

Drake
Chenault

C-O-N-F-I-D-E-N-T-I-A-L

DRAKE-CHENAULT'S

Part

PROMOTION CATALOGUE

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INTRODUCTION

This Promotion Catalogue is a culmination of ideas from many of our clients. The ideas represent various formats and market sizes and have an important common denominator...they all work.

Hopefully you'll find many ideas that will be helpful. The importance of promotion cannot be overstated. Your listeners are barraged every day with promotion, through advertising, from fast food restaurants, automobiles, movies, etc. Your radio station is a product too, and must be merchandised and promoted. Let's review the basics of an effective promotion:

1. Choose promotions that compliment your station's format and goals.
2. Generally, do only one on-air promotion at a time. It's possible to have a continuing promotion, i.e. Cash Call and a short term special promotion if they don't conflict or confuse your audience.
3. K.I.S.S. - Keep it simple, stupid! If the promotion's rules and what you're asking the listeners to do are too difficult, confusing, or complicated, the promotion will not get a great response. The promotion must be able to be explained easily.
4. Make the promotion visible. Thoroughly evaluate what it will take on and off the air to have a successful promotion. An unsuccessful promotion hurts your credibility with your advertisers and is bad for staff morale.
5. Alert the other media through press releases. This is an excellent opportunity for "free" promotion.
6. Be sure to record the reaction of all winners for possible on-air promos.
7. TELL 'EM WHAT YOU'RE GOING TO DO! DO IT!
TELL 'EM YOU'VE DONE IT!

Be sure and check with your legal counsel prior to doing any promotion to be sure that all FCC rules and regulations are followed.

You may want to hold a general staff meeting to "brainstorm" how each promotion in this catalogue can be adapted and maximized for your station and market. If we can help develop any of these ideas or others, please call us.

Please notice that promotions designed for a holiday, special day or season, are indicated in (). HAPPY PROMOTING!

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AMATEUR ATHLETE OF THE WEEK AWARD

PROMOTION: Listeners send in nominations for the Amateur Athlete of the Week Award. The sport could be anything...ping pong, fishing, bowling, hunting. The key to this promotion is to have fun and make it kind of nutty.

MECHANICS: Sell packages to local merchants. Station provides entry blanks, registration box and a window banner for each sponsor. Each sponsor contributes a prize to be given away. Air promos telling listeners where to enter or send a postcard to the station nominating a sportsnut and the name of the sport. Read sample cards on the air daily to spark listener interest. Choose winners from random drawing or based on creativity.

SUGGESTED PRIZES: Case of beer, dinner for two, theater tickets, etc. depending on sponsors. Include a station T-shirt, coffee mug, etc. for every winner.

COMMENTS: Good word-of-mouth promotion that will have everybody talking about the station.

CONTRIBUTING STATION:

WXRO (FM)
Beaver Dam, WI
(414) 885-4442

ANNUAL T-SHIRT GIVEAWAY

PROMOTION: Give away T-shirts to listeners to promote the radio station and local advertisers.

MECHANICS: Sell packages to local retailers. The sponsors get T-shirts with their logo on the front and the station logo on the back.

Each sponsor pays 25% of the contract amount in advance to pay for the T-shirts.

Station takes a random caller and gives away a T-shirt.

SUGGESTED PRIZES: T-shirts.

COMMENTS: Good promotion for spring or early summer.

CONTRIBUTING STATION:

WLHQ (FM)
Enterprise/Dothan, AL
(205) 347-8600

AUTOGRAPH CAR

- PROMOTION:** A promotion to give away a vehicle.
- MECHANICS:** Display a classy used "custom" car. Listeners enter a drawing to win it and autograph the car.
- Sell packages to area businesses. Each sponsor gets commercials, promo mentions on-air and in print, registration boxes, entry blanks and the car to display at sponsor's place of business. Air promos telling listeners where car is being displayed.
- Hold drawing and give away the car.
- SUGGESTED PRIZES:** Custom Mustang with bucket seats, good stereo system, spoke wheels, etc.
- COMMENTS:** Display the Autograph car at county fair and other events for additional exposure. After the car is given away, let the winner drive it for several months with your call letters prominently displayed together with the thousands of autographs. Then give it a new paint job.

CONTRIBUTING STATION:

WLAY-AM/FM
Muscle Shoals, AL
(205) 383-2525

BACK THE PACK

PROMOTION: Listeners register at participating merchants for a chance to win a pair of tickets to a pro football game plus hotel accommodations for the weekend.

MECHANICS: Sell packages to local retailers - good target accounts are sporting goods store, restaurants, clothing stores, etc. Each sponsor gets commercials, registration box, entry blanks, promo mentions on-air and in newspaper ads.

Each sponsor holds a drawing to give away a gift certificate from their store. Station holds grand prize drawing to give away football weekend from all entries.

SUGGESTED PRIZES: Tickets to pro football game and hotel accommodations for the weekend. Each sponsor donates a gift certificate from their place of business.

COMMENTS: You may want to give away several pairs of tickets to the game.

CONTRIBUTING STATION:

KZIO (FM)
Duluth, MN
(218) 728-6406

BACK TO SCHOOL BOOKCOVERS

PROMOTION: Station prints bookcovers and distributes through sponsor stores.

MECHANICS: Sell packages to local businesses. Each sponsor gets commercials, promos, an ad on the bookcovers, and bookcovers to distribute in their store. Air promos telling listeners where they can pick up free bookcovers.

COMMENTS: This could be an annual part of your back-to-school campaign. Good call letter exposure for station and lots of benefits for sponsors.

CONTRIBUTING STATION:

KLRS-FM
Mountain Grove, MO
(417) 926-4650

BALLOON STAMPEDE

PROMOTION: The top balloonists in the country are invited to a four day event.

MECHANICS: Each balloonist has a local sponsor. Each sponsor gets their banner on a balloon, attends a Hangar Party to meet their pilot and exclusive invitations to attend all official functions in conjunction with the Balloon Stampede.

Each sponsor buys commercials to be used over a three month period. One half the package amount must be paid in advance to meet expenses of the pilots and promotion.

On the four days of the event do remote broadcasts. Be sure and capture the excitement of the event with interviews, etc.

SUGGESTED
PRIZES:

None. This is a community event and draws thousands of people. You may want to involve a soft drink bottler to make beverages available to the spectators.

COMMENTS: This can be an annual event. It may take a few years to gain momentum.

CONTRIBUTING STATION:

KHIT/KSXT (FM)
Walla Walla, WA
(509) 525-3190

BATTLE OF THE BANDS

PROMOTION: Have local bands compete for prize money in a "Battle of the Bands".

MECHANICS: If packages are sold to the stores in a shopping mall, this could be a major promotion during a slow time of the year.

Invite bands to participate at a preliminary competition. Appoint judges from local clubs and choose eight bands for the finals.

Hold the finals center court at a shopping mall, do a remote, provide a Master of Ceremonies, give away station T-shirts and albums.

SUGGESTED
PRIZES:

Cash. First prize - \$500. Second prize - \$200. Third prize - \$100. (Prizes are donated by the shopping mall).

COMMENTS: Country stations could do this promotion in October, which is Country Music Month. The idea can be tailored to any format.

CONTRIBUTING STATION:

WTRS (FM)
Dunnellon, FL
(904) 489-2800

BILL FREE CHRISTMAS

PROMOTION: Listeners have chance to win a bill-free December.

MECHANICS: Sell packages to local businesses. Station provides commercials, registration boxes, entry blanks, on-air promo mentions and print ads. Each sponsor donates a prize to give away during the promotion. Hold random drawings on-the-air to give away smaller prizes and the grand prize.

SUGGESTED PRIZES: Tires, AM/FM radios, lube/tune-up, Christmas gift certificates, etc. Grand prize winner gets usual monthly bills paid, i.e., house payment or rent, car payment, gas and electric bill and groceries for the month.

COMMENTS: Put a maximum limit on the total value of the grand prize.

CONTRIBUTING STATION:

KGRE (FM)
Greeley, CO
(303) 356-1450

BINGO

PROMOTION: Works like regular bingo except listeners fill in time and date that a sponsor's commercial is aired.

MECHANICS: Sell packages to local merchants. Print bingo cards with sponsor names and logos, date _____, time _____. Participating sponsors receive squares according to the number of commercials purchased.

When a listener has filled in a card, send it to station for verification. Station announces winners on the air and awards prizes. Hold a drawing from all entries to give away grand prize.

SUGGESTED PRIZES: Cash, dinner for two, household appliances, and grand prize - a stereo system.

COMMENTS: This promotion has a nice hook for the advertisers...listeners are paying attention to their commercials. Be sure and specify the exact time the promotion starts and stops.

CONTRIBUTING STATION:

WLRW (FM)
Champaign, IL
(217) 352-4141

BONUS BUCKS

PROMOTION: Shopping Mall gives out Bonus Bucks equal to amount of cash register receipts from participating merchants. An auction is held so listeners can use their Bonus Bucks to bid on merchandise and services.

MECHANICS: Sell packages to merchants in a Shopping Mall. Each merchant donates an item to be auctioned off. Station airs promos telling listeners how to participate and provides an all expenses paid trip to Las Vegas to be auctioned off. Hire a professional auctioneer for the auction event. Station does a "remote" on auction day.

SUGGESTED PRIZES: Trip, gift certificates, clothing, shoes/boots, etc. depending on types of participating merchants.

COMMENTS: Display the items to be auctioned off at the mall and set up a redemption booth for the Bonus Bucks.

CONTRIBUTING STATION:

WXTA
Rockford, IL
(815) 874-7861

BUMPER STICKER GIVEAWAY

PROMOTION: Exclusive sponsor/station promotion using bumper stickers.

MECHANICS: Listeners pick up bumper sticker at sponsor locations and qualify to win cash and prizes.

Use bumper sticker "spotters" and announce license number on the air. If the person spotted calls the station within a specified length of time, they win the prize being offered that hour. Listeners can also qualify to win by registering at sponsor locations. Station provides registration boxes, entry blanks and a window banner. Drawings are held daily for small prizes. The Grand prize is awarded from a drawing held on-the-air.

SUGGESTED PRIZES:

Tickets to local events, theater passes, station coffee mugs, mug insulators, 6-pack of soft drinks, etc. Cash prize was \$1,002 (same as frequency).

COMMENTS: Good summer promotion.

CONTRIBUTING STATION:

WTRS (FM)
Dunnellon, Fl
(904) 489-2800

BUMPER STICKER PROMOTION

PROMOTION: Distribute station bumper stickers and listeners with a bumper sticker on their vehicle qualify to win cash and prizes.

MECHANICS: Air promos explaining promotion and where listeners can pick up bumper stickers (at station and participating merchants). Listeners also register their license numbers. Once the majority of bumper stickers have been distributed, start giving away cash and prizes by announcing license numbers on the air. Use station personnel as "spotters" at remotes, personal appearances and sales calls. You can also hold random drawings from registration entries. Listener has a specified length of time to call station (use frequency, i.e., 104 minutes) to claim the prize being offered.

SUGGESTED PRIZES: New car, motorcycle, cash, AM/FM radios, gift certificates, theater tickets, dinner for two, etc.

COMMENTS: This "sticker" promotion uses license numbers rather than a number imprinted on the sticker. This enables you to "spot" cars and make the promotion spontaneous.

CONTRIBUTING STATION:

WVVV (FM)
Blacksburg, VA
(703) 382-4993

CATALOG GIVEAWAY

PROMOTION: This sales promotion was designed to get listeners to pick up the winter catalog of a large sponsor.

MECHANICS: Announce a page number (in the catalog) and the price. The first person to call and identify the item wins it.

SUGGESTED PRIZES: Anything in the catalog.

COMMENTS: Should be an attractive promotion to any local advertiser that prints their own catalog.

CONTRIBUTING STATION:

KREM
Spokane, WA
(509) 448-2000

CHEERLEADING COMPETITION

PROMOTION: Station holds a cheerleading competition between area high schools.

MECHANICS: Sell packages to local merchants to co-sponsor the competition or sponsor a specific school. Each sponsor gets commercials, promo mentions and a window banner.

Contact each school to invite their participation in the competition. Each school is allowed six cheers and must create an original cheer for the radio station. Invite listeners to the event. Hold the competition and judges choose best squad in Varsity and Jr. Varsity division.

SUGGESTED PRIZES: Trophies for each school participating and 1st and 2nd place trophies for winners in each division.

COMMENTS: Record the cheers done for the radio station for possible on-air use.

PARTICIPATING STATION:

WGAI
Elizabeth City, NC
(919) 335-4371

CITY WIDE PAC MAN CHAMPIONSHIP

PROMOTION: Participating advertisers are given a Pac Man machine for one week to be used as official practice sites. Then assemble all machines at a shopping mall and charge contestants an entry fee to compete in the Pac Man Championship. All proceeds go to a local charity.

MECHANICS: Sell packages to as many retail locations as possible. Air promos telling listeners about the promotion and where practice sites are located. Each advertiser gets a "remote" from their location, promo mentions and weekly music survey sheets.

Hold the Championship event with each contestant playing for 5 minutes. Award prizes for highest score by age group, boy, girl, and overall winner.

SUGGESTED PRIZES: Trophies and merchandise gift certificates.

COMMENTS: Be sure to send out press releases on this promotion, you may get TV and newspaper coverage. With new video games coming on the market, you could do this promotion to find champions of other games, too.

CONTRIBUTING STATION:

KYNO-FM
Fresno, CA
(209) 255-8383

COLD CALL SALES CONTEST

PROMOTION: Inspire your salespeople to make cold calls by giving them a chance to win dinner for two, a trip and extra cash. Cold call clients have a chance to win too, thereby being more receptive to an appointment.

MECHANICS: Salesperson gets one credit for each cold call made. The client signs a "cold call entry" which qualifies him to win dinner for two in a drawing. Give away several dinners for two to clients.

Sales rep making the most cold calls wins a prize. Sales rep closing the most business as result of cold calls wins a prize.

SUGGESTED
PRIZES:

Dinner for two. Trip to local resort for the weekend and \$100 cash.

COMMENTS:

Great way to focus your salespeople's attention on new business and a nice benefit to potential advertisers.

CONTRIBUTING STATION:

KYSS
Missoula, MT
(406) 728-9300

CONDITION WHITE

PROMOTION: "Condition White" is a radio broadcast plan that goes into action when sufficient snowfall occurs.

MECHANICS: Sell packages to 12-15 businesses that offer products dealing with winter emergencies, i.e., a hardware store that sells shovels, sleds; a service station that does winter tune-ups; emergency plumbing and heating; tire dealers; snow removal, etc.

When it snows, "Condition White" goes into effect and your coverage should include: road conditions, storm forecasts, the effect storm has on surrounding areas, closings resulting from the snowfall, cancellations/postponements and any emergency conditions that may arise. Schedule "Condition White" coverage at specific times.

The length of each program depends on material and the severity of the storm. Each program includes participating businesses on a rotating basis and station airs promos during snow months.

COMMENTS: The Highway Patrol and Police Departments should be helpful and your listeners appreciative.

CONTRIBUTING STATION:

WMRF
Lewistown, PA
(717) 248-6757

COUNTRY CASH

PROMOTION: Participating sponsors give away Country Cash and station gives away prizes.

MECHANICS: Sell exclusive packages to local merchants. Give clues on-the-air about one sponsor's location, type of business, etc. The first listener who goes to the correct sponsor and asks, "Do you have Country Cash?" receives \$100. Station then starts giving clues for the next sponsor location until all cash has been given away.

If a listener goes to a merchant who is not a Country Cash location, ask them to get a business card or something with that business logo and address. Have listener write his/her name and address and phone number on it and send to the station to qualify to win a prize. Random drawings are held on-the-air during the promotion to win prizes other than cash.

SUGGESTED PRIZES: \$100 for each participating sponsor to give away. Station prizes: motorcycle, trip to Grand Ole Opry in Nashville, diamond ring, name brand leather boots, a Western suit, etc.

COMMENTS: This promotion will make your station very visible in area businesses. If you receive cards from non-sponsors, have your salespeople call on them. The business should be convinced that your station has listeners and can be effective. Didn't you already bring somebody "through the door"?

Be sure and include your call letters in the name of the promotion, i.e., KMDL Country Cash.

CONTRIBUTING STATION:

KMDL (FM)
Kaplan/Lafayette, LA
(318) 643-1222

COUNTRY CLUB

PROMOTION: A window sticker promotion using the "join the WXXX Club" concept.

MECHANICS: Print window stickers, numbered sequentially. Sell packages to merchants. Each sponsor gets commercials, promo mentions, a Country Club display and window stickers.

Announce a window sticker number on the air. The listener with that number has 13 minutes and 40 seconds (use your frequency) to call station and claim prize.

SUGGESTED PRIZES: Furniture, appliances, jewelry, gift certificates, etc.

COMMENTS: Be sure your call letters are easily visible on the window stickers. For additional advertiser impact, have winners pick up prizes at sponsor locations.

CONTRIBUTING STATION:

KPOK
Bowman, ND
(901) 523-3883

COUNTRY CONNECTION CARD

PROMOTION: Plastic card promotion involving advertisers and the "fan club" concept for listeners, who get discounts and the chance to win prizes.

MECHANICS: Sell packages to advertisers who distribute applications for the Country Connection Card and offer "specials" good only for cardholders. Tell listeners where to get application forms and the types of discounts and prizes they will be qualified for. Each sponsor gets commercials, a poster, application blanks and promo mentions.

The station sends a card to the applicant along with a station information "flyer" and a "lifestyle" questionnaire. Responses are used for research.

Station also gives away prizes on-the-air to cardholders by taking random calls. Listener must answer a music or trivia question.

SUGGESTED
PRIZES:

Station T-shirts, visors, coffee mugs, albums, discounts off "special" merchandise and services, etc.

COMMENTS:

This is an excellent "umbrella" promotion to involve advertisers, listeners and give away lots of goodies.

CONTRIBUTING STATION:

WTQR (FM)
Greensboro/Winston-Salem, NC
(919) 727-8860

COUNTRY MUSIC MONTH

PROMOTION: A month long Country Music Celebration (October) giving listeners the chance to win hundreds of prizes.

MECHANICS: Sequentially numbered calendars are printed with a different country artist featured each day. On Johnny Cash day, give away his albums, on Loretta Lynn day, give away her albums, etc.

Sell packages to local businesses. Each sponsor receives commercials, promos and calendars to distribute.

Announce a calendar number on-the-air. The listener holding that number has a specified length of time (use your frequency) to call and claim a prize.

Hold a random drawing from all calendar numbers and give away a grand prize.

SUGGESTED PRIZES:

Albums, theater tickets, dinner for two, T-shirts, concert tickets, balloon bouquets, etc. The grand prize - a complete stereo system.

