

# RADIO'S GUIDE TO PROMOTIONS & EMAIL





## Radio is...

*Engaging.  
An Advertising Machine.  
A Marketing Powerhouse.*

This guide demonstrates how promotions and email make you even more engaging, drive more revenue, and add to your marketing arsenal.

Read on to learn more, see how others are succeeding, and find specific examples for a variety of radio formats.

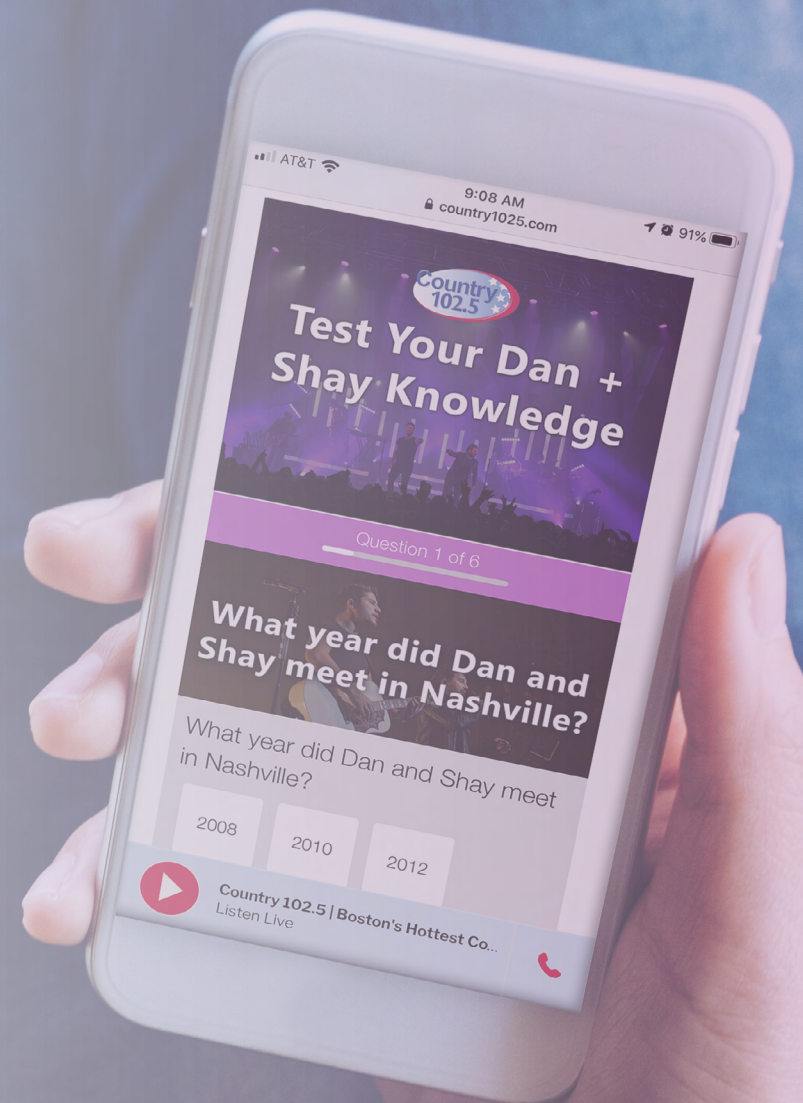


**LIZ HUFF**

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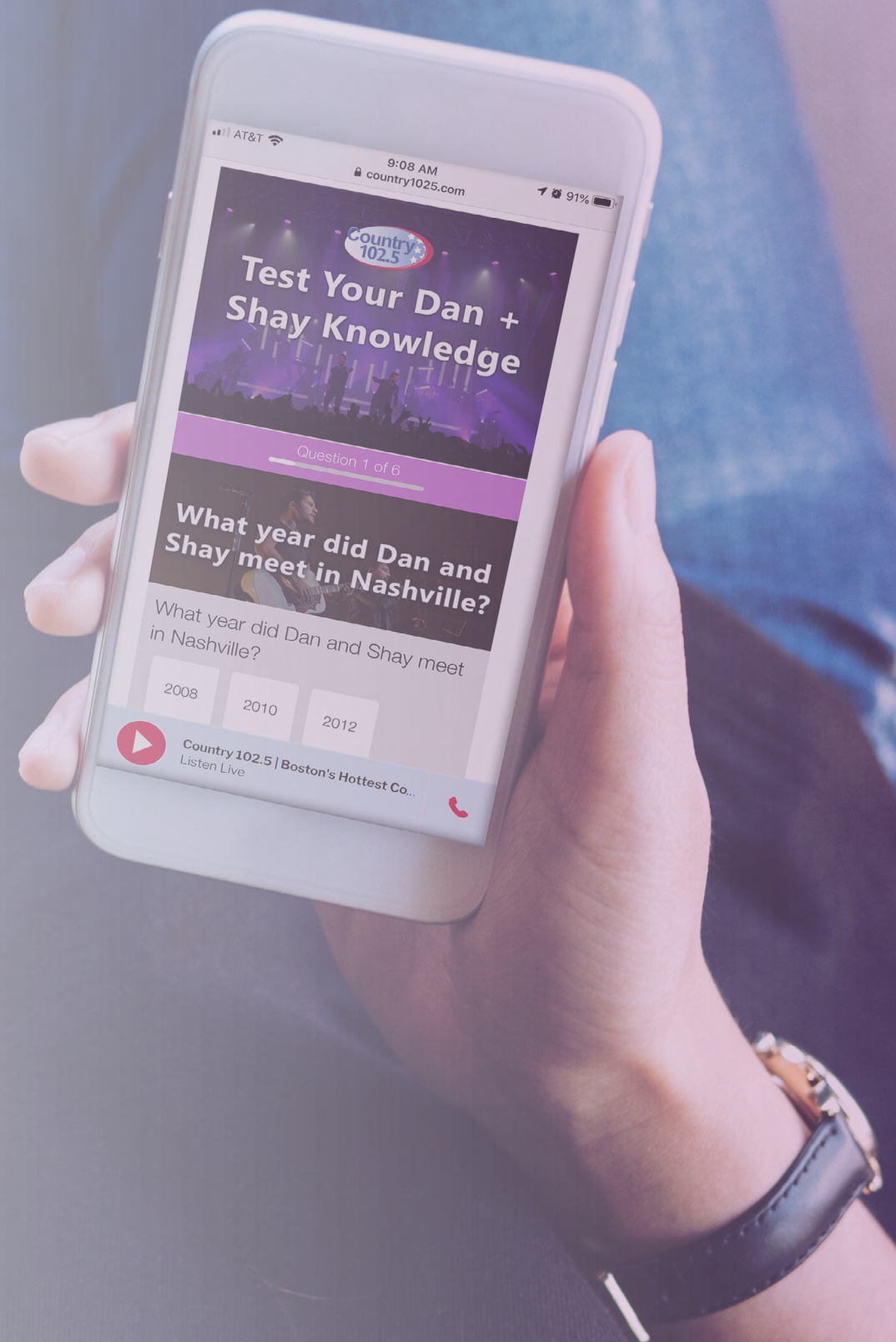
*Have questions?*  
**Live chat with Liz!**





