



JONES SATELLITE NETWORKS™



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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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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 visability, 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 TROTGING. 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 cart. 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



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



GA\$ 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



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

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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



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



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 niteclub (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



GETTING ON TARGET

GOES IN FRONT OF:

Flammie: Intro. @HP



JONES SATELLITE NETWORKS, INC.

RADIO PROGRAMMING NETWORK

CD COUNTRY

OPERATIONS MANUAL

Copyright 1992, Jones Satellite Networks, Inc.

INTRODUCTION

Jones Satellite Networks, Inc. (J.S.N.) welcomes you to the next generation of satellite delivered programming. In the pages that follow, you'll learn everything you need to know about how to use the programming to maximize audience and profits.

Anytime you have questions or comments about our programming efforts, or how to effectively integrate local programming into your mix, please call us.

This operations manual is divided into several sections for your convenience. Please be sure your entire staff reads the manual, paying particular attention to the section on liners.

Jones Satellite Networks, Inc. (J.S.N. Radio Network)

TO: Our Newest Affiliate

FROM: Phil Barry
Vice-President / Operations & Programming

We are honored and delighted that you have made the decision to affiliate with our growing network of stations.

We take very seriously our commitment to provide the very highest quality programming and services to each station we serve.

Although the programming on the network is fed simultaneously to hundreds of stations, we also realize that each affiliate has needs unique to itself. Our number one priority is to respond immediately to your needs or problems, regardless of the magnitude.

On the next page is a list of the people you'll no doubt become familiar with over the weeks and months to come. Please do not hesitate to call us anytime you have a question, concern or simply a better idea. Our affiliate **HOTLINE is (800) 766-3251.**

We're excited to be a part of your team!



Operations Help List

NAME

PHONE #

**Phil Barry - Vice-President/Operations & Programming
Phone Mail (24 hrs/7days)**

**(800) 766-3251
(800) 876-3303
ext. 7036**

Gary Nakashima - Affiliate Relations Mgr.

(800) 766-3251

Eric Wiler - Engineering

(800) 766-3251

**Len Roberts - Country Program Director
Beau Roberts - CD Country Operations Manager
Lew Jones - A/C Program Director
Rick Brady - Soft Hits Program Director
Dean Taylor - Goldies Program Director
Dale Ogden - Easy Listening Program Director**

**(800) 766-3251
(800) 766-3251
(800) 766-3251
(800) 766-3251
(800) 766-3251
(800) 727-5663**

**Our Address:
8250 S. Akron Street
Suite 205
Englewood, CO 80112-3506**

Fax: (303) 799-0551



Goes Behind: Getting on Target

Filename: @DTARGETI.GHP



GETTING ON TARGET

It's very important to know where you want to go before you decide how to get there. Too many times, people set out to build a radio station without a clear idea of exactly what they seek to accomplish. This leads to misdirection and wasted effort.

The most successful radio stations are the ones with a clear, practical idea of a specific target audience they want to reach. This leads to effective programming and a strong sales effort. When the goal is clear, day-to-day decisions become much easier...staff members have a sense of direction and the audience can better understand what a station has to offer. Most stations have a general idea of what target audience they want to reach, but the most successful stations generally take the time to refine and develop the idea.

In this section of the Operations Manual, you'll find ideas about defining your target audience and reaching them effectively.



DEFINING YOUR TARGET AUDIENCE

The day has long passed when a radio station could be "all things to all people." Modern marketing has come to our broadcast medium. Radio, like other mass communications, needs to direct itself toward a particular segment of the public...a target audience. This target audience must be large enough to be economically profitable, but can't be so large as to be impossible to satisfy with one type of sound.

Defining your target audience starts with total radio audience. It's not enough to say that a station's target is "the people who like our music." You need a more precise definition, one that addresses the "demographics" and "psychographics" you wish to reach.

"Demographics" refers to the specific age and sex you seek to reach. Are you trying for a young audience or an old one? More specifically, are you trying to reach teens and young adults, or listeners 35 years of age and older?

"Psychographics" refers to the psychological outlook of your target audience; more simply, their "life-style." Is your target "conservative" in life-style or "hip"? What are the general interests of your target? Family life? Sports? Rock concerts? The opposite sex?

In evaluating what segment of the public will be your target audience, you need to take into account both programming and sales opportunities. What large audience is not being well served in your market? What large audience do advertisers wish to reach? What kinds of opportunities already exist for advertisers to reach that audience? Whenever possible, try to find a large unserved audience.

In defining your target audience, consider both "demographics" and "psychographics." Avoid two pitfalls: making it too narrow or making it too wide. Some stations seem to be trying to reach "35-40 year old women who own two cars and like soft music, but also like a bit of contemporary and then some country"...obviously, too narrow and specialized a target audience. On the other hand, trying to reach a wide audience 12-50 is too ambitious to accomplish with one radio station.

The width of your target often depends on how many stations in your market serve the target audience. The more stations, the more specific and distinctive each one has to be. On the other hand, if you're the only station serving a particular type of audience, you can define your programming in wider terms.

All J.S.N. formats are designed for the widest possible audience.



REACHING YOUR TARGET AUDIENCE

Once you have a clear idea of who you are trying to reach, it's a lot easier to decide how to reach them. First of all, your music should be directed at the tastes of that target audience. Later in this manual, you'll find a complete explanation of the philosophy and structure of your J.S.N. format.

To also help you reach your target audience, your news, PSA's, etc., should be meaningful to them. You'll find specific information in the *COMMUNITY INVOLVEMENT* section of this manual about relating your service elements to your target audience.



THE 3 C'S

The principal values that apply to all elements of a radio station, i.e., music, promotion, community involvement, etc., that must be present for your station to reach its desired goals are **CONSISTENCY**, **COHESION**, and **CONCERN**: "The 3 C's".

CONSISTENCY is the uniformity of your station's overall sound. Your reliable listeners must hear what they expect to hear when they tune in. They have an image of your station and it must be consistent. Otherwise, your reliable listeners will be confused and could become casual listeners and possibly not listen at all after a period of time.

Every station's audience is made up of a percentage of casual listeners. They are important and help build cumes. Casual listeners must also hear what they expect to hear if they are to continue sampling your station and potentially become reliable listeners.

Basic format elements like promotion, news and weather should reflect a consistent image which serves the audience you want to listen. Consistency is the foundation on which your entire station's audience will be built and maintained.

Consistency should not be confused with repetition. Every station has listeners who listen for extremely long periods of time. They could be station staff members or employees of a business which uses your station for "background music." Someone who listens for six, eight, and more hours a day is not considered an "average listener" and may feel your station is repetitious.

The amount of time an "average listener" listens will vary depending on the competitive structure in your market and the type of format. Generally, the average listener spends about an hour a day with any single station.

J.S.N. formats are designed and programmed for "average" listeners.

COHESION, the second "C," refers to your sound "sticking together" and making sense to your audience. Your listeners should not perceive any difference between the network programming and everything else that happens on the station.

Promotion, news, PSA's, etc., should be cohesive and come together as one compatible sound which is consistent with the goals of your format. All commercial production should be of highest quality and also complement your format.

CONCERN is the third "C." A genuine concern for the listener you want to serve will do much to create the personality and image of your station. It's important that careful consideration be given to the content of all program elements.

This attention to detail will tell your audience that your station is operated by professionals who care about them.

Be concerned about your listeners' music tastes, money problems, personal safety, desire to be informed...everything that touches them everyday.

Since radio is the most immediate, intimate and mobile mass medium, it can be used anywhere and anytime. Keep that in mind and consider it before anything goes on the air. It's a great check and balance for building a solid image and successful station.

