**RADIO BROADCASTING – PROMOTIONS (part 1)**

There are three types of radio promotions:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ contests, listen to win, etc.

2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ events, billboards, promotional items

3. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ texting, websites, social media

The SAFO SHRIMPS formula for popular promotions:

S- \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ -- romance, love, relationships

A- \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ -- songs in a row, award-winning programming

F- \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ – contest prizes or an experience with element of fantasy that cannot be bought

O- \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ – edgy content, dramatic, publicity stunts, and “shock talk”

S- \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ – uses “theater of the mind, “ station “roadshows,” and live broadcasts; gives audience something they’ve never seen before

H- \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ – major personalities, morning news, comedy bits

R- \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ – blood drives, fund-raising efforts, human interest stories

I- \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ – news of the day; bad judgment calls by sports officials, politicians, etc.

M- \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ – contest prizes, lottery results, stories on government spending

P- \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ – love or affection for sports teams, community, country, or home

S- \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ – gossip, celebrity news

Learn about your target audience and its needs

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the target
2. Identify the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_ of your target
3. Give me a \_\_\_\_\_\_\_\_\_\_\_ - items
4. Promote the station’s \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ as well as its \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. Build \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, and listener \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

On-Air: Keep it simple and creative

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ – limits participation, but easy to tease

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ – listener can play along, simple to do

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ – tougher for listeners, promotes listening all day

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ – listener can choose when to participate, can get more complex responses, database

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ – stunts or tasks for listeners to do

Unless you can build a relationship, listeners won’t stay for the content.

Make people happy! Lots of small prizes works better than one major prize.

Examples of off-air promotions:

Examples of online/mobile promotions:

When preparing promotions, ask yourself the following questions:

1. Does it benefit the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?
2. Does the idea work with our \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?
3. Does it appeal to our top \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ or could it drive them away?
4. Is there a good chance it will attract new \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ who will at least sample our station?
5. Can this be done \_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_?
6. Will it get us some good \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for the station as well as the sponsor?
7. Who is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for this, and does that make sense?
8. Is it \_\_\_\_\_\_\_\_\_\_\_\_\_\_?

The most common mistakes in marketing and promoting media properties and personalities can be avoided by following two simple rules:

1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
   1. Don’t wait until the last minute
   2. You know all the dates for holidays, etc. ahead of time
2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
   1. Have written rules about promotions and how they get on the air
   2. Everyone involved in the process needs to know and follow these rules

**YOUR ASSIGNMENT – with a partner**

* Create a 9-month calendar, keeping in mind the goals just identified. List at least 4 events per month.
  + All school events for all four schools
  + National, regional, or local events and holidays
  + Religious observations
  + First day of school, university classes begin
  + Days when banks, schools, and public offices might be closed
  + Major sporting events
  + Celebrity birthdays of interest to the target listener
  + Station events or anniversaries
  + Special station programming
  + Ratings periods
  + Anything that might interest or distract the target audience
* Put a star by one event each month that you think you could build the most effective promotion around.
* Save the file in your folder on your desktop (make sure it has yours and your partner’s names on it).