# What is Your Goal?

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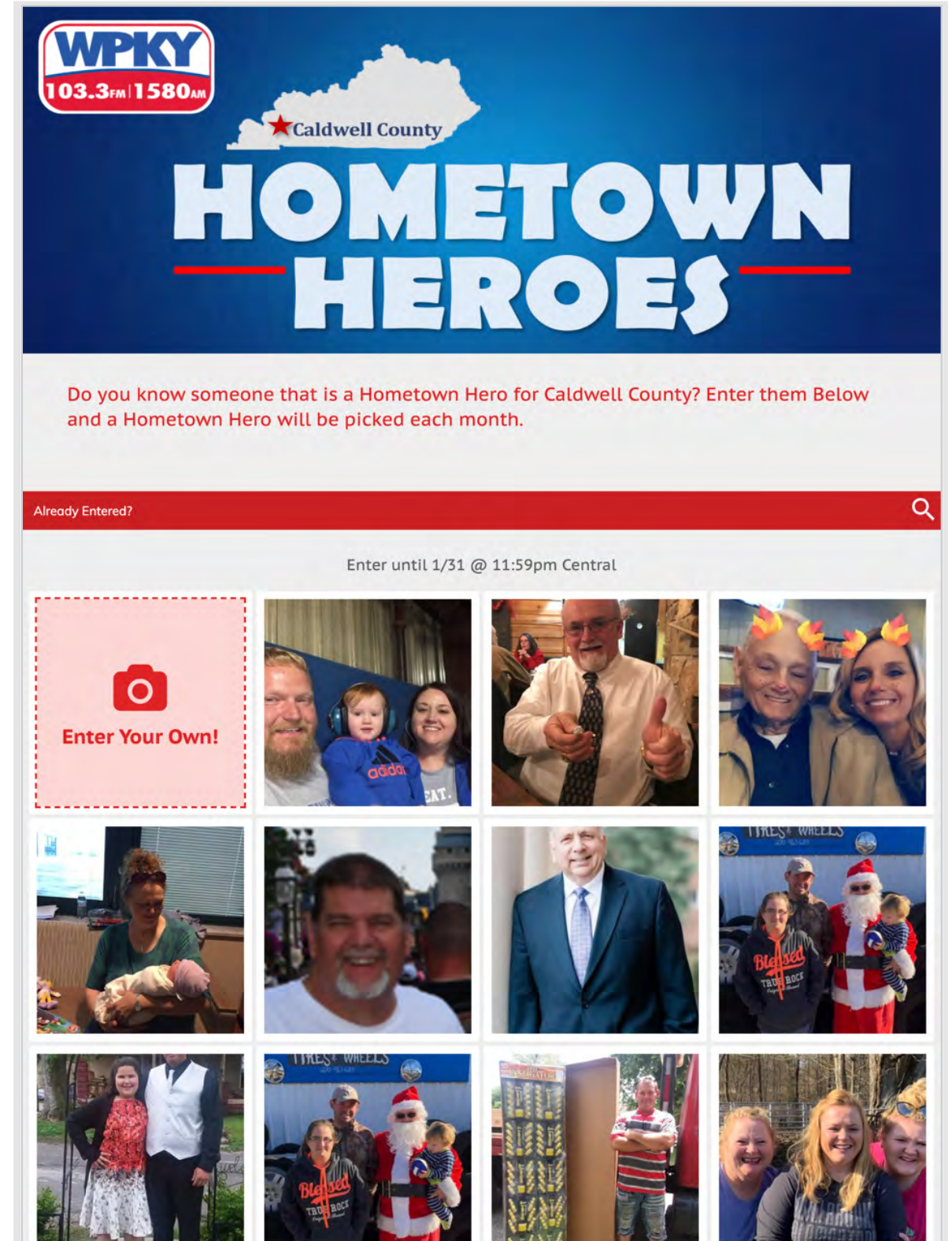




# What is Your Goal?

Every department at your station has a list of goals they want to achieve. Stop working in silos and ensure you're building campaigns designed to achieve your cross-departmental goals.

- ☐ Drive Revenue
- ☐ Grow Database
- ☐ Engage Your Listeners
- ☐ Add Listening Opportunities
- ☐ Create & Enhance Content
- ☐ Increase Time on Site
- ☐ Generate Leads
- ☐ Boost Social Media Usage
- ☐ Extend Brand Off-Air
- ☒ ***All of the Above!***





# Drive Revenue

## With Promotions and Email

Generating revenue is likely your station's top goal. The key to making a big impact is to start by setting revenue goals big enough to matter. This means focusing on annual opportunities that drive big dollars.

### Top Tactics...

**Ballots.** Create an annual ballot strategy by combining your listeners' choice citywide ballot with two-three additional niche ballots. While your citywide will involve all your listeners, you can choose topics for your niche ballots like Family Favorites, Best of Rock, or weddings to tap into target demographics.