File Name: CD2.CHP

Goes Behind: SATELLITE OPERATIONS



FORMAT OVERVIEW

CD COUNTRY is "America's Music" for the 21st Century.

J.S.N., America's fastest-growing satellite programming company, is taking America's hottest music format to a new level...and a new audience. *CD COUNTRY* targets the 18-44 demographic cell, with a core of 25-34: young, hip radio listeners tired of metal, rap and ill-defined monotonous "pop" music.

CD COUNTRY is like no other satellite-delivered country format, taking its cue from the success of young-adult oriented country stations in market like Dallas, Hartford, Atlanta and Phoenix. *CD COUNTRY* combines high profile personalities; a bank of toll-free phones for interaction with your listeners; frequent contests and promotions; and the best new country from country music's "new breed" of artists.

Since 1989, J.S.N.'s highly-successful (over 200 affiliates in just four years) *COUNTRY* has set the pace. *CD COUNTRY* picks up that pace to match the lifestyle of your market's young country listeners.



LINER INFORMATION

In addition to the equipment you use to play local spots, etc., for best performance, you'll need a hard disk playback system, or three dedicated cart machines to play the liners/jingles the network will produce especially for your station.

They are:

- Legal ID (7 seconds) [A Liner]
- Return Liner/Jingle (7 seconds) [C Liner]
- Sweep Liner (7 seconds) [D Liner]

The personalities will fire these events through the use of a data stream at various times during each hour.

The liners referred to above will be recorded/produced for you by the Network.

NEW STATIONS - Each new station will receive a start-up package customized by J.S.N. utilizing your legal i.d., call letters, frequency, etc. Please contact *CD COUNTRY* at (800) 766-3251 at least three weeks prior to sign-on to have this package produced.

LINERS - After the initial, "start-up," liner package, we will update your liners on a quarterly basis.

The **LEGAL ID** is self explanatory and airs out of the Fifty-three break.

RETURN LINER/JINGLE is used out of stop sets.

The **SWEEP LINER** is a brief opportunity to identify your station, generally near the quarter hours (:15 & :45).

DEADLINES - All copy must be submitted (typewritten) at least three weeks prior to the date you need it on-air. Thus, we urge you to plan well ahead, especially on dated material

If you have more than one station using J.S.N. (example, AM uses *COUNTRY*, FM uses *CD COUNTRY*), please submit separate copy for each station.



If copy is submitted with less than three weeks notice, it will be recorded as time allows and no guarantee is made that it will arrive by the date needed on-air.

COMMERCIAL COPY - Some J.S.N. personalities would be glad to record commercial copy for your station. Note that fees are set by each personality. Thus, please contact the J.S.N. personality of your choice regarding fees, lead time, or other information.

WRITING - Any liners written by your staff must be timed to the proper length and must conform thematically to *CD COUNTRY* (For example, "Continuous Country" would not accurately describe *CD COUNTRY* because it is not simply a music intensive format). We reserve the right to edit and/or rewrite copy as needed. (Please spell phonetically any unusual city or place names.)

PROMOS - We can produce a total of 10 promos per quarter, per station.

NOTE: If commercial sponsor mentions are in the copy, ("win a car from KXXX and Joe's Chevy) then they must be considered "Commercial Copy", as outlined above, and a fee will be charged by the personality.

Send requests for liners to:

CD COUNTRY
Jones Satellite Networks, Inc.
8250 S. Akron
Suite 205
Englewood, CO 80112

or FAX to: (303) 799-0551

NOTE: All liners are shipped via UPS (allow 7-days). If faster delivery is needed, station will be responsible for shipping charge.

When carting liners, be absolutely sure that your reel-to-reel playback equipment and cart recorder, or hard drive system are aligned and set properly to insure compatible quality between the Network and the affiliate. Nothing sounds worse than a muddy cart followed by crisp programming.



THE CLOCK

Here's a look at the stop set structure in linear fashion.

NOTE: All stop set times are approximate. Although the stop set times will "float", once they begin, they will ALWAYS be precisely three and a half minutes long. We will make every effort to keep the times +/- two minutes of those listed. A typical stop set contains the following elements:

DAY CLOCK(6AM - 10PM EST)

:57:00-Legal ID. This Legal ID runs out of the break at :53:00 and runs concurrent with the network.

:10:00-:12:00 - 2 minute Network break.

:15:00 - The :07 Sweep liner will air between two songs and as close to the quarter hour as programming allows.

:20:00-:23:30 - 3:30 minute optional stopset. The Network will fill this break with a timed record.

:36:00-:39:00 - 3:30 minute optional stopset. The Network will fill this break with a timed record.

:45:00 - The :07 Sweep liner will air between two songs and as close to the quarter hour as programming allows.

:53:00-:57:30- 3:30 minute mandatory stopset. The Network will not fill this break with a timed record between the hours of 5AM and 5PM ET Monday through Friday. This break will be used to feed promos, liners, and other necessary information to the affiliates via a closed circuit.

As you can see, there are three scheduled stop sets available to you. If you cutaway at all in any one of the stop sets, you **must** fill the entire three and a half minutes, as there is no opportunity to join in the middle of the stop set.

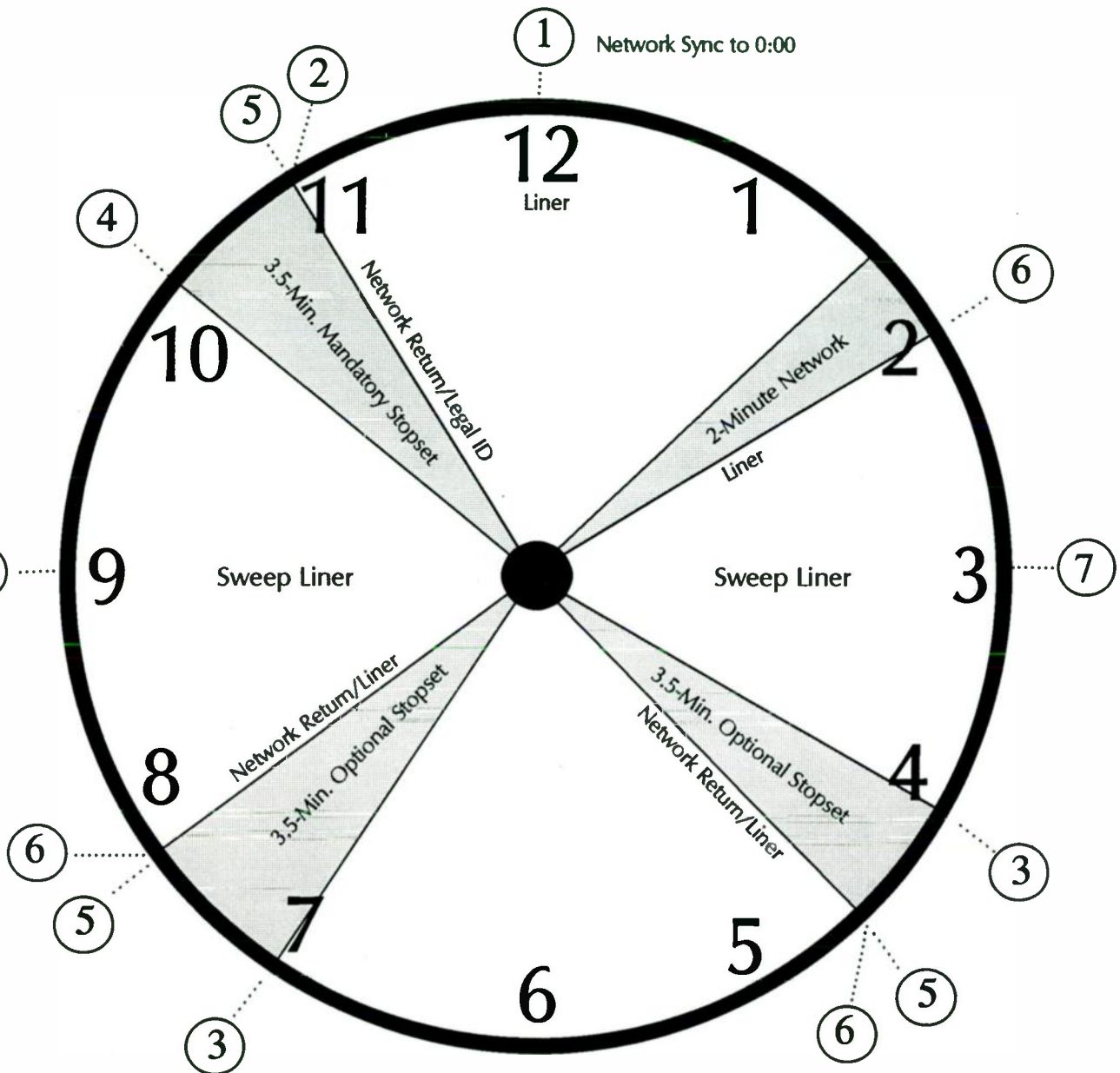
The only time that does not float is the top of the hour Network Sync, which will **always** come at exactly :00:00.



