**PROMOTION CHECKLIST**

Complete the following checklist:

1. 30-second promo
   1. Use 6-question format
   2. Submit
   3. Post on website
2. Liner
   1. “Hi, I’m/we’re (name(s)) from (show). Hear us (time) each weekday/weeknight right here on W-P-P-B The Pulse”
   2. You can paraphrase or be more specific
3. Video/Pictures
   1. Produce a 20-30 second video promoting your show
   2. Show pictures of your team producing the show
   3. You can do this from your phone
   4. Post on website
   5. Distribute on social media
      1. Instagram
      2. Facebook
      3. Twitter
      4. YouTube
      5. Etc.
4. Poster
   1. Creative
   2. Post in Classroom
   3. Post in School
   4. Post Printable Copy on Website
5. Website
   1. Blog
   2. Podcast
   3. News (attention-getting)
   4. Advertisers
   5. Usable/Interactive Content
6. 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
7. T-Shirt
   1. Design a T-Shirt for your show
   2. Allow listeners to take part
   3. Post design on website
8. 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

SHOW PROMOS

In a 30-second generic show promo, be sure to answer the following questions the listener may have:

1. Who are you?
2. What’s the name of your show?
3. Why should I listen to your show? What’s in it for me?
4. When can I hear your show?
5. Is there any place I can learn more about your show?
6. What is it again? When is it on? What station? (End with this information)

Write your 30-second promo below and record.

WHO?

WHAT?

WHY?

WHEN?

WHERE?

(REPEAT)

WHO/WHAT AGAIN? WHEN?

*(End With*)….ON W-P-P-B THE PULSE