second spot, rotating with

the others. The station tried to put together a good mix of three different types of restaurants in each spot. For example, one might specialize in seafood, another in Mexican food, and the third in Chinese food. In the spots, they also tried to put together three restaurants in different parts of the area. The manager said that this approach works well with restaurants since most of them don't care about exclusivity, except within restaurant type. He also said this sales approach works well for stations who are rate leaders and want to attract a large group of small advertisers.

In every spot the billboard is "(Station calls) and American Express present the Restaurant Guide," followed by the three 15-second spots. American Express was very receptive to the idea since it helps reinforce its relationship with the restaurants. The manager also said that the listeners perceive the spots as providing information. Also, in that particular market, dining out is very popular.

This station allowed about a month to sell the promotion and to develop the copy for each restaurant. Altogether the station grossed \$50,000 on the most recent one they did. As a follow-up, the station sent all the participating restaurants a questionnaire after the campaign.

This station plans to do other on-air guides, using the same sales technique, for categories such as real estate, apartments, and entertainment.

Respondent's Ratings

Client response: 9
Business response: 9
Revenue generation: 10—new money
Station visibility: 5
Degree of difficulty: 5

RADIOTHON

In Brief: In this promotion, the radio station sponsors a two-day fundraiser on the air for a charity. This is a takeoff on the telethon idea, only on radio. The station devotes all its unused commercial time, and its promotion and "bit" time, for those two days to the fundraising. The station generates revenue through selling corporate sponsorships.

Promotion Details: The station selects a certain time, such as a weekend, to give its unused commercial time to a charity. This unused air time is provided so it may raise money for their cause. The station presents its regular programming, but the unsold portion of the stopsets are used to solicit donations for a charity, rather than for commercials. The station also devotes all its promotion time and "bit" time to the fundraising effort.

The station that shared this idea said that its original goal was to raise \$200,000 in listener donations. However, when the 40-hour marathon ended, it had

actually raised more than double that amount.

The station's announcers handled most of the solicitations, along with help from some special celebrity guests. Also played were taped messages provided by the charity. These were about one to one-and-one-half minutes long and featured information about the services the charity provides.

The station set up a phone bank with eight lines in its conference room. The phones were answered by station personnel and volunteers from the charity. The charity then handled all the paperwork and collection of the pledges.

The station created revenue by securing corporate sponsors. The first year, it had three such sponsors. In the second year, it has set a goal of 50 corporate sponsors, due to the overwhelming positive response to its first radiothon. The corporate sponsors get two weeks of commercials leading up to the radiothon, plus promotional announcements.

The station presented the sponsorships to a variety of businesses, including clubs and airlines. Sponsors can also get involved by having live cut-ins done from their businesses during the radiothon. The manager said this works especially well if the business has an event going on, or it can be a local concert of some sort. The station then asks the corporate or business sponsor to donate a portion of their proceeds from that event to the charity.

The manager said this promotion requires at least a year of planning. Plus, it is important to present the idea to the corporate sponsors early in the planning process.

Respondent's Ratings

Client response: 6
Business response: 5
Revenue generation: 4
Station visibility: 10
Degree of difficulty: 9

ROADSIDE RANGER

In Brief: The Roadside Ranger is a special vehicle which patrols freeways offering help to motorists in trouble. A sponsoring car dealer pays for the driver and all upkeep on the vehicle; it also guarantees the radio station a significant portion of its advertising budget. The dealer further receives all on-air credit for the promotion. The Roadside Ranger driver can also be developed into an on-air personality at the station, and "deputy" Roadside Rangers can be selected from write-in entries.

Promotion Details: The respondent described this as a great promotion for stations in markets where traffic reporting and road conditions are quite important.

He said it also works well if the market is subject to bad weather conditions or has terrain that makes driving difficult.

The concept is to provide a special vehicle, driven by a person called the "Roadside Ranger," that patrols the major roadways during peak traffic times, offering assistance to motorists having car trouble. The Roadside Ranger goes by the name of the radio station and the car dealer that sponsors it. The vehicle is usually out for about three hours a day: 1-1/2 hours in the morning and again in afternoon drive.

The dealer provides the vehicle (usually a van) and handles all the related costs: paying the driver, operating and maintaining the van, insurance, equipment, and painting the name on the van. In return, the dealer gets all the mentions on air referring to the Roadside Ranger and all the visibility. It is referred to as "The (call letters)/(dealership) Ford Roadside Ranger." The dealer makes at least a one-year commitment to the promotion and guarantees to the station a sizable portion of its advertising budget. This is a great way to create new dollars or significantly upgrade a current advertiser, said the manager.

The van cruises the roadways, stopping to help stranded motorists with such problems as flat tires or broken fan belts—all manner of minor repairs. The van is equipped with a variety of common parts for these emergencies. If the problem requires towing, the Roadside Ranger helps out by calling a towing company if the driver wishes.

Listeners can also call a special "Distress Line" to request help from the Roadside Ranger. The "Distress Line" is a special phone line into the radio station. The message is then relayed by two-way radio, to dispatch the Roadside Ranger to help the driver. The van is also equipped with a cellular phone which can be traded for mention.

If the station wants, it can provide the assistance all day, from about 6 a.m. to 8 p.m. Although the van may be out only in peak traffic times, it could be available for dispatch at other hours.

Another facet of this promotion is developing the person who drives the van into a real personality on the station. One way to select the Roadside Ranger is to have an on-air contest to have listeners write in and tell why they or someone they know would be a good Roadside Ranger. It's not necessary that this person have broadcast experience, but of course the station will want to audition the finalists to see how they sound on the air. The Roadside Ranger does provide short reports on the air during drive times to make people aware of the service and to talk about the kind of assistance the Ranger is giving. These reports generally run no more than 20 seconds, several times per hour during drive times.

If the station wants to further expand the personality aspect of this promotion, they can add "deputy" Roadside Rangers and Rangerettes. This is a kind of fan club for loyal listeners, which is limited to about 50 or 60 people. Listeners are invited to write in telling why they want to belong. Those who are invited to join receive plastic cards, T-shirts, special "deputy" hats and jackets, and special decals. The "deputies" are then invited to all station events. The cost of all the

promotional items for the deputies is paid for by the sponsoring car dealer.

Respondent's Ratings

Client response: 9
Business response: 9
Revenue generation: 3
Station visibility: 8
Degree of difficulty: 7

Legal Caveat

Liability Insurance: Make sure you have the kind and amount of liability insurance which will provide you with adequate protection while conducting this promotion.

THE WEATHER PHONE

In Brief: The radio station operates a special phone line which provides weather information 24 hours a day. The station turns this into a sales opportunity by selling advertisers a weather phone sponsorship, which includes commercials on the station and a message on the weather phone.

Promotion Details: The manager who described this idea said it works very well for stations located in markets where weather conditions change quickly. The station installs a special phone line on which it plays a recording of the weather forecast. The phone line operates 24 hours a day. The forecast is updated each hour by the DJ who is on the air, or by the board operator. The information comes directly from the National Weather Service wire. On the recording it says, "Thank you for calling the (station call letters) weather phone, brought to you in part by (sponsor's name)." Then there is a 25-word message for that sponsor, followed by the forecast. This station uses a cart machine which is hooked up to the phone.

The sponsors buy a schedule on the station. During the weeks their spots are on the air, they get sponsorship of the weather phone. First, they get mention in the on-air promos that the station runs. Three sponsors are tagged in each promo spot and the tags rotate evenly. The advertiser must spend a minimum of \$1,000 a week to be a sponsor. Every day that the client is running spots, they are included on the weather phone. The station airs about eight 20-second produced promos a day telling listeners to call the (call letters) weather phone any time they want to get up-to-the-minute, accurate weather information. The sponsors also get the 25-word message on the weather phone. These change hourly and are also recorded by the DJ who updates the weather forecast on the cart. For example, if there are six sponsors that week, each one is featured on the weather phone for four hours each day. These mentions rotate evenly.

This station had started the weather phone two months before our interview took place. At the time we talked, they were receiving up to 500 calls on the phone

each day (the system is equipped with a counter). The manager said it was an extremely successful promotion, both for sales and for the listeners. He said that 25 percent of his new business in January can be directly attributed to the weather phone, because it is such an effective value-added service to the clients.

Respondent's Ratings

- Client response: 10
- Business response: 9
- Revenue generation: 9
- Station visibility: 5
- Degree of difficulty: 3

Chapter 9

PRINT DOLLARS

BARGAIN BAGS

In Brief: The radio station produces plastic bags that contain coupons from advertisers. The bags are then distributed over a one- or two-day period by a service club to all the homes in an area. The station makes money by selling to advertisers packages which include a coupon in the Bargain Bag, a schedule on the radio station, and mention in promos.

Promotion Details: The manager who did this promotion said it works best in a small market, because it is physically impossible to deliver the bags to all the homes in a larger market. This station was located in a town of 40,000 people and the station distributed 16,000 bags.

The radio station ordered the plastic bags from a local specialty supply company. The bags had handles so that they could be placed on front doorknobs. The station call letters were on one side and the other side was sold to an advertiser at a premium price to underwrite the cost of the bags. In this market, the station delivered bags only to single-family homes and duplexes, not to apartments. Be sure to check local solicitation laws.

The radio station offered advertisers a package that included commercials on the station, their coupon in the bag, and mention in on-air promos. Each advertiser supplied his or her own coupons, which were no longer than an 8-1/2 inch by 11 inch piece of paper. The bags were 10 inches by 12 inches and were of heavyweight plastic. The station recommends that the coupons be of real value.

As the manager said, this promotion will be successful for the advertiser if it's a good coupon (such as half off at Kentucky Fried Chicken). The station limited the promotion to 30 coupons, since that is what the bag can hold and helps increase demand for the promotion.

