**RADIO BROADCASTING – PROMOTIONS**

*The promotion’s primary role is to generate and create awareness of a program or product, hopefully via a creative message and concept.*

**Promotions fall into two major categories:**

1. Sales Promotions

* generated by the sales and marketing departments
* involve advertisers who want to sell their product and raise awareness
* usually accompanied by an on-air advertising schedule
* align with marketing strategy for client, including things such as appearances at client location and giveaways on-air of the client’s product in some sort of contest

1. Programming Promotions

* generated by the programming and promotions departments
* highlight or promote specific needs or areas of the programming schedule
* goal is reaching current and potential listeners
* offer opportunities for clients to get involved
* supported by external marketing

**Elements of good promotions:**

1. contain an element of creativity and imagination
2. simple to enter and participate in
3. tailored to suit the direction the station is taking
4. fully explained to listeners and well-arranged
5. fully explained to participants, clients and station staff
6. achieve the station’s overall goals for improving listenership

*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.*

**There are three types of radio promotions:**

1. ON-AIR - contests, listen to win, etc.

2. OFF-AIR - events, billboards, promotional items

3. ONLINE - texting, websites, social media

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

1. PLAN
   1. Don’t wait until the last minute
   2. You know all the dates for holidays, etc. ahead of time
2. COMMUNICATE
   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 (SEP – MAY), keeping in mind the goals just identified. List at least 4 events per month. (radio-online.com)
  + 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.
* Choose 1 event from the starred events and design a contest around it. You’ll use this in your show.
* Submit your calendar and contest idea.