COMMENTS:

This promotion can be purchased from Haas-Hudgins, Dallas, TX. Contact them regarding all the pieces included in the package.

CONTRIBUTING STATIONS:

WXLY (FM)
Jackson, MS
(601) 372-6311

WAQT (FM)
Carrollton, AL
(205) 367-8136

WCMB
Harrisburg, PA
(717) 763-7020

COUNTRY SUMMER OF FUN

PROMOTION: Give away a brand new pickup truck. Tie in this promotion with one exclusive advertiser who provides the truck for giveaway.

MECHANICS: Sponsor buys announcements to air Monday through Friday. The on-air contest runs immediately after sponsor's commercial airs. Each spot features three items and the prices. Take a random caller who must identify all three items and the exact price of each. If answered correctly, the contestant gets a combination to the safe at the sponsor's location.

Do a remote from sponsor location and all winners holding combinations to the safe are invited to try to open the safe. The person opening the safe receives a weekly prize and chooses one of ten envelopes which all contain an ignition key. The cycle is repeated for ten weeks.

Then do a remote from the sponsor's store with the ten weekly winners present. At that time they all try their key in the truck's ignition. The one that has the key that works, wins.

SUGGESTED PRIZES: Pickup truck and ten gift certificates for weekly winners.

COMMENTS: The sponsor in Harrison, AR was a grocery store that bought an annual contract based on the success of this promotion.

CONTRIBUTING STATION:

KCWD (FM)
Harrison, AR
(501) 741-1402

COUNTRY SUNSHINE

PROMOTION: Bumper sticker promotion for the summer. Listeners can win huge prizes or one of 1,000 little prizes.

MECHANICS: Sell local merchants a participating package that includes a schedule of spots, sponsorship ID's, posters, registration boxes and entry blanks. Station prints bumper stickers and distributes through sponsor stores and the station.

Listeners participate by registering at sponsor stores and/or by being spotted displaying a bumper sticker. Winners receive one of 1,000 prizes and qualify to win a big prize.

SUGGESTED
PRIZES:

Suntan lotion, lip balm, frisbees, beach balls, sunglasses, beach bags, etc. Large prizes - a swimming pool, a sailboat and a moped.

COMMENTS: Use a co-sponsor to help defray expenses and use sponsor's products as prizes.

CONTRIBUTING STATION:

WLFE (FM)
St. Albans, VT
(802) 524-2133

CRACK THE SAFE

PROMOTION: Fill a safe with gifts, give clues on-the-air to help listeners "crack the safe".

MECHANICS: Sell packages for the length of the promotion and have each merchant donate a prize for the safe. Place the safe in each of the participating stores for a specified time during the promotion. Give clues about the combination of the lock on-the-air. Listeners go into the store and try to unlock the safe. The person who opens it receives all the goodies inside.

SUGGESTED PRIZES: Cash, gift certificates, jewelry, watches, AM/FM radio, theater tickets, pens, wallets, etc.

COMMENTS: This is a variation of the "Winning Combination". It's a great promotion for a downtown merchants association or shopping mall.

CONTRIBUTING STATION:

KMCX (FM)
Ogallala, NB
(308) 284-2051

DAD'S FOR DAD

PROMOTION: Dad's Root Beer co-sponsored this Father's Day promotion with station so listeners could register at participating stores to win Dad a 6-pack of root beer.

MECHANICS: Sell packages to local merchants offering gift ideas for Father's Day. Each sponsor gets commercials, promo mentions, registration box and entry blanks. Station phones sponsors every day (Mon-Fri, the week before Father's Day) and store manager talks about Father's Day gift ideas and then draws a winner. Winner picks up his prize at the store.

SUGGESTED PRIZES: Six pack of 16 oz. Dad's Root Beer

COMMENTS: Additional prizes could be given away to create even more excitement.

CONTRIBUTING STATION:

KBRF-FM
Fergus Falls, MN
(218) 736-7596

DAYS OF SUMMER

PROMOTION: Station gives away cash and prizes during this summertime promotion.

MECHANICS: Sell packages to local merchants, who donate a prize every week of the promotion. Sponsor gets commercials, promo mentions, registration boxes and entry blanks.

Hold a random drawing and announce name on-the-air. Winner has 93 seconds (use your frequency) to call station and claim the prize. All daily winners are entered into weekly grand prize drawing to win \$93 in cash.

SUGGESTED
PRIZES:

Cash, gift certificates, AM/FM radios, clocks, jewelry, etc. depending on the sponsors.

COMMENTS: Record winners' reactions for on-air promos.

CONTRIBUTING STATION:

WJBB-FM
Haleyville, AL
(205) 486-2277

DELUXE FOOTBALL WEEKEND

PROMOTION: Station and exclusive sponsor give away merchandise and a football weekend to see a pro game.

MECHANICS: Sell a package to an exclusive sponsor. Station provides commercials, promo mentions and registration box/entry blanks for all sponsor locations. Tell listeners they can participate by registering at sponsor locations. Hold a drawing on-the-air and give away the prize.

SUGGESTED PRIZES: The football weekend includes transportation, hotel, food and tickets to a pro game.

COMMENTS: This will work for any sport. It's an ideal promotion if you're a few hundred miles from a city with pro sports.

CONTRIBUTING STATION:

WFCB (FM)
Chillicothe, OH
(614) 773-3000

DIAMOND MINE

PROMOTION: A controlled treasure hunt.

MECHANICS: Sell packages to as many merchant locations as possible. Station provides "mining permits", window banners, commercial and promotional announcements for each sponsor location.

Listeners register at participating merchant stores for a "mining permit". Arrange for a "digging" site, a ton or more of sand, diamonds and rhinestones. Give clues on the air about the location of the "dig". All people showing up at the "dig" site at the specified time with a "mining permit" are validated to participate. Each person has one minute to dig. Anything they find, they keep. Station does a remote or live reports from the "dig".

SUGGESTED PRIZES: Diamonds and rhinestones.

COMMENTS: Use station personnel to time contestants with a stop watch.

CONTRIBUTING STATION:

WKOS (FM)
Murfreesboro/Nashville, TN
(615) 896-9696

DOG DAYS DELIGHT

PROMOTION: Listeners register at sponsor locations to win a huge stuffed dog and a cash grand prize.

MECHANICS: Sell as many participating sponsors as you have stuffed dogs - go for 15 or 20. Each sponsor gets a stuffed dog for display, a window banner, registration box and entry blanks. A drawing is held at each sponsor location to give away the dog. All entries qualify for the grand prize drawing for cash.

SUGGESTED PRIZES: Stuffed dogs (5-6 feet high) and cash (\$100 up).

COMMENTS: This promotion works well because it's simple. Use in July or August.

CONTRIBUTING STATION:

WPAJ
Lancaster, SC
(803) 283-2053

DREAM WEDDING

PROMOTION: This promotion benefits the advertisers (helps young marrieds establish buying habits in their stores) and a couple wins a dream wedding.

MECHANICS: Sell packages to all businesses who provide merchandise or services to couples setting up a new household. Each sponsor donates a service or merchandise as their portion of the prize. Station provides commercials, promos, registration boxes and entry blanks. Hold random drawings daily to choose preliminary winners. Hold a random drawing to determine grand prize winner.

SUGGESTED PRIZES: Dinner for two - all preliminary winners. Dream Wedding includes: wedding gown, lounge chair, portable TV, tuxedo rentals, wedding cake, grocery certificate, honeymoon trip, flowers, auto repair, wedding rings, wedding album, etc.

COMMENTS: Establish a time frame for when wedding must occur.

CONTRIBUTING STATION:

WLRW (FM)
Champaign, IL
(217) 352-4141

50% OFF FAIR

PROMOTION: Station sponsors one day 50% off fair.

MECHANICS: Station rents building and sells space to local businesses. Station provides security, tables for display and all promotion for the event. All businesses must certify that prices are 50% off retail price. All advertisers who buy a large package get Fair Space free. Promote the event on the air, in newspapers and TV. Hold a drawing and give away door prizes.

SUGGESTED PRIZES: AM/FM Radio, TV set, gift certificates, appliances, etc.

COMMENTS: Be sure the retailers are prepared for the thousands of people who will attend. Bring lots of merchandise, have lots of change and a secure way to carry the money to the bank.

CONTRIBUTING STATION:

WCOA
Pensacola, FL
(904) 456-5751

FIGHT PACKAGE

PROMOTION: Have a "knock-out" sales month and build client relations with this Fight Package promotion. Advertisers participate by buying a package of spots and receive free tickets to a major boxing match on closed circuit TV.

MECHANICS: Trade out fight tickets, arrange for a location with a large screen TV. Sell as many packages as possible and deliver tickets and invitation to a pre-fight cocktail party. The bigger the package the more tickets each sponsor gets.

SUGGESTED PRIZES: Tickets to closed circuit TV screening. For an extra twist, give away a door prize.

COMMENTS: This can be tailored to any prominent sporting event.

CONTRIBUTING STATION:

WLCX/WLXR
La Crosse, WI
(608) 782-8335

FREE-FOR-ALL

PROMOTION: Station window sticker promotion.

MECHANICS: Sell packages to as many participating sponsors as possible and supply each with window sticker.

Listeners participate by going to sponsor location to pick up a window sticker and affix on their vehicle. Stickers should also be available at the station. After window stickers have been given out, start giving away prizes. Use station personnel as "spotters" and announce a license number on-the-air. The winner then has 15 minutes to call station and claim the prize.

SUGGESTED
PRIZES:

Trip for two to Nashville (or Las Vegas), gift certificates, family dinner packs of fried chicken, theater tickets, bicycles, albums, radio/cassette players, etc.

COMMENTS: Arrange for lots of prizes, both big and small as this promotion can easily run 60 days.

CONTRIBUTING STATION:

KPLE (FM)
Temple, TX
(817) 773-5252

FREE LUNCH

PROMOTION: "There's no such thing as a free lunch"...WRONG. Use this promotion to expand in-office listening by giving away free lunches from area restaurants on weekdays.

MECHANICS: Sell packages to local restaurants. Each provides a free lunch for two Monday through Friday. Take a random caller from an office listener and give away a free lunch.

SUGGESTED PRIZES: Free lunch for two.

COMMENTS: This can be an on-going promotion...just keep rotating more restaurants into the promotion. This promotion will create a lot of talk in an office. You can imagine the excitement that will be created when an office has a winner.

CONTRIBUTING STATION:

WHFM (FM)
Rochester, NY
(716) 454-3040

(FREQUENCY) SALE

PROMOTION: If sponsor buys a schedule on AM station at top grid, they qualify to buy spots on FM for only \$9.60 (station frequency).

MECHANICS: Use this sales promotion to move available time quickly. Be sure to put some restrictions on this package to control inventory, i.e., only during the month of January or all special package spots to air Sunday-Monday-Tuesday, etc.

COMMENTS: This AM/FM combination package can help spread your inventory and keep your strongest facility sold at premium rates.

CONTRIBUTING STATION:

WBKZ (FM)
Baltimore, MD
(301) 685-1300

FUNNY MONEY AUCTION

PROMOTION: Sponsor locations give out funny money good for bidding on premium items at an auction.

MECHANICS: Sell a fixed time package to as many sponsors as possible. Each sponsor gets a window banner, promos and station support for the promotion on TV and in newspaper ads plus funny money to give to patrons. Print funny money in regular denominations, i.e., 5's, 10's, 20's, 50's and 100's.

Station also can exchange funny money on the air for smaller prizes. Hold an auction where all listeners holding funny money bid for big ticket items.

SUGGESTED
PRIZES:

A new car or pickup truck, appliances, clothing, services like car repair, diaper service for a year, a gardener, etc.

COMMENTS:

You may want to secure a co-sponsor to help share in the cost of this promotion. Include the co-sponsor on the printed funny money.

CONTRIBUTING STATION:

WPEG (FM)
Concord/Charlotte, NC
(704) 496-0815

GAS CASH GIVEAWAY

PROMOTION: Station gives away Ga\$ Ca\$h.

MECHANICS: Trade out gas certificates. Sell participating packages to sponsors. Each gets a package of spots, a mention as the contest is played and promo mentions.

Record all sponsor names on a contest cart. Air promos telling listeners who the sponsors are and how to play. Take a random caller and ask listener for a sponsor name. If that name comes up, listener wins. Start each Ga\$ Ca\$h jackpot at a specific amount. Add value when you don't get a correct answer.

SUGGESTED
PRIZES:

Certificate for gas. You may want to give away small items from station as consolation prizes, i.e., T-shirts, albums, etc.

COMMENTS: Gas gift certificates are as good as cash. WLBC supported this promotion with billboards.

CONTRIBUTING STATION:

WLBC
Muncie, IN
(317) 288-4403

GAS OUT

PROMOTION: Station stages a "gas out" with an on-air personality riding a motorcycle around a blocked out course until motorcycle runs out of gas.

MECHANICS: Sell an exclusive package to a motorcycle dealer. Lay out the course, print maps and use for entry forms. Distribute via the sponsor.

Listeners participate by guessing the exact location of the "gas out". You can also take callers on-the-air with guesses. The listener with the closest guess wins the prize.

SUGGESTED PRIZES: A motorcycle.

COMMENTS: Do a remote during the Gas Out with a play-by-play, interview spectators, give away station T-shirts, albums, etc.

CONTRIBUTING STATION:

WAQT (FM)
Carrollton, AL
(205) 367-8136

GOLF TOURNAMENT

PROMOTION: Advertisers sponsor a player in golf tournament to win prizes.

MECHANICS: Each sponsor gets commercials, promo mentions and one slot in a station sponsored golf tournament. Invite listeners to attend the event. Award prizes to the winners.

SUGGESTED PRIZES: Cash, trophies, green fees paid for a year, golf equipment, etc.

COMMENTS: For more listener involvement, take a random caller and ask them to choose which sponsor they think will win the tournament. If their choice wins the tourney, the listener gets a prize.

PARTICIPATING STATION:

KURO (FM)
Huron, SD
(605) 352-8621

GRUB GRAB

PROMOTION: Build traffic in local supermarket by giving away groceries.

MECHANICS: Sell package to a supermarket. Listeners register for a random drawing. Sponsor gets commercials, promos, registration boxes and entry blanks. Sponsor provides \$105 grub grab. Station morning personality draws a name from entries and reads it on-the-air. Winner has 105 seconds to call station and claim prize. If no call, draw another name later in the day, etc. until you get a winner.

SUGGESTED PRIZES: Grocery shopping spree (grub grab) in amount of your frequency, i.e., \$105.

COMMENTS: Send out press releases with photos of winners to all local newspapers.

CONTRIBUTING STATION:

KSFT (FM)
St. Joseph, MO
(816) 279-6346

HALLOWEEN PARTY

PROMOTION: Listeners are invited to local pub Halloween night for pool challenge, costume party and beer at special prices.

MECHANICS: Sponsor buys schedule of spots on station and provides prizes. Invite listeners to attend the party in costume to win prizes. Station personnel attend party and act as judges for best costume, wildest, scariest, etc. Use flyers and posters to promote the event, too.

SUGGESTED PRIZES: Pool cues, hats, T-shirts, belt buckles, etc.

COMMENTS: Listeners must be legal age to attend.

CONTRIBUTING STATION:

KFXD-FM
Boise, ID
(208) 888-4321

HANDS-ON MARATHON

PROMOTION: Give away a car to contestant who keeps their hands-on an automobile the longest.

MECHANICS: Listeners participate by registering at sponsor car dealership or qualifying on-the-air. All semi-finalists gather around the car with their hands touching the car. The last remaining person with hands-on the car, wins it.

Sell exclusive package to local car dealer. Air promos telling listeners how to participate. Hold drawing to choose semi-finalists. Arrange for station and sponsor personnel to monitor the event to insure all rules are followed.

Arrange for local bands to entertain the crowd during the event, which will last 30 - 65 hours. Send out press releases to get coverage and exposure for the station.

SUGGESTED PRIZES: New car, plus station T-shirts for all semi-finalists.

COMMENTS: It's amazing what people will do to win a car. Be sure that all contestants sign a medical release.

CONTRIBUTING STATION:

WGNI-FM
Wilmington, NC
8919) 763-6511

HAPPY HOUR PARTY

PROMOTION: Give away a party every week for a winner and seven friends at a local restaurant/lounge.

MECHANICS: Listeners participate by sending a postcard to the station.

Make a trade deal with a restaurant/lounge. Hold a drawing once a week and announce name on the air. That person has 99 seconds (use your frequency) to call station and claim the prize...dinner for two and a party for the winner and seven friends. If winner calls station in five minutes, they win the party only.

SUGGESTED PRIZES: Dinner for two (or more) and a party for winner and seven friends. For additional exposure give winner and all seven friends station T-shirts to wear to the party.

COMMENTS: Listeners must be 21 or older to participate.

CONTRIBUTING STATION:

WBAM-FM
Montgomery, AL
(205) 288-0150

HARVEST MOON PROMOTION

PROMOTION: This Fall promotion is designed to increase traffic at your participating sponsor locations.

MECHANICS: Listeners must register at sponsor locations and on "Harvest Moon Night" be present to win cash and prizes. Sell this promotion to as many sponsors as possible who provide the prizes. Each sponsor gets a window banner, registration box and entry blanks. On "Harvest Moon Night" hold a drawing in a central location and continue to draw names until all prizes have been claimed.

SUGGESTED PRIZES: Cash, gift certificates, radios, clocks, watches, etc.

COMMENTS: The goal is to turn out a large crowd. This promotion is ideal for a merchants' association.

CONTRIBUTING STATION:

WJMT-FM
Merrill, WI
(715) 536-6262

HAWAII ALOHA VICTORY WELCOME WEEKEND

PROMOTION: Station and participating sponsors host a visit to Hawaii of world champion Los Angeles Dodgers.

MECHANICS: Set up a trade at a local hotel, sell package to shopping center where baseball stars will make personal appearances and sign autographs. Sell a package to local car dealer (provides car for guests' use) and set a trade with an airline. Listeners participate by meeting and greeting the baseball stars at various sponsor locations. Send out press releases to take advantage of the free coverage you're bound to get.

SUGGESTED PRIZES: Gift your guests with station T-shirt and caps with call letters prominently displayed. It's great PR.

COMMENTS: To enhance this promotion, set up a charity baseball game, your staff plus the pros as "ringers" against any local team. Listeners participate by attendance.

CONTRIBUTING STATION:

KDEO
Honolulu, HI
(808) 671-2851

HAWAIIAN VACATION

PROMOTION: Station gives away an all expenses paid trip to Hawaii. A real attention getter in the cold of winter!