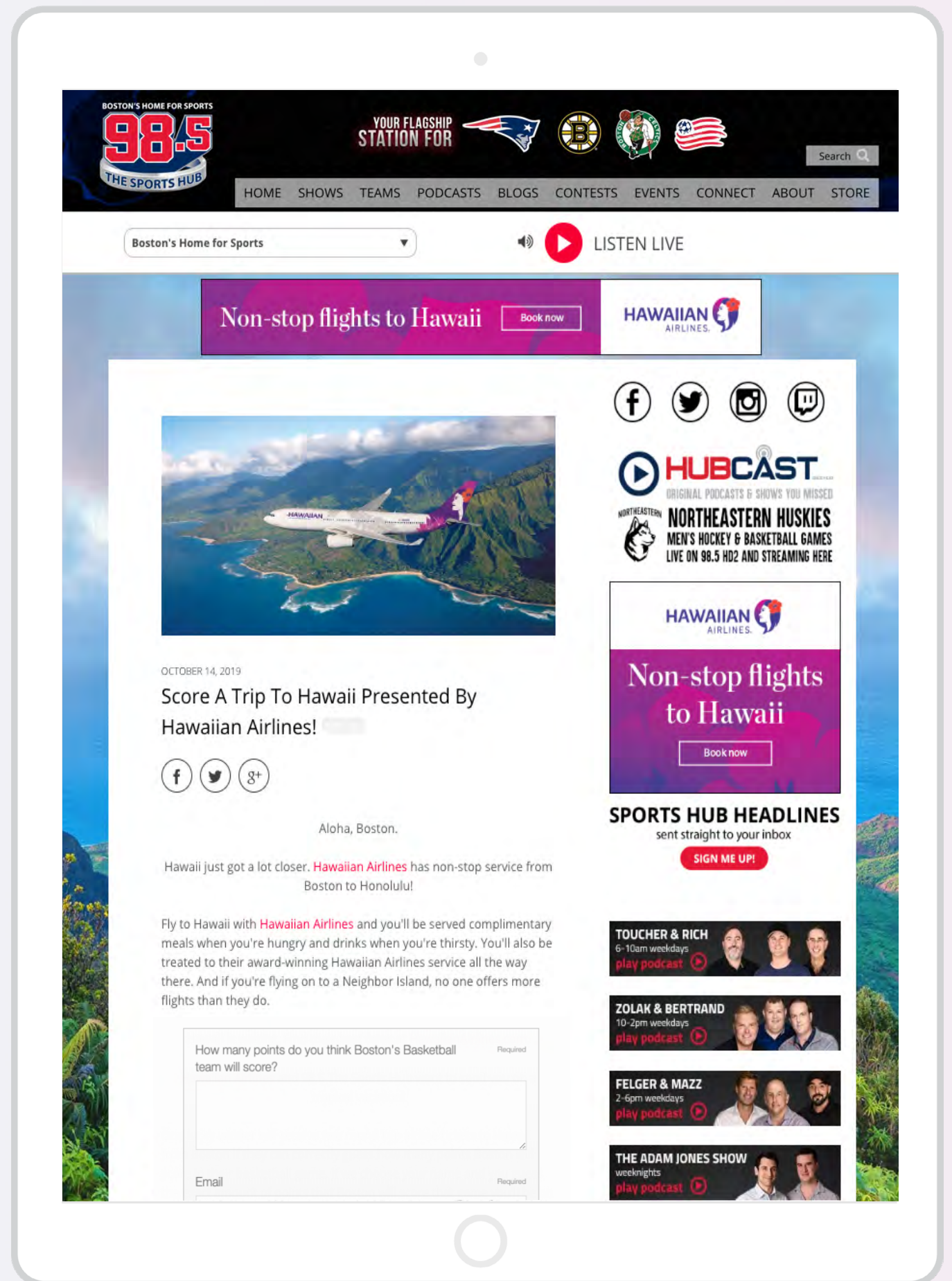
**Sweepstakes.** Sweepstakes have the versatility to work for any advertiser and any topic. With high value prizes, these draw in massive results which means sponsors are eager to pay top dollar. To maximize revenue, bundle multiple sweepstakes together into one package.

**Photo and Video Contests.** Turning these one-off contests into recurring revenue campaigns with different themes each month will drive large revenue all year long.

### Score with the Celtics and Hawaiian Airlines Sweepstakes

Beasley Media Group Boston | Boston, MA | DMA: 10

Sponsored by Hawaiian Airlines, this contest is doing even better in its second year. Entrants guess how many points they think the Celtics will score. For each Celtics home game, one random entry is selected and their prediction is shared on-air. If their guess is right, they win a direct round-trip flight from Boston to Hawaii. This year's contest has brought in \$186,000 in revenue for Beasley Boston!





# Grow Database

## With Promotions and Email

The key to good conversations with your listeners via email is an owned and operated database. Growing your email database should be a station-wide initiative as it benefits everyone. When you set your goals, make sure you're involving all departments within your company.

### Top Tactics...

**Sweepstakes.** Time after time, sweepstakes consistently deliver the best email database results. When you're offering tickets, VIP passes, and other unique opportunities, you can grow your general audience.

**Ballots.** Ballots drive huge database numbers! People are passionate about ensuring the success of their favorite businesses, people, and things, and they'll campaign to make sure it wins. And every new person they get to vote, is a new person who can fill out your registration form and email opt-in.