Jones Satellite Networks

C.D. Country Day Clock

3:00 A.M. — 7:00 P.M. Pacific Time
 4:00 A.M. — 8:00 P.M. Mountain Time
 5:00 A.M. — 9:00 P.M. Central Time
 6:00 A.M. — 10:00 P.M. Eastern Time



Cue Assigns:

- 1 Network Sync to 0:00
- 2 Legal ID (:05)
- 3 Optional Stopset
- 4 Mandatory Stopset
- 5 Network Return
- 6 Return Liner (:05)
- 7 Sweep Liner (:05)
- 8 Reserved for future use
- 9 Reserved for future use
- 10 Closed Circuit Start

Commercial Avails

Network = 2 minutes per hour
 Local = 10.5 minutes per hour



NIGHT CLOCK(10PM - 6AM EST)

:57:30-Legal ID. This Legal ID runs out of the break at :53:00 and runs concurrent with the network.

:10:00-:12:00 - 2 minute Network break.

:15:00 - The :07 Sweep liner will air between two songs and as close to the quarter hour as programming allows.

:36:00-:39:00 - 3:30 minute optional stopset. The Network will fill this break with a timed record.

:45:00 - The :07 Sweep liner will air between two songs and as close to the quarter hour as programming allows.

:53:00-:57:30- 3:30 minute optional stopset. The Network will fill this break with a timed record.

As you can see, there are two scheduled stop sets available to you. If you cutaway at all in any one of the stop sets, you **must** fill the entire three and a half minutes, as there is no opportunity to join in the middle of the stop set.

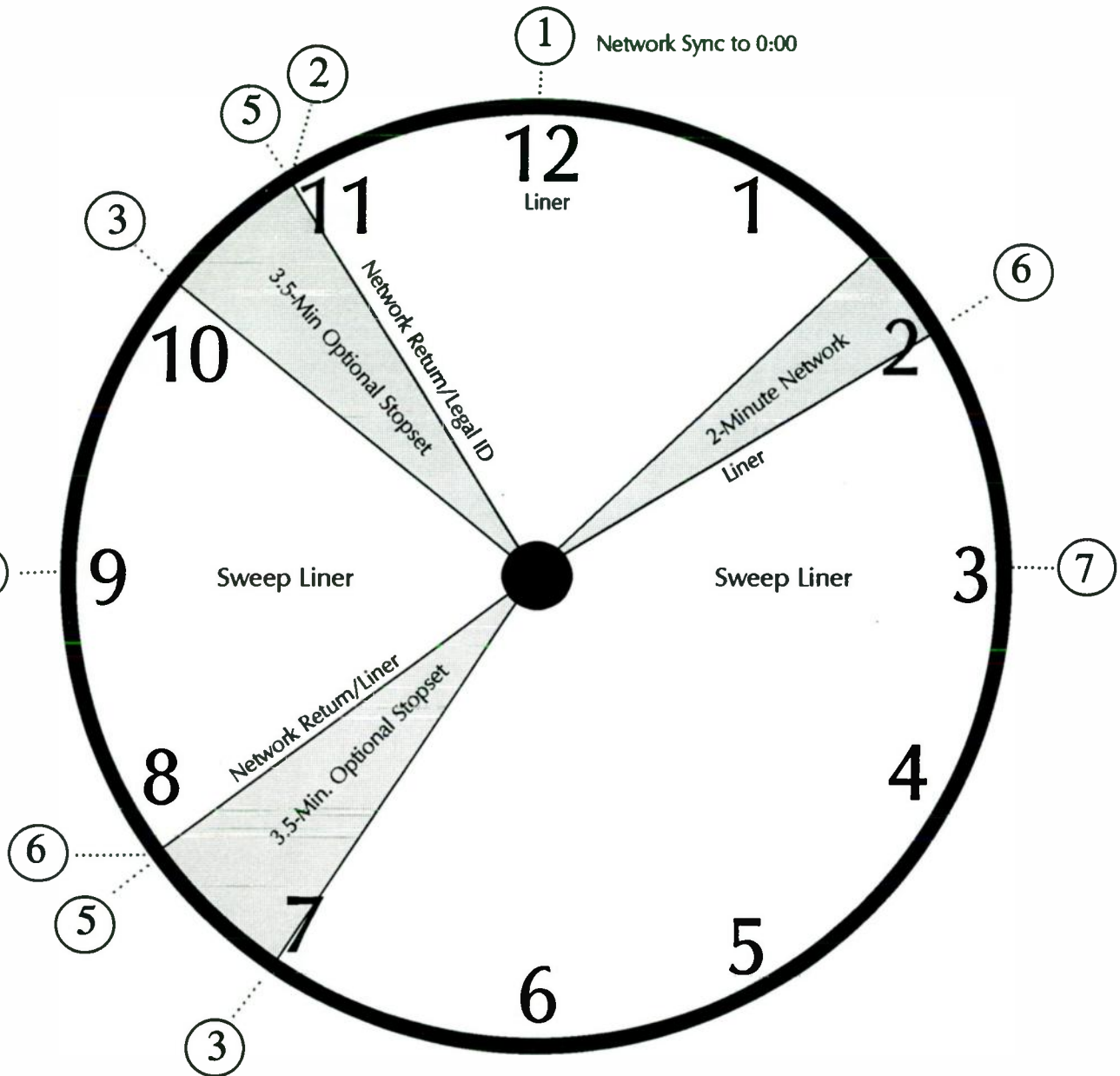
The only time that does not float is the top of the hour **Network Sync**, which will **always** come at exactly :00:00.



