You and your group must create, plan, present and turn in a large scale promotion for the Summer ratings book. This promotion will include both off and on air events.

 **Goal** is to increase morning drive time listeners and to increase awareness of client.

**Budget** is $1,500.00 and any trade or barter you can convince me of.

**Time frame**: assume it is February and the promo must run by July.

**Radio station** will be picked randomly in class from one of Detroit’s commercial stations.

**Your Client** will also be picked randomly in class from a number of national companies.

**Deliverables (1 per person, smaller groups will do less/larger groups more… Station Proposal/Company Brief, done by all):** Flyer or Promotional Poster, Powerpoint, Editing Promotional Announcement for Air, Company Product or Flyer, Meeting (presentation) Agenda, Typed Proposal/Company Brief (see #10)

Steps.

1. Research your station- Format; Demographics; shows; competition, current advertisers;

ownerships; promotions history (annual, monthly, weekly events)

1a. Demographics- do a profile of your listener base- work, sex, age,

relationships, income, pastimes, spending habits, fears, hopes, realities.

2. Research Client- products; Target groups; current ad campaigns, competition; and

ownership

3. Research time of year- national holidays, annual local and national events, what your

audience does during this time of year, weather, moods, …..

4. Compare and brainstorm your research, look for commonalities, look for links, think of

every dumb idea you can and say it out loud, ( it might just work). Listen to everyone,

think in terms of Promotion Titles “The Bling, Back My Baby, Bounty Hunt”

5. Narrowing down promotions idea that best fits your goal.

6. Finalizing promotion idea and putting it to paper (answer each question in detail).

 Do we have enough time?

 Do we have enough money?

 Does it fit the stations format?

 Does it fit the stations size?

 Does it fit the audience’s lifestyle?

 Does it fit the client’s needs?

 Does it meet our goal?

7. Answering legal questions/FCC regulations.

Lottery, Misleading, Endanger

8. Checklist of everything you will need, including contacts. (from extension cords to liability

waivers)

9. Prices and Barter information (include reasoning and how figures were arrived at)

9. Any additional art work etc.

10. Planning pitch and writing/compiling Promotion Proposal-

 Written Proposal must include: **DUE \_\_\_\_\_\_\_\_**

1. Well written, thorough idea and justification

2. Answer to #6 (above)

3. FCC/Legal requirements

4.Check list and or calendar

5. Prices and Barter- include figures

7. Misc. additions

8. Conclusion

11. LIVE PRESENTATION: suggested outline (worth 15 points, see rubric): **DUE AS SCHEDULED WEEK OF \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

I. attention getter

II. sell the idea- make sure you explain the idea simply and effectively

III. overview of time frame

IV. prices

V. potential problems and how you will deal with them

VI. Question and answers and wrap up

I would recommend:

a recording of the on air promotion

Visual aids to help support your idea

proper attire

proper posture

not being stuck to notes

being able to think on your feet

Assume your team is pitching your idea to the stations ownership.

Arrange for any multi media needs ahead of time.

Creativity, organization and professionalism are important.

You must be prepared to answer questions from ownership