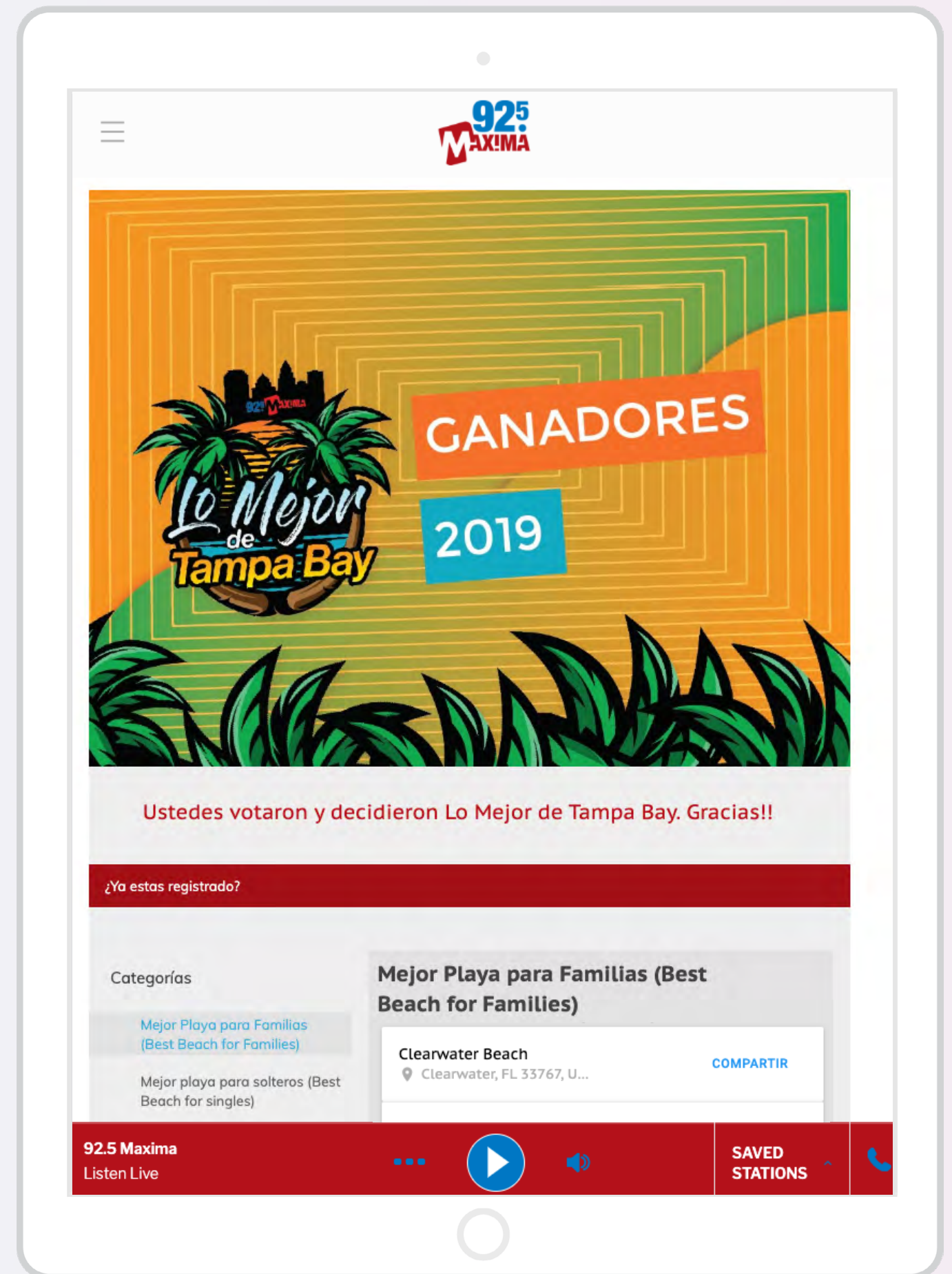
**Quizzes.** People love to share their quiz results to test their friends. This makes them an incredibly shareable tool, excellent for growing your database when you add an email opt-in to your registration form.

### Lo Mejor de Tampa Bay Ballot

WYUU-FM | Tampa Bay, FL | DMA: 11

Spanish Contemporary station, WYUU-FM wanted to reach their Spanish-speaking community. While there were other competing ballots in the market, they launched Lo Mejor with the hopes of specifically targeting this niche group. It was a huge success! In just their first year, WYUU collected nearly 6,000 nominations and over 17,000 votes. Plus, they grew their database by over 2,500 opt-ins to help their overall station email strategy throughout the year.