MECHANICS: Sell packages to local businesses. Each sponsor provides a prize. Station provides commercials, promos, registration boxes, entry blanks and a Hawaiian poster. Air promos telling listeners where to register to win. Pick a card each week and grant a prize. Hold grand prize drawing from all entries and give away trip to Hawaii.

SUGGESTED PRIZES: Weekly prizes - coffeemaker, tools, radio, calculator, kitchen appliances, etc. depending on sponsors. Grand prize - trip to Hawaii for two, including air fare, hotel, car rental and spending money.

COMMENTS: You may want to give away two trips...the other one to a participating sponsor, determined by a random drawing.

CONTRIBUTING STATION:

KOTB (FM)
Evanston, WY
(307) 789-9101

HELP E.T. PHONE HOME

- PROMOTION: Listeners try to guess E.T.'s phone number.
- MECHANICS: Create a fictitious seven digit number (a non-working telephone number). One digit is posted in each of seven sponsor locations. Listeners are directed to each location to get the numbers. Clues are given on the air as to the correct order of the digits. Listeners register their guesses at any participating sponsor. A drawing is held from all correct entries to determine the winner.
- SUGGESTED PRIZES: Trip to E.T.'s home (Universal Studios in Los Angeles) and spending money. Theater tickets to see E.T. for a special station night. Give away enough tickets to fill the theater.
- COMMENTS: This is obviously a timely promotion, but the concept can be tailored to other events.

CONTRIBUTING STATION:

WAFB (FM)
Baton Rouge, LA
(504) 383-9999

HITPARADE CRUISE

PROMOTION: The debut of a new format to retail and agency advertisers.

MECHANICS: Station rents a pleasure yacht, with food and liquor, to cruise on the Mississippi River. Station invites agency personnel and perspective retail clients for the evening to introduce them to the Hitparade format and to meet station people.

Arrange for the yacht and send out invitations. Be sure all station personnel are briefed on their participation in the evening. Take photographs of the evening for possible sales use later.

SUGGESTED
PRIZES:

Give away door prizes - AM/FM radio, \$100 of free advertising, watch, etc.

COMMENTS:

This is a classy way to introduce a new format to your clients. The yacht idea would be fun for any client/station gathering.

CONTRIBUTING STATION:

KCFM (FM)
St. Louis, MO
(314) 921-3505

HOBIE GIVEAWAY

PROMOTION: Hobie Cat boat and trailer are displayed at shopping mall, in parades, at the beach all summer, etc.

MECHANICS: Listeners register to win at sponsors and wherever the Hobie appears.

Draw names at random and announce on the air to qualify for grand prize drawing. Listeners have 100 seconds (use your frequency) to call and claim prize. Invite all semi-finalists to a beach party and draw a name to win the Hobie.

SUGGESTED PRIZES: Suntan lotion, 6-packs of soft drinks, station T-shirts, visors, coolers and grand prize - Hobie Cat boat and trailer.

COMMENTS: This promotion can be tailored to work in any area where there's an ocean, lake or river.

CONTRIBUTING STATION:

WJLQ (FM)
Pensacola, FL
(904) 456-5751

HOMEMAKERS SCHOOL

PROMOTION: Sponsor a one day Homemakers School with cooking demonstrations, food booths and sponsors displays.

MECHANICS: Sell packages to all businesses who offer goods or services for the homemaker. Arrange for local chef to hold cooking demonstrations throughout the day. Audience gets to sample finished product.

Listeners can pick up tickets to the event at sponsor stores and register for door prizes. Each sponsor has a booth to display wares and donates a door prize. Drawing is held at the event to choose winners for all door prizes.

Arrange for "how to" demonstrations on quilting, sewing, table-settings, flower arranging, handicrafts, etc.

SUGGESTED PRIZES:

Floral centerpiece, groceries, kitchen appliances, fabric, jewelry, wallpaper, paint, etc. depending on sponsors.

COMMENTS: Schedule this event the day of a big football game and everybody will love you!

CONTRIBUTING STATION:

KKBL (FM)
Monett, MO
(417) 235-6041

HOME SHOW

PROMOTION: Station presents a mini-home show.

MECHANICS: Rent local armory or convention hall, block it out and sell spaces to local businesses along with an advertising package. Sell to a wide variety of businesses...the more, the better. Promote the home show on-the-air, in print and on TV.

COMMENTS: Attendance was 15,000 in Coos Bay, Ore. This is the perfect setting to use the "Match Me" promotion found elsewhere in this book.

CONTRIBUTING STATION:

KOOS (FM)
Coos Bay, OR
(503) 267-2121

I BRAKE FOR BARGAINS

PROMOTION: This bumper sticker promotion is designed as an exclusive for any retailer with several locations.

MECHANICS: Sell a four week schedule at premium rates. Retailer furnishes the prizes. Station provides registration boxes, bumper stickers, entry blanks and promotion "flyers".

Air promos telling listener where and how to register at retailer locations. License numbers are recorded at each store. Draw a winning license number and announce it on-the-air. Winner has a specified length of time (use your frequency, i.e., 101 minutes) to return to the retail store and pick up their prize.

SUGGESTED PRIZES: Lamps, chairs, tables, mattresses, gift certificates, coats, suits, dresses, etc.

COMMENTS: You may want to use "spotters" to sight cars with your bumper sticker. Try this promotion on a "print oriented" prospect and show them that RADIO DELIVERS.

CONTRIBUTING STATION:

WKAL-FM
Utica/Rome, NY
(315) 336-7700

I LIKE KWZ

PROMOTION: Listeners call in and tell why they like station.

MECHANICS: Winners are taken from random calls and receive a prize. All winners are entered into a drawing for a grand prize.

Merchants participate by buying a package of spots and display a window banner that says "I LIKE KWZ". Tape sponsors telling why they like station and use as part of the promotion.

Hold a drawing for a grand prize winner.

SUGGESTED
PRIZES:

Dinner for two, T-shirts, theatre tickets, tickets to sporting events, mechanical bull rides, radios and something big for the grand prize like a motorcycle or his and her 10 speed bicycles.

COMMENTS: Good way to get people talking about the station in a positive way.

CONTRIBUTING STATION:

KKWZ (FM)
Richfield, UT
(801) 896-4456

JAMAICA HOLIDAY GIVEAWAY

PROMOTION: Use this promotion to celebrate National Restaurant Month and increase sales.

MECHANICS: Sell a package to local restaurants. Each package includes a month long schedule of commercials, on-air and newspaper ad mentions, a registration box, entry blanks and a poster to display.

Listeners and restaurant patrons are invited to register at one or all participating restaurants for a chance to win an all expenses paid trip to Jamaica. Each restaurant should hold a drawing each week; winners receive dinner for two. Announce the winners from each restaurant on-the-air to keep interest level high. Hold a grand finale drawing from all entries to determine Grand Prize winner.

SUGGESTED PRIZES: Trip to Jamaica and dinners for two.

COMMENTS: National Restaurant Month is October.

CONTRIBUTING STATION:

WHMP (FM)
Northampton, MA
(413) 584-4275

JANUARY/FEBRUARY CLEARANCE SALE

PROMOTION: A first quarter promotion with the goal of selling out all January/February inventory. Your participating sponsors save 25%.

MECHANICS: Sell three weeks of advertising with the fourth week free. Have different packages, i.e., 24 spots/week; 18 spots/week or 12 spots/week. Start selling as soon as Christmas season is sold out. All schedules start the first week of January and must end by last day of February broadcast billing.

COMMENTS: Make this special offer to your clients who are under annual contract as an "additional buy".

CONTRIBUTING STATION:

WLEV (FM)
Allentown/Easton, PA
(215) 250-9600

KFMR LOVES STOCKTON

PROMOTION: One hundred ways to love your city in 100 days.

MECHANICS: Invite listeners to write on a postcard (in 25 words or less) Why I Love (City). Send the postcard to the station or put in registration box at participating sponsor location.

Cards are chosen at random every day for 100 days with the winners granted a prize. Sell packages to as many advertisers as possible. Each of the winners during the 100 days qualifies for a grand prize drawing.

SUGGESTED
PRIZES:

T-shirts, key chains, dinner for two, gift certificates, etc. The grand prize should be something BIG, i.e., a new car or pickup truck.

COMMENTS: This is a great community pride promotion. The local Chamber of Commerce should love you. Be sure and read many entries on-the-air.

CONTRIBUTING STATION:

KFMR (FM)
Stockton, CA
(209) 957-5367

KICKOFF

PROMOTION: Support a local football team and give away a trip for two to an away game.

MECHANICS: Sell packages to local advertisers who distribute specially-coded football schedule cards. Air promos telling listeners where to pick up cards, how to play the game and what they could win.

Announce a "code phrase" (one of 20) on the air. The first listener holding a card with the correct code phrase to call, wins a small prize and is entered in grand prize drawing. Grand prize drawing is held during a home game.

SUGGESTED PRIZES: Trip for two to an away game. Cash. Smaller prizes: football tickets.

COMMENTS: The promotion could be adapted to any sport.

CONTRIBUTING STATION:

WTQR (FM)
Greensboro/Winston-Salem, NC
(919) 727-8860

KILL THE CHILL

PROMOTION: This cold weather promotion will keep listeners toasty warm as they register at participating sponsors for a chance to have entire January heating bill paid.

MECHANICS: Sell packages to local merchants. Station provides commercials, promos, registration boxes and entry blanks. Hold random drawings for smaller prizes leading up to the grand prize drawing.

SUGGESTED PRIZES: Pay January heating bill, winter hats, mittens, hot chocolate, anti-freeze, heating oil, etc.

COMMENTS: Good image-building promotion...shows "we care". Heating bill for one month in cold climate can run \$250-\$300.

CONTRIBUTING STATION:

WATK
Antigo, WI
(715) 623-4124

LADY OF THE WEEK/LADY OF THE YEAR

PROMOTION: Listeners submit name of their favorite lady and why.

MECHANICS: Ask listeners to nominate their favorite lady by registering at participating merchant. Each sponsor donates a prize for the lady of the year. Station provides commercials, promos, registration boxes, entry forms and press releases to all local media.

Hold a drawing each week and choose the Lady of the Week, who wins roses, dinner for two and qualifies for Lady of Year drawing. Hold final drawing to determine Lady of the Year.

SUGGESTED
PRIZES:

Roses and dinner for two. Grand prize - weekend trip, jewelry, manicure, gift certificates, furniture, clothes, cash, vacuum cleaner, etc. depending on sponsors.

COMMENTS: Read some of the more creative entries on-the-air for additional interest.

CONTRIBUTING STATION:

KOTB (FM)
Evanston, WY
(307) 789-9101

LET THE BIG DAWG EAT

PROMOTION: Bumper sticker promotion - listeners pick up Big Dawg/WGAC bumper stickers (numbered sequentially) at participating sponsor locations to win cash and prizes.

MECHANICS: Sell packages to participating merchants. Station provides commercials, promos and bumper stickers to each merchant. Trade out the prizes. Announce a bumper sticker number on the air and what prize is being offered...listener has 58 minutes (use your frequency) to call and claim prize.

SUGGESTED PRIZES: AM/FM clock radios, station T-shirts, golf balls, station coffee cups, gift certificates, cash, etc.

COMMENTS: Big Dawg is tied-in with the Georgia Bull Dogs football team. You can adapt a similar theme to a sports team in your area.

CONTRIBUTING STATION:

WGAC
Augusta, GA
(404) 863-1737

LIFE AND TIMES OF ELVIS PRESLEY

PROMOTION: An audience participation promotion tied into an Elvis music special. Listener can win a "collector's edition Elvis album library", given away on the anniversary of Elvis' death.

MECHANICS: Sponsors get commercials, promo mentions, registration boxes and entry forms. Run newspaper ads promoting the Elvis music special and all participating sponsors.

Draw an entry and announce name on the air. Listener has 93 seconds (use your frequency) to call station and claim the prize. If you don't get a winner, draw another card the next hour, etc.

SUGGESTED PRIZES: Elvis Presley albums (50).

COMMENTS: Buy the records from RCA Records or work a trade with a local record store.

All participating sponsors are entered into a random drawing for 50 free commercials.

CONTRIBUTING STATION:

WJBB-FM
Haleyville, AL
(205) 486-2277

LIKE NO PARADE YOU'VE EVER SEEN

PROMOTION: A parade with "imaginary" marching bands, floats with beauty queens, local and visiting celebrities topped off by a dazzling fireworks display.

MECHANICS: Record sounds from a real parade, bands coming and going, street vendors, crowds cheering and background conversation. Have a host and a color commentator, write the scripts about each parade entry, record the entire event.

Sell floats to local businesses, each to be described and included in the production. Host a party for all sponsors; serve beer and hors d'oeuvres.

Promote the event on the air and in the local media with ads and press releases.

COMMENTS: This promotion won first prize as the 1982 Audience/Sales Promotion of the Year from the NRBA. KSNI did the promotion on St. Patrick's Day.

CONTRIBUTING STATION:

KSNI (FM)
Santa Maria, CA
(805) 925-2582

LISTENERS CLUB

PROMOTION: Establish a listeners club for your station with this plastic card promotion, so your listeners can qualify for freebies and discounts.

MECHANICS: Sell packages to as many local businesses as possible. Each sponsor offers a freebie, discount off of merchandise or a service to cardholders. Listeners pick up an application for the listeners club at participating sponsors. Station prints sequentially numbered plastic cards and sends a card to all applicants.

Sponsors advertise discounts in their regular commercials and station announces "specials", i.e., "all listener club members qualify for gas at only 90 cents a gallon, this morning from 9-11 at Al's Chevron...limit 1 tankful".

Station can also announce a card number on-the-air and cardholder has 101 minutes (use your frequency) to call station and claim a prize.

SUGGESTED PRIZES: Theater passes, concert tickets, T-shirts, discounts and specials.

COMMENTS: Include questions on card application that will give you a profile of your listeners, i.e., what year did you last buy a car? New or used? What is the income range for your household? How often do you attend the movies? etc. Use this information for sales presentations.

CONTRIBUTING STATION:

KBRE-FM
Cedar City, UT
(801) 586-9428

LUCKY SANTA PROMOTION

- PROMOTION: Start this promotion the day after Thanksgiving to give away five foot stuffed Santas.
- MECHANICS: Listeners register at participating merchants. Sponsors receive promos, commercials, registration boxes, entry blanks, window banners and a stuffed Santa.
- Each merchant donates gift certificates and holds a drawing to give away the Santa and other prizes. Be sure to announce all winners on the air December 21 - 24.
- SUGGESTED PRIZES: Big stuffed Santas, cash and gift certificates.
- COMMENTS: You may want to bill one half in December and one half in January to make it more appealing to advertisers and help your January.

CONTRIBUTING STATION:

WVVV (FM)
Blacksburg, VA
(703) 382-4993

M.D. MINI-PUTT PRO-AM

PROMOTION: Hold a mini-putt competition at a local miniature golf course with all proceeds donated to Muscular Dystrophy or other charity.

MECHANICS: Air promos and run newspaper ads inviting people to mini-putt. Sell packages to local businesses. Each gets on-air promo mentions and a listing in print ads. Each sponsor donates a prize to be given away to participants who shoot a "hole-in-one". Any prizes not awarded will be given away in a random drawing. Invite professional golfers and local dignitaries to participate in the event.

SUGGESTED PRIZES: Gift certificates, TV set, waterbed, watch, a hamburger every week for a year, 50 gallons of gasoline, etc. Depends on types of sponsors sold.

COMMENTS: This is a good community image promotion that the whole family can enjoy.

CONTRIBUTING STATION:

WXTA
Rockford, IL
(815) 874-7861

MAGIC BUBBLE

PROMOTION: The "Magic Bubble" is a new slant on the "Winning Combination" promotion.

MECHANICS: Sell exclusive packages. Each sponsor gets a spot schedule, promos and a window banner. A spa with the magic bubble cover is filled with prizes and placed in each sponsor location for a week. Schedule the locations for the Magic Bubble and promote on-the-air. Your audience participates by listening for a magic word on the air. If they're the first to call, they win an LP and receive a "combination" that may open the magic bubble.

Invite all "combination" holders to the Magic Bubble sponsor location on Saturday to try their combination. The listener with the correct combination wins all the prizes inside the "Magic Bubble". Interview the winner for ongoing promos on-air to keep excitement level high.

SUGGESTED
PRIZES:

Stereo system, his and her bikes, ski package (skis, poles, ski clothes), washer and dryer, new car, theatre tickets, dinner for two, station T-shirt, albums, AM/FM radios, etc.

COMMENTS: Fill the Magic Bubble with one large prize and lots of little prizes each week.

CONTRIBUTING STATION:

KZLS (FM)
Billings, MT
(406) 248-2681

MELLO YELLO TO THE RESCUE

PROMOTION: A free trip promotion sponsored by the radio station and Mello Yello. Participating sponsor gets on-air exposure. Station gets point-of-purchase exposure. Good cume builder.

MECHANICS: Listeners register to win at Mello Yello point-of-purchase locations, fill in coupons in newspaper ads or send a postcard to the station. Cards are drawn at random throughout the promotion and smaller prizes are awarded. Grand prize drawing is held to secure winner for the trip.

SUGGESTED PRIZES: Mello Yello 6 packs, T-shirts and a trip to someplace warm like the Caribbean.

COMMENTS: This is a good promotion to use during cold weather months.

CONTRIBUTING STATION:

WLXR (FM)
La Crosse, WI
(608) 782-8335

MILLIONAIRE FOR A DAY

PROMOTION: Vehicle to give away prizes, involve sponsors and create talk about your station.

MECHANICS: Sell packages to local businesses. Each sponsor is a registration site and offers a prize for the winner.

Listeners fill out entry blanks at participating sponsors and tell why they'd like to be a "Millionaire for a Day".

Station reads some of the more creative and original cards on-the-air to create interest. Hold a drawing and make the winner feel like a "Millionaire for a Day".

SUGGESTED PRIZES:

New Cadillac for a day, a day off work with pay, a Las Vegas weekend, dinner party, clothing, one day's interest on a million dollars, etc.

COMMENTS:

This sounds like a "big" promotion. It's appropriate for any special day, i.e., Mother's Day, Valentine's Day, etc. Be sure to take pictures of the winner and send out press releases.

CONTRIBUTING STATION:

KBRE-FM
Cedar City, UT
(801) 586-9428

MOONLIGHT MADNESS

PROMOTION: A one night downtown merchants promotion in conjunction with a free Halloween movie for the kids and a community dance for the adults.

MECHANICS: Sell packages to all downtown merchants who offer merchandise at discounted prices during the hours of Moonlight Madness. Each sponsor also provides a gift certificate or merchandise to give away during the event.

Station does a remote of the event and holds a drawing so the public can win prizes. The proceeds from the dance go to the Jaycees or other co-sponsoring charity.

SUGGESTED PRIZES: Dinners for two, fishing pole, movie passes, radios, gift certificates, etc.