The station did a lot of on-air promotion to let listeners know that the Bargain Bags were coming, which the manager said is a very important part of making the promotion work. This station did its on-air promotion for about a month before distributing the bags.

To arrange for delivery of the bags, the station contacted a local service organization or other group that has a large membership, and is interested in raising money. In this case, the station used the Boy Scouts and paid them \$1,500 to distribute all the bags on one day. It was the station's responsibility to organize the Scouts to cover the entire town. To handle the stuffing of the bags, the station used a group of handicapped and mentally retarded people.

This group was also paid \$1,500 to prepare the bags. The advertisers delivered their coupons directly to that group (not to the station). Once the bags were completed, the Boy Scouts picked them up and distributed them. This manager suggested that someone from the station be sure to deliver bags personally to the home of each advertiser who is involved, just in case that home was missed.

This station, in a market of 40,000 people, generated \$44,000 in revenue on this promotion. The total costs to the station were around \$3,700. The station started selling it to advertisers in January and February. The commitment to sponsor the bag had to be made by March 1; the deadline for coupon sponsors was March 15. The coupons had to be received by March 29 and stuffing took place from April 1 to April 12. The Bargain Bags were delivered to homes on April 20 and 21, which were a Saturday and Sunday.

Respondent's Ratings

Client response: 8

Business response: If the coupon was a good value: 9; if it wasn't very good: 5

Revenue generation: 10

Station visibility: 9

Degree of difficulty: 2—The manager said this promotion may be difficult to do in medium and large markets.

LOCAL EVENT PROGRAM SALES

In Brief: In this promotion, the station contacts the promoter of a local event and negotiates the rights to be the sole agent for selling ad space in the events program. The station generates revenue by getting a schedule from the promoter. In addition, the station sells packages to advertisers that include a schedule on the station and an ad in the program. The promoter receives the revenue from the program ad space; the station gets the rest.

Promotion Details: This station was aware that the promoter of the local auto and boat show was having trouble selling space in his event program. So when the time came to meet with the promoter to get the station's share of the advertising budget for the upcoming year, the station went in with a proposal that was more than just a spot schedule. The station offered to be the promoter's agent for selling space in the event program. This seemed to be a natural solution to his problem, since the station had a sales force in place that knew its way around town and could do a better job of selling ad space than the promoter could do on his own. This arrangement also presented a good opportunity for the station sales staff, because it would give them a vehicle for selling to people who had previously been reticent to advertise on radio or on their particular format.

The promoter agreed to let the station sell space in the program and also gave the station the largest share of the event's advertising budget. The station then put together packages consisting of a certain number of spots on the station plus a certain amount of space in the event program. For example, a \$2,000 package might include 10 30-second spots on the station per week for six weeks and a full-page ad in the event program. A \$1,000 package might include 10 30-second spots per week for three weeks and a half-page ad in the program. The station kept all the revenue from the spot sales and the promoter got the proceeds from the space sold in the program.

In addition, the station got a free booth at the event. The station ran a contest from the booth in which attendees of the event could register their guesses as to the contents of a pyramid located in the booth. This contest was augmented by on-air clues to the contents of the pyramid. The contest tied in with yet another station client who bought a special package and provided the contest prize.

The manager said the arrangements worked out to be very beneficial to both parties, who are now in their third year of working together. The station reported that it sold 20 packages the first year, and 38 packages the second year. This year it expects to sell 50 packages.

The selling of the packages begins four months in advance of the event and is cut off one month prior to the event to give ample time to print the program. Advertisers may start running their spots as soon as they purchase them, but must use their package spots prior to the event.

Respondent's Ratings

Client response: 8
Business response: 8
Revenue generation: 9
Station visibility: 5
Degree of difficulty: 5

RADIO AIRMAIL

In Brief: Radio Airmail is an introductory sales package to give small businesses a chance to advertise on the radio and to be involved in a direct mail piece to households. The radio station mails to homes an envelope containing coupons from advertisers and information on a station contest. This package also allows stations to keep their sales force active during times of slow business. The station creates revenue by selling these advertisers a package that includes both a schedule on the station and a print piece in the direct mail.

Promotion Details: This manager was looking for a way to target small businesses as potential advertisers. With a rate structure that would prohibit small advertisers from getting on the air with frequency, this station combined an introductory advertising schedule and direct mail. This manager describes Radio Airmail as the perfect prospecting tool.

Radio Airmail is conducted once per quarter. The advertiser gets a minimum of 10 to 15 spots run on the station, and a coupon in a direct mail envelope targeted to homes and businesses. The station supports the direct mail pieces with on-air promos telling listeners to watch their mailbox for fun and prizes from Radio Airmail. So the advertiser gets his own advertising and advertising support for his direct mail coupon.

The coupon production is farmed out to a local direct mail company. The manager said the company is an expert in direct mail and handles all aspects of the couponing with the client. The response to the direct mail piece is dependent upon the offer of the individual coupon. The better the offer, the better the response for clients, he said. The radio station supports the direct mail with its own games and contests to motivate people to open the direct mail piece. This station was proud of its 17 percent return rate on mailed pieces.

From a sales standpoint, this approach was intended to get a foot in the door with advertisers. (It gives the salesperson a chance to develop a relationship between the client and station.) This manager was upgrading 60 to 65 percent of his Radio Airmail participants into regular, full-scale advertisers on his station.

Radio Airmail is a profit center as well for the station. This manager was making 50 cents on each dollar involved in the promotion.

Respondent's Ratings

Client response: 9
Business response: 8
Revenue generation: 8
Station visibility: 10
Degree of difficulty: 3

TABLOIDS

In Brief: The radio station actually prints and distributes a newsprint tabloid. There are many ways to distribute the tabloids, including through the mail, at retail outlets, or as inserts in newspapers. Revenue is generated by selling advertisers packages that include commercials on the radio station and a certain-size ad in the tabloid.

Promotion Details: Several people who were interviewed mentioned that they had had excellent results with tabloid or circular promotions. There are quite a few variations on the idea that were suggested by these managers. The basic idea is that the station puts together a newsprint tabloid that is approximately 11 inches by 14 inches when folded. The size can vary depending on how it is distributed. The average length was anywhere from 18 to 36 pages.

The radio station sells packages that include spots, an ad in the tabloid, and promotional mentions. A station can offer several different size packages. One package might be a certain number of spots and a full-page ad, another might be fewer spots and a half-page ad, and still another might be fewer spots and a quarter-page ad. Most of these stations use tabloids as a first-quarter promotion, so they start selling it around October or November. They have a definite deadline for advertiser commitment and for copy, depending on when they plan to distribute it. The stations allowed about two months to sell the tabloid and about three to four weeks to print and distribute it. Advertisers are given the mechanical requirements and are responsible to provide the art-work for their own ads. Each salesperson is responsible to see that the advertiser's ads are delivered to the printer on time.

Several of these radio stations contracted with a local firm to handle the layout, printing, and distribution of the tabloids. Several respondents mentioned that local firms that produce suburban weekly papers are a good choice to handle the production. A couple of the stations use national firms that can handle all the production and distribution. Most of these tabloids are printed in black ink on newsprint. Some use an additional color on the front or do the cover in full color. The inside front cover and the inside and outside back covers are sold for premium rates as preferred positions. These respondents said that through the tabloid promotion, stations can also tap into non-broadcast accounts like liquor and tobacco. They said that these advertisers will pay premium rates to be involved just for the print ad.

Most of these radio stations developed a theme for their tabloid. One tied into St. Valentine's Day, distributing the piece on February 7. Another used a winter theme. Still another does a monthly tabloid called "Tune In," which features articles about the radio station (which has a country format) and articles about country music and artists.

These managers said the tabloid should include both editorial content as well as ads. The editorial aspect can be articles about the radio station, articles relating to the format, lifestyle and leisure activities that are of interest to the audience,

articles relating to the theme, or pictures and biographies of the air staff. Some stations also include games and puzzles. In the Valentine tabloid, the station had a list of the top-10 love songs and included Valentine wishes from local celebrities, such as the mayor and the air staff.

Most of these stations also tie in a contest with the tabloid. They said that an incentive like that ensured that people would keep the tabloid around a little longer. There are several types of contests that can be tied in. In one contest, the listeners clip an entry form out of the tabloid, send it in to the station, and listen for their name to be read. In another contest, the listener looks for something specific in the tabloid and calls the station at a designated time to win a prize. The prizes can be traded for mention with the advertisers. The station that did the Valentine tabloid gave away one quarter-carat diamond ring daily for five days. Another station gave away family trips.

There are several different ways to distribute the tabloids, and these managers said that the method depends a lot on market size. In smaller markets, mailing is quite effective and not too expensive. The tabloids go to households at a bulk rate based on carrier routes. In a large market, the station can send them just into certain key ZIP code areas. Another method is to insert the tabloids in one of the local papers. Those who had done this said it is very important which day this is done. They recommended not using the Sunday paper, which is already quite full of circulars. Still another means of distribution is through retail outlets. The station that does the monthly tabloid has as the exclusive outlet all the locations of large convenience store chains in their area. Even if a station mails or inserts the tabloids, they can provide some copies at the retail location of their sponsors. No matter which method is used, the radio station runs promos for about a week telling listeners to watch for or pick up their tabloids. These promos also provide rotating sponsor mentions.

All of those who use a tabloid promotion said it was an excellent means to generate a lot of revenue. The revenue generated varied from \$40,000 in a very small market to over \$250,000 in a top-15 market. They also said it was very effective in getting print advertisers on radio.