Jones Satellite Networks

C.D. Country Night Clock

7:00 P.M. — 3:00 A.M. Pacific Time
 8:00 P.M. — 4:00 A.M. Mountain Time
 9:00 P.M. — 5:00 A.M. Central Time
 10:00 P.M. — 6:00 A.M. Eastern Time



Cue Assigns:

- 1 Network Sync to 0:00
- 2 Legal ID (:05)
- 3 Optional Stopset
- 4 Mandatory Stopset
- 5 Network Return
- 6 Return Liner (:05)
- 7 Sweep Liner (:05)
- 8 Reserved for future use
- 9 Reserved for future use
- 10 Closed Circuit Start

Commercial Avails

Network = 2 minutes per hour
 Local = 7 minutes per hour



filename: CDTech.CHD

Goos Behind: TECHNICAL

TECHNICAL INFORMATION CD COUNTRY

Satellite:	Galaxy 3
Orbital Location:	93.5 Degrees West
Transponder:	Twenty Two
Polarization:	Vertical
Transmission Method:	Digital Subcarrier
Data Reduction System:	MUSICAM Level 2
Uplink Location:	Denver, Colorado
Video Carrier:	Showcase America
Subcarrier Frequencies:	5.76Mhz

RECOMMENDED DOWNLINK EQUIPMENT:

Antenna

3.8 Meter dish, which meets current 2 degree satellite spacing requirements, 45-degree Low Noise Block Downconverter (LNB), RG-6 Coaxial cable and F-56 connectors.

Receivers

Wegener DSR-180 digital audio receiver. This unit includes receiver, stereo MPEG demodulators and data decoding electronics.

A Serial Printer, is required for reception of schedules and other priority communications from the network.

The equipment listed above is available through Harris/Allied's Satellite Division (800)622-0022.



COMMERCIAL INTERFACE:

The Jones Satellite Networks cue system provides a great deal of flexibility with interfacing to the local station's equipment.

To ensure the smoothest interface (and best overall air sound) exact timing of all commercials is imperative. Jones Satellite Networks stopsets are computer controlled for precision timing.

All approved receivers provide dry isolated momentary contact closures for network control. The typical duration of these closures is one second.

Two types of commercial integration are possible. Full automation or switcher "mini-mation" have been used successfully.

Full automation control provides the highest degree of flexibility. This includes last minute log changes and corrections.

Mini-Mation uses a switcher, and the stations existing cart or reel-to-reel tape machines. The Net Commander, a unit from Henry Engineering provides complete audio switching, programmable break options and logic control. The Net-Commander is available through Harris/Allied.

Both types of systems can provide a very clean audio interface with Jones Satellite Networks.

LINER INTERFACE

In addition to the equipment used for airing commercials, you will need three dedicated cart machines for the liner interface unless you are using a digital hard disk system. These carts units receive dry contact closures from the satellite receiver to achieve a "local" sound for the radio station. The liner cart machine audio must be "open" at all times, to allow instantaneous triggering from the network.



CUE SYSTEM DESCRIPTION:

All contacts are dry (no voltage) normally open momentary relay contacts.

<p>RELAY OUTPUT: CONNECTION:</p> <p>DESCRIPTION:</p>	<p>K1 - Network Sync Wire to automation for synchronization with network timing. Fires at exactly 00:00.</p>
<p>RELAY OUTPUT: CONNECTION:</p> <p>DESCRIPTION:</p>	<p>K2 - Legal ID Wire to dedicated Legal ID cart machine remote start input. This liner plays at the end of the last music sweep before the top of the hour. It will play at the end of the break. This liner must be 7 seconds long.</p>
<p>RELAY OUTPUT: CONNECTION:</p> <p>DESCRIPTION:</p>	<p>K3 - Optional Stopset Wire to the local automation/switcher EOM input to signal the beginning of an optional stopset. The switcher/automation must mute the network and start the commercial source. K5 fires at the end of the stopset. Optional breakaway from network for stopset. Fires at :21 and :35.</p>
<p>RELAY OUTPUT: CONNECTION:</p> <p>DESCRIPTION:</p>	<p>K4 - Mandatory Stopset (Daytime only) Wire to the local automation/switcher EOM input to signal the beginning of a Mandatory stopset. The switcher/automation must mute the network and start the commercial source. K5 fires at the end of the stopset. Mandatory stopsets are required because the network may send closed circuit feeds and other information. The stopset at :51 is Mandatory on the day clock. During the night clock this relay does not fire before the :51 break, K3 fires in it's place because the stopset becomes optional.</p>
<p>RELAY OUTPUT: CONNECTION:</p> <p>DESCRIPTION:</p>	<p>K5 - Network Return This closure should be wired to the local automation/switcher EOM input to signal the end of a commercial stopset. The switcher/automation will need to unmute the network. Fires at the end of all stopsets.</p>



CUE SYSTEM DESCRIPTION cont:

All contacts are dry (no voltage) normally open momentary relay contacts.

RELAY OUTPUT: CONNECTION: DESCRIPTION:	K6 - Return Liner Wire to dedicated Return Liner cart machines remote start input. This liner plays at the end of a stopset with the song intro underneath it. This liner must be 7 seconds.
RELAY OUTPUT: CONNECTION: DESCRIPTION:	K7 - Sweep Liner Wire to sweep liner dedicated cart machine's remote start input. This liner plays between songs in the middle of a music sweep. It may play over the end of a song or over the intro, whichever our live announcer feels will sound the best. The purpose is to allow affiliates to position the station's image during a sweep of several songs. The Sweep liner must be 7 seconds in length to avoid the liner stepping on the opening vocal of a song.
RELAY OUTPUT:	K8 - K9 Reserved for future use.
RELAY OUTPUT: CONNECTION: DESCRIPTION:	K10 - Closed circuit start Wire to the remote record- start input of a station recorder. This closure allows automatic recording of network closed circuit feeds during Mandatory commercial stopsets. Stop the recorder using K5.
RELAY OUTPUTS:	K11 - K20 - Reserved for future use.

All liners are over music. For the best audio blend with *CD Country*, run your liners 3db hotter than the network and allow station compression to "even out" the levels.



ANTENNA INSTALLATION

Site selection is the first step in the installation of a downlink antenna. The primary goal is to provide a safe location free of terrestrial interference. Local telephone companies routinely utilize microwave links in the same frequency range as satellite transmission. Because these links are licensed by the FCC, they take precedence over the unlicensed downlink. These links operate in the "line-of-sight"; thus ground mounting is preferable over a roof top installation. A clear view of the entire satellite arc from the dish will allow for future flexibility in format reception.

Dish selection will affect your ability to receive current and future satellite transmission. As the satellites have grown more crowded, the need for transponder space has skyrocketed. Because of this, satellites are being placed in orbit with only 2-degrees of space between them. Older antennas with a small diameter have already become useless. Because of this, make sure your antenna is rated for 2-degree spacing between satellites.

Distance from the receive terminal is another factor to consider. With a 3.8 meter dish, up to 150 feet of cable can be used to connect the receiver. If longer runs are needed a 20db L-band amplifier is recommended.

Once the dish has been assembled and installed, it must be correctly aimed at the satellite. A compass and "Plumbers Protractor" are excellent for this purpose. They allow you to take your look angle and aim the dish within a couple of degrees. To obtain a custom look angle, call Jones Satellite Networks Engineering/Affiliate Relations at (800)766-3251 during business hours. You will need your latitude and longitude (available on the station licence).

All geosynchronous satellites move in a figure eight pattern within their location. As the satellite enters the center of this theoretical "8" the satellite is in the "center of the box". For optimum performance, align your antenna when the satellite is in the center of the box. A center of the box forecast for Galaxy 6, Transponder 17 can be obtained by calling Hughes Communications at (310)607-4610.



RECEIVER INSTALLATION:

CD Country utilizes a state-of-the-art digital delivery system. This allows unparalleled flexibility for both the network and your station interfacing.