COMMENTS: Moonlight Madness can be an annual event. It works well with a Downtown Merchants Association or shopping mall.

CONTRIBUTING STATION:

WWCM/WBDJ (FM)
Brazil, IN
(812) 448-3535

MUD WRESTLING

- PROMOTION:** One incredible night of girl mud wrestling.
- MECHANICS:** Sell packages to local businesses so listeners can register to wrestle one of the girls. Have a random drawing to determine the participants.
- Arrange for girl mud wrestlers to come to your city for a one night performance. Secure a location for the event, i.e., a large nite club, convention center, or arena (in Richmond 4,000 people attended and paid \$8 each). Promote the event on-the-air, in newspaper ads, press releases, television and in all personal appearances.
- Hold the event and choose five winners with the crowd deciding the ultimate winner.
- SUGGESTED PRIZES:** A new suit of clothes. You may want to give a station T-shirt to all mud wrestling participants.
- COMMENTS:** For extra profit get the beer concession or sell an advertising schedule to a local distributor and have them run the concession.

CONTRIBUTING STATION:

WTVR-FM
Richmond, VA
(804) 355-3217

MY FAVORITE YEAR

PROMOTION: Free night at the movies and the chance to win prizes.

MECHANICS: Listeners participate by showing up at the theater with a piece of paper that has their favorite year, name and call letters of your radio station. Admission is free.

Sell package to local theater showing "My Favorite Year". Air promos telling listeners how to participate. Station personnel draw names and give away prizes.

SUGGESTED PRIZES: Hula hoops, bobbie socks, albums from the 50's, etc.

COMMENTS: This promotion could be used for any movie. Focus on the "hooks", theme, or content of the film to determine prizes that tie-in.

CONTRIBUTING STATION:

WXTA
Rockford, IL
(815) 874-7861

MYSTERY GREAT PUMPKIN

PROMOTION: Listeners can win a pumpkin filled with candy, cash and prizes.

MECHANICS: Sell packages to as many merchants as possible and have each one donate a prize to put into the pumpkin.

Move the pumpkin to a different sponsor store every day and broadcast clues about its location. The first listener to go to the correct store and claim the Great Pumpkin...wins.

SUGGESTED PRIZES: Candy, cash and a gift certificate from each sponsor.

COMMENTS: An inexpensive promotion to use every October. This promotion creates good advertiser awareness of your station because of the people going into their stores asking about the Mystery Great Pumpkin.

CONTRIBUTING STATION:

KNEK
Washington, LA
(318) 826-3921

MYSTERY KEY CAR GIVEAWAY

PROMOTION: Give away a brand new car by trying mystery keys into the ignition. The person holding the correct key wins the car.

MECHANICS: Sell packages of spots and promos to businesses who become "key merchants". Air promos telling listeners the details of the promotion and the location of the "key merchants". Station provides registration boxes, entry blanks, window banners and a sealed picture frame with a key inside. Each "key merchant" holds a drawing and gives the winner a key in the picture frame.

The grand finale is held with the people holding the framed keys present. Only one starts the ignition of the new car.

SUGGESTED PRIZES: New car, plus "key merchants" each provide a prize for the winner at their location.

COMMENTS: Hold the grand finale in a visible location (possibly a car dealership), invite your listeners and the local press to attend.

CONTRIBUTING STATION:

KGHL
Billings, MT
(406) 656-1410

NASHVILLE GETAWAY

PROMOTION: Celebration of Country Music Month. Listeners can win a trip to Nashville by registering at participating sponsors.

MECHANICS: Sell packages to local merchants. Each sponsor gets commercials, promo mentions, registration boxes and entry blanks. Air promos telling listeners where to register. Winners are selected by random drawings.

SUGGESTED PRIZES: All expenses paid trip for two to Nashville, including tickets to Opryland and the Grand Ole Opry.

COMMENTS: You may want to have each sponsor donate a prize tied-in to the country music theme and give away more items, i.e., cowboy boots, Western shirts, etc.

CONTRIBUTING STATION:

WSKR (FM)
Atmore, AL
(205) 368-2128

NATIONAL RADIO MONTH

PROMOTION: Listeners have a chance to win radios by registering at participating merchants.

MECHANICS: Sell as many local merchants as possible. Offer several packages, the bigger the package the more radios station supplies for merchant to give away. Station supplies registration box, entry blanks, promos and radios. Each sponsor holds a drawing at end of radio month to give away radios.

SUGGESTED
PRIZES: Radios

COMMENTS: Sell lots of sponsors on this May promotion.

CONTRIBUTING STATION:

WTAX
Springfield, IL
(217) 753-5400

OLDIES BUT GOODIES WEEK

PROMOTION: A vehicle to have fun with oldies, help a local charity and generate sales dollars.

MECHANICS: Promote an "Oldie But Goodie" week. Activities include a dance with \$1 admission charge donated to a local charity.

Sell an ad schedule to all kinds of merchants. Store personnel dress up in 50's costumes all week during the promotion. Print up tickets to the dance and have available for sale at all participating merchants. Print "flyers" with details about the dance and the charity and distribute to all participating merchant stores.

Work out arrangements with a nightclub (get a big one) for an "Oldies Dance". Hold the event and give away prizes for best 50's costume, cutest girl, best dancers, etc.

You can play some "Oldies But Goodies" on the air and have your listeners call in and identify the title, artist and year to win a prize.

SUGGESTED
PRIZES:

AM/FM radios or any prize that merchants will donate. Prizes can be given to your on-air winners or as door prizes at the dance.

COMMENTS:

A lot of people can have fun with this promotion, listeners, store personnel and the whole community can benefit. The party is a great way to get out among your listeners.

CONTRIBUTING STATION:

KMCX (FM)
Ogallala, NB
(308) 284-2051

1 CENT SALE

PROMOTION: Any advertiser buying 100 commercials during February can purchase up to 100 more at a penny each.

MECHANICS: Send a letter to every potential advertiser explaining the special offer. Attach a penny to each letter saying, "We'll even buy the first ad."

COMMENTS: Good way to attract new advertisers and sell out February, typically a slow month.

CONTRIBUTING STATION:

WATK
Antigo, WI
(715) 623-4124

ONE HALF PRICE FAIR

PROMOTION: Hold a one day event in January with all merchandise priced at one half. Stores can unload all left over Christmas merchandise.

MECHANICS: Secure building (armory, auditorium) for the event. Sell packages to retailers that include commercials, booth space at the fair, window banners, promo mentions, registration boxes and entry blanks. Arrange for door prizes. Promote the event on-the-air, in newspaper ads and on TV. Stage the event and hold drawing for all door prizes.

SUGGESTED PRIZES: A microwave oven, trip, appliances, gift certificates, etc. make great door prizes.

COMMENTS: This should be an annual event.

CONTRIBUTING STATION:

WISP/WQDW (FM)
Kinston, NC
(919) 523-1230

100 DAYS OF CHRISTMAS

PROMOTION: Give away \$100 every day for the one hundred days before Christmas.

MECHANICS: Sell the promotion to an exclusive sponsor, preferably with multiple store locations. Air promos telling listeners to register at sponsor locations. Draw a name and announce on-the-air. Winner has 100 seconds to call station and claim prize. If no response, draw another name next hour until you get a winner.

SUGGESTED PRIZES: CASH. \$100 a day.

COMMENTS: You need to find an advertiser who can afford the package. Your package price needs to be big enough to self-liquidate the \$10,000 in cash plus profit. Ideal for a fast food franchise.

CONTRIBUTING STATION:

WKEE(FM)
Huntington, WV
(304) 525-7788

\$1,000,000 SUPER BUCKS GIVEAWAY

PROMOTION: Listeners can bid on big ticket items at an auction with "Super Bucks" secured from participating merchants.

MECHANICS: Sell packages to retail businesses who distribute "Super Bucks". Each sponsor gets commercials, promo mentions on-air and in newspaper ads, Super Bucks for giveaway and a poster for window display. Station promotes Super Bucks on TV, billboards, newspaper ads and on-the-air. Hold an auction at a shopping mall and auction off all prizes for "Super Bucks".

SUGGESTED PRIZES: Dream vacation, color TV, his/her ten speed bicycles, stereo, radios, home video games, jewelry, cameras, appliances, toys, tools, etc.

COMMENTS: Each sponsor gets enough "Super Bucks" to have a total of \$1,000,000 in circulation. You can also give away "Super Bucks" through on-air contests.

CONTRIBUTING STATION:

WLAY AM/FM
Muscle Shoals, AL
(205) 383-2525

PRIZE WINNING DECALS

PROMOTION: Listeners stick a decal on their car, register license number and qualify to win prizes.

MECHANICS: Sell an exclusive package to a fast food restaurant chain. Restaurants give out station decals and register your license number.

Air promos telling listeners where to pick up decals and what they can win. Give a license number on-the-air, license holder has specified time to call the station and claim a prize.

SUGGESTED PRIZES: Coupons for food at fast-food restaurant, albums, cash, some larger prizes.

COMMENTS: You may want to give away a food coupon to every person requesting a decal to get your decals on cars quickly.

CONTRIBUTING STATION:

WQLS (FM)
Cleveland/Chattanooga, TN
(615) 870-1222

RACQUETBALL FESTIVAL

PROMOTION: Station hosts a racquetball tournament with advertisers as co-hosts.

MECHANICS: Players sign up at participating sponsors. Station provides each sponsor window banners, entry forms and registration boxes.

Work with your local Racquetball Center and secure the services of a sanctioned tournament director.

SUGGESTED PRIZES: Cash, trophies and gift certificates from sponsors.

COMMENTS: This promotion can be tailored for other sports.

CONTRIBUTING STATION:

WKSJ (FM)
Williamsport, PA
(717) 322-6116

RADIO COUPON CONTEST

PROMOTION: Listeners can save money with station discount coupons and qualify to win a prize from the station.

MECHANICS: Sell packages to local merchants. Station provides commercials, promos, radio coupons, registration boxes and entry blanks.

Listeners pick up radio coupons at local merchants and register to win a prize. The coupons are good for discounts to the listener for goods and services.

Draw several names a day and announce them on the air. If person named calls the station, they win a prize.

SUGGESTED PRIZES: Gift certificates, service work, merchandise, dinner for two, theater tickets, albums, etc.

COMMENTS: Offer lots of prizes to keep interest level high.

CONTRIBUTING STATION:

WXRO (FM)
Beaver Dam, WI
(414) 885-4442

RADIO MONTH PROMOTION

PROMOTION: Promote Radio Month (May) by giving away radios.

MECHANICS: Sell packages to merchants and provide commercials, promos, a radio, an explanation card about Radio Month, registration box and entry blanks.

Station airs promos proclaiming "It's National Radio Month"...record testimonials from local advertisers and dignitaries to use on the promos. Tell listeners where to register to win. Each participating merchant holds a drawing and gives away the radio as a prize.

SUGGESTED
PRIZES: Radios

COMMENTS: Broadcast all the winners names and the sponsor location where they won.

CONTRIBUTING STATION:

WKIT (FM)
Hendersonville, NC
(704) 693-4193

REAR WINDOW STICKER JACKPOT

PROMOTION: Display station rear window sticker and qualify to win prizes.

MECHANICS: Station prints window stickers numbered sequentially. Sell packages to as many merchants as possible. Sponsors distribute stickers and donate a prize.

Air promos telling listeners where to pick up a window sticker (at station or participating merchants). When the stickers have started to be distributed, begin announcing winning numbers on-the-air. The holder of that hour's number has 15 minutes to call the station. The sticker must be affixed to the rear window of his/her car. You can have winners come by the station for verification. Each time you do not get a winner, add a prize to the jackpot for the next hour. You should record winners reactions for use on-the-air.

SUGGESTED PRIZES: AM/FM radio, clocks, jewelry, flowers, dinner for two, etc. Prizes depend on the types of advertisers.

COMMENTS: Be sure the window stickers are easy to read so that you maximize the visibility of your station. Sell lots of packages and give away lots of prizes.

CONTRIBUTING STATION:

WCLD-FM
Cleveland, MS
(601) 843-4091

ROYAL WEDDING TRIP

PROMOTION: Listeners were invited to register to win a full week vacation to London during the week of the Royal wedding. To update this promotion you may want to consider April in Paris, May in Amsterdam for the Tulip Festival, June for live theatre in London, etc.

MECHANICS: This promotion lends itself well to one exclusive advertiser with registration at all retail outlets. Air promos detailing how and where to register and describe the exciting vacation for two.

Station furnishes registration boxes, entry blanks and counter cards. Cost of the trip is shared by station and exclusive advertiser.

SUGGESTED PRIZES: Roundtrip air fare, hotel accommodations, and spending money.

COMMENTS: You may want to tie-in with a travel agency or an airline to provide the best package trip possible. Although this was done for a specific event, the concept is good and travel is always a great prize.

CONTRIBUTING STATION:

WMAZ-FM
Macon, GA
(912) 741-9999

SHOPPING SPREE I

PROMOTION: Listeners register at participating merchants to win a grocery store shopping spree.

MECHANICS: Sell packages to local businesses. Each sponsor gets commercials, promo mentions, window banner, registration boxes and entry blanks. Air promos telling listeners where to register and what they can win. Hold a weekly drawing from all entries and give away shopping spree. Set time limit.

SUGGESTED PRIZES: Grocery store shopping sprees.

COMMENTS: Photograph each shopping spree and send out press releases for additional station exposure.

CONTRIBUTING STATION: .

WALG/WKAK (FM)
Albany, GA
(912) 436-7233

SHOPPING SPREE II

PROMOTION: Win a grocery shopping spree. Use this promotion to sell an annual contract to your local supermarket.

MECHANICS: Listeners are invited to send cash register receipt from weekly grocery shopping trip at any grocery store (include name, address, and phone number on the back).

Air promos asking listeners to participate. Each Friday morning, draw a winner on-the-air and winner receives a grocery shopping spree at sponsor's grocery store in the same amount of receipt sent to station.

SUGGESTED PRIZES: Free Groceries (the range will generally be \$20 - \$150 per week).

COMMENTS: You can add a "listen to win" element by asking the person whose name was drawn to call the station within an allotted time. Another option is to double the winning amount if the person calls within the time limit.

CONTRIBUTING STATION:

WJZQ (FM)
Kenosha, WI
(414) 657-6162

SILVER ANNIVERSARY PLUS ONE

PROMOTION: Celebrate station's anniversary by returning to the days of yesteryear and your very first rate card. Offer advertising at old rates all during the month of station anniversary celebration.

MECHANICS: Advertisers may buy as many or as few spots as they wish at old rates as long as all spots air during station anniversary month. For all advertisers buying more than 200 spots, they receive a visit from "Radio Ranger" (a station personality dressed up in a lone ranger outfit) who arrives in the "Silver Bullet", a 1957 Cadillac that has been restored and painted silver.

COMMENTS: Hi Oh, Silver.

CONTRIBUTING STATION:

KHIT/KSXT (FM)
Walla Walla, WA
(509) 525-3190

SILVER BELLS

PROMOTION: Hold a Fashion Show during the Christmas holiday season.

MECHANICS: Sell packages to retailers specializing in women's and children's clothing. Each sponsor showcases their fashions at an exclusive luncheon fashion show.

Use local college/high school girls or womens clubs to model fashions. Invite listeners to buy tickets to the fashion show at participating stores. Make arrangements with a restaurant or hotel for the event. Print programs. Give away door prizes.

SUGGESTED
PRIZES:

Each sponsor donates gift certificates as door prizes. The station gives away a grand prize - a weekend trip or a new wardrobe.

COMMENTS: Send out press releases to local fashion and society editors.

CONTRIBUTING STATION:

KAGE-FM
Winona, MN
(507) 452-4000

SOLID GOLD GIVEAWAY

- PROMOTION: Station gives away gold, gold, and more gold!!
- MECHANICS: Listeners participate by registering at sponsor stores. Each sponsor gets commercials, promo mentions, registration box and entry blanks.
- Hold a random drawing and read the name on-the-air. Winner has 58 minutes (use your frequency) to call station, claim prize and becomes eligible for grand prizes.
- SUGGESTED PRIZES: Gold ingots or gold jewelry. Award large gold prizes to 1st, 2nd and 3rd place winners.
- COMMENTS: This promotion works well for stations playing any amount of "gold" music.

CONTRIBUTING STATION:

KFXD-FM
Boise, ID
(208) 888-4321

SOMEONE SPECIAL CARD

PROMOTION: This is a plastic card promotion. Listeners pick up a card at participating sponsors and use it for discounts and qualify to win prizes.

MECHANICS: Sell packages to as many sponsors as possible to act as distribution sites for the cards. Each sponsor offers a discount on items to card holders and donates a prize. Station provides commercials, plastic cards and airs promos to support sponsor locations.

Station gives away prizes by random drawing on-the-air.

SUGGESTED PRIZES: Gift certificates, tennis racquets, gasoline, AM/FM radios, station T-shirts, watches, clocks, etc. depending on sponsors.

COMMENTS: Arrange for other discount specials for cardholders, i.e., "All KYSS Someone Special Cardholders can buy one breakfast and get one free, today only at Susie's Coffee Shop, 6-8 AM."

CONTRIBUTING STATION:

KYSS
Missoula, MT
(406) 720-9300

SPECIAL DAY PROMOTION

PROMOTION: This promotion works well for any special holiday, i.e., Mother's Day, Father's Day, Valentine's Day, etc. For this example we'll use Father's Day.

MECHANICS: Sell packages to as many merchants as possible. Station provides registration boxes and entry blanks to each sponsor plus the prizes. Trade out prizes. Air promos telling listeners what they can win and where to register. Run newspaper ads detailing the prizes offered and list the participating merchants. Hold drawings on-the-air and give away all prizes.

SUGGESTED PRIZES: 200 pounds of beef, 50 gallons of gasoline, AM/FM radio, cowboy boots, electric shaver, and other Dad's Day type of prizes.

COMMENTS: Tailor the prizes to fit the holiday, i.e., for Mother's Day give away flowers, clothes, hairstyling and feminine type gifts.

CONTRIBUTING STATION:

KWED-FM
Seguin, TX
(512) 379-2234

SPEND AN EVENING WITH...

PROMOTION: Give listeners a chance to win tickets to a "sold out" concert.

MECHANICS: Grand prize winner is invited backstage to meet the star after the concert.

Station sells packages. Listeners register to win concert tickets at participating stores. Hold a random drawing two days before concert.

SUGGESTED PRIZES: Eight pairs of concert tickets and a back stage pass for one grand prize winner and guest.

COMMENTS: Good image building promotion.

CONTRIBUTING STATION:

KGEM/KJOT (FM)
Boise, ID
(208) 344-3511

ST. SIMONS ISLAND SPECIAL

PROMOTION: The purpose of this sales promotion is to establish station (after getting dual city ID) as the station for the new area.