[SEE THE CASE STUDY](#)





# Engage Your Listeners

## With Promotions and Email

Engaging with your listeners is a huge focus and goal. Your on-air personalities strive to develop a relationship with their listeners both on and off-air. Promotions and email will take this relationship to the next level.

### Top Tactics...

**Newsletters.** Newsletters capture your brand's personality and reach your listeners on their schedule. Using listener data, you can create targeted newsletters based on segmented audiences to deliver more relevant content, higher open rates, and increased click rates. Plus, you can let your on-air team's personality shine through.

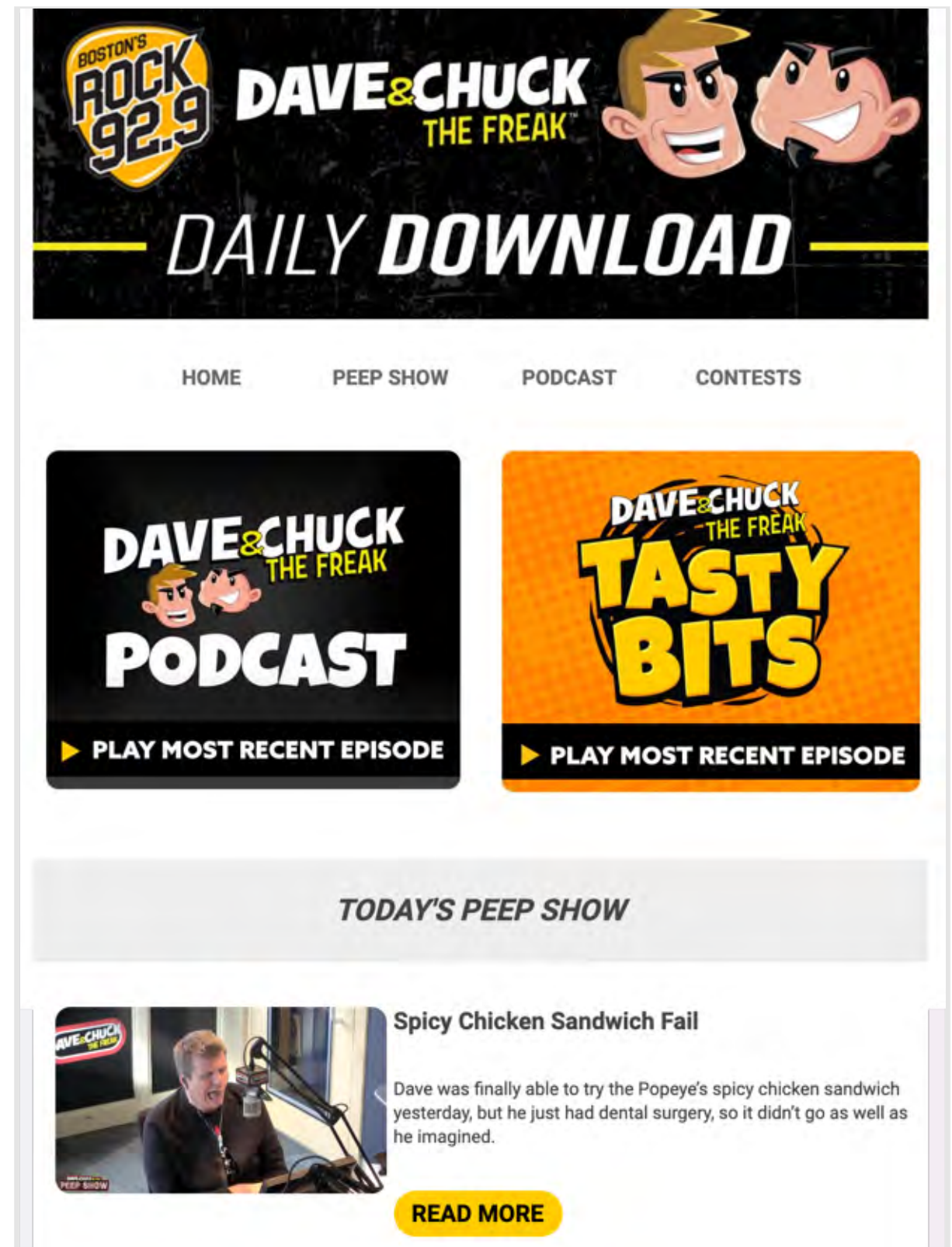
**Quizzes.** Whether you create quizzes about popular artists, news, pop culture, or your station personalities, quizzes are a fun and unique way to connect with your listeners.