Respondent's Ratings

Client response: 7

Business response: 7

Revenue generation: 8

Station visibility: 8

Degree of difficulty: 6

Chapter 10

SPORTS PROMOTIONS

THE BASEBALL BUS

In Brief: This is a promotion where the radio station takes one or two bus loads of listeners to a nearby major market to see a major league baseball game. The listeners become eligible to win the trip to the game by registering at a participating retail outlet. The advertisers get involved by purchasing a package from the station to be a point of registration for the contest.

Promotion Details: This market does not have its own major league baseball team, but it is quite close to a major market that does. So the station put together three different trips to take listeners to see a major league baseball game.

The station selected three different games—one in July, one in August, and one in September. Then, for about three to four weeks prior to each game, the station ran promos telling listeners to register to win at the participating outlets. About a week prior to the game, around 100 to 120 winners were drawn. It was usually enough people to fill two large buses.

The station provided each winner with a pair of tickets to the game, a team baseball cap and jersey, bus transportation, and a box lunch. The station also had drinks and other refreshments served on the bus.

Advertisers got involved by purchasing a package which included 20 combo spots (on the AM and FM) or 30 spots on either the AM or FM station. The advertiser also got point-of-purchase materials for the contest, 112 promotional announcements during several weeks prior to the game, and four pairs of tickets for their own use.

They could use these tickets for themselves and/or do an incentive program with their employees.

The station limited this promotion to five sponsors per game. Each package was available at around \$2,700. A sponsor was given a slight reduction of \$200 if more than one sponsorship was purchased during the promotion.

Depending on how promotionally minded the team is, it may provide the tickets and baseball gear as trade for mention. The station paid for the transportation, the meals and refreshments, and the point-of-purchase materials. This promotion could also be done in markets with major league sports teams. The benefit to the listeners, besides getting free tickets, is not having to deal with parking problems.

Respondent's Ratings

Client response: 6

Business response: 6

Revenue generation: 8

Station visibility: 5

Degree of difficulty: 4

Legal Caveat

Liability Insurance: Make sure you have the kind and amount of liability insurance which will provide you with adequate protection while conducting this promotion.

CITY FUN AND RACE WALK

In Brief: This station wanted to capitalize on the increasing interest in walking as a form of fitness and recreation, so it sponsored a walk on a Saturday during the spring at a popular park. Revenue was generated by involving sponsors, who bought a schedule on the station and helped underwrite the expenses of the event.

Promotion Details: This easy listening station had seen the increasing popularity of walking in its market and knew that this form of recreation had high appeal with females. They decided it would be a natural to put on this type of event for its audience, since the sport has its greatest appeal with women 25 to 54 years old.

The walk was held on a Saturday in June starting at 10:00 a.m. In the first year, the station had over 1,000 entrants. It was geared for both "serious" and "fun" walkers alike. It was promoted as a race with a certain distance for the men, another distance for the women, and a third, shorter distance for the "fun" walkers. The station worked together with a local running club, which at the time was developing a walking program. The running club supported the event by sending out brochures to all its members. The station also coordinated the event closely with the park association and hired a former world-class runner as a consultant.

As an added attraction, the station contracted with and brought in 15 would-be

Olympians, all well-known walkers. Then athletes competed in the event and helped to draw spectators. The station provided their transportation and lodging. They also brought in the men's and women's national coaches.

The station limited sponsor involvement to 10 advertisers. They targeted accounts interested in visibility and public relations, since this was not designed to be a traffic-building promotion. They had participation from such advertisers as airlines and banks. Each advertiser paid \$15,000, of which \$3,500 went directly to underwriting the event. The remainder was an advertising schedule on the station. This schedule had to run during a designated several-month period.

The sponsors received on-air mention, signage at the race, their logos on the back of the race T-shirt, and mention in the TV spots and newspaper ads promoting the event. They also received counter cards to place in their businesses telling people about the race and how to enter. Registration was handled through the mail and on the day of the event. The entry fee was \$6, and each person got an official T-shirt. The station promoted it for about four weeks on its own air.

The radio station also provided a major grand prize of a walking trip to Australia, for which it traded. The contest was open to all the station's listeners whether they actually participated in the race or not. Those not registered in the walk could send a postcard into the station. The winner was selected by drawing after the event.

Altogether, the station generated around \$150,000 in revenue and had expenses of about \$20,000 to put on the race. They started selling it to advertisers about two months before the event. The actual planning for the race started about four months before it was to take place. This manager said it was an excellent event for an easy listening station. He also said that the first year is a "building year" and the event gathers more notice after the first year or two.

Respondent's Ratings

Client response: 9

Business response: 8

Revenue generation: 10

Station visibility: 10

Degree of difficulty: 6

Legal Caveat

Liability Insurance: Make sure you have the kind and amount of liability insurance which will provide you with adequate protection while conducting this promotion.

FOOTBALL PARTIES

In Brief: The radio station hosts a series of football parties at local restaurants and clubs. Listeners are invited to come and watch the local professional team on large-screen TVs. The station's morning team hosts the parties and provides humorous commentary, entertainment, and prize giveaways. The station turns these

into sales opportunities by having the sponsoring restaurant or club buy a schedule.

Promotion Details: The manager said this is a very successful promotion because it is held at times when the restaurants and clubs usually have very little business or are normally closed. Most of the games are played on Sundays or, occasionally, on Monday night. Initially, the station makes up a schedule of all the games. They do this well in advance, usually starting in June. Then the salespeople go out and offer the package to advertisers. The manager said these sell out very quickly. The station tries to get some geographic variety: one week the party will be in a north-end location; the next week it might be at a restaurant in the south end. Each package is for one football party. Since there are 10 regular season games played in this market, there were 10 different sponsors. The station also presents the parties if the team is in the play-offs, and it also does a Super Bowl party.

The advertiser buys a schedule on the station and pays a talent fee for the morning team. They also pay for the rental of the large-screen TVs, two wireless mikes for the DJs, and a cable hook-up if they don't already have one.

This station is in the Pacific Time Zone, so if the team were playing on the East Coast, the party would start just before 10:00 a.m., with brunch available. Listeners are admitted to the football parties on a first-come, first-served basis. The average attendance was about 300. In fact, the manager said, they have become so successful that most people start lining up several hours in advance. The restaurant or club does a lot of food and beverage business; some have done in excess of \$20,000. The morning team talks it up the week before and the station provides table tents for the restaurant or club to promote the party a week before it takes place.

At the party, there is entertainment in addition to the game. Each DJ has a wireless mike tied into a public-address system. These mikes can override the sound of the TV, so the DJs can do some humorous commentary. At half-time, there is a game called the "dot toss," in which three or four participants from the audience try to toss a Nerf football into a small hole in the center of a plywood board. These people are usually preselected from the audience, by the morning team, before the game starts. The station also has a roulette wheel which people spin to win prizes such as station clothing, cash, tickets, and special football jerseys that the station produces just for these parties. The station also has a large board with squares on which 100 people each get to pick spaces. Numbers are down the side and across the top. At the end of each quarter, whoever has the square corresponding to the score in the game at that point wins cash. The cash amount is determined by adding up the score. If it's 17 to 10, the person wins \$27. The morning team also circulates among the audience, asking football trivia questions.

Altogether the station took in \$90,000 in revenue on the football parties. Last year, Miller Beer was an overall sponsor and spent \$30,000. The rest came from the individual sponsors. Total cost to the station was \$8,000, of which \$5,000 came out of the Miller budget and went for prizes.

The manager said the football parties do require a fair amount of planning and

coordination. The promotion director and chief engineer go to each site about four days in advance. They determine how many large-screen TVs will be needed so that no one is more than six or seven feet from a TV. They also check the cable hook-up and setup of the room.

Respondent's Ratings

Client response: 10
Business response: 10
Revenue generation: 8
Station visibility: 8
Degree of difficulty: 8

Legal Caveats

Liability Insurance: Make sure you have the kind and amount of liability insurance which will provide you with adequate protection while conducting this promotion.

Lotteries: Be alert for chance-oriented giveaways during promotions at which an admission or entry fee is charged—they may constitute an lottery.

Drunk Driving: Check with your state's liquor control board or state broadcasters association regarding your state's laws on host liability for drunken acts of guests. Be sensitive, as always, not to encourage or promote excessive drinking.

HOOP HANKIES — FOOTBALL HANDKERCHIEFS

In Brief: Several people mentioned that they had had good success with promotions where handkerchiefs or "hankies" are given away in conjunction with either professional, college, or high school football or basketball games. Fans wave the hankies at the games and it is an impressive sight. The hankies are done in the team colors and feature the logo of the station, the team, and possibly a participating sponsor. The hankies are then distributed through the retail outlets of participating advertisers, or at the game itself. The station generates revenue by getting advertisers involved in producing and distributing the hankies in return for buying a schedule on the station.

Promotion Details: The hankies are about the size of regular handkerchiefs or small hand towels and can be made in a variety of fabrics, including terrycloth and a linen-type material. They can be ordered from a local specialty goods company with or without the printing. One station ordered them un-printed and then arranged for a printer to provide the printing in return for having his name on one corner. The logos are generally printed in the corners. The only exception is hankies done for National Football League teams. They cannot have sponsor logos, only the team and station logos. Here are three ways to do the hankie promotion. One is for an NFL team, another is for college basketball, and the third is for high school

basketball. All three are generating revenue for the stations.

NFL Hankies: The station that shared this idea is in a top five market and distributed a total of 150,000 hankies at two NFL games. Since it couldn't print a sponsor's logo on the hankies, it put each hankie in an envelope and included a sheet of six coupons with it. On the outside of the envelope, the station printed a message inviting people to listen to the station the next morning, since the coach of the team would be on. The envelope further mentioned that the station would be giving away special stadium commemorative jerseys. The types of advertisers who bought the coupon packages were fast food restaurants, car dealers (promoting a discount on lubrication and oil change), a sporting goods store (promoting a discount on a team jersey), and an electronics store (promoting a discount on tape). With the sponsor coupons, the station generated over \$120,000 in advertising. The station required that the advertising be run in a two-month time period. The manager said the coupons were very effective, especially in helping them get vendor co-op dollars for the tape. Check with the team regarding any other NFL licensing requirements.