MECHANICS: A station sales rep works the new area exclusively, telling the station story and securing new advertisers. Record and air comments from business leaders "welcoming" station to area. Run ads in all area newspapers telling about dual license and how your station serves both communities.

COMMENTS: Good idea! Would work well after a power increase, too.

CONTRIBUTING STATION:

WPIQ (FM)
Brunswick/St. Simons Island, GA
(912) 264-3820

STATION BIRTHDAY MONTH

PROMOTION: This sales promotion is a fun way to celebrate your station's birthday every year with the presents given to your listeners.

MECHANICS: Sell a 30 day package to as many merchants as possible. Station then provides a gift to each merchant to give away in a random drawing during Birthday Month.

Station provides entry blanks and registration boxes to each participating merchant. Air promos telling listeners about the birthday celebration and where they can register to win.

SUGGESTED
PRIZES:

AM/FM radios, cameras, flowers, learn to fly package or anything that would be appropriate for a birthday gift.

COMMENTS: This could be an annual event! It's a good way to celebrate your station's birthday, increase sales, and make your listeners the recipient of the gifts.

CONTRIBUTING STATION:

KGRS (FM)
Burlington, IA
(319) 752-2701

SUN, SNOW OR GO

PROMOTION: Give away trip to someplace in the sun, someplace in the snow and a new car.

MECHANICS: Sell packages to as many sponsors as possible. Sponsor gets commercials, promo mentions, a poster for display, registration box and entry forms. Station supports promotion with on-air promos, newspaper ads, TV and press releases.

Listeners qualify to win by catching station at a "double play", two songs in a row by the same artist. First person to call and say "double play" wins a small prize and qualifies for the trips and car.

Each sponsor holds a drawing to give away the prize they donated. All sponsor entries qualify to enter drawing for trips and car.

Hold a grand prize drawing and give away the three big prizes. Be sure to record winners responses for post-promotion announcements.

SUGGESTED
PRIZES:

A cruise to the Bahamas, a ski trip to Lake Tahoe (or a ski resort closer to your city) and a new car.

COMMENTS: Winners are responsible for taxes, so get a signed statement.

CONTRIBUTING STATION:

WAFB (FM)
Baton Rouge, LA
(504) 383-9999

SUPERCARD

PROMOTION: Distribute station Supercard good for discounts at participating merchants and prizes from the radio station.

MECHANICS: Print Supercards numbered sequentially. Sell packages to local businesses that includes a spot schedule and distribution of supercards. Each sponsor donates a prize and offers a discount on goods or services. Station also provides a printed flyer with an entry blank. Listeners pick up a Supercard, record the number on the entry blank and send it to the station. This qualifies listener for prizes. Hold random drawings and read a Supercard number or name on the air, listener calls to claim prize.

SUGGESTED PRIZES: Trip for two, theater tickets, dinner for two, gift certificates, radios, flowers, etc. depending on sponsors.

COMMENTS: For even more fun, arrange short term discounts for Supercard holders, i.e., "from 10AM - 12Noon today only, Supercard holder can buy gas at Lucky's Gas for \$1 a gallon."

CONTRIBUTING STATION:

WBAM-FM
Montgomery, AL
(205) 288-0150

TV GIVEAWAY

PROMOTION: Station gives away a color television set.

MECHANICS: Listeners are invited to register for a chance to win at all participating merchants.

Station furnishes registration boxes, window banners and entry blanks to each sponsor. Hold a random drawing to choose a winner.

SUGGESTED PRIZES: Color television set.

COMMENTS: There is a wide variety of video equipment available, i.e., big screen TV's, cassette recorders, video games, etc. You could give away a complete "dream" video system. THINK BIG!

CONTRIBUTING STATION:

KFBQ (FM)
Cheyenne, WY
(307) 634-4461

THE GREAT BUMPER STICKER OUT-ON

PROMOTION: A sticker promotion to increase station visibility and award prizes.

MECHANICS: Listeners pick up a station bumper sticker at participating merchants and put it on their car. If listener hears their license number on the air, they have 45 minutes to call the station and claim the prize being offered that hour.

Air promos telling listeners where to pick up a bumper sticker and some of the prizes they could win. Have station personnel act as license plate "spotters".

SUGGESTED PRIZES: Theater passes, albums, cartons of soft drinks, dinner for two, free plays at video arcade, etc.

COMMENTS: This is an ongoing promotion and you'll want to trade out lots of prizes to give away.

CONTRIBUTING STATION:

WVHF (FM)
Clarksburg, WV
(304) 624-5525

THE GREAT SHOPPING SPREE AND TURKEY GIVEAWAY

PROMOTION: Station gives away turkeys and a shopping spree.

MECHANICS: Sell as many participating merchants as possible. Each sponsor gets commercials, promo mentions, registration box, entry blanks and three turkey certificates. Each sponsor provides a \$50 shopping spree at their store.

Listeners register at participating merchants. Hold random drawings to give away turkeys and shopping sprees. Listeners return to the store where they registered to pick up free turkey certificate.

SUGGESTED PRIZES: Turkeys and shopping sprees.

COMMENTS: Sell lots of merchants and have fun with this one. It could be an annual event.

CONTRIBUTING STATION:

WAJK (FM)
LaSalle, IL
(815) 223-3100

THE GREAT TURKEY GIVEAWAY

PROMOTION: Vehicle to give away prizes and turkeys, generate sales and promote station listening.

MECHANICS: Sell packages to local merchants who get promos, commercials, registration boxes, entry blanks and window banners. Each sponsor donates a prize. Listeners register at participating sponsors and listen to the station for the "word of the day". Each day's word can be announced throughout the day or at a specific pre-promoted time, i.e., "Listen tomorrow morning at 7:45 when we'll give you the word for the day...remember it and you could win turkeys and prizes."

The word could be theme oriented, i.e., pilgrim, pumpkin, football, etc. Station draws a card at random and calls the listener who must give the correct "word" for that day to win a turkey. All daily winners and losers qualify for a grand prize drawing.

SUGGESTED PRIZES: Turkeys and a prize from each sponsor, i.e., gift certificates, jewelry, radio/cassette player, AM/FM radio, etc.

COMMENTS: You may want to provide a smaller prize for "losers" like a pumpkin pie, Cool Whip, a package of dinner rolls, etc.

CONTRIBUTING STATION:

WIXN
Dixon, IL
(815) 288-3341

THE HISTORY OF COUNTRY MUSIC

PROMOTION: Give away a Caribbean cruise to one of the advertisers in The History of Country Music.

MECHANICS: Put together three sales packages for participation in the History of Country Music.

Pkg. A - Dolly Parton 2/spots per hour
Sponsor gets two chances for the trip.

Pkg. B - Kenny Rogers 1/spot per hour
Sponsor gets one chance for the trip.

Pkg. C - Mel Tillis 1/spot every other hour
Sponsor does not qualify for the trip.

Station hosts a cocktail party for all sponsors qualifying for the trip. Hold a drawing and give away the trip.

SUGGESTED PRIZES: A Caribbean cruise

COMMENTS: This is a classy way to market a special feature program and offers added incentive to buy.

CONTRIBUTING STATION:

WVLK-FM
Lexington, KY
(606) 253-5900

THE RADIO CO-OP PLAN

PROMOTION: Station offers advertisers 50% co-op on First Quarter sales packages.

MECHANICS: Add up the total number of spots per advertiser bought in November and December. Station co-ops each advertiser 50% of that number for January and February, i.e., if a client runs 200 spots in November and December at regular rates, he may purchase another 200 spots in January and February and station will provide another 100 spots during first quarter at no charge.

Send a letter detailing the Radio Co-op Plan to all advertisers in October. Then sign 'em up for the next four months.

COMMENTS: A nice way to say "thank you" and stimulate sales in first quarter.

CONTRIBUTING STATION:

KHIT/KSXT (FM)
Walla Walla, WA
(509) 525-3190

THE WINNING COMBINATION I

PROMOTION: Place a safe with a combination lock in an exclusive sponsor's store for two weeks. Inside the safe are cash and prizes. The listener who guesses the winning combination receives all the contents of the safe.

MECHANICS: Air promos explaining the promotion and where the safe is located. Then start giving clues on the air about the winning combination. Each day the sponsor adds more cash to the safe. Once an hour take a random caller to guess the "Winning Combination". The caller who finally comes up with the correct combination is escorted to the sponsor's store, opens the safe and wins the cash and prizes inside.

SUGGESTED PRIZES: The prizes should tie into the type of sponsor you have for this promotion plus cash.

COMMENTS: "The Winning Combination" is a registered trademark, but the concept is adaptable.

CONTRIBUTING STATION:

KCWM
Victoria, TX
(512) 576-6111

THE WINNING COMBINATION II

PROMOTION: A safe containing prizes is placed in a sponsor location for a week.

MECHANICS: Air clues to help listeners guess winning combination. Station does a remote at sponsor's store and invites listeners and patrons to come to the store to try to open the safe. The person opening the safe, wins all the contents. The safe then moves to the next sponsor location and the promotion continues.

If you don't get a winner, hold the prize over till the next week. The next sponsor adds their prize and the process starts all over again.

SUGGESTED PRIZES: A \$500 gift certificate from each sponsor, plus smaller items.

COMMENTS: Provide a window banner for each sponsor.

CONTRIBUTING STATION:

WLPA
Lancaster, PA
(717) 397-0333

THOUSAND DOLLAR SPRING FANTASY

PROMOTION: Listener can win their choice of a dozen \$1,000 prizes.

MECHANICS: Sell packages to 12 sponsors and have each offer a prize valued at over \$1,000. Take a random caller who wins a preliminary prize. Their name is entered into the drawing for the grand prize.

Tell listeners what the 12 choices are for the grand prize and the sponsor for each prize, i.e., "a summer wardrobe from The Hub valued at \$1,200." The grand prize winner has their choice of the prizes.

SUGGESTED
PRIZES:

Preliminary prizes: dinner for two, T-shirts, albums, caps, gift certificates, etc. Grand prize can be stereo equipment, kitchen appliances, clothing, food, television sets, diamonds, furniture, a trip, etc.

COMMENTS: Station can purchase winning prize from sponsor or trade it out.

CONTRIBUTING STATION:

KANE
New Iberia, LA
(318) 365-3434

TREASURE HUNT

PROMOTION: The key to a Treasure Chest is hidden on public property. Clues are given on-the-air as to location. The listener that finds the key wins the Treasure Chest and all the goodies inside.

MECHANICS: Air pre-promos about a Treasure Hunt coming soon to WXXX. Sell as many packages as possible to local merchants who donate a prize for the treasure chest. Each merchant who buys a spot package gets promo mentions on the air and in newspaper ads. Run promos on-the-air telling listeners how to participate and start giving clues about the location of the key. The first listener that finds the key wins the Treasure Chest.

SUGGESTED PRIZES: Cash, AM/FM radio, gift certificates, watches, jewelry, a side of beef, groceries, fuel oil, etc.

COMMENTS: CAUTION: BE SURE TO BROADCAST DISCLAIMERS TELLING LISTENERS THAT THE KEY IS NOT BURIED AND IT IS NOT ON PRIVATE PROPERTY.

CONTRIBUTING STATION:

KKLB
Pocatello, ID
(208) 237-5100

12 DAYS OF CHRISTMAS

PROMOTION: Station gives away a prize on each of the 12 days of Christmas.

MECHANICS: Print "flyers" explaining sales packages and promotion. Sell packages to 12 exclusive sponsors. Listeners register at participating sponsors. Station provides registration boxes, entry blanks and promo mentions. Each sponsor provides a prize (minimum value: \$100). Each of the 12 days, one sponsor will draw a winner from all entries received at their store.

SUGGESTED PRIZES: Gift certificates, television set, clothing, etc. depending on types of sponsors.

COMMENTS: Good holiday traffic builder for sponsors.

CONTRIBUTING STATION:

WEMP
Milwaukee, WI
(414) 529-1250

24 HOURS OF CHRISTMAS

PROMOTION: Give your listeners a special holiday treat with 24 hours of Christmas music.

MECHANICS: Schedule Christmas music beginning 12Noon on December 24 through 12Noon on Christmas Day. Sell at fixed rates to advertisers in one half hour blocks. Each sponsor gets an open, a non-commercial 30 second announcement and a close.

COMMENTS: This promotion is generally perceived as non-commercial. You will want to make sponsorships available to industrial-type accounts in addition to your regular advertisers. Christmas reels, recorded in three song segments, are available from Drake-Chenault.

CONTRIBUTING STATION:

WLEV (FM)
Allentown/Easton, PA
(215) 250-9600

VEHICLE GIVEAWAY

PROMOTION: Station and car dealer co-sponsor this promotion to give away a new car or truck plus other prizes.

MECHANICS: Listeners register at a car dealer. Station provides registration box and entry forms. Draw a card and state the prize for that hour, i.e., could be a set of car keys or another item.

Give away 100 sets of car keys during the promotion, then invite all holders of keys to the car dealership. During a remote, all key holders try to start the car. The winner gets the car.

SUGGESTED PRIZES: A new car or pickup truck plus albums, TV set, radios, theater passes, dinner for two, etc.

COMMENTS: Send out press releases to all local media inviting them to cover the event.

CONTRIBUTING STATION:

KGEM/KJOT (FM)
Boise, ID
(208) 376-0011

WE'RE YOUR MARKETPLACE

PROMOTION: Use a custom jingle to convey to listeners that your city is the place for shopping.

MECHANICS: Sell package to the Chamber of Commerce and member businesses. Tag each spot with "this ad brought to you by the (city) Chamber of Commerce."

COMMENTS: If your local Chamber doesn't buy the concept, you can approach smaller business groups, i.e., a shopping mall, downtown merchants, etc.

CONTRIBUTING STATION:

KASI
Ames, IA
(515) 232-1430

WHO'S YOUR FAVORITE TURKEY

PROMOTION: Nominate your favorite turkey and tell why...for a chance to win a free Thanksgiving weekend at a desirable location.

MECHANICS: Sell packages to local businesses. Each sponsor gets a poster, registration box, entry blanks and promo mentions plus commercials. Air promos telling listeners where to register and what they could win. Hold drawings to give away turkeys, then choose a winner for the grand prize.

SUGGESTED PRIZES: Turkeys and all expenses paid weekend to ski resort, including lift tickets.

COMMENTS: Winners can be chosen based on originality. Read some of the entries on the air and have some fun!

CONTRIBUTING STATION:

KFBQ (FM)
Cheyenne, WY
(307) 634-4462

WIN \$1,000

PROMOTION: Hide a \$1,000 certificate in a beverage bottle and whoever finds the bottle wins the loot. This promotion is designed to an exclusive for a bottler.

MECHANICS: Air promos explaining the promotion. Give clues on-the-air daily and also post clues in retail outlets for the bottling distributor. Listeners must solve the clues and then find the prize. Be sure to record comments from the winner for post-promotion announcements.

SUGGESTED PRIZES: Cash

COMMENTS: You'll have the whole town talking and listening with this promotion. CAUTION: BE SURE AND MAKE IT CLEAR THAT THE BOTTLE IS HIDDEN ON PUBLIC PROPERTY (to avoid destruction of property in the search).

CONTRIBUTING STATION:

KCIL (FM)
Houma, LA
(504) 851-1020

WINNER TAKE ALL

PROMOTION: Tie-in this Winner Take All promotion with a "back to school" sales campaign.

MECHANICS: Print sequentially numbered football schedules (get a local bottler to co-sponsor). Sell a back-to-school advertising campaign to local retailers. Listeners pick up local high school football schedules at participating stores.

Announce 12 winning numbers daily; the cardholders come to station to pick up a prize. At the end of the promotion, hold a grand prize drawing from all the daily winners and give away a big prize.

SUGGESTED
PRIZES:

Theater tickets, soft drinks, passes to local sporting events, station T-shirts, etc. Grand prize - a snowmobile, winter clothing for him/her and an AM/FM radio.

COMMENTS: Radio reaches more young mothers and students than any other medium. Good information to use in any back-to-school sales campaign.

CONTRIBUTING STATION:

KHIT/KSXT (FM)
Walla Walla, WA
(509) 525-3190

WINTER FUN BONANZA

PROMOTION: Warm your listeners hearts during the cold season with weekly prizes and a chance to be the grand prize winner of a trip to a tropical location.

MECHANICS: Sell packages for the length of the promotion or better yet, for the first quarter. Offer two different packages and use an "alternative close". Any type of retail business would benefit from this promotion, so sell lots of packages. Station provides registration boxes, entry blanks, window banners and promotion "flyers".

Air promos for a week announcing the promotion and participating merchants. Listener fills out a registration blank at local stores. A drawing is held on-the-air once a week for four weeks. The grand prize is given away the fifth week.