**Photo Contests.** People love the opportunity to share their photos. Whether you're asking for pictures of their kids or pets or photos of their best 80's hair to their favorite concerts, these are a great way to create a fun gallery and engage your fans.

### Dave & Chuck The Freak Daily Download Newsletter

WBOS-FM | Boston, MA | DMA: 10

Popular WBOS radio show, Dave & Chuck the Freak, created a newsletter for their super fans to get a VIP experience. By including a Dave & Chuck opt-in on all their registration forms, they grew their targeted list. The copy of the email itself is written exactly the way a Dave & Chuck listener would expect. The email clearly includes links to get the most recent episodes and all the in-the-studio recorded videos. These targeted emails consistently drive outstanding results with high open and click through rates.





# Add Listening Opportunities With Promotions and Email

When it comes to radio, ratings are king. The more people you can drive to tune-in to your station at a designated time, the ratings go up and your ad revenue follows.

## Top Tactics...

**Newsletters.** Make sure all your newsletters include clear details for when your listeners should tune-in to hear special segments or favorite personalities. Be sure to mention any incentives to tune-in!

**Sweepstakes.** A classic codeword listen-to-win is always a winner for radio, but don't hang up on tons of data! Have your listeners enter their codeword in a sweepstakes form, so you can collect an email opt-in and other details as well.

**Emails.** Whether you're breaking the news on a big story, providing severe storm coverage, or kicking off a new show, there can be merit to sending an email to your full database when the topic is relevant to all listeners. Don't forget to clearly include all the details to tune-in.

### Road to Stagecoach

KSON-FM | San Diego, CA | DMA: 28

Capitalizing on a major local music concert, KSON-FM ran a listen-to-win contest to get tickets. Listeners had to sign-up online and select their most likely time to listen. Only the listeners who signed up with the Road to Stagecoach sweepstakes would be called live on air from KSON. The contest generated over 7,000 email opt-ins for the station and they learned valuable listener data!



#### KSON PUTS YOU ON THE ROAD TO STAGECOACH

Sign up here for seven chances each weekday to win a pair of 3-day GA tickets to the Stagecoach Music Festival!

Sign up here, and then listen for your name 7 times every weekday at 7:10am, 8:10am, 12:10pm, 2:10pm, 3:10pm, 5:10pm, and 7:10pm. If you hear your name, call us back at (619) 570-1973 within 10 minutes and win tickets to Stagecoach!

Email

Required

☒ I confirm I am over the age of 18 and am a legal resident of CA. Required

When should we call your name?

- ☒ 7:10am
- ☒ 8:10am
- ☒ 12:10pm



# Create & Enhance Content

## With Promotions and Email

From the on-air discussions of your talent to the daily posts and your station is producing outstanding stories. See how you can use promotions and email to create new content and also enhance what you're already doing.

### Top Tactics...

**Polls.** Polls are a fantastic way to let your listeners share their thoughts on important topics like which songs to play, the city's new traffic proposal, or even what do you think about the next mayor.

**Photo Contests.** This is a great way to keep people on your site, create content, and enhance what you're already doing. People love to share these photos and already have them on their phone. Talk about the photos on the air to drive more interaction.

**Quizzes.** Complement your coverage of any topic with a quiz. If you're looking to educate your audience, a quiz is a fun and creative way for your listeners to learn and test their skills on your content.

### CMA Entertainer of the Year

WPAW-FM | Greensboro, NC | DMA: 46

For Country station, WPAW-FM, the Country Music Awards is already a big conversation topic for their station. So instead of just talking about the CMAs, WPAW created a ballot asking listeners to say who they thought should win Entertainer of the Year. This was an excellent way for the audience to make their voice heard and gave the station even more to talk about on-air around their coverage of the big event.

The screenshot shows the Radio.com website for 93.1 The Wolf. The header includes the station's logo, a "LISTEN LIVE" button, and links to podcasts, on-air schedule, and playlist. A navigation bar at the top right contains links for "WOLF GANG", "TEXT THE WOLF", and "GET MY PERKS".