RECEIVER AUTHORIZATION

Your receiver should be authorized by the network when you receive the unit from the supplier. However, the unit must be on the transponder for several seconds to release audio and cueing. Should your receiver not operate within two minutes, verify the dish is correctly aimed at the satellite.

CD Country receiver authorization can be obtained by calling JSN Engineering at (800)766-3251 from 8am to 5pm Mountain Time during the week **only**.

STATION ENGINEERING

As the competition for radio listeners continues to grow, it becomes increasingly important that **everything** about your station be totally professional. This commitment to professionalism should not only relate to the program material and content, but also the technical sound of the station.

Recent advances in consumer level "hi-fi" equipment have closed the gap between "professional" and "home" sound quality. Consequently, the average listener is more critical of a station's audio quality.

Jones Satellite Networks takes a great amount of care to deliver the cleanest audio possible. It is critical that regular preventative maintenance be scheduled and performed to give your station the competitive edge. In this section you will find guidelines to help you fine tune your stations sound.



MAINTENANCE:

While reception of programming via satellite provides audio quality as good or better than the finest broadcast facilities, maintenance is still a primary concern. To prevent any possible equipment failures (and losses of revenue) a few hours a week will save much aggravation.

SATELLITE MAINTENANCE

Jones Satellite Networks uses state-of-the-art equipment in both the transmission and reception of the signal. The recommended receiver requires no regular maintenance other than blowing any dust or debris out of the chassis once a year or more often if the unit is in a dusty environment.

The average satellite dish requires a little more attention. Even the finest downlink antennas tend to slowly slip out of alignment over time. Quarterly alignment of the dish will minimize any noise in the signal and maintain the clearest possible air sound. When the dish is aligned, it is good idea to check the entire system from the LNB through to the receiver. Check the cable for any signs of wear. Weatherproofing of the connectors is also essential. Any moisture can significantly attenuate the signal. This can cause a complete loss of audio! Always check the connectors and weatherproofing whenever dish alignment is performed.



AUDIO PROCESSING:

The goal of the Jones Satellite Networks program chain is to provide an in-audible link between our studios and your station. Some very light limiting is used to prevent any distortion through the uplink. The audio is not heavily compressed. Other than limiting, no processing is done at the network level.

You should treat network audio as you would any high-quality source.

A word on human hearing is in order here. We do not hear with our ears. We hear with our brains. The ears are only microphones that transform varying air pressure (sound waves) in an electrical input, which is sent to the brain. The brain is where the sensation of sound is generated. The brain being an incredibly sophisticated device, takes into account aspects of its input when determining what type of sound it generates. Our hearing is sensitive to the spectral distribution of what it receives, as well as its intensity (not loudness), phase relationship, frequency, dynamic density and direction of origin. In conclusion, our hearing is substantially more sophisticated than a VU meter or modulation indicator!

The brain takes into account all of these parameters in determining what sounds are:

- Loud vs. Soft
- Pleasant vs. Distressing
- High vs. Low quality.

It is of extreme importance that this be understood when determining the "sound" of a radio station. Listeners do not monitor the station with a modulation monitor or VU meter. Only misinformed Sales, General Managers and Program Directors do. Because the listener is using the best modulation monitor in the world, he/she shall determine the way the station should sound, NOT the meter on the modulation monitor.

What determines "good" sound? Good sound is clean sound-not heavily equalized, compressed or otherwise distorted. The brain translates wide frequency and dynamic ranges as pleasing and loud. Conversely, aural input to the brain, which is frequency restricted and lacks dynamics, is perceived as "poor" and "fatiguing."

The lesson to be learned here is the sound of a successful radio station must be determined by listening to the station for several hours. Make the station sound good, as opposed to making the modulation monitor read 100% at all times. Keep the audio clean.



Before making changes in the sound of a broadcast station, listen to it carefully on a high quality tuner. Compare the sound of the station to your competitors. Any aural anomalies will be readily apparent. If a recorder is available, make recordings of several stations in your market while comparing. This will be useful in comparing the "before" and "after" sound of your station if changes are made.

The processing requirements for AM and FM stations differ considerably. Many newer processors utilize digital technology and other state-of-the-art systems to greatly enhance the sound of your station. There are too many processors to discuss in detail here. However, the key criteria are:

- Does it sound good, clean, and listenable over a long period of time?
- Is the overall sound consistent from one program element to the next?
- Is it the best sounding station on the dial?

If the answer to the last question is "no", you may wish to enlist the "calibrated ears" of a local audiophile to help determining specifically what is in error. It is not uncommon for broadcasters to be a bit too equipment-test-tone-distortion-measurement-specification-oriented to be reliable aural troubleshooters.



TROUBLESHOOTING

Symptom

Solution

Audio Noisy or Muting.

**Dish alignment incorrect
Water in cable from Dish
Check dish for snow etc.
Signal level incorrect
Defective LNB
Defective Cable to Dish
Defective Receiver
Terrestrial Interference**

**Network Audio "Buries"
the local liner audio.**

**Run liner carts approximately 3db hotter than
network audio. This will allow the liners to be very
pronounced, while station processing should even
the levels between the two.**

**Liners muffled compared
to network jock.**

**Check liner carts for wear.
Check cart machine alignment.**

**Music coming back late
or early from stopset.**

Incorrect local spot timing.

If you require any engineering consultation, Jones Satellite Networks Affiliate Relations/Engineering is available from 8:00AM to 5:00PM Mountain time.

Gary Nakashima (800)766-3251
Director Affiliate Relations/Engineering

Eric Wiler
Affiliate Relations/Assistant Chief Engineer



filename: CD COMMUN.CHD

Goes Behind: Community Involvement



COMMUNITY INVOLVEMENT

Think about the great radio stations. Regardless of format, they are all involved with the audience and areas they want to service. The organizations that a station's staff belongs to is a form of off-the-air "Community Involvement." On-the-air involvement refers to:

- the station's participation in community events, i.e., a fund raising marathon, and
- the information the station airs about the community and the people it wants to service, i.e., news, weather, PSA's, etc.

In this section you'll find guidelines for the major areas of on-the-air community involvement:

- news;
- weather;
- PSA's, and
- public affairs.

Remember, everything on your station must reflect the life-style of your target audience including community involvement. All subjects must be of interest and relevance to your audience. The announcing and writing style must be compatible with your station's format and image, and that of the network presentation.



NEWS

With the increasing fragmentation in radio and the increasing competition from other stations and media for your listeners' time, it's more important than ever that all departments understand totally your station's goals. The cooperation of the news department is critical in accomplishing the image of the station.

Schedule a time to review the station's goals and target audience with the news director. Then set up a regular time to review newscast content and announcer delivery. This kind of communication and understanding will help utilize the immediacy of radio news as an integral element in the overall success of your station.

News Judgment - Decide what types of stories will appeal to the majority of the station's target audience.

The decision should be based not only on stories in your station's geographic service area, but also on other events that would be of interest. For example, if your station serves a market of several communities, some stories would not be of interest outside the community where it occurred. Emphasizing a story about the weather, a gasoline shortage or a public employees strike that could affect the lives of your listeners has more "mass appeal".

A story on inflation based on Federal government cost of living figures is more meaningful when it is localized by talking to a local economist or housewife who is feeling the effect of inflation on the food budget.

Blend your stories according to topics. Stories on unemployment, inflation and taxes, for example, all relate and make transition easier. It's a logical flow to your listeners.

News Delivery and Style - The goal is communication. Keep that in mind when writing and delivering a newscast. Relate to your "average" listener who needs to understand why his property taxes are going up. Strive to write and deliver a newscast in a natural, conversational, one-on-one style. Never try to write about something you don't understand.