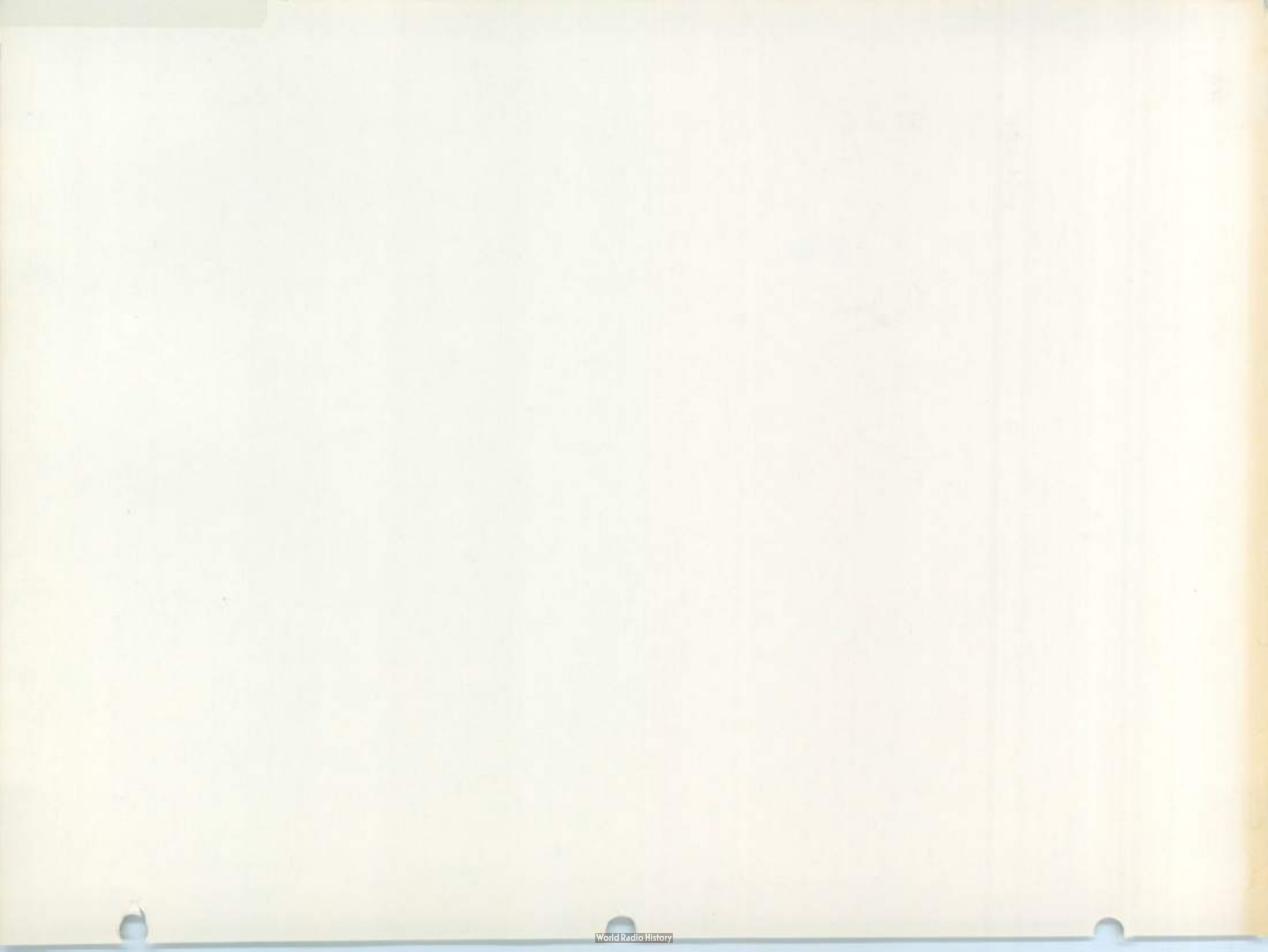
SUGGESTED
PRIZES:

Give away weekly prizes for winter sports, i.e., skis, snow thrower, ice skates for a family of four, snowmobile, etc. The grand prize is a trip for two to some place warm (Bahamas, Acapulco or Hawaii).

COMMENTS: You may want to have a drawing among your participating sponsors for a matching grand prize.

CONTRIBUTING STATION:

WKAN
Kankakee, IL
(815) 937-2750



ANNIVERSARY SWEEPSTAKES

PROMOTION: Station gives away prizes to celebrate anniversary.

MECHANICS: Listeners can participate two ways. Ask them to send a postcard to the station or listen to call-in and win. Announce an anniversary prize several times daily and take a random caller or draw a card to give away the prize. All daily winners qualify for a grand prize drawing.

SUGGESTED PRIZES: Station T-shirts, food coupons, albums, camera, gift certificates and the grand prize - a complete stereo system.

COMMENTS: Simple and fun.

CONTRIBUTING STATION:

KDUX (FM)
Aberdeen, WA
(206) 533-1320

ANNUAL PRO/AM OPEN GOLF TOURNAMENT

- PROMOTION: Station sponsors annual golf tournament.
- MECHANICS: Secure the support of the golf courses in your area. Sell patron packages to as many area businesses as possible. Golf foursomes register at patron businesses to play in the tournament. Hold the one day event and award prizes to winners at post-tournament party.
- SUGGESTED PRIZES: Trophies and cash for pros, trophies for amateurs.
- COMMENTS: If more foursomes sign up than you need, hold a random drawing to fill the field.
- This event is a tremendous image builder and akin to a national holiday in Columbia, SC.

CONTRIBUTING STATION:

WSCQ (FM)
Columbia, SC
(803) 796-9060

BAR WARS

PROMOTION: The purpose of this promotion is to raise money for MDA.

MECHANICS: Distribute "flyers" inviting participation from all area bars/lounges. They enter teams in competitive events like "Shotglass-On-A-Stick Relay", "Olive Toss", "Keg-Rolling Relay", etc. Each team pays an entry fee. The entry fee and donations from spectators go to MDA.

SUGGESTED PRIZES: Trophies and station T-shirts.

COMMENTS: Be sure to send out press releases to all local media...TV and newspaper coverage with this promotion is likely.

CONTRIBUTING STATION:

WLHQ (FM)
Enterprise/Dothan, AL
(205) 347-8600

BEST LIPS IN TOWN

PROMOTION: Find the best lips in town by inviting listeners to kiss a Kleenex (include name, address and phone number) and send to station to be judged.

MECHANICS: Air promos asking listeners to participate. Appoint judges - station personnel, the mayor, or other local dignitaries. Display all entries at a mall for judging. Call winners and award prizes on-the-air.

SUGGESTED PRIZES: Theater passes.

COMMENTS: You can have lots of fun with this...your jocks should describe some entries on the air.

CONTRIBUTING STATION:

KCCQ (FM)
Ames, IA
(515) 232-1430

BLOCK PARTY

PROMOTION: Station stages an old-fashioned block party. A street in the business district is blocked off, live entertainment, booths and contests are provided.

MECHANICS: Listeners are asked to create a banner using station call letters and compete for prizes for best, largest, most bizarre, most original, etc. The banners line the street creating an awesome effect for the radio station.

Set up a stage, use a station personality as the MC, give away prizes for people having a station bumper sticker or other station identification.

Arrange with local businesses to provide soft drinks, hot dogs and other types of food booths.

SUGGESTED PRIZES: Albums, T-shirts, radios, station hats, tickets for theater and sporting events, etc.

COMMENTS: Send press releases to all local media for additional coverage. Arrange for security people and lots of trash containers.

CONTRIBUTING STATION:

WBPM (FM)
Kingston, NY
(914) 331-8200

BLOOD BANK HALLOWEEN PARTY

PROMOTION: A costume promotion and benefit for the Blood Bank held at a shopping mall on Halloween.

MECHANICS: Listeners participate by giving blood and get a "treat" for coming in costume. A station personality acts as MC and all staff working the event dress in Halloween costumes. All blood donated goes to the local Blood Bank.

Gain the cooperation of a local shopping mall to stage the event, provide the stage and secure prizes from stores in the mall.

SUGGESTED PRIZES: Costume participants receive movie passes. Blood donors receive gift certificates at participating mall stores.

COMMENTS: Promote the event on the mall marquee. Good community image promotion.

CONTRIBUTING STATION:

WJLQ (FM)
Pensacola, FL
(904) 456-5751

BLOOD GIVE-IN

PROMOTION: This is a community service promotion worked in conjunction with local blood bank and Chamber of Commerce business members.

MECHANICS: Ask listeners to participate in Blood Give-In Day by donating a pint of blood.

Station arranges for location and volunteers plus prints certificates to give to all donors. Support the promotion in print, on-the-air, TV and press releases.

COMMENTS: WQXX achieved the largest 6-hour blood collection in the Southeastern U.S. and got television coverage on two local stations and NBC's Today Show.

CONTRIBUTING STATION:

WQXX (FM)
Morganton, NC
(704) 437-0521

BROTHER IN THE BOOTH

PROMOTION: Station air personality is out and around the town, calling in to station from a phone booth. Location is announced and the first person to spot the "brother in the booth" wins a prize.

MECHANICS: Air promos telling listeners to be on the lookout for a "brother" giving away cash and prizes. Jock calls in and says "Hi, I'm Brother (name) and out here at the corner of Spruce and First Avenue. The first person to spot me wins (name the prize)." Return to music. When you get a winner, tape the conversation for replay later on the air or over the phone.

SUGGESTED PRIZES: Albums, T-shirts, radios, watches, moped.

COMMENTS: Arrange for lots of prizes so you'll achieve good visibility in your area.

CONTRIBUTING STATION:

WPOM
Riviera Beach, FL
(305) 686-8000

CAR-TUNES

PROMOTION: Audience identifies seven songs by title and artist to qualify for a drawing for a new car.

MECHANICS: Use cartoon-type voices on teaser promos, "WLEV is bringing cartoons (car-tunes) to radio"...run one week. Then air promos explaining contest and how to play. Broadcast the "hooks" from seven songs one by one. Listeners list the titles and artists of all seven songs on a postcard and mail to station. At the end of six weeks, hold the drawing from all the correct entries. Be sure to record winner's reaction for post-promotion announcements.

SUGGESTED PRIZES: A new car, or several new cars.

COMMENTS: This is an excellent audience maintenance promotion. You can tie-in a car dealer as a sponsor, i.e., "WLEV and Courtesy Chevrolet present..."

CONTRIBUTING STATION:

WLEV (FM)
Allentown/Easton, PA
(215) 250-9600

CELEBRATE BRAZIL

PROMOTION: The purpose of this promotion is to give recognition to community leaders and develop a positive image for the radio station in the area.

MECHANICS: Air promos asking listeners to nominate someone for a salute and tell why they deserve the recognition. Choose the most worthy and salute the individual and their accomplishments on the air.

COMMENTS: Each individual should get a plaque from the station as continuing recognition.

CONTRIBUTING STATION:

WWCM/WBDJ (FM)
Brazil, IN
(812) 448-3535

CHOWDER CONTEST

- PROMOTION: Station sponsors a Chowder Contest.
- MECHANICS: Send out a "flyer" to all area restaurants inviting them to enter their best pot of seafood chowder in the competition. Entry fee is \$125 and each contestant must supply at least ten gallons of chowder. Listeners participate by attending the event, tasting the chowders and casting a vote for their favorite.
- Arrange a location for the event. Station provides crackers, iced tea, bowls, salt and pepper. Select a panel of judges. Winning chowder is determined from public vote and judges. All net proceeds go to charity.
- SUGGESTED PRIZES: Winning restaurant receives \$1,000 of advertising on the station. Winning chef receives \$1,000 cash plus a plaque.
- COMMENTS: This concept can be tailored to any favorite food in your area, i.e., a chili cookoff.

PARTICIPATING STATION:

WGNI-FM
Wilmington, NC
(919) 763-6511

CLOSEST TO THE HOLE GOLF TOURNAMENT

PROMOTION: Hold a golf competition for "closest to the hole".

MECHANICS: Station broadcasts from the tee of the local par three golf course. Contestants register in advance and pay an entry fee. Competitor gets three shots. If a player gets a hole-in-one on the first shot they win a brand new car or \$10,000 cash. All three shots count in prizes for 1st, 2nd and 3rd place.

All competitors are listed on a big board at the golf course.

SUGGESTED
PRIZES:

New car or cash for a hole-in-one. Tally up scores for all three shots and give golf prizes, i.e., clubs, cart, shoes, golf balls, etc.

COMMENTS:

This could be an annual event - good for community involvement and exposure. Send out press releases and invite local media to participate in the event.

CONTRIBUTING STATION:

WLFE (FM)
St. Albans, VT
(802) 524-2133

DIAMOND A WEEK

PROMOTION: Station plays Neil Diamond songs and listeners have a chance to win diamonds.

MECHANICS: Air promos asking listeners to catch you playing three Neil Diamond songs in a row to win. When you play three Diamond songs in a row, the first listener to call and give the exact titles of all three songs...wins.

SUGGESTED PRIZES: Diamonds, set in rings, pendants, watches, etc.

COMMENTS: You may want to have the prizes on display at a jewelry store and have them co-sponsor this promotion.

CONTRIBUTING STATION:

WKSJ (FM)
Williamsport, PA
(717) 322-6116

DO YOU KNOW YOUR MUSIC BACKWARDS AND FORWARDS?

PROMOTION: A bit of a song is played backwards on the air. The first listener to identify the correct title wins.

MECHANICS: Record small clips (about 10 seconds) from "oldies" songs. Play once an hour "backwards" and ask listener to identify the title of the song. Winners get a prize. If contestant does not have correct answer, the prize is added to the jackpot for next hour.

SUGGESTED PRIZES: Cash, albums, theater passes, coupons for fast food, T-shirts, etc.

COMMENTS: You can get a lot of mileage out of this promotion on a low budget.

CONTRIBUTING STATION:

WKEE(FM)
Huntington, WV
(304) 525-7788

DREAM VACATION GETAWAY

PROMOTION: Offer listeners a chance to win one of seven all expenses paid Dream Vacations.

MECHANICS: Each hour broadcast a description of one of the dream vacations. Start with three vacations and then add one more vacation each week. Invite listeners to make a list of all seven vacations on a postcard, circle the trip they want to win, and send the postcard to the station. The postcard must list all seven dream vacations in order to qualify for the drawing. Hold a drawing on-the-air and announce the winner. That person has a specified length of time to call station and claim prize. Be sure to record listener comments for post-promotion announcements.

SUGGESTED PRIZES: All expenses paid trip for two to places like Hawaii, Paris, Rome, London, Acapulco, etc. You may want to include spending money.

COMMENTS: WJZQ had over 25,000 entries for this promotion.

CONTRIBUTING STATION:

WJZQ (FM)
Kenosha, WI
(414) 657-6162

EASY MONEY

PROMOTION: Listeners can win cold, hard cash by guessing the serial number on the bill.

MECHANICS: Take a random caller on-the-air and ask for the first number or letter of the winning bill. Announcer tells contestant if they're right or wrong after each digit/letter. You can give clues if the digits/letters are being guessed too slowly to maintain excitement. The cash is awarded when the serial number is completed correctly.

SUGGESTED PRIZES: Cash. \$100 bills, \$50 bills, \$20 bills.

COMMENTS: This promotion should expand listening times, as the correct answer can be determined by the process of elimination.

CONTRIBUTING STATION:

WSKR (FM)
Atmore, AL
(205) 368-2128

ENERGY BONANZA

PROMOTION: Station shows "we care" in cold weather situation by giving away items to help keep you warm, i.e., fuel oil, wood, insulation, etc.

MECHANICS: Obtain prizes by trade and ask listeners to send a postcard to the station naming the energy prize they'd like to win. Listeners can enter for all prizes, but win only once. Hold a series of drawings on the air until all prizes are given away. Be sure to call each winner and record their comments for on-air promos.

SUGGESTED PRIZES: Fuel oil, a cord of wood, a wood stove, \$500 worth of insulation, a chainsaw to cut wood, gas bill paid for a month, solar installation, etc.

COMMENTS: You should get excellent response from "young marrieds" to this promotion.

CONTRIBUTING STATION:

WMYS (FM)
New Bedford, MA
(617) 996-3377

FIRST ANNIVERSARY PARTY

PROMOTION: Hold a huge anniversary (or birthday) party for listeners to thank them for their support.

MECHANICS: Send an invitation or personally invite all sponsors and agency people. Arrange for talent, local bands and singers, and "name" talent if possible. Rent the local fairgrounds and invite everybody.

To help defray expenses, you may want to charge a nominal admission fee, i.e., your frequency, \$1.03. Arrange concessions for beer, soft drinks, hot dogs, peanuts, etc. A station air personality should act as Master of Ceremonies for the Party.

SUGGESTED
PRIZES:

You may want to give away door prizes, i.e., station T-shirts, coffee mugs, albums, etc.

COMMENTS: This should be an annual event!

CONTRIBUTING STATION:

KTTI (FM)
Yuma, AZ
(602) 782-4355

FIRST EVER 3-D RADIO MOVIE

PROMOTION: This Friday the 13th promotion is designed to create talk. Create a fantasy radio movie and air it on any Friday the 13th.

MECHANICS: Write a script about something bizarre, i.e., Pac Man - The Beast With Feet. Record it with appropriate sound effects and music. Invite people to listen to the First Ever 3-D Radio Movie. Give away 3-D glasses that must be worn to achieve the full effects of the Radio Movie. Air several times on Friday the 13th.

SUGGESTED
PRIZES: 3-D glasses

COMMENTS: Should generate a lot of talk about your station.

CONTRIBUTING STATION:

WTRS (FM)
Dunnellon, FL
(904) 489-2800

FOOD-BALL GAME

PROMOTION: Students and residents of rival schools/towns compete in donating food for underprivileged and unemployed in the area. This promotion works best if there is true rivalry between two towns in your coverage area.

MECHANICS: Challenge the people in each town to donate more food for the needy than their rival town. Hold daily weigh-ins and broadcast updates on the totals. Interview people from both sides; the "coaches", players, etc. The coaches should be community leaders, i.e., mayor, school principal, etc. Hold the final "weigh-in" the day before Thanksgiving and announce the winning town. Work with local charity or food distribution center.

SUGGESTED PRIZES: A trophy for the winning town.

COMMENTS: Rivalry can become a positive force in your community. Aberdeen and Hoquim, WA collected 12 tons of food.

CONTRIBUTING STATION:

KDUX (FM)
Aberdeen, WA
(206) 533-1320

47 YEARS OLD AND STILL MAKING MEMORIES

PROMOTION: This promotion was designed to tie-in station's birthday with a format change.

MECHANICS: Listeners were asked to call in with their comments and tell what they remembered about the early days of the station. Contact former air personalities and record comments for use on-the-air. Run a schedule of print ads supporting promotion. You can ask trivia questions on-the-air and ask listeners to call in to win.

SUGGESTED PRIZES: Radios, albums, theater tickets, dinner for two, tickets to sporting events, etc.

COMMENTS: Good transition promotion for format change.

CONTRIBUTING STATION:

WEMP
Milwaukee, WI
(414) 529-1250

FUN CRUISE

- PROMOTION: Station gives away Caribbean cruises.
- MECHANICS: Listeners participate by listing on a postcard the "five items" that you should take on a cruise, that are revealed on the air, i.e., seasick pills, suntan lotion, etc. Hold drawing from all correct entries and give away the cruises.
- SUGGESTED PRIZES: All expense paid cruises for two.
- COMMENTS: This is an excellent audience maintenance promotion as listeners try to get all five items. WRAL (FM) received over 120,000 entries.

CONTRIBUTING STATION:

WRAL (FM)
Raleigh, NC
(919) 821-8701

GET AWAY ADVENTURE

PROMOTION: Audience listens for the name and number of each of seven trips and participates by listing on a postcard and sending to station. Winner gets a choice of the seven trips.

MECHANICS: Use Fantasy Island type characters to add entertainment value to promos for this Get Away Adventure. Air a description of each trip, one by one and be sure to give it a name and number, i.e., Trip #1 is the Hawaiian Hula. Hold a random drawing from all correct entries. Be sure to call the winner and record their response for use on post-promotion announcements.

SUGGESTED PRIZES: Trip for two to any desirable location, i.e., Hawaii, Rome, The Alps, Cruise of the Caribbean, tour of the Western U.S.A., etc.

COMMENTS: This can be an especially effective audience maintenance promotion during a rating period. Approach a travel agency for a co-sponsorship.

CONTRIBUTING STATION:

WLEV (FM)
Allentown/Easton, PA
(215) 250-9600

GREAT FEBRUARY "RIP-OFF"

PROMOTION: Run this promotion during the cold winter when listeners feel "enough is too much."