The station paid about five or six cents each for the hankies. They arranged with Goodwill to assemble the packets in return for a \$2,500 donation. They had 26 volunteers from the local Boys' Club stationed at all the entrances to the stadium to pass out the packets. In return, each boy got a team jersey and tickets to the game.

This station starts selling the sponsorships in February or March, and orders the hankies in June.

College Basketball Hankies: The station that did this promotion for its local college team used it to generate advertising from a major men's and boys' clothing store in the market. They also got co-op dollars from Levi's and from another client, a computer store. Their hankies featured the logos of all the sponsors, including the vendor, embroidered on them. The hankies were distributed at the clothing store one month prior to the game. All the sponsors shared in the cost of producing the hankies. The station, the clothing store, the computer company, and Levi's each paid 25 percent of the cost of production. Twenty thousand hankies were distributed at the store's four locations in the month before the game, which was to be nationally televised. The remaining 10,000 were taken to the stadium and passed out by station employees and employees of the clothing store at the game.

This station said they had great results with the promotion. It helped the retailer build traffic and generated \$70,000 to \$80,000 in revenue.

High School Basketball Hankies: The station that produced these hankies was looking for a way to increase revenue from a car dealer who was an advertiser. The Ford dealer was not a big one, so he was looking for a way to get increased visibility. The station tied the promotion in with the state basketball tournament held in that market every March. The station does play-by-play coverage of the games. Since 10 teams participate in the tournament, the station ordered 300 hankies

per team, for a total of 3,000. The hankies for each team were done in their school colors, with their logo and the station's logo. The printer supplied the printing in return for their name also being on the hankies. The cost was about 50 cents each and was covered by the Ford dealer.

All the "Hoop Hankies" were free and were available at the Ford dealer during the run of the tournament. In this market, the basketball tournament is a big event, so there were a lot of people going in to get the hankies. The station provided promotional support, letting people know that the Ford dealer was the exclusive distributor. Inside the showroom, they had the 10 boxes and gave the hankies out as they were requested.

The station, whose market size ranks in the 90s, increased the annual commitment of the Ford dealer from \$2,000 last year to \$15,000 with this promotion.

Respondent's Ratings

Client response: 8

Business response: 8

Revenue generation: 8

Station visibility: 9

Degree of difficulty: 4

NFL POCKET PROGRAM SCHEDULES

In Brief: The radio station, with the sanction and approval of the National Football League, prints and distributes thousands of NFL game pocket schedules during the season. Each schedule has a number printed on it, which is used for a weekly drawing to win a trip for two to the Super Bowl. A different schedule is distributed each week, featuring a lineup of all the NFL games to be played that week. Sponsors can get involved as distribution points of the schedules or by having coupons in them, in return for making an advertising commitment to the station.

Promotion Details: This promotion is servicemarked and trademarked and is in the process of being licensed by KRAK/KRAK-FM. For information, contact General Manager John Winkel, (916) 923-9200. This promotion ran during third and fourth quarters, for 16 weeks during the regular NFL season, and for the week of the Super Bowl. First, the station approached the NFL with the idea and got its licensing and approval. The NFL provided the station with a list of all the games to be played each week and what time the games would start. In addition, the NFL had to approve every phase of the promotion.

The station printed a new schedule each week. The schedule featured the NFL logo on the front. The artwork stayed the same; the only change was the lineup of the games and the weekly dating on the front. Those sponsors who bought extended packages could update the offers on their coupons every four weeks. The schedule is 8-1/2 inches by 11 inches with two folds, so it folds up like a brochure.

It is full color, printed on glossy stock. On the back panel is a full-color photo of the station's morning DJ. On one of the back panels is some information about the station's morning show, details about winning the Super Bowl trips, and the lucky ticket number. Listeners turn to the station at 7:10 a.m. every Tuesday to hear if the sweepstakes number on their schedule is announced. The game schedule is printed on the inside middle panel, with some interesting Super Bowl trivia in the box below. The schedule lists each game, which teams are playing, where the game will be played, and the local starting time. Below is the matchup for the Monday night NFL game. The right- and left-hand parts are each divided in thirds, for coupons, totaling six.

The front of the schedule has the logo of the advertiser that is the exclusive distribution outlet for the schedules. The station used a convenience store with seven locations. The schedules were printed four weeks at a time, but delivered to the stores weekly. The manager said that was the most difficult part of the promotion. The new schedules had to be delivered, and any left over from the previous week had to be picked up. Also, the employees of the store had to be briefed in the promotion. The retailer got 25,000 each week and additional schedules were available to the advertiser at 12 cents each.

The station offered three levels of commitment for advertisers. The first package was for a retailer with multiple locations to be the distribution outlet. This package provided 25,000 schedules a week for 17 weeks, point-of-purchase display material, NFL pin-on buttons for all employees, and a minimum of 425 promotional announcements over the 17-week period. The retailer had to contract to run a schedule worth about \$20,000 during that time.

The second package was for coupon sponsorships in the schedule. An advertiser would receive a 3 inch by 2-1/4 inch coupon or ad in the schedule for four weeks in a row (a total of 100,000 coupons), and 75 on-air promotional announcements during that time. In return, they were required to run a schedule worth \$5,000 on the station within two months. Since the schedules were printed in batches of four weeks, it made sense to sell four-week coupon packages for smaller advertisers.

For advertisers who desired more exposure, the station offered a coupon package for an entire 13 of the 17 weeks (game five through the Super Bowl). In this package, the advertiser got a coupon in the schedule for 13 weeks and 300 promotional announcements. Additionally, they could change the contents of their coupon every four weeks and also change it for the Super Bowl schedule. This package required an advertising commitment of \$13,500 over six months. The client was given a Sony Watchman TV as a bonus.

This manager said the promotion was extremely successful. He said that using the coupons made it an easy sell. He also mentioned that the NFL reserved the right to approve all the sponsors of the promotion. The Super Bowl packages, which were given away every Tuesday morning, included two tickets to the game, round trip airfare, and ground transportation on the station's sports bus.

The station started planning the promotion in the winter and made it available

to advertisers in the early summer. The station paid for the printing, the trips, and the point-of-purchase materials. Total expenses were \$40,000. Gross revenue generated in the entire promotion was approximately \$150,000.

Respondent's Ratings

Client response: 9
Business response: 9
Revenue generation: 10
Station visibility: 10
Degree of difficulty: 7.5

NFL STICKERS

In Brief: The radio station, which carries play-by-play broadcasts of the local professional football team, produces car window stickers for the team. The team stickers, which are mailed to all season ticket holders, also feature the station's logo. The station makes money on this by selling coupons on the back of the stickers.

Promotion Details: This station said it tries to turn many of its programming opportunities into sales opportunities. Since it carries play-by-play sports, the manager said, this is an excellent way to generate revenue.

For the past several years, the station has paid to produce window stickers for the football team. These stickers also feature the station's call letters. A slightly different design is used each season, with some variation in the colors. The station generally prints the stickers in the team's colors. The stickers are 5 to 6 inches long by 3 to 4 inches high. They go on the back window of cars. As an incentive for people to put a new one on each year, the stickers are dated with the year on them.

The stickers are distributed only to people who buy season tickets to the games. They are mailed, by the team, along with the season tickets and other information. Each year about 55,000 stickers are sent out. This manager said it's amazing how many people put the stickers on their cars.

The station works together with the team's promotion department to design the sticker. The station arranges for the production and picks up the cost. This station has the stickers printed by U.S. Tape and Label in St. Louis. This manager estimates that the cost is about five cents per sticker.

The station turns this into a sales opportunity by selling two coupons on the back of the sticker. The coupons are actually printed on the part of the sticker that peels off when it is applied to a window. This year, one coupon position was sold to a record and tape store, which offered a discount on a cassette tape. The other position was sold to a fast food restaurant, which offered a free drink with the purchase of a meal item. The manager said that the record and tape store was not a normal advertiser, so this was a good way to get new business.

Advertisers who are coupon sponsors must commit \$15,000 each to the station.

Their schedules must be used at the rate of \$5,000 per month. The manager said that they prefer the business to run in May, June, and July, which are slower months for AM stations that program news and talk. The station usually presents the sticker tie-in to advertisers around March. Since the promotion has been done for several years, he said it's an easy sell. Once they have two commitments, the stickers are printed and delivered to the team. Printing is usually done no later than June. It takes about three to four weeks to get that done. The team mails the stickers with its season tickets in July. The advertisers are responsible for providing the artwork for their coupons. The manager said the only problem is getting the artwork in on time. Otherwise, he said, this is a great promotion and is easy to do. He also said it's a good way to get more mileage out of the station's play-by-play association with the team.

Respondent's Ratings

Client response: 10

Business response: 7

Revenue generation: 10

Station visibility: 10

Degree of difficulty: 2

\$100,000 TOUCHDOWN

In Brief: The radio station sponsors a contest tied in with play-by-play coverage of college or professional football. The idea is that a listener's name is drawn before a play that could possibly break an existing record. If it happens, that person wins \$100,000. The station creates a sales opportunity by tying in a client as a co-sponsor in exchange for a significant schedule.

Promotion Details: The idea for this promotion came about because the radio station was looking for a way to solidify its relationship with a local bank that was one of its play-by-play sponsors. The station wanted to create a fun, exciting promotion that would help the station's visibility and create positive public relations for the bank.