The first sentence of a news story should be the "title line". It should set the stage for the story and be able to stand alone as a headline. Remember to keep your sentences short, like most people do in conversation.



Establishing Local News Sources - It isn't difficult to get news about your community. Develop an up-to-date file of phone numbers for the local police, fire department, coroner, weather bureau, hospitals, etc.

On a priority basis, regularly make a "phone beat" to those geographically located out of your city or of secondary importance to your audience. The sources you identify as primary should be visited at least once per day. This personal contact will develop your news department's credibility with the sources. Once you have their confidence you'll find their cooperation will increase. Also, get to know the individuals who are responsible for news releases. Know where they can be reached during off hours, weekends and holidays.

An important part of a radio station newsroom is its "futures file." Set one up according to the days of the week or future dates.

Preparation gives you a jump on your competitor. Chances are, he won't be ready for the day's events and may be just sitting around waiting for something to happen. Be sure to include in your futures file follow-ups from initial stories. Story follow-ups will get you stories that most stations will fail to get. Remember, your futures file will only be successful if it is updated and maintained every day.

A valuable tool and a news source is a "scanner" radio. It will enable you to be aware of a "breaking" story as it happens, which is very important if you are to take advantage of the immediacy of radio. After you get the lead from the scanner involving the police, fire or another agency, be sure to call the agency involved to verify the story for accuracy and authenticity before airing anything.

The Yes Test - Listen to your news. If the following questions can be answered "yes" you are on the way to using news as a positive step toward building the over-all image of your station.

- Is the news relating to my listeners? Picture your target demographics, then write the news for a specific person. Relate to him/her the information of the day.
- Have unnecessary details in each story been eliminated?
- Does every news story help the "target person" deal with his world?
- Does every news story give the listeners information relevant to their lifestyle?
- If sports is important to your listeners, are several major interest sports stories included in your newscast?



- **Is a majority of your audience affected by the individual stories? Use a scale of one to ten, one being the best. Have the news department judge each story by this criterion.**
- **Are your listeners counting on you for information to get them through the day? Relatable information assures the listener you are concerned about his needs.**



WEATHER

The importance of weather to your audience can vary depending upon the geographic location of your station, the time of day, the day of the week, and the appearance of the sky.

In the so-called "sun belt", where the weather is relatively consistent hour to hour, day to day, the exposure profile of weather does not have to be as great as in the Midwest and East. In the Midwest and East, the weather changes rapidly and it's possible that many of your listeners are dependent on weather for income, i.e., if they're involved in agriculture, construction, etc.

People's interest in the weather increases toward the weekend as family picnics, ballgames, and other outdoor leisure time activities are planned. Everyday interest is more intense in the morning when your listeners are deciding how to dress.

Of course, if the sky becomes dark and the wind increases, your listeners become concerned for their personal safety and they turn to radio for information on the weather.

The major emphasis in your weather reports should be communication. Have your personnel rewrite the weather reports off the wire. Use language that your listeners can understand. Avoid using a long series of numbers which are confusing.

Don't hesitate to "warm up" the weather with appropriate ad libs which will relate local events to the weather. For example: "It's gonna be a beautiful night for the concert in Miller Park. The low will be ...etc."

The weather should be updated on the air every hour with current temperatures. Updated weather forecasts give you additional opportunities to enliven the station with a phrase like "it's a beautiful Tuesday morning." If it is not possible to update the weather every hour, several versions of the forecast should be recorded and then updated as often as possible.



GUIDELINES ON WEATHER CONTENT

- In the morning, people need to know how to dress. Will it be warmer or colder than yesterday? Relate the conditions for the next twelve hours.
- In the afternoon and evening, people are interested in how warm or cold it's gotten and the outlook for the next day. Will it be warmer or colder than today?
- Overnight, it's the day to come that's important.
- Beginning Friday afternoon and running through Sunday afternoon, make reference to "weekend weather" and briefly sketch the weather for the entire weekend.
- Don't over-emphasize temperatures. They will probably vary several degrees in your coverage area anyway. The wind speed and direction should be used only when they have special meaning, i.e., very strong and gusty, wind chills, etc.



PUBLIC SERVICE ANNOUNCEMENTS

Public Service Announcements, (PSA) like news and weather, are not only part of your responsibilities as a broadcaster, but also offer you an excellent opportunity to genuinely serve your community and relate to your target audience.

PSA's should always deal with local topics or national topics that have been localized. A good PSA is 10-20 seconds long, and delivered in a warm, conversational, and sincere announcing style.

As in news and weather, paint a mental picture of who you want to listen to your station. Then concentrate on subjects that will be of interest to them and help them.

You may find it useful to divide your PSA's into these three categories:

- Community Switchboard numbers;
- Community Calendar announcements; and,
- General Information PSA's.

Community Switchboard numbers are the phone numbers of community service agencies that rely on the phone for contact with people they help. Examples include: the police and fire departments, consumer affairs and drug abuse agencies, hospitals and other emergency medical numbers, etc.

A quick source for these phone numbers is the phone book. Look in the first pages for emergency numbers, then under your city and state government and the United States Government. Make sure that each number is correct and that you get permission to use it before you broadcast it.

Community Calendar announcements should inform your listeners about public events that are being held by major civic and social organizations. Identify the organizations that will interest your audience and get on their mailing lists.

General Information PSA topics would include energy conservation, traffic and water safety, and other topics that should help your listeners. Be sure to use your PSA's to emphasize timely subjects for a short period. On holiday weekends, for example, you should increase topics that are appropriate for your area and time of the year, i.e., traffic safety, water safety, sunburn dangers, etc.

At all times you should run a variety of all the types of PSA's discussed above.



PUBLIC AFFAIRS

Public Affairs programming is the area of a station's commitment that is usually the most difficult to fulfill. Here's how the FCC defines Public Affairs programming:

Public Affairs Programs deal with local, state, regional, national or international issues or problems, including, but not limited to, talks, commentaries, discussions, speeches, editorials, political programs, documentaries, mini-documentaries, panels, roundtables, vignettes, and extended coverage (whether live or recorded) of public events or proceedings, such as local council meetings, congressional hearings, and the like.

Perhaps, because of the definition and examples, many stations have relegated PA to early Sunday morning or late Sunday night. Public Affairs can be interesting, informative and an integral part of your programming. You should use the same guidelines for deciding what to do for Public Affairs programming as you do when making decisions about news and PSA content. (I.e.: Does it relate to your target audience? Will it help them?)

A form of Public Affairs that we've found to be successful is daily vignettes that deal with local concerns or important national issues that affect your audience. The ascertainment interviews conducted by your station are an excellent source for topics.

Use a question like, "How do you feel about the President's inflation plan?". Then either ask your listeners to call a special "Opinion Line" phone number to voice their comment or send a staff member out with a cassette recorder to gather comments for a "Street Talk" feature.

Whether the name you use is "Opinion Line", "Street Talk", "WXXX Feedback" or another name, the concept is the same. Gather the opinions, edit them so they are concise, and produce the responses into a feature with an approximate length of 60 seconds. Use them throughout the day. Be sure that every time you air the feature that you use a different person or comment. This will keep the vignettes fresh and your audience interested.

Also, tell participants that you may air their comments. You should talk with your legal counsel for other guidelines. For example, he may want you to get verbal clearance on tape or written permission from people before using their voices on the air.



Goes Behind: Traffic Producer

Flammé: CDTRAF.F.GHD



TRAFFIC/PRODUCTION

Because the interaction and communication between the traffic and production departments is so important to the smooth operation of your station, both departments will be discussed in this section.