MECHANICS: Rip February (calendar page) right off the wall and send to station with name, address and phone number. Station holds random drawings to give away warm weather items. All winners qualify for the grand prize, a trip to someplace warm.

After all small prizes have been given away, hold a drawing from all winners to determine a grand prize winner. Announce his/her name on-the-air. Give a specified length of time (your frequency, i.e., 103 minutes) for the person to call the station and claim the prize. If you don't get a winner, draw another name, etc.

SUGGESTED
PRIZES:

Suntan lotion, beach towels, beach balls, frisbees, sunglasses, etc. The grand prize could be a trip for two to Hawaii, the Bahamas or Acapulco.

COMMENTS: This promotion should warm lots of hearts during the cold weather.

CONTRIBUTING STATION:

KQCR (FM)
Cedar Rapids, IA
(319) 363-2061

GREAT FLOOD OF PRIZES

PROMOTION: This promotion is designed to improve quarter hour maintenance. Listeners repeat a "winning phrase" to win a prize and qualify for a huge prize package.

MECHANICS: Trade out lots and lots of prizes, big and small. The first quarter hour, announce a "winning phrase"; the second quarter hour, "tease" the promotion; the third quarter hour, take a random caller and ask them to repeat the "winning phrase". Announce the winner in the fourth quarter hour. Hourly winners receive a small prize and are entered into a drawing for the prize package. Hold a random drawing and give away huge prize package.

SUGGESTED PRIZES: Microwave oven, waterbed, brass ceiling fan, bicycle, paint, six packs of soft drinks, tickets to amusement park, albums, stereo equipment, etc.

COMMENTS: The winning phrases can be station image oriented, i.e., "Q-101 plays your favorite music"...

CONTRIBUTING STATION:

WQLS (FM)
Cleveland/Chattanooga, TN
(615) 476-9109

GREAT GOBBLER GIVEAWAY

PROMOTION: Give away turkeys using Hi-Low. Station picks a number and the winner gets a turkey.

MECHANICS: The caller is put on-the-air with his/her guess. Tell them whether their guess is too high or too low. By process of elimination the correct number is usually guessed withing 8-10 calls. When you get a winner, choose another number and start over again until all turkeys are given away. A listener has a better chance to win by listening all day to pinpoint the number.

SUGGESTED PRIZES: Turkeys. You may want to award consolation prizes to players who don't win, like a pumpkin pie, cranberries, stuffing mix, etc.

COMMENTS: You can use this as a sales promotion too, by selling participating merchants a package that includes an open, spot, Great Gobbler Giveaway contest, and a close.

PARTICIPATING STATION:

KXXE (FM)
Miles City, MT
(406) 232-6631

GREAT GROCERY GIVEAWAY

PROMOTION: Station buys groceries for a lucky winner every week.

MECHANICS: Air promos asking listeners to mail their grocery store cash register receipt to the station. Ask them to write their name, address, and phone number on the back of receipt. A drawing is held every week for four weeks and the winner is announced during morning drive. The winner is picked up at their home in a station vehicle and escorted to the grocery store. A station personality pushes the cart and pays for the groceries.

SUGGESTED PRIZES: Groceries in the amount of the receipt sent to the station.

COMMENTS: A variation of this promotion could be - sell a four week package to a grocery store and promote the Great Grocery Giveaway exclusively at their store.

CONTRIBUTING STATION:

WKAN
Kankakee, IL
(815) 937-2750

HALLOWEEN SAFETY

PROMOTION: Station gives away light reflective stickers saying "WGNI CARES", for kids to wear on Halloween.

MECHANICS: Print stickers and arrange for local businesses to act as distribution centers. Air promos telling listeners where to pick up the stickers and why their kids should wear them for a safer Halloween.

COMMENTS: A positive community service promotion.

CONTRIBUTING STATION:

WGNI-FM
Wilmington, NC
(919) 763-6511

HIGH SCHOOL CHALLENGE

- PROMOTION: This is similar to the GE College Bowl on TV.
- MECHANICS: Contact all area high schools and invite them to participate. Write questions (and answers), choose a moderator, and set up a bracket with Champion and Consolation Divisions. Event should be held in an auditorium in front of an audience and broadcast live.
- SUGGESTED PRIZES: A traveling trophy for winning school and plaques for winning team members.
- COMMENTS: Caution: be aware of student amateur rules if you consider giving bigger prizes.

CONTRIBUTING STATION:

KKBL (FM)
Monett, MO
(417) 235-6041

HIGH SCHOOL DANCE

PROMOTION: All local Junior and Senior High Schools are invited to try to win a dance for their school.

MECHANICS: Send a notice to each school to be posted on the bulletin board.

Air promos asking students to send a postcard to the station with their name and the name of their school. The school with the most entries, wins a dance hosted by a station personality. Give away prizes and serve soft drinks and hot dogs.

SUGGESTED PRIZES: Albums, station T-shirts.

COMMENTS: Work a deal with a soft drink bottler and hot dog supplier to provide the refreshments.

CONTRIBUTING STATION:

WPEG (FM)
Concord, NC
(704) 596-0815

HI - LOW

PROMOTION: Give away cash by playing Hi - Low. This promotion is designed to increase time spent listening.

MECHANICS: Set an amount for a jackpot. The jock on-the-air takes a random call and asks the listener to guess the exact amount of money in the jackpot. The listener guesses (for example) "\$1,437.92"...the jock says, "Sorry, you're too low." The listener does not get a second guess and the jock does not give any clues other than "too high" or "too low". By a process of elimination, someone will guess the correct amount in the jackpot. Hold the contest at varied times until someone wins. Then announce that a new jackpot is coming.

SUGGESTED PRIZES: Cash.

COMMENTS: This can be an ongoing promotion. The amount of money given away is controllable by the size of the jackpots.

CONTRIBUTING STATION:

KGHL
Billings, MT
(406) 656-1410

INCREDIBLE EDIBLE CHRISTMAS TREE

PROMOTION: Share a gigantic Christmas cake with your listeners and capture the Christmas spirit by donating canned goods or toys.

MECHANICS: Work a trade-out with a local bakery to create a huge (the WVOC cake was six feet high and weighed 800 pounds) cake shaped and decorated like a Christmas tree. Every listener that brings a canned good or gift wrapped toy receives a piece of cake.

COMMENTS: To increase visibility, display and serve the cake at your station or at a local shopping mall. You may want to work with a local service organization to help distribute the canned goods/toys to your city's underprivileged.

CONTRIBUTING STATION:

WVOC (FM)
Columbus, GA
(404) 324-2442

INDUSTRIAL SALUTE

PROMOTION: Morning personality salutes a different local industrial company each day.

MECHANICS: Broadcast brief announcements about products, systems personnel, achievements, and tidbits of information supplied by public information departments of area industries.

The length of this promotion depends on the number of industrial companies in your area. Try to plan it out to last four - eight weeks.

COMMENTS: The participating companies should post the schedule of salutes on their employee bulletin board and/or include with paychecks. This will increase awareness of the station and encourage employees to tune in to hear their company saluted.

CONTRIBUTING STATION:

WLEV (FM)
Allentown/Easton, PA
(215) 250-9600

INDUSTRY PROMOTION

PROMOTION: Designed to promote public awareness of local industry.

MECHANICS: Print red stickers with Industry '82 logo that say "I Support It". Print blue stickers with Industry '82 logo that say "We Do It". Distribute to the public. Support the promotion with interviews, facts and tidbits about products, people, etc.

Each sticker is numbered and drawings are held on-the-air. Listeners call the station when their number is announced to win a prize.

SUGGESTED PRIZES: AM/FM radios, pocket calculators or anything that ties in with the industry in your area.

COMMENTS: At a time of high unemployment, this is a particularly good community involved promotion. Local industry should support the idea with bulletin board notices and paycheck reminders.

CONTRIBUTING STATION:

WTCQ (FM)
Vidalia, GA
(912) 537-9202

JERRY LEWIS RADIO-THON FOR M.D.

PROMOTION: Do a 24 hour radio-thon taking pledges and donations from listeners with all proceeds going to Muscular Dystrophy or another charity.

MECHANICS: Ask local businesses to donate goods and services to auction off on-the-air. Work this promotion in association with a local charity organization who can help in the legwork or arranging for items to be auctioned. As a promotion vehicle, print "flyers" and have local youth club distribute them door-to-door.

COMMENTS: Keep a tote board so you can report progress being made versus the goal that's been set for the 24 hour period.

CONTRIBUTING STATION:

KGRE (FM)
Greeley, CO
(303) 356-1450

JUKEBOX HEROS

PROMOTION: Listeners name the title and artist of song played plus the location of the song (letter and number) on the jukebox to win a prize.

MECHANICS: Air promos telling audience to listen for a "jukebox hero" song to be played. Announce the location of the song on the jukebox, i.e., "B-10". The first person to call (after the song is played) with the location, title and artist wins a prize and is entered into a grand prize drawing. Hold a drawing of all winners and give away a jukebox.

SUGGESTED PRIZES: Jukebox complete with records.

COMMENTS: A jukebox is a great prize.

CONTRIBUTING STATION:

KQIX (FM)
Grand Junction, CO
(303) 245-9000

LARGEST VALENTINE

PROMOTION: Station gives away the city's largest Valentine, a love message on a huge billboard.

MECHANICS: Ask listeners to send a postcard to the station with the message they'd send to their Valentine, senders name, address and phone number. Support the promotion with newspaper ads and a billboard saying "Win this for your Valentine...tune in (call letters and frequency)."

Hold a drawing to give away the Valentine billboard.

SUGGESTED PRIZES: Print daily winners' messages in newspaper, grand prize - billboard message.

COMMENTS: Good use of multi-media.

CONTRIBUTING STATION:

WHFM (FM)
Rochester, NY
(716) 454-3040

MATCH ME

PROMOTION: This promotion is designed for use at home shows, food fairs or any place there's a large crowd.

MECHANICS: Print adhesive backed cards with your call letters and a number, i.e., "WXXX says MATCH ME #2453. When you find another person wearing this same number, bring him/her to the WXXX booth and each will receive a valuable gift". Station personnel hand out the "Match Me" stickers to everyone visiting station's booth. You can control the number of prizes awarded by limiting the duplicate numbers on the stickers.

SUGGESTED PRIZES: AM/FM radios, clocks, station T-shirts, wristwatches, clock radios, coffee mugs, cash, etc.

COMMENTS: This promotion can be a great ice-breaker as complete strangers start talking to each other looking for a matching number. Hundreds of people will be walking around with your call letters prominently displayed. Use your imagination for events where you can do this promotion.

CONTRIBUTING STATION:

WRVW (FM)
Hudson, NY
(518) 828-3341

MATCH YOUR NEIGHBORS

- PROMOTION: A radio version of "Family Feud".
- MECHANICS: Send out a hundred question questionnaire to 100 listeners. Tabulate answers for use in on-air contest. Take a random caller and ask a question from your survey. Contestant must match the three most popular answers to win a prize.
- SUGGESTED PRIZES: Theater passes, dinner for two, etc.
- COMMENTS: Localize some of the questions, i.e., "What are the five most popular restaurants in (city)?"

CONTRIBUTING STATION:

WTAX
Springfield, IL
(217) 753-5400

MUSIC AWARDS CONTEST

- PROMOTION: A local tie-in with a major awards TV show.
- MECHANICS: Station distributes ballots listing nominees for the Country Music Awards. Listeners vote for their favorites and send the ballot to the station.
- Votes are tallied and compared with the national awards show. Hold random drawings and give away prizes. Be sure to update your listeners with results of the local votes, i.e., "Willie Nelson is leading the pack with 2,594 votes as favorite male recording star."
- SUGGESTED PRIZES: Station T-shirts, coffee mugs, belt buckles, gift certificates, dinner for two, etc.
- COMMENTS: On the day the music awards show is televised, you may want to announce your listeners choices to see how they compare to the national awards.
- This promotion can be tailored to other music awards shows, i.e., the Grammy's, etc.

CONTRIBUTING STATIONS:

WQXK (FM)
Salem/Youngstown, OH
(216) 746-1662

KCWM
Victoria, TX
(512) 576-6111

MYSTERY SOUNDS QUIZ

- PROMOTION: Guess the mystery sound and win a prize.
- MECHANICS: Station records a mystery sound on a cart and air
 promos inviting listeners to name the sound and
 win. Air clues to help listeners identify the
 sound. Take a random caller and play the game.
 If identified correctly, caller wins a big prize.
 If not, give them a small prize.
- SUGGESTED
PRIZES: Cash, trip and car for big prizes. Albums, six
 packs of soda and T-shirts are good consolation
 prizes.
- COMMENTS: Mystery sounds can be things like: shaving cream
 coming out of can, dice being rolled, the sound of
 someone chopping wood, etc. Let your imagination
 run wild.

CONTRIBUTING STATION:

KPQ
Wenatchee, WA
(509) 663-5121

NAME IT AND CLAIM IT

PROMOTION: Identify three popular songs played simultaneously and win a prize.

MECHANICS: Record three songs, one over the other on one cart. Play cart and take a random caller to win a prize. You may want to give clues on-the-air about the song or artist. When you get a winner go to the next contest cart.

SUGGESTED PRIZES: Video games or anything desirable to your listeners.

COMMENTS: Good on-air promotion for fun during a rating sweep.

CONTRIBUTING STATION:

WOWI (FM)
Norfolk, VA
(804) 622-4600

NAME THE CHICKEN

- PROMOTION: Name the new station mascot...a chicken.
- MECHANICS: Air promos inviting listeners to send a postcard to the station and name the new station mascot (actually a person in a chicken suit). Station personnel choose most appropriate name from entries. Whoever submits the winning name receives a prize.
- SUGGESTED PRIZES: AM/FM digital clock radio or a complete stereo system.
- COMMENTS: Good way to introduce a station mascot to the public. You should be able to get newspaper coverage of your station mascot.

CONTRIBUTING STATION:

WQYX (FM)
Clearfield, PA
(814) 765-5541

NAME THE NEW GIRL SPORTS SHOW

PROMOTION: Create interest and find a title for a new feature on the radio station...a sports show about girls sports.

MECHANICS: Ask listeners to send a postcard to the station with a name for the new girl sports show. Panel of judges from station chooses best name and gives a prize to the winner.

SUGGESTED
PRIZES: Dinner for two

COMMENTS: This is a great way to create an audience for any new daily "feature" on your radio station.

CONTRIBUTING STATION:

WAJK (FM)
La Salle, IL
(815) 223-3100

NINETY NINE SECONDS OF SONG

PROMOTION: Station plays a montage of 11 songs in 99 seconds (use your frequency). Contestant must correctly identify both the song title and artist of all 11 songs to win \$99 in cash.

MECHANICS: Play the 99 seconds of songs for a day or two before taking contestants. Play the game on the air. All contestants win a station T-shirt and the first one to name all titles and artists correctly wins \$99. After you have a winner, do another 11 song montage.

SUGGESTED PRIZES: \$99 cash (use your frequency) and station T-shirts.

COMMENTS: This is a good promotion to increase your Time Spent Listening.

CONTRIBUTING STATION:

WHMP (FM)
Northampton, MA
(413) 584-4275

OFFICE PARTY

PROMOTION: Area business people send a business card or letter on company stationery to station to enter a drawing for an office party.

MECHANICS: Air promos inviting all office listeners to enter the contest. Select several cards or letters each week and give winners and co-workers an office party.

SUGGESTED PRIZES: Happy hour for the winning company employees at a cocktail lounge.

COMMENTS: A good way to expand in-office listening.

CONTRIBUTING STATION:

KCWM
Victoria, TX
(512) 576-6111

PENNY PITCH

PROMOTION: Station promotes and solicits donations for its own charity, Penny Pitch, a fund that is used to help families in trouble.

MECHANICS: Choose a family that needs help. Air spots telling about specific needs of the family, i.e., medical attention, school clothes for the children, a job for the father, eyeglasses, etc. Ask a mall or restaurant to donate all coins tossed into its fountain.

COMMENTS: Great community service promotion that can be very gratifying for everyone involved.

CONTRIBUTING STATION:

WCOA
Pensacola, FL
(904) 456-5751

PICTURE THIS

PROMOTION: Choose an "Office of the Week" by random drawing.

MECHANICS: Listeners participate by sending a postcard with their name and name of the office to the station. Everyone in the winning office is included in a color portrait mounted in a wood frame.

Work a trade deal with a photography studio. They go to the office and take the pictures in return for promotional announcements. You should get station visibility with an engraved message on the frame such as "96 FM Office of the Week 3/15/83".

SUGGESTED
PRIZES: Group portrait

COMMENTS: This could help in office listening, which is a critical area to penetrate.

CONTRIBUTING STATION:

WBKZ (FM)
Baltimore, MD
(301) 685-1300

ROLLS ROYCE NIGHT ON THE TOWN

- PROMOTION: Give away a posh night on the town.
- MECHANICS: Listeners participate by sending postcard to the station. Hold a random drawing and announce name of winner, who has specified length of time to call station and claim the prize (use your frequency, i.e., 102 minutes). If prize isn't claimed, draw another card, etc. until you get a winner.
- SUGGESTED PRIZES: Cash (\$100 or more), use of a Rolls Royce and driver for an evening, flowers for the lady, a bottle of vintage wine and dinner for two at a classy restaurant.
- COMMENTS: Take photos of your winners for use in station portfolio.

CONTRIBUTING STATION:

WSBH (FM)
Southampton, NY
(516) 283-9500

SEVEN PONDS SUMMER

PROMOTION: Each month from June through August, a KGRS DAY is designated at Seven Ponds Park (a large recreation area). On that day, admission to the park and most of the activities is free to all visitors with a KGRS window or bumper sticker.

MECHANICS: Air promos telling listeners about the promotion and all the benefits to them. Line up as many prizes as possible for giveaway on KGRS DAY. Have on-air personalities hand out window or bumper stickers outside the park on the first KGRS DAY. Broadcast live from the park and be sure to utilize a public address system so everyone in the park will be aware of the audience participation. You should have planned activities and give away prizes.

SUGGESTED PRIZES: AM/FM radios, station T-shirts, merchandise coupons, tote bags, suntan lotion, frisbees, coupons for food and soft drinks at the park, etc.

COMMENTS: This is a good promotion for an area recreational facility, offers great exposure for a station, creates a good community image and is lots of fun for everyone.

CONTRIBUTING STATION:

KGRS (FM)
Burlington, IA
(319) 752-2701

SHOWBIZ VIDEO WHIZ QUIZ

PROMOTION: Listeners are asked to call in and identify sounds from a video game. If contestant guesses the correct video game, they win pizza for four.