Here's what is involved. The record that is the focus of this promotion is the longest play from scrimmage for a touchdown for the local college football team whose games the station carries. So, whenever any drive is started in the game from within the 10-yard line, a listener's name is selected from all the entries just before the play starts. If, during that play, a touchdown is made breaking the existing record, that listener wins \$100,000. If not, next time a play starts within the 10-yard line, another listener's name is drawn. When the college plays some of its major games during the season, it's done slightly differently to allow more participation. In these games, a name is drawn and announced whenever a play starts within the 20-yard line. This manager said that normally one or two names are

selected per game. They have been doing the promotion for two years and although there hasn't been a winner yet, he said it's been extremely successful. He said they have come very close to having a winner several times.

The way the station organizes the promotion is by having listeners send in a postcard during the football season to enter the contest. All the cards are taken to each game and a name is selected and announced during the appropriate play. The co-sponsoring bank also promotes it by displaying counter cards (giving the details of the promotion) during the season in all their branches. The bank pays for the production of the counter displays. The station provides additional support by printing and distributing leaflets about the promotion. These are given away at the station's booth at the state fair, which takes place just before the football season starts.

The station gives the bank added exposure by airing the contest (without its call letters) on its network of 16 radio stations, which carries the games. Listeners to these stations are also eligible to enter the contest.

The station, the university, and the bank also got additional exposure by kicking off the promotion with a press conference. It was held on the five-yard line of the football field at the university's stadium. The event was covered by the local TV stations and was picked up by a major New York City newspaper and the Associated Press wire.

This manager said that the key to doing the contest right is to allow enough planning time. He said it's important to buy an insurance policy from Lloyd's of London. For the \$100,000 prize, the policy runs about \$9,500 a year, and is paid by the bank. The first year, the insurance policy wasn't available in time, but the bank was so excited about the promotion that they went ahead with it anyway, knowing there was a possibility it might have to pay out \$100,000.

The manager said this promotion has been quite successful. It has helped the station get a long-term advertising commitment from this major bank. He attributes \$120,000 in revenue, over three years, to this promotion. This is in a top 75 market.

Respondent's Ratings

Client response: 8

Business response: 7

Revenue generation: 9

Station visibility: 9

Degree of difficulty: 7

THE PIG BOWL

In Brief: The radio station, together with the local police and sheriff departments, sponsors a football game matching up teams of police officers vs. sheriff's deputies. The proceeds from the game benefit a local charity. The radio station ties in clients as sponsors of the game by selling them packages which include commercials, pro-

motional mentions, and visibility at the event.

Promotion Details: This manager said that The Pig Bowl is a fun football game between the local police officers on one team and the officers from the local sheriff's office on the other. He said that when they did the event, they held it on the Sunday after the last NFL playoff game, which was also the weekend before the Super Bowl.

Most of the organization and work for the event is done by a Pig Bowl Committee made up of representatives from both law enforcement departments, some civic leaders, and the general manager of the radio station.

The Pig Bowl game is promoted for about a month in advance through television, radio, and billboard PSAs. There are also newspaper ads, which are paid for by an advertising budget that comes from The Pig Bowl Committee. (The manager said ads were bought in the papers because they would not provide PSAs.) All of the ads and PSAs mention the radio station as presenting the game. Funds to cover the expenses of the event are generated by charging an admission of \$3 per person to the game. The initial budget to get the event started the first year comes from special community funds from the Sheriff and Police Guilds. The ticket admissions generate the money to cover expenses. In this case, the local stadium was filled to capacity, with 14,000 tickets sold. All the funds, after expenses, go to the designated charity. The event is also televised on a local television station.

The radio station generates revenue by selling sponsorship packages to The Pig Bowl game. For example, one of the sponsors was Oscar Mayer. In addition to buying a package from the station, Oscar Mayer also donated sausages, which were sold as Pig Roast Sandwiches. The proceeds from the sale of the sandwiches also went to the charity. The sponsors who buy The Pig Bowl packages get a certain number of commercials on the radio station, mention in the promotional announcements, and signage at the event. There are also ticket sponsorships available. These sponsors sell tickets to the event at their retail locations and receive point-of-purchase materials and window signs as part of their packages.

For this event, there were 10 total sponsors, five of which were ticket sponsors. Tickets went on sale about four to five weeks prior to the game and The Pig Bowl Committee handled distribution of the tickets, coordination of ticket sales, and collection of the money.

Altogether, the radio station raised \$50,000 in revenue by selling 10 packages to Pig Bowl sponsors. The radio station spent almost no money on this event; it just provided on-air promotional support. In addition, the radio station was featured in all the advertising before the event and in signage at the event. The station manager said the radio station did spend a small amount of money to produce about 30 signs with the station's call letters that were put up all around the stadium. He said they produced these signs quite inexpensively by making a stencil and then spray painting the stencil onto a light board called foam core. The individual sponsors were required to provide their own signs to hang in the stadium.

The radio station's morning team acted as emcees of the event. They did some color commentary during the game and they conducted the Miss Piggy Contest, which was held at halftime. For the Miss Piggy Contest, listeners were invited to send in their photos to the radio station during the several weeks prior to the game. Fifteen finalists were then chosen by the station to participate in the Miss Piggy Contest at halftime. Generally, it was women who entered the contest. The contestants wore whatever they wanted; most of the women wore swimsuits or shorts. This manager said the Miss Piggy Contest was a kind of beauty contest. The winner and runners-up were decided by crowd applause. The winner received \$500 in cash, provided by The Pig Bowl Committee. Runners-up received prizes which were provided by the individual sponsors.

This manager suggested that this promotion would be good in the first quarter for stations located in warmer climates or for stations who have access to an indoor stadium. He also mentioned that this promotion takes a long time to plan and that the station should start working on it about a year before it is going to be held.

Respondent's Ratings

Client response: 5

Business response: 6

Revenue generation: 7

Station visibility: 8

Degree of difficulty: 4

Legal Caveats

Liability Insurance: Make sure you have the kind and amount of liability insurance which will provide you with adequate protection while conducting this promotion.

Lotteries: Be alert for chance-oriented giveaways during promotions at which an admission or entry fee is charged—they may constitute an lottery.

Chapter 11

STORE TRAFFIC BUILDERS

CAP-ONS, BOLT-ONS, AND T-SHIRT ROUND UPS

In Brief: The station manager said his promotion is designed to work in conjunction with station remotes such as the Rollin' Radio Show promotion. Essentially, when the Rollin' Radio Show has been sold for a given weekend, the station manager said there are still three more station appearances that can be sold for that weekend. Cap-ons are station cap giveaways. Bolt-ons are station license plate or license frame giveaways. T-shirt round ups are simply station T-shirt giveaways. All of these are done in person on location. Revenue is generated by selling packages to advertisers who want to have these giveaways take place at their locations.

Promotion Details: If a radio station does a Rollin' Radio Show or some other type of weekend remote package, only one such appearance is available per weekend, according to the manager. He said, though, that this does not mean the station should be sold out of special appearance packages. Therefore, some stations have devised three alternate weekend appearance packages: cap-ons, bolt-ons, and T-shirt round ups.

To do these promotions, the station must first have a large supply of baseball caps with the station logo on them, license plates or license frames with the station logo, and T-shirts with the station logo.

These events are on a much smaller scale than a regular remote but are based on the same concept: a chance to build traffic for an advertiser and as value added above and beyond just selling spots.

He recommended that cap-ons, bolt-ons, and T-shirt round ups should be sold

for about half the price of a station remote. The station appearance does not require a DJ, but having one present is preferable. There is no remote broadcast, no live spots from the event, and no menu of activities. The advertiser gets 15 spots R.O.S. the week prior to the event, 20 promotional announcements the week prior, and station personnel at their location handing out one of the three items for two hours.

Cap-ons: a cap-on is simply an appearance at an advertiser's business to give away baseball caps to people who come into the store for a given two-hour period on a Saturday or Sunday.

Bolt-ons: a bolt-on is a two-hour appearance of station personnel in an advertiser's parking lot. This promotion is called a bolt-on because the station personnel actually bolt license plates with the station logo to the front of cars. License plates *are not* put on cars without the owners' consent. In states where cars are required to have an actual state license plate on front and back, a license frame can be used.

T-shirt round ups: this is a T-shirt exchange that takes place at the advertiser's place of business. For two hours on a Saturday or Sunday, station personnel will give a T-shirt with the station's logo on it to anyone exchanging an old T-shirt with someone else's logo on it. T-shirts with logos of other radio stations are encouraged but any logo will do.

It is important to note that none of these events is preemptive of another, the manager said. All three, or four if you include the Rollin' Radio Show, can be done simultaneously, but staggering the times is of greater benefit to all involved.

In addition, the station dial position could be tied in to the number of items given away. If the station is 95 FM, it can give away 95 caps. If the station is at "58 AM," it can give away 58 license plates.

This manager said it costs the station about \$220 in merchandise and giveaway items each time it does one of these appearances. He said annual revenue from cap-ons, bolt-ons, and T-shirt round ups is around \$100,000.

Respondent's Ratings

Client response: 8

Business response: 7

Revenue generation: 8

Station visibility: 10

Degree of difficulty: 2

CONCERT DISCOUNT PACK

In Brief: In this promotion, the radio station works a cross-promotion between existing clients (a concert organizer and a soft drink bottler) to generate new business. The station uses a portion of the concert commercials sold (plus bonuses) to the concert organizer to promote a "concert ticket discount package." This discount

package, in the form of soft drink bottle hangers, provides reduced concert ticket prices if multi-concert tickets are purchased in advance. The soft drink bottler is charged a premium promotional package price over several months and not a spot rate for a commercial schedule. The premium price easily covers the amount of lost ticket revenue for the concert promoter.

