**PROMOTE YOUR SHOWS**

Complete the following checklist:

1. New 30-second promo (get your new time)
   1. Use 6-question format
   2. Submit
   3. Post on website
2. Video
   1. Produce a 20-30 second video promoting your show
   2. You can do this from your phone
   3. Post on website
   4. Distribute on social media
      1. Facebook
      2. Twitter
      3. YouTube
      4. Etc.
3. Make a Vine video
   1. Post it like your other video
   2. Share and embed on your website
4. Poster
   1. Creative
   2. Post in Classroom
   3. Post in School
   4. Post Printable Copy on Website
5. Audio
   1. Post all audio on your website
   2. Promote as “on-demand” audio
   3. Post air time on WPPB The Pulse
   4. Share on social media when new audio is available
6. T-Shirt
   1. Design a T-Shirt for your show
   2. Allow listeners to take part
   3. Post design on website
7. Create a Word File
   1. A PROMOS
      * + the hottest top promotions or next main event
          1. current contest
          2. concert or station event
          3. tease special event or start of something “coming” to the station
          4. New staff members/shows/contest/feature
          5. Don’t promote more than 2 items at a time
          6. Use once per show
   2. B PROMOS
      * + Secondary promotions, programming, and cross-promoting
          1. A sentence about each and every show, including talent, content and show time
          2. Any contests running during any shows
          3. Special programming
          4. Commercial or sales promotional announcements, remote appearances
          5. News/public affairs/informational promos, including weather, traffic, sports, etc.
          6. This category could include 10-15 promos
          7. Use at least 2 per show
   3. C PROMOS
      * + Station slogans, positional liners
          1. Call Letters and Dial Position reminders
          2. Catchphrases
          3. Music or Information positioning
          4. Community positioning
          5. Read at least 1 per show
   4. D PROMOS
      * + PSAs
        + Station and/or show community service

PROMO LINERS

SHOW NAME \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

DATE \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

“A” PROMOS

* WPPB THE PULSE IS TURNING 1! JOIN US THURSDAY, OCTOBER 10TH AS WE CELEBRATE ONE YEAR OF BEING ON THE AIR WITH WPPB THE PULSE WITH OUR FIRST ANNUAL BIRTHDAY BASH. WE’LL HAVE FOOD, DRINKS, A KARAOKE CONTEST, MUSIC, AND, OF COURSE, SOME FREE PULSE SWAG. IT ALL HAPPENS THURSDAY, OCTOBER 10TH FROM 6-8 PM AT THE CAREER CENTER MULTI-PURPOSE ROOM. TICKETS ARE ONLY 2 BUCKS…GO TO MYPULSERADIO-DOT-COM FOR MORE INFO. SEE YOU THERE!

“B” PROMOS

* TEEN 101 – MUSIC IN THE MEDIA AND MUSIC IN GENERAL, HOSTED BY AUSTIN AND TYLER, 6PM EVERY DAY

“C” PROMOS

* WPPB THE PULSE – WREN PALMETTO POWDERSVILLE BHP

“D” PROMOS

PSAs