MECHANICS: Record sounds from 15-20 different video games (Pac Man, Frogger, etc.). Play the sound on-the-air and take a random caller. If contestant guesses the correct video game, they win.

SUGGESTED PRIZES: Pizza party for four.

COMMENTS: Sell a participating package to a local pizza parlour or arrange a trade.

CONTRIBUTING STATION:

WMAZ-FM
Macon, GA
(912) 741-9999

STRIKE BACK

PROMOTION: Station gives listeners an opportunity to "strike back" against striking football players by winning free passes to alternative sporting events and guessing when the NFL strike will be over. Closest guess wins a prize.

MECHANICS: Announce promotion and take a random caller to win tickets to local sporting event or attraction. Listeners also guess when the NFL strike will be over. The time and date is logged. When strike is over, check the log for closest time and that person wins a trip for two to desirable location in the region.

SUGGESTED PRIZES: Tickets to hockey, basketball, baseball games, free bowling, a tennis lesson, free play at a racquetball court, etc. Grand Prize - 4 day vacation at beach resort.

COMMENTS: This promotion could be tailored to any strike that affects your listeners.

CONTRIBUTING STATION:

WPCV (FM)
Lakeland/Winter Haven, FL
(813) 682-8184

TAKE THE PLUNGE

- PROMOTION: Contestants plunge into a pool of Pepsi to grab a set of car keys, one starts a car and one key opens the trunk.
- MECHANICS: Trade out a classy older car, i.e., 1969 Olds Cutlass convertible. Fill the trunk with prizes.
- You'll have two winners. The contestant that finds the ignition key gets the car. The one with the trunk key wins all the goodies in the trunk.
- Hold the plunge event in a visible location and invite all local media for additional exposure.
- SUGGESTED PRIZES: Classy older car and for the trunk...stereo components, T-shirts, dinner for two, etc.
- COMMENTS: Put the car on display in a high traffic location, i.e., a shopping mall. Sounds like a fun summer promotion.

CONTRIBUTING STATION:

KZIO (FM)
Duluth, MN
(218) 728-6406

TELL A FRIEND

PROMOTION: This promotion is designed to spread the word about a format change.

MECHANICS: Listeners send a postcard to the station with their name, address and phone number and the name, address and phone number of a friend they've told about the new sound of the station.

Hold random drawings, call the "friend" and if they can identify who sent their name to the station they both win a prize. All entries are eligible for a grand prize drawing.

Support this promotion on-the-air and in outside media, print and TV.

SUGGESTED
PRIZES:

Albums, station T-shirts, coffee mugs, dinner for two, gift certificates and the grand prize is a trip.

COMMENTS: Good way to get lots of folks talking about your station. Carry on the theme of the promotion by printing Tell A Friend T-shirts.

CONTRIBUTING STATIONS:

KSFT (FM)
St. Joseph, MO
(816) 279-6346

WMYS (FM)
New Bedford, MA
(617) 996-3377

THE GREAT LOTTERY TICKET GIVEAWAY

PROMOTION: Give away lottery tickets that could be worth \$1,000,000 to holder.

MECHANICS: Trade out lottery tickets and air promos telling listeners they can call and win. Give away \$1 tickets several times a day by taking a random caller.

SUGGESTED PRIZES: Lottery tickets

COMMENTS: This promotion can only be used in states where a lottery is legal.

CONTRIBUTING STATION:

WKAL-FM
Utica/Rome, NY
(315) 336-7700

THE GREAT PUMPKIN DECORATING CONTEST

PROMOTION: Ask listeners to decorate pumpkins with emphasis on originality.

MECHANICS: Listeners bring the pumpkin to a local movie theatre at a designated time. A decorated pumpkin gains them free admission to a special Halloween movie and qualifies them for prizes. Most original pumpkin wins a prize and all participants receive free candy.

SUGGESTED PRIZES: Gift certificate from a sporting good store and Halloween-type candy.

COMMENTS: Be sure to send a flyer on this promotion to all area schools.

CONTRIBUTING STATION:

WDIX
Orangeburg, SC
(803) 534-4461

THE GREAT TAX REBATE

- PROMOTION: A variation of Hi/Low.
- MECHANICS: Select a three digit number and air promos telling listeners how to play. Take a random caller who guesses a number. Announcer tells them too high, or too low. Take another caller next hour until someone guesses the number. Choose another number and start all over again.
- SUGGESTED PRIZES: Cash. Each winner gets \$100.
- COMMENTS: Although this promotion tied in with WTAX's call letters, it's appropriate for any station at tax time.

CONTRIBUTING STATION:

WTAX
Springfield, IL
(217) 753-5400

THE PARTY

PROMOTION: This is a radio version of "The Dating Game."

MECHANICS: Each night a female listener chooses a date from three male listeners. Listeners participate by calling the station and going through a screening process. All winning couples then meet for the first time at a party hosted by the station and a participating club/restaurant.

Lay out ground rules, i.e., OVER legal age, must be single and willing to give information about height, weight, color of hair, hobbies, etc. You must have a phone hookup that allows you to talk with one girl and three guys on-the-air.

SUGGESTED PRIZES: Station T-shirts for all participants at the party and albums.

COMMENTS: You may want to have listeners participate initially by sending in a letter and photo. Meeting in a public place should be safe, however, you should check with your lawyer concerning a waiver/release form that all participants will sign.

CONTRIBUTING STATION:

KZLS (FM)
Billings, MT
(406) 248-2681

THE SPA PARTY

- PROMOTION: Listeners can win a spa party for themselves and ten friends, including wine, cheese and prizes.
- MECHANICS: Ask listeners to send a postcard to the station with name, address and phone number. Hold a random drawing once a week to determine winner.
- SUGGESTED PRIZES: Spa party includes a spa which is delivered, set up and filled, station air personality brings wine, cheese, monogrammed towels and station T-shirts.
- COMMENTS: Take pictures and send press releases for this promotion.

CONTRIBUTING STATION:

KQIX (FM)
Grand Junction, CO
(303) 245-9000

THE SUMMER IS FREE

PROMOTION: To create awareness and interest in your facility, run a totally Commercial Free Summer.

MECHANICS: Air promos "positioning" your station as "more music" and commercial free.

COMMENTS: Expensive promotion, but powerful positioning for a new station or existing station increasing power. Start a waiting list for advertisers to start immediately after promotion.

CONTRIBUTING STATION:

WLVV (FM)
Statesville/Charlotte, NC
(704) 537-9797

THE TURKEY SHOOT

PROMOTION: Listeners call in at the sound of "gobble, gobble" to play Turkey Shoot by choosing a number from one to ten. If correct number of chosen, they win a turkey.

MECHANICS: Shots are placed in random order on a cart and rotated daily. Air promos telling listeners how to play to win. When you get a contestant on the phone, ask them how many shots it will take to get the turkey, then play the next cut on the game cart. If the number guessed by the contestant comes up, they win.

SUGGESTED PRIZES: Turkeys

COMMENTS: You could sell packages to local merchants and have them sponsor The Turkey Shoot, i.e., "The Turkey Shoot this hour is brought to you by Yucca Valley Ford"...then play the game.

CONTRIBUTING STATION:

WQST (FM)
Forest, MS
(601) 469-3701

THIS LITTLE PIGGY WENT TO MARKET

PROMOTION: Station gives away a shopping spree in a supermarket.

MECHANICS: Listeners participate by sending a postcard to the station: "I like the new sound of WPIG because...". Winners are chosen in a random drawing.

Work a trade deal with local supermarket. Choose one winner a week for the shopping spree. Have an air personality or newsman follow the winner calling a play-by-play for rebroadcast later in the day. Set a time limit for the shopping spree, 90 seconds or use your frequency, i.e., 102 seconds.

SUGGESTED PRIZES: Grocery store shopping spree. Each shopping trip will average \$300.

COMMENTS: Good awareness promotion for a new station or a format change.

CONTRIBUTING STATION:

WPIG (FM)
Saco/Portland, ME
(207) 283-1235

THURSDAY NIGHT AT WESTPORT

PROMOTION: Give away a night on the town, dinner for two and a live theatre presentation. Winner is escorted by a station personality and spouse.

MECHANICS: Invite listeners to send in a postcard to qualify to win. Describe the theatre event they'll see and the restaurant where they will dine. Hold a random drawing.

PRIZES: Theatre tickets and dinner for two at a classy restaurant. Prize could include limousine service for the evening.

COMMENTS: This could be an ongoing promotion through a theatre season, or done for several weeks if there's a very popular play in town.

CONTRIBUTING STATION:

KCFM (FM)
St. Louis, MO
(314) 921-3505

TON OF PUMPKINS GIVEAWAY

PROMOTION: A sure fire Halloween promotion.

MECHANICS: Everybody is invited to guess the weight of a "giant" pumpkin. Listeners bring canned food to the event to benefit a local charity and receive a free pumpkin.

Sell the promotion to a shopping mall or a merchant with a large parking lot.

Give a cash prize to the person guessing the closest to the weight of the "giant" pumpkin.

SUGGESTED
PRIZES: Pumpkins and cash.

COMMENTS: The charity tie-in is great community relations. Be sure to have plenty of pumpkins. THINK BIG!

CONTRIBUTING STATION:

WCSN (FM)
Tallahassee, FL
(904) 386-6143

TURKEY SHOOT CONTEST

- PROMOTION: Give away holiday turkeys.
- MECHANICS: Listener calls station when instructed and chooses a number between one and ten. The corresponding card is played on-the-air. If it has a turkey "gobble" on it, the player wins a turkey. If not, the player receives a consolation prize.
- SUGGESTED PRIZES: Turkeys, stuffing mix, cranberries, pumpkin pies, etc.
- COMMENTS: Good way to relate to the holiday and give a prize that all your listeners can enjoy.

CONTRIBUTING STATION:

WFHR
Wisconsin Rapids, WI
(715) 424-1300

TURKEY TROT

PROMOTION: Station gives away turkeys during the week before Thanksgiving.

MECHANICS: Air promos for a week (sample copy below). Air personality goes out on a remote two or three times a day. Announce his location. The first person to identify themselves and say "I trotted for a turkey", wins a bird. Simple, but fun.

SUGGESTED PRIZES: It's obvious...turkeys.

COMMENTS: Possible sales tie-in...sell packages to several retail stores and use their locations to give away the turkeys.

SAMPLE PROMOS: "THE WXTA TURKEY TROT" - WE GIVE THE TURKEY; YOU DO THE TROTting. NEXT WEEK, WXTA WILL BE ALL OVER THE ROCKFORD AREA GIVING AWAY FREE 16 POUND, SUCCULENT TURKEYS, GREAT FOR THANKSGIVING, UH, GOBBLING. JUST LISTEN TO WXTA FOR US TO ANNOUNCE WHEN AND WHERE WE'LL BE GIVING THE TURKEYS AWAY. WHEN WE SAY WE'RE GIVING ONE AWAY, THEN TROT ON OVER. IF YOU'RE THE FIRST PERSON TO COME UP TO THE WXTA PERSONALITY AND SAY, "I TROTTED FOR A TURKEY", YOU'LL GET A FREE SIXTEEN POUNDER FROM WXTA. SOME OF THE PLACES WE'LL BE INCLUDE:

(List sponsor locations)

CONTRIBUTING STATION:

WXTA
Rockford, IL
(815) 874-7861

UGLY BARTENDER

PROMOTION: Ballots are cast in all the bars in town for Ugly Bartender at 25 cents per vote. The money goes to Multiple Sclerosis Foundation or other charity. Winners get prizes supplied by participating sponsors.

MECHANICS: Print a promotion "flyer" and send to all the bars in town inviting bartenders to participate in the promotion. Air promos with the same information. Hold a gathering for all participating bartenders and give them station T-shirt, banners for their bar, registration boxes, entry blanks, tent cards and door sticker.

Have each bartender voice a short promo asking all his patrons to vote for him/her at 25 cents per vote with all proceeds going to your chosen charity.

Station sends out press releases and runs a schedule of newspaper ads supporting the promotion. Tally the votes each week and give updated reports on-the-air. After four weeks, count the votes and award three prizes based on the total number of votes per bartender.

SUGGESTED PRIZES: Trip, stereo system, clothes, etc.

COMMENTS: Rotate sponsor names in on-air promos, i.e., "WXXY and Embassy Travel present the Ugly Bartender contest...(explain details)". This promotion is fun, a good image builder and has great sales potential.

CONTRIBUTING STATION:

WTVR-FM
Richmond, VA
(804) 355-3217

VALENTINE SWEETHEART CONTEST

- PROMOTION:** A mail-in promotion to find Valentine Sweetheart.
- MECHANICS:** Listeners send the name of their sweetheart on a card to the station, explaining why their sweetheart is sweet. Winners can be chosen by random drawing or by judging the most creative responses. You can have as many winners as you have prizes.
- Begin soliciting cards ten days prior to Valentine's Day. To help increase the response you should read some of the cards on-the-air (a good opportunity to get local names on the station). Announce the winner on February 14.
- SUGGESTED PRIZES:** A dozen roses, candy, dinner for two, etc.
- COMMENTS:** It's possible to get some very warm and emotional entries. You might want to call winners and record their responses for use on-the-air.

CONTRIBUTING STATION:

WGAC
Augusta, GA
(404) 863-5800

WAKE-UP CALL

PROMOTION: A way to introduce your new morning man or give your existing one more exposure.

MECHANICS: Ask listeners to send a postcard to the station with a request for a morning "wake-up call". Each postcard should include the listener's name, phone number and approximate time they wake up every morning. Your morning man places a "wake-up call" every morning and if the person who sent in the card answers the phone, they win a station coffee mug.

You can expand the promotion by asking a trivia question. If the person called answers correctly, he/she gets an additional prize.

SUGGESTED PRIZES: Station coffee mugs, certificates for a pound of coffee, and radios.

COMMENTS: Listeners and your morning man can have fun with this promotion.

CONTRIBUTING STATION:

WLPA
Lancaster, PA
(717) 397-0333

WEEKEND GETAWAY

PROMOTION: Give away weekend mini-vacation.

MECHANICS: Listeners participate by listing their all-time three favorite songs on a postcard or in station's newspaper ad coupon and send to station. Hold a drawing once a week and give away a Weekend Getaway.

SUGGESTED PRIZES: Weekend for two at near-by resort.

COMMENTS: Put together a mini-music special based on the songs listeners list as all-time favorites.

CONTRIBUTING STATION:

WXTA
Rockford, IL
(815) 874-7861

WHEN THE MUSIC STOPS

- PROMOTION: A "listen to win" on-air promotion.
- MECHANICS: When the contest is announced, take a random caller and if he/she can name the last song played, they win. If they can name the last three songs played, the caller wins a bigger prize. Run the contest 4 - 7 times a day and promote the exact half hour time frame, i.e., "You can play When The Music Stops between 7:30 and 8 o'clock this morning on WXXX...you'll have a chance to win \$100 cash".
- SUGGESTED PRIZES: Cash, albums, movie passes, dinner for two, car and home stereos, video games, clothing and jewelry.
- COMMENTS: This promotion works well during ratings to recycle audience from one daypart to the next. It's easy and fun.

CONTRIBUTING STATION:

WKFR (FM)
Battle Creek/Kalamazoo, MI
(616) 964-7173

WHERE IN THE WORLD

PROMOTION: Station chooses a location somewhere in the world, and the first listener to guess the location wins a trip there.

MECHANICS: Print up posters and display all over town (use a collage of major cities of the world, one of which is correct). Give clues in the form of a limerick and take callers to guess the location. Winner gets a trip to the "Where in the World" location.

SUGGESTED PRIZES: Trip for two.

COMMENTS: You could sell this promotion and have sponsors post "bonus clues" in their stores.

CONTRIBUTING STATIONS:

WGAI
Elizabeth City, NC
(919) 335-4371

KOOS (FM)
Coos Bay, OR
(503) 267-2121

WINNING ROUNDUP

PROMOTION: Display station bumper sticker and qualify to win prizes.

MECHANICS: Station prints bumper stickers with a number. During the county fair, station personnel hand out bumper stickers to every car and record the number and person's name. (They gave out 10,000 bumper stickers in Harrison, AR).

Trade out prizes. Air promos telling listeners what they can win and where they can get a bumper sticker (at station or the county fair). After bumper stickers have been given out, start drawing winners from your remote at the fair. Announce the winner's name and the prize won.

SUGGESTED PRIZES:

Recliner chair, queen size bed, watch, water skis, diamond ring, four new tires, video disc player, freezer, electric typewriter, ladies opal cocktail ring, microwave oven, 15 gallons of paint or stain, etc.

COMMENTS: You may want to sell participating merchants on this "county fair" idea and have them distribute bumper stickers ahead of time.

CONTRIBUTING STATION:

KCWD (FM)
Harrison, AR
(501) 741-1402

WIN THOUSANDS OF DOLLARS

PROMOTION: A call in and win promotion.

MECHANICS: Trade out prizes. Air promos telling listeners how to participate. Take a random caller, i.e., "I'll take the 14th caller"...who wins a small prize and is entered into a drawing for the grand prize. Hold a drawing to determine grand prize winner.

SUGGESTED

PRIZES: Hourly winners receive T-shirts, six pack of soft drinks, coffee mug, etc. Grand prize - a trip for two and a video recorder.

COMMENTS: This can be an ongoing promotion.

CONTRIBUTING STATION:

WSCQ (FM)
Columbia, SC
(803) 796-9060

WRANGLER COUNTRY SHOWDOWN

PROMOTION: Country music talent hunt.

MECHANICS: The Wrangler Company offers a \$50,000 national grand prize. Your radio station runs the local contest with acts competing for the right to represent your town in the state finals.
Listeners can win a prize by calling station when instructed and tell why they love country music.

SUGGESTED PRIZES: Albums, movie tickets, dinners and lunches for two, free gas, etc.

COMMENTS: This can be used as a sales promotion too. Sell packages to local retailers at a premium rate to be a part of the event. Each retailer could sponsor a local talent act, etc.

CONTRIBUTING STATION:
KBHP (FM)
Bemidji, MN
(218) 751-4121

ZAPPED BY THE COWBOYS

PROMOTION: Guess which letter of the word "cowboys" will be "zapped" and win a chance for a weekend in Dallas to see the Cowboys football team play.

MECHANICS: Record all the letters in "Cowboys" in a random sequence on a card. Take a caller and have them choose a letter. If the guess is correct, the contestant's name is entered into a drawing for the prize. Hold a random drawing from all the correct guessers.

SUGGESTED PRIZES: Weekend trip for two to Dallas, including airfare, hotel, football tickets and cash for spending money.

COMMENTS: Tailor this promotion around a sports team in your area.

CONTRIBUTING STATION:

KCWM
Victoria, TX
(512) 576-6111