Promotion Details: The radio station began by assessing the needs of the concert organizers: advanced ticket sales without loss of revenue. The radio station then went to the soft drink bottler to assess its needs: selling cases of a slow-moving product, and building better relations with a local grocery chain. The “concert ticket package” was created utilizing soft drink bottle hangers. These allowed customers to receive a \$1 discount off a ticket for an upcoming concert, if, at the same time, the customer also bought tickets to two other upcoming concerts, which were also discounted \$1 each. This promotional package was offered to the concert organizer with the understanding that the station would reimburse the organizer for the total amount of ticket discounts in the form of additional concert commercials. To participate, the concert organizer had to allow his commercials to be tagged with “concert discount package” information.

The radio station then went to the soft drink bottler sales manager (in charge of the salesmen/truck drivers) and found out which line of soft drinks had not recently been promoted—indicating money left to be spent—and with which grocery chain his company needed to build better relations. The “concert discount package” was targeted with these needs in mind. In addition, to assure the best possible point-of-purchase location, the station offered “traded out” merchandise to the bottler’s salesmen for the best in-store display. The “concert discount pack” bottle hanger displayed each musical group’s album/logo which, as a by-product, generated promotional interest on the part of the record label. It also included an order form/discount coupon to allow the ticket customer the ability to use the coupon at designated ticket outlets.

A premium promotional price was charged the bottler. This price easily covered the amount of tickets sold by the concert organizer at discount. No commercial schedule was sold to the bottler, as the existing concert commercial on-air schedule was utilized to promote the discount pack. This resulted in extra revenue for the station generated outside of the avail structure. Instead of using commercial time, the station paid for the printing of the bottle hangers. This cost was minimal.

The station sales manager said this type of promotion can be used any time of year, but works best when there are a number of different concert appearances planned in a relatively short period of time.

Respondent’s Ratings

Client response: 10

Business response: 8

Revenue generation: 10

Station visibility: 6

Degree of difficulty: 3

Legal Caveat

Lowest Unit Rate: This promotion may affect your station's lowest unit rate for political advertising purposes.

COUNTDOWN SCHEDULES

In Brief: The radio station prints up special souvenir schedules listing all the songs to be played on a music special, such as a countdown of the top 500 songs of all time. If the list is gleaned from a list compiled by an industry magazine or other source, you may need to obtain a license from the source. These lists are made available free to listeners through a sponsor's retail outlets. Revenue is generated by selling sponsorship packages for the special countdown show, and a sponsorship for distribution of the schedules.

Promotion Details: The radio station designs and prints a special souvenir program that lists all the songs to be played during the special weekend. This particular station printed 10,000 copies, which were made available at all the locations of an area convenience store. The countdown special was done on Memorial Day weekend and the souvenir programs were distributed starting the Wednesday before, through the holiday weekend. The radio station handled all the printing and layout and delivered the finished programs to headquarters of the store, which then handled the distribution to all its locations. The programs were available at the cash register.

The cost of producing the programs was covered by selling the convenience store a sponsorship to be the outlet for the programs. The package also included some spots in the countdown show and promotional mentions telling listeners where to get their free schedules.

There were six major sponsors for the show and 20 smaller ones. Each of the major sponsors bought a package that included a certain number of spots during the month (with some in the show), and their logos were featured on the schedules and in a newspaper ad. They further received mention in the promo spots. The smaller packages did not provide the promotional mentions or the logos on the print.

This radio station made \$60,000 in revenue through the countdown schedules and the show. This manager said one way to help make it successful is to limit the number of sponsors to help emphasize the value. He said the station allows about six weeks to sell it and has the schedules printed up about three weeks prior to the show. He suggested that the souvenir schedules would be an excellent way to add value for both the listeners and the advertisers with any special music weekend a station might do.

Respondent's Ratings

Client response: 8
Business response: 8
Revenue generation: 8
Station visibility: 9
Degree of difficulty: 3

Legal Caveat

Copyright: Use of copyrighted materials without permission may result in liability for copyright infringement. Obtain written permission or license before using copyrighted materials.

THE GREAT DOLLAR DROP

In Brief: This particular station staged a promotion where it dropped \$2,000 in bills from an airplane to a crowd of participants at a shopping mall below. The station did this promotion to demonstrate its ability to draw a crowd so they could turn that mall into an ongoing advertiser. The station was able to get a schedule from the mall, and the mall further provided the cash for the promotion.

Promotion Details: This promotion was created to demonstrate to the shopping mall that the radio station could create traffic. The mall had been a resistant non-advertiser, so the manager devised this promotion to show what the station was capable of doing. This was a 3,000-watt Class-A station in a very small market. The mall the station was working with was located 25 miles away, had 85 merchants, and was in a market of 100,000 people.

The station approached the mall and discovered it had a \$2,000 ad budget for the month of April. The manager said, "What if we took your \$2,000 and dropped it out of an airplane this Saturday?" The mall manager said the idea was crazy enough that it might work—and if it didn't work, nothing would convince him that the station could draw a crowd.

Tuesday at noon, the station started promoting "The Great Dollar Drop" on its own air. There was some mention of the promotion every hour. The station used no other promotion except their own station. Saturday at noon, thousands of people showed up in the field next to the shopping mall. People were holding upside-down umbrellas, baby carriages, and even butterfly nets to catch the money. The station played it up big, said the manager. Even the Red Cross was present. In addition, the station arranged for a \$1 million liability insurance policy, just in case. That policy cost them about \$30 for the one-day event.

The station manager's partner had a plane, so the two of them flew over the field and dropped the money. Additionally, they took a client up in the plane with them so he could see what was going on. They had \$2,000 in bills, which broke down the following way: One \$100 bill, one \$50 bill, two \$20s, and the remainder

was in \$1s. To weight the money so it wouldn't drift away, the station attached a large plastic paper clip to each bill. They had the paper clips imprinted with the call letters of the station. After the dollar drop, people could trade the paper clips in for a variety of discounts at the different stores in the mall. For example, the paper clips were good for a free serving of french fries at McDonald's and 10 percent off at The Gap. The station called these "the great money clips."

The manager said this was one of the best promotions he's ever done. He said it was so successful the station got about 60 percent of the mall merchants on annual contracts. This was from advertisers who before this promotion had refused to buy the station at all.

Respondent's Ratings

Client response: 8

Business response: 9

Revenue generation: 10

Station visibility: 10

Degree of difficulty: 5

Legal Caveat

Liability Insurance: Make sure you have the kind and amount of liability insurance which will provide you with adequate protection while conducting this promotion.

HALF-PRICE MALL SALE

In Brief: The radio station works together with a shopping mall to present a special two-day sale at which all the stores on the mall offer merchandise for sale at half-price, or better. In addition, the station lines up participation from non-mall retailers to provide one big-ticket item each that they will sell for half-price. Listeners enter to win the chance to buy the item at half-price. The station creates revenue by getting a substantial schedule from the mall and by selling packages to the other participating sponsors.

Promotion Details: First, the radio station presents the idea to a shopping mall and gets its commitment. According to this manager, that is the most time-consuming part of the promotion. Once that is done, it takes about 60 days to get the other sponsors involved.

The event is billed as a half-price sale presented by both the mall and the radio station. All of the merchants set up tables on the mall in front of their stores. At these tables, they offer goods at discounts of half-price or better. This station is still in the planning stages with the event, but said that the sale will happen on a Friday and Saturday during regular mall hours.

The station has a commitment from a major mall in the area and is now lining

up the retailers who will offer the big ticket items at half-price. The station first offers the opportunity to the appropriate retailers on the mall. If those retailers don't want to participate, the station goes to retailers not located on the mall. For example, the station decided to have a car dealer, an appliance store, a hot tub store, and a boat dealer involved. The station may also have a travel agency. These retailers buy a package that includes a schedule on the station. In return, the station gets a display area in the mall, point-of-purchase materials, and mention in promos. The station agrees to provide a certain item to sell at half-price. The station is lining up the following items to be offered at half-price: a car, a hot tub, a large-screen TV, a riding lawn mower, and possibly a trip. There may also have other items. Each retailer who offers to sell a big item at half-price has it on exhibit at the mall during the sale. Included in the display are point-of-purchase materials promoting the contest. Participants fill out an entry form at each display for their chance to win the right to buy that item at half-price. The mall will pay for and handle the printing of all the point-of-purchase materials.

The benefit to the mall participants is that they will be able to sell a lot of merchandise during the event. The benefit to the retailers providing the major items at half-price is that they will generate a list of qualified prospects. This is an effective marketing tool for them. Although they will lose some money on the item, in return they will have a list of people who have enough money to at least make a down payment on that particular item. All the drawings are separate and those who attend the sale can enter any or all of them.

The station plans to hold the drawings in the evenings, between 8:00 and 10:00, to help boost mall traffic during a normally slower time period. Some of the prizes will be awarded on Friday and others will be given away on Saturday. The station would like to require that the participants must be present at the drawing to win. The manager is currently checking to see if that is legal in that particular state.

This manager said that she expects this will be a very successful promotion, both in building traffic for the retailers and in raising revenue for the station. She has had excellent results with similar promotions in the past.

Respondent's Ratings

Client response: 7

Business response: Promotion has been planned but has not yet taken place.

Revenue generation: 5

Station visibility: Promotion has not yet taken place.

Degree of difficulty: 2

KEY CARD

In Brief: This promotion works in much the same way as the plastic credit cards that many stations use, but with one main difference. These are smaller plastic cards that have a hole in the corner to fit onto a key ring. The listeners show them

at participating merchants to take advantage of special Key Card discounts. The cards are also numbered and the station uses them to tie into on-air contests. The station creates revenue by selling packages to advertisers to serve as distribution points for the Key Cards and/or to get involved in offering Key Card discounts.