The key to an effective traffic department is the system. Regardless of which system you use, whether it's computerized or manual, it needs to be understood and followed by everybody who has contact with it, i.e., sales staff, production people, etc. A sample traffic system will be reviewed in this section

Also in this section, you will find a Production Checklist to help you evaluate the quality of your production. Since produced elements account for the second highest percentage of program material in an hour behind music, on a music station, a station's production values have a large influence on its image and success. Don't underestimate the importance of maintaining the highest level of professionalism for all production.



THE CARE AND FEEDING OF A TRAFFIC SYSTEM

First, let's define what a good traffic system needs to accomplish:

- Schedule commercials at the correct time on the correct day with the correct copy.
- Change commercials without a big panic.
- Add new commercials daily.
- Pull outdated commercials daily.
- Update the sales manager with "availability" information.
- Update the sales manager with sales projections daily.
- Update accounting with billing information.

All of the above are functions of a traffic department. There are many different traffic systems for getting the job done. Which one you use doesn't matter as long as it's successful.

However, there are certain traffic procedures that need to be used for automation or hard disk systems.

Here are some additional thoughts about handling copy that will contribute to a smooth operation.

- **WORK AHEAD** - When an order comes in that requires updated copy or tags, assign all updates to be done at one time. This eliminates a "panic" situation at the end of every day and prevents the embarrassment of airing outdated copy.
- **COPY DEADLINE** - To have all copy ready for production by 3 p.m. the day before it airs is not unrealistic. In fact, it's a must for efficient operation. Explain to the sales staff that this is not a personal whim, but rather a goal of flawless operation which benefits everyone.
- At the end of each day, the Traffic Director checks a daily diary for new commercials and copy changes against the actual commercials for the next day, insuring that all commercials have been produced.



THE PRODUCTION ORDER

To get your entire traffic system working, you need a production order.

A production order should be filled out for each account. Everything the announcer needs to complete the order should be attached. After the Production Order has been completed, the order should be filled with the "copy" in the sponsor's file. A sample Production Order that has been correctly filled out is on the next page.



PRODUCTION ORDER - SAMPLE

PRODUCTION ORDER

TODAY'S DATE _____ ANNCR: _____

ACCOUNT _____ START DATE _____

SALESMAN _____ END DATE _____

INSTRUCTIONS: _____

COPY _____ TAPE _____ TAG _____

LENGTH OF SPOT: 60 SEC. _____ 30 SEC. _____ 10 SEC. _____

COPY # of CUTS START DISPOSITION

SOURCE	CART #	LENGTH	DATE	PRODUCED	OF CARTS
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

ANNOUNCER COMMENTS:



THE DISCREPANCY REPORT

In any system there are going to be errors. It's important to record errors that occur so that you can prevent them from occurring again. Considering the many details that make up a broadcast day, it's a challenge to run an error-free operation.

To measure your staff's "attention to detail" and to count mistakes, you should use a Discrepancy Report. Copies should go daily to the General Manager, Program Director and Traffic Director. Always take the corrective action immediately.



PRODUCTION

Production is an opportunity to set your station apart from the competition. It can greatly affect your listeners' perceptions of a station's image and level of professionalism.

There are certain technical standards that need to be established at your station and then consistently met. You will find specific technical suggestions in the *TECHNICAL* section of this manual.

PRODUCTION CHECKLIST

You need to be able to answer "yes" to every one of these questions prior to airing any production on your station. Production includes all commercials, promos, contests, etc.

- Is the announcing flawless?
- Is the audio level consistent with all program elements?
- Is the message clear? Does it easily communicate?
- Are the voice and production style consistent with the image of the station?
- Does audio end with the last word of the announcer? (For the best flow, musical stingers should not be used.)

IMPORTANT DON'TS

- Don't use "hit" music for production unless you're promoting a concert or selling an album by an artist.
- Don't announce over the vocal of a record...EVER.



Goes Behind: Promotion

Filename: CDPRoms.ghp



PROMOTION

The sales department of your radio station sells the importance of advertising. Promotion is another word for advertising and the promotion of any product or business is essential for its success.

The promotion of a radio station offers a unique challenge and opportunity. Since the product is sound and not tangible, it's a challenge to describe your station to make it desirable to the population of your market so that they'll use it. You introduce new people to your station with off-the-air promotion. After you've brought new listeners to your station, you've got the opportunity to get them to listen to your station more than any other station. That can be accomplished through good programming and on-the-air promotion.

In this section of the Operations Manual, we'll review off-the-air and on-the-air promotion.



OFF THE AIR PROMOTION

The primary objective of off-the-air promotion is to create an awareness of your station. It should get more people to listen and, therefore, build cume.

Off-the-air promotion can be designed to promote your format, i.e., "lite favorites, continuous country," etc., or support on-the-air promotion, i.e., "Listen to FM 101 for details on how to win a trip around the world." In either case, the effectiveness of your promotion campaign will be determined by the media, placement, artwork, and timing. Ask yourself these questions:

- What media is available?
- Does it fit my budget?
- Will it reach the audience I want?
- Is the promotion simple and easily understood by non radio people?
- Is there time to institute the campaign?
- Am I doing it big enough to have an impact on my market?

Whatever the off-the-air promotion you're considering, i.e., TV, billboards, bus-boards, newspaper, window stickers, sky writing, etc., if you'll ask yourself the above questions, you'll increase your chances for success.



ON THE AIR PROMOTION

The goals of on the air promotion are to create excitement and to remind listeners of what your station is all about.

The excitement should make your listeners want to listen more and, therefore, increase the station's average quarter-hour persons. To create excitement, you don't have to give away a gigantic prize. A number of smaller prizes, that have significance to your target audience and enhance your station's image, can be just as effective, i.e., a long awaited album by a recording artist or tickets to a "sold out" concert.

Additionally, before airing any promotion, be sure and review the details with your attorney who should be up-to-date on the latest FCC rules and regulations.

MORE ON PROMOTION

There are two forms of promotion that are a combination of off the air and on the air promotion. They are community involvement and merchandising.

A community event that is organized or co-promoted by your station is an excellent vehicle to build station public relations and increase direct contact with your listeners and potential listeners. Be sure you alert other media in the area to get free media coverage. Examples of good events to become involved with include frisbee contests, raft races, community cleanups, benefit concerts, and other fund raising activities.

Merchandise items such as T-shirts, belt buckles, calendars, and anything else you can put your call letters on are excellent ways to increase your station's visibility. Additionally, it's possible to sell the station's merchandise items to raise funds for a local non-profit organization, which is good public relations and will enhance the image of the station.

THE EVALUATION

It's very important to learn from your successes as well as the failures. After each promotion is over, you should sit back and evaluate all its aspects. Was the goal clear from the start? Did you accomplish the goal? Were you pleased with the level of response?...the demographics that responded?

Understanding your audience and market will be a great help in planning more successful promotions in the future.

○ filename: CDRESEARCH.CHP

Goes Behind: Research



RESEARCH

Research can be a valuable tool to discover or confirm information about your market and audience.

On the following pages are:

- definitions commonly used in ARB research
- examples of how to understand Arbitron data
- an explanation of listener recycling
- a formula for figuring average Time Spent Listening (TSL)
- a look at local research

When doing research, remember to keep it simple. It's much better to gather reliable and usable data and to interpret it correctly than to become involved with trivia about your market.

ARB RESEARCH DEFINITIONS

Universe: The estimated total number of persons in the age/sex group and geographic area.