Promotion Details: The manager who described this promotion said it is a very good way for a station to accommodate advertisers' requests for merchandising. He also said that the Key Card is more effective than the credit card-size plastic card since it is on the person's key chain and therefore always visible.

The cards are of a heavy-duty plastic and are 1-1/2 inches high by 2 inches long. There is a little hole in the corner which allows them to be put on the key chain. The station ordered the Key Cards from 2B System Corp. at (313) 254-6900. They are imprinted with the station's logo and are serial-numbered. The cards cost around seven to eight cents each depending on quantity ordered.

Another feature of the Key Card is that it has the radio station's address on the back. If the keys are found and dropped in any mailbox, the station will pay the postage. Then the station can return the lost keys to their owner by cross-referencing the number on the Key Card.

This radio station just started distributing the Key Cards this January. It is in a top 20 market and it initially ordered around 200,000 cards. The station is distributing the cards through sponsors' retail locations. In this case, each sponsor got 1,500 to 2,000 Key Cards and there were 10 locations. The sponsors buy a package and in return become a distribution point for the Key Cards. To do this, the sponsors commit to running a certain number of spots in January and February. There is a certain limitation as to how long they can be a distribution point. In the spring, each retailer will have to make a new commitment to continue as a sponsor. Retailers also receive promotional mention as a place for listeners to get their cards. So far in 1988, this station has grossed over \$100,000 in revenue from the promotion. The station started offering the packages to the advertisers about 40 days before the promotion started.

The listeners must ask for their Key Cards from the merchant. This prevents people from just taking a handful off the counter. The station provides the retailer with counter cards that say to ask for a Key Card. The plastic Key Card is glued to a registration card that the listener fills out and mails back to the station. This form can include specific types of demographic information and it registers the listener to be eligible to win prizes. The listener has two ways to use the card: first, to get discounts on goods and services; second, to win prizes from the station.

The station offers two different Key Card discounts each week, such as a large pizza for the price of a medium or 30 percent off a pair of jeans. The cards can also be used to get free tickets for movie premieres. The discounts must be something of real value, said the manager. The station reserves the right to reject any discounts that are not very good. Advertisers must buy a package to offer a Key Card discount. The package includes spots and promotional mentions.

The station will soon start to tie in the Key Cards to some major on-air promotions. The manager said it is important to wait until a lot of cards are distributed before doing this. At that point, the station will call the names of Key Card holders (from the registration forms) and use the numbers on the cards as verification. The station did a couple of special promotions up front to help generate interest in the card. One of them was giving away a trip for two to Phoenix to see a rock concert.

This manager said the Key Card is an excellent promotion to help advertisers create traffic. He also said that now that the promotion is well under way, advertisers are contacting the station asking to participate in it.

Respondent's Ratings

Client response: 8

Business response: 8

Revenue generation: 6—It's still early in the promotion.

Station visibility: 7

Degree of difficulty: 3

PING-PONG BALL DROP

In Brief: The station drops 10,000 ping-pong balls from a helicopter at a shopping mall. Each ping-pong ball is imprinted with the station's logo and the name of a retailer in the mall. Each ball also features a discount for which the ball can be traded in. The station generated revenue by staging this promotion in return for an advertising schedule from the mall.

Promotion Details: In this case, the station needed a promotion to get a substantial advertising budget from a large shopping mall. Here's what it did to get the business.

The station purchased 10,000 ping-pong balls. The station's logo and the name of one of the stores in the mall was stamped on each ping-pong ball. The number of ping-pong balls each store received was determined by the amount of square footage the store occupied in the mall. For example, if a store occupied 1,000 square feet of a 100,000 square foot mall, it would have its name on 1 percent, or 100, of the 10,000 ping-pong balls.

Also stamped on each ping-pong ball was a percentage number from 10 to 50. This number represents the percentage discount a person would receive if they made a purchase at the retail outlet whose name was printed on the ball.

The entire station staff pitched in to print the logos and percentages on each ping-pong ball. The station bought rubber stamps and the station staff did all the stamping by hand.

The ping-pong balls were placed in several large boxes for transport. The station contracted with a helicopter company to have a helicopter drop the ping-pong balls over the parking lot of the shopping mall. The helicopter hovered over the

parking lot and emptied the boxes, showering the crowd below with the ping-pong balls.

For three weeks, the station promoted on its own air the time, place, and date of the ping-pong ball drop. The station also promoted the huge savings that listeners could get by shopping at the mall after the ping-pong ball drop, using the discounts that were printed on the individual balls. In addition, the shopping mall bought a large advertising schedule on the station and used some newspaper ads to promote the event. Some of the individual stores in the mall also advertised on the station and in the paper. The shopping center marquee also promoted the ping-pong ball drop.

The station told us that 3,500 people gathered in the parking lot "drop zone" the day of the event. Due to the size of the crowd and the nature of the event, the station received a lot of TV and newspaper coverage of the ping-pong ball drop.

Respondent's Ratings

Client response: 8

Business response: 8

Revenue generation: 8

Station visibility: 9

Degree of difficulty: 2

Legal Caveat

Liability Insurance: Make sure you have the kind and amount of liability insurance which will provide you with adequate protection while conducting this promotion.

RADIO STATION VISA CARD

In Brief: This is a licensed promotion, which was created by WHAM in Rochester, N.Y. It's called the "Broadcast CardSM." The radio station works together with the bank to issue a VISA card with the radio station's call letters on it. The value of the card to listeners is that it offers no cardholder fee the first six months, an interest rate lower than the prevailing interest rate, and discounts at retail businesses in the market. For the radio station, it provides a sales tool to increase revenue by tying in merchants to provide the discounts. The database of the cardholders provides useful, qualitative sales information. Arnie Rothschild, General Sales Manager of WHAM, shared this idea with us. For more information about the "Broadcast CardSM," contact either Arnie, Jack Palvino, or Bud Wertheimer at (716) 454-4884.

Promotion Details: Arnie said that the idea behind WHAM's VISA card was to provide a valuable service to listeners and a powerful marketing tool for advertisers. The "Broadcast CardSM" looks like a regular VISA card but features the station's

call letters in a design which includes a radio antenna. The station kicked off the promotion last Thanksgiving Day with on-air promos and newspaper ads. Then it mailed out 225,000 applications to potential cardholders through its direct-mail vehicle, the WHAMGram. The station has contracted with a Buffalo bank to be the card issuer for all the stations who contract with WHAM to be involved with the "Broadcast CardSM".

The card will have an annual interest rate of 13.95 percent, which is well below the rate of other competitive credit cards. The cardholder will pay no fee for the first six months, plus (and this is one of the major benefits, Arnie said) this credit card can be used to pay off other credit card balances. In fact, the first stage of marketing the card is to promote the fact that people can get this credit card and use it to pay off balances on other cards where they might be paying 18 to 20 percent interest. The "Broadcast CardSM" is issued with checks which the cardholders can use to write off their balances on other credit cards.

Cardholders will regularly receive a list of merchants where they can obtain discounts on merchandise by using their cards. They will also receive direct mail informing them of discounts and other special offers available to them through the "Broadcast CardSM". In addition, they will also receive information relating to the radio station and, of course, said Arnie, there is always the emotional tie which comes with using a VISA card showing the radio station's call letters. The "Broadcast CardSM" will be honored at any establishment which already accepts any type of VISA card.

The value to the radio station is that it has a unique and valuable sales tool to offer to advertisers, he said. First, it can offer a tie-in with a discount. Businesses placing a schedule on the station during a certain time period can offer the discounts to cardholders as long as they are advertising on the station. The merchants get on-air mentions and special window stickers to display in their place of business. Also, the station will be making available to advertisers a unique tool which combines high frequency radio and direct mail to reach these cardholders. The direct mail can also be targeted to cardholders based on their purchasing habits. Altogether, this package is designed to help stations generate a lot of new retail business.

The station offers three levels of advertiser participation. The level used depends on whether an advertiser is currently on the station (or has been in the past six months) or is a new advertiser. In addition, the level of participation also depends on the size of the advertiser's business. There is one level if the advertiser has one store and fewer than three employees, and another level if it are larger than that.

Arnie said the card is also very helpful to stations who skew 35+ in their demographics. These stations don't always fall conveniently into the 25-to-54 demo, which is the parameter for many buys. Instead of selling just the size of their audience, the station can demonstrate to the advertiser the buying habits of the cardholders. They will have data which can show, for example, that of all the transactions on the card for the past year, a certain dollar amount was spent on TV and appliance purchases. They can also use the database to pre-qualify the cardholders.

If the radio station is presenting a proposal to a car dealer, the station can show how many cardholders have a pre-approved car loan amount of \$15,000, for example. This is information which comes from the application form. Remember, information about specific cardholders may be confidential. It is not the planned purchase information that is used in most qualitative presentations, but it tracks exactly the types of purchases these cardholders have actually made.

Another technique used to encourage traditional print advertisers is to offer them a five percent rebate if they divert some of their advertising into radio from newspaper. Then, the radio station actually sends the advertiser a rebate check when the spots have completed their run.

In each monthly statement, the radio station can communicate a four-line message to the cardholders. This can be used to promote any aspect of the radio station. In addition, since most credit card applications occur within the 25 to 44 year old age group, the radio station will have the ability to communicate with these people and to convert them into new listeners.

As a card issuer, the station receives an accrual from the bank of 0.25 percent of average outstandings, which is paid quarterly to the station. In a market the size of Rochester, Arnie said, that would probably amount to between \$80,000 and \$100,000 a year. Arnie suggested that the stations may want to donate this to a local charity to help create goodwill. WHAM has selected the United Way to receive its accrual.

Arnie said the "Broadcast CardSM" promotion is going extremely well for them at WHAM. In January alone, the station wrote \$54,000 in business from 12 brand-new clients. At this time, he said, the "Broadcast CardSM" is being made available to one station per market in the top-150 markets.

Respondent's Ratings

Client response: 10
Business response: 10
Revenue generation: 12
Station visibility: 8
Degree of difficulty: 3

THE RETAILER

In Brief: This radio station has designed a specific way to build traffic for retail advertisers and to provide a promotion of value to listeners. The station involves the retailers, who become the registration points where listeners enter to win prizes. The station makes money by having the retailers buy packages on the station to participate.

Promotion Details: This particular radio station uses this type of sales promotion throughout the year to generate revenue from smaller independent retail outlets

and as a way to handle merchandising requests.

First, the station approaches a promoter of a major event of interest to its listeners. This could be a boat race, a concert, or a play. The station trades for mention a certain number of tickets for a certain event, usually about 100 pairs. Then the station approaches the individual retailers to buy a package and act as a registration point where listeners sign up to win the tickets. The station signs up a maximum of 12 retailers and each store gives away an equal number of tickets. The station provides everything to the retailer for the contest: entry forms, entry boxes, posters, counter cards, and mention in promotional announcements. The station pays for the point-of-purchase material, which costs around \$150 to \$200 for each promotion. Generic entry forms are used which the station prints up once a year in a very large quantity of about 150,000 to 200,000. This usually is enough to last a year. The key to this contest, which helps build traffic for the retailer, is that the only way listeners can enter is to go to one of the participating stores. They can't call the station or come to the station to enter.

The station promotes the contest with 15 60-second promos a week, on both its AM and FM (which are sold in combo), making a total of 30 spots per week. The promotion usually lasts three weeks, and each spot is tagged with mention of five of the sponsors. So each participating retailer is mentioned in 45 promotional announcements over the course of the promotion.

At the end of the promotion, representatives from the station go to each retail location, where they have the owner or manager of the store draw the winning names. Then they take the names of the winners and the entry box back to the station. However, they leave the tickets there, so the winners can pick them up right at the store. This helps build repeat traffic. The station also supplies each store with a list of those who entered at that store to use as a preferred customer list.

This radio station has done this type of promotion eight times in the past year, featuring different prizes each time. Each promotion has generated about \$20,000 in revenue. The manager said that once retailers have been involved, they generally want to do it again. He said the return rate is 85 to 90 percent. If a station does eight of them a year, he further said, he sees no reason why a station in a top-10 market can't generate \$250,000 in new, direct business.

To make the promotion really work, the station must give away tickets to quality events—the exciting events that people want to attend. He said his station looks ahead to the coming year and make plans well in advance to get tickets to the key events. The station avoids the “run of the mill” events. The station also gets additional tickets to give to the retailers for their own use. The retailers can attend the event and/or use the tickets for a sales contest with their own employees. Plus, the station makes arrangements for the retailers to get VIP tickets whenever possible.

The station has done several variations on this promotion for holidays, too. At Christmas, the station used it to do a Christmas Fantasy contest. Listeners were invited to submit an entry of 25 words or less on why they, or someone they know, deserved to have a Christmas wish come true. At Valentine's Day, the station did

a Sweetheart Sweepstakes in which four \$50 gift certificates were given away by each participating retailer.

The manager said that it's important to plan these in advance and offer them to retailers early. Retailers often plan their schedules quite far in advance. However, he said, the packages have been so successful they sell out in as little as two days.

Respondent's Ratings

Client response: 8

Business response: 8

Revenue generation: 8

Station visibility: 6

Degree of difficulty: 5

THE ROLLIN' RADIO SHOW

In Brief: This promotion is a variation on the "station remote" concept. The difference here is that it is more an "event" than just another remote, the manager said. The client buys a package which includes spots and a remote. Then there are additional items available that let the client choose how big the event will be. In addition to the DJ appearance, the client can choose additional elements such as bands, food, drink, clowns, magicians, or photographers. The promotion is sold as a weekly event and this station reports selling 42 of 52 weeks a year. The station generates revenue by selling these packages to advertisers, plus the station can tailor the dollar value of the package to the size of the advertiser.

In Detail: The station needs first to enlist the services of one or more of the following: a band, a soft drink company, a beer distributor (if state law allows), a hot dog supplier or fast food chain, a clown, a magician, a photographer, sky divers, a hot-air balloon, or anything else the station can think of to make for a big event. Some agreement or contract should be negotiated with each of the aforementioned to ensure that they are available to the station every weekend on a priority basis.

Once the station has reached an agreement with the entertainment and services that want to be part of the Rollin' Radio Show, the next step is to put together a sales package complete with a menu of events. For example, if the base price of the Rollin' Radio Show is \$5,000, the client gets the following: (1) a three-hour DJ appearance; 2) 25 commercials R.O.S. the week prior to the event; 3) 25 promotional announcements the week prior; 4) three live commercials per hour from the remote; and 5) station handouts like key chains, bumper stickers, and T-shirts. That's the basic package. Now the menu comes into play. The basic package plus soft drinks and hot dogs is \$5,500. The basic package plus hot dogs, soft drinks, and a band is \$6,000. The basic package plus hot dogs, soft drinks, a band, clowns, magicians, a tethered hot-air balloon, and sky divers is \$10,000. The event is as big as the advertiser wants to make it, and the station promotion and sales staff

do all the planning and legwork.

Stations that do Rollin' Radio Shows generally ask the client to bring some value to the event, such as big discounts on merchandise, prizes, or drawings for trips. Some stations invest in a portable billboard to place in front of the client's business a week prior to the event. The billboard has the station call letters, the business name, the date and time of the Rollin' Radio Show, and any other information likely to draw a crowd.

This station reports that the average Rollin' Radio Show costs the station \$900 (not including sales commission) and that the 1987 revenue from Rollin' Radio Shows was in excess of \$300,000.

Respondent's Ratings

Client response: 9

Business response: 9

Revenue generation: 10+

Station visibility: 10

Degree of difficulty: 4

Legal Caveat

Liability Insurance: Make sure you have the kind and amount of liability insurance which will provide you with adequate protection while conducting this promotion.

SCAN AND WIN

In Brief: This is a licensed promotion which uses scanners, such as those found in grocery and retail stores. The station sets up scanners at the retail outlets of participating sponsors. Listeners then come by and run some sort of a promotional item through the scanner. The promotional items are printed in advance by the station and they feature a bar code. It is the bar code that the scanner reads. The machine actually talks to the listeners, telling them whether or not they have won a prize. The station generates revenue by selling packages to advertisers to have the scanner at their location for a certain time period.

Promotion Details: One company which is marketing the scanners and the promotional items printed with bar codes is the Gold Media Group at (316) 683-5454. The contact is Mark Jabara.

Here's how the manager we interviewed described this promotion. He said it was one of the best traffic builders he'd ever seen. First, the station approaches advertisers with the concept. When the station buys the promotion from the Gold Media Group, it gets one scanner to use, which can be taken out for client demonstrations or used for the station's own promotions. The scanner can be decorated with the station's logo or with bumper stickers. Any type of item can be run through the scanner, as long as it has a Universal Bar Code on it. It can be a

plastic credit card which the station makes up or it can be any type of print piece (such as a brochure, a mailer, or even just a plain sheet of paper). The syndicating company handles the printing of materials, putting bar codes on each one. The station works with the company in advance to have things printed up prior to each advertiser's involvement.

There are many ways the pieces can be distributed. They can be handed out at remotes, sent through the mail, awarded by on-air contesting, or put on the windshields of cars. The station can choose any or all of these ways to distribute promotional pieces featuring the bar codes. Then, listeners who have one of these pieces go to the location or locations where the scanners are and run their item through the scanner. The machine actually talks to the person, saying either, "Thanks for trying" or "Congratulations. You have won . . ." The manager said the listeners love it and will wait in long lines for their chance to use the scanner and possibly win a prize.

At the retailer's location, the station sets up a display area which includes posters, banners, and other display items around the scanner. The scanner is about the size of a shoe box and is pre-programmed for a certain number of winning entries. This is done by the Gold Media Group before the scanners are sent to the radio station. The station can either buy the scanners outright or lease them for specific events. This manager, in a small market, said he was paying about \$150 a month to lease one scanner.

Here's how he uses it for sales. Any advertiser who wants traffic is a prime prospect, he said. This includes shopping malls, retail shops, car dealers, and downtown merchants associations. If the business has multiple locations, the station can provide one scanner for each location. The advertiser buys a package, which includes advertising on the station. The advertiser pays an additional amount to cover all the expenses associated with the leasing of the scanners and the printing of the promotional pieces that will be run through them. Then, the advertisers get to have the scanner in their place of business for a limited time—perhaps a day or two. This manager said it's an incredible sales tool and, once the station demonstrates it to the advertisers, everyone wants to get involved. He said it is also a good idea to take prospective advertisers to see the scanner in use at a current advertiser's location. When the prospective advertisers see the crowds it draws, then they generally want to have it, too. Another nice touch, he said, is that the scanner can be programmed to say the name of the client's business. The manager said he makes it exclusive by business category, so only one car dealer, for example, can have it during a certain time period.

He said it's also terrific for stations to use at events such as state fairs. The station sets up the scanner at its booth and listeners stop by for their chance to win a prize by putting a promotional item through the scanner. The station has also used it at the grand opening of a bank, where the big prize was \$10,000 in cash. There were secondary prizes of savings accounts. If a radio station does a market-wide direct mail campaign, it can have bar codes printed on the pieces before

they are mailed. Then, listeners can save these direct mail pieces and bring them to wherever the scanners are being displayed, to try and win prizes.

Respondent's Ratings

Client response: 9

Business response: 10

Revenue generation: 10

Station visibility: 9

Degree of difficulty: 2