Metro Survey Area (MSA): Metro Survey Area generally corresponds to areas defined by the U.S. Department of Commerce as Standard Metropolitan Statistical Areas. (SMSA's)

Total Survey Area (TSA): A geographical area that includes the MSA plus certain counties located outside the MSA.

Area of Dominant Influence (ADI): Arbitron's television geographic area which defines each television market exclusive of others. Every county in the continental U.S. is allocated exclusively to one ADI.

Rating: Of the total metro population, the percentage listening to your station in a given time period.

Share: Of the total metro population listening to radio, the percentage listening to your station in a given time period.

Average Quarter-Hour Persons: An estimate of the average number of people who listen to your station for at least five minutes during any quarter-hour of a specific daypart.

Cume Persons: An estimate of the number of different people who listen to your station for at least five minutes during a specific daypart.

Exclusive Cume: The number of different persons that listened only to your station during a daypart.

Trend: The increase or decrease in your audience share compared to previous ratings.

Target Audience: Considering the appeal of your format, the demographic group(s) that should be listening to your station.

Quantitative Research: Explores attitudes or preferences. The feelings that people have about your station, recording artists, announcers, etc.

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USING THE ARB

To get a better understanding of your ARB, take a close look at the information on pages two and three. For comparison, you will need your two most recent books. To detect any patterns, you should chart information from the past several books.

The front section will tell you which counties are included in the Metro, TSA, and ADI; and the number of returned, usable (In-Tab) diaries received from each county.

Compare the figures from your latest ARB to those from past ARB's. Then ask/answer these questions:

- Are the same counties included in this survey that were included in the past surveys?
- Do the surveyed counties fall within the primary coverage area of your radio station?
- Are there any significant increases or decreases in diary-returns from any of the individual counties? From the Metro, TSA or ADI totals?
- If there are shifts in placement, are they likely to be advantageous, disadvantageous, or have little effect on the ratings success of your station?
- Which stations are most likely to benefit from this distribution of diaries?

The shifting of diaries that occurs from county to county is just as likely to occur within each county from zip code to zip code. This information is not available from the published book you receive, but can be obtained from Arbitron.

High-density ethnic weighting is also indicated in the front section if it is applicable to your market. To determine the number of ethnic diaries, multiply the percentage-of-ethnic-weighting times in the number of In-Tab Metro diaries.

Compare present ethnic weighting to past ethnic weighting; and then compare it to actual ethnic population in your market.

1940

1941

1942

1943

1944

1945

1946

Page 3A of your ARB is divided into two sections:

- Population estimates and same distribution by sex-age group. (This is subdivided into Total Survey Area and Metro Survey Area); and,
- Diary placement and return information.

By comparing this book to the last book, you can determine any shifts in population. Are there any significant changes in the population as a whole, or in any of the demographic cells? If so, why? Did the number of counties in the survey area change? Did a major new industry come to the market?

You can also determine shifts in diary placement and return for Metro, TSA, and ADI (if it applies). In particular, note changes in Total Tabulated Diaries and Effective Sample Bases.

It is possible to determine the number of diaries returned from each demographic cell. Look at the column Percent of Unweighted In-Tab Sample. Take the appropriate percentage and multiply it times the Total Tabulated Diaries.

Example:

There are 459 total tabulated Metro diaries

459 Total Tabulated Diaries

.028 Percent of Unweighted In-Tab Sample

12.852 Number of Usable Diaries Returned

There were 13 diaries returned from Men 18-24

Next you can determine the approximate number of persons each diary represents. Divide the estimated population of the demographic cell you're analyzing by the number of diaries (13).

1950-1951

1952-1953

1954-1955

1956-1957

1958-1959

1960-1961

1962-1963

1964-1965

1966-1967

1968-1969

1970-1971

1972-1973

1974-1975

RECYCLING LISTENERS

Recycling listeners is getting people who listen during one daypart to tune in again at some other time as well. Most people listen to two or three different radio stations. That means they are available as listeners more often, but are listening to other stations.

- You should make every effort to get that listener to spend more of his radio time listening to your station. You can accomplish this by cross promoting all the program features that are on your station.
- If you provide a lot of news, weather, sports, traffic and other information each morning, promote that at other times of the day.
- If you are giving away prizes during the midday, talk about it in the morning, afternoon, and evening.
- You've got the music your listeners want to hear. Remind them that it's on your station around the clock.

These do not need to be highly produced promos. In fact, it is better to use voice only promos at the beginning or end of a spot cluster. Be sure to include your call letters in every promo.

Take a good look at your programming schedule. What are the highlights you can promote to entice people to spend more time listening to your radio station?

1945-1946

1947-1948

1949-1950

1951-1952

1953-1954

1955-1956

1957-1958

1959-1960

1961-1962

1963-1964

1965-1966

1967-1968

1969-1970

1971-1972

1973-1974

1975-1976

1977-1978

1979-1980

1981-1982

1983-1984

1985-1986

1987-1988

1989-1990

1991-1992

1993-1994

1995-1996

TIME SPENT LISTENING

The average amount of time a listener spends with your station can be easily computed with your rating book for any daypart or demographic. The formula:

$$\text{Minutes (in the daypart) X Average Persons divided by Cume Persons} \\ = \text{Time Spent Listening (TSL)}$$

TSL can be very helpful in planning your attack for increasing ratings, because it relates to your listeners' **satisfaction** with the station. Since the average TSL will vary depending on format, market size, and competition, we suggest you calculate the listening span for your station and your competition. How do you compare?

- If your audience is listening longer than average, they like what they hear. Plan your promotion attack around introducing more people to the station, i.e., outside visibility...go for cumes.
- If listening time to your station is shorter than average, take action to improve format execution and excitement.

EXAMPLE: In a highly competitive, large market with three contemporary FM stations, what should each station do to improve its 12+ audience?

Here's a daily TSL for each station 6am-midnight:

$$\text{Station A: } 1080 \text{ min. X } 8000 - 125300 = 68.9 \text{ min. TSL}$$

$$\text{Station B: } 1080 \text{ min. X } 4200 - 110400 = 41.0 \text{ min. TSL}$$

$$\text{Station C: } 1080 \text{ min. X } 6100 - 192600 = 34.2 \text{ min. TSL}$$

ANALYSIS: Station A is doing a great job. Cumes are good and it's maintaining listeners. If station A wants to grow it must promote outside because it is not reasonable to expect a longer TSL than 68.9 minutes per day for a large market contemporary station.

Station B has a relatively small, but loyal, audience. Again in this market it's not reasonable to expect a longer TSL than 41.0 minutes. An extensive visibility campaign is needed.

Station C must work on audience maintenance. Increasing the daily TSL of 34.2 minutes is the quickest way for this station to grow. The people are sampling the station (cume), but not staying.

Two of the most important factors in the development of the radio industry were the invention of the vacuum tube and the development of the radio receiver.

The vacuum tube was invented by John Ambrose Fleming in 1904.

The radio receiver was developed by Guglielmo Marconi in 1895.

Marconi's invention of the radio receiver was a major breakthrough in the development of the radio industry.

LOCAL RESEARCH

Specific attitudes and opinions about radio and music in your market can be gathered to help guide you in the growth of your station. As in any research, great care must be taken to insure that it's as accurate as possible and interpreted objectively.

Reliable research must be carefully designed. The sample base and the questionnaire you use can greatly affect the data.

While the design and fielding of a market study can be expensive, the results provide a valuable management tool to use in positioning your station to win!

Most successful stations supplement periodic market studies with an ongoing call-out program using local station resources. Within a limited area of questioning, and with great care taken, valuable data can also be gathered in this manner.