The main content area features a poll titled "POLL: Who Should Win Entertainer of the Year at the 51st Annual CMA Awards?" dated November 1, 2017, by Lauren Hoffman. Below the title is a row of five photos of country music artists: Garth Brooks, Chris Stapleton, Eric Church, Keith Urban, and another artist. To the right of the poll is a "Contest Line" section with a phone number (336) 680-9653 and a "Daily Schedule" section listing programs like "Wake Up With The Wolf" and "Clay JD Walker".

Below the poll is a "CATEGORIES: CMA Awards 2017" section with social media sharing icons. The text below the icons states: "The 51st Annual CMA Awards will air live November 8 from Nashville's Bridgestone Arena, Country Music's Biggest Night and we will be there to give you an EXCLUSIVE Countdown." It then lists the nominees for Entertainer of the Year: Garth Brooks, Chris Stapleton, Eric Church, and Keith Urban.

At the bottom, there is a "CMA" logo and a "VOTE" button. A small inset window on the right side of the page shows a "Already Voted?" section with two columns of artist photos and names: Chris Stapleton and Eric Church, each with a "VOTE" button.



# Increase Time on Site With Promotions and Email

Your website is your hub for sharing relevant content, moving conversations online, and driving revenue. The more you can keep your listeners engaged with your website, the more content they'll digest, the more ads you can serve them, and the more revenue you can generate.

## Top Tactics...

**Photo & Video Contests.** The only thing people love more than sharing their photos and videos, is seeing others' photos and videos! These contests drive lots of time on site as users browse the galleries.

**Ballots.** With hundreds of entrants to nominate and vote for, these contests have your listeners spending lots of time on your site throughout the ballot.

**Newsletters.** Each newsletter is a ripe opportunity to direct listeners to your website. When someone opens your email, you're already engaging them on a digital platform. Make sure you're optimizing all your emails to direct your listeners to specific content and sections of your website with each click.

### Cazadores Tequila Drink Ballot

WKLB-FM | Hagerstown, MD | DMA: ?

Cazadores Tequila wanted a campaign to drive brand awareness. WKLB-FM created a ballot featuring videos of local bartenders mixing a Cazadores drink. The contest brought in \$35,000 in revenue, 2,200+ visits to the ballot's site, and the average user stayed for over 24 minutes.



Already Voted?

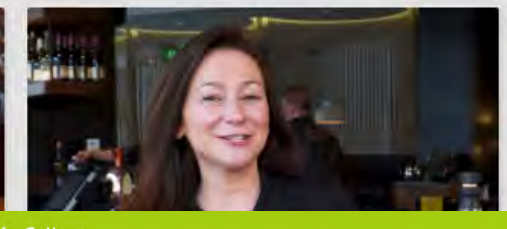


#### Kristen - Habanero Margarita

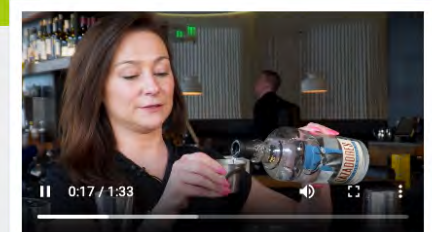
Loretta's Last Call on Lansdowne Street  
Bartender: Kristen  
Margarita: Habanero Margarita

2oz Habanero Infused Cazadores Tequila  
Splash of Triple Sec  
Splash of Fresh Lime Juice  
Splash of Fresh Orange Juice  
Splash of Sour Mix

Shake, Strain, Pour into Salted Rimmed Glass  
Garnish with a Lime Wedge



#### Stefanie - In From The Storm



Outlook Kitchen + Bar inside the Envoy Hotel  
Bartender: Stephanie  
Margarita: In from the Storm

2oz Cazadores Blanco  
1/2oz Fresh Lime Juice  
1/oz Fresh Grapefruit Juice

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# Generate Leads

## With Promotions and Email

The best way to ensure you keep your advertisers happy and coming back, is by delivering the leads your advertisers want. Even without an advertiser, use promotions to collect data to leverage for future advertising opportunities.

### Top Tactics...

**Sweepstakes.** A giveaway for a valuable product is a surefire way to uncover a ton of prospective customers. Plus, when you include lead-gen questions and an email opt-in, you've just generated a fantastic list of hot leads for your client.

**Photo Contests.** While lead-gen questions and opt-ins uncover data, photo contests create a unique opportunity to discover useful information about your users. An Ugly Lawn photo contest will provide a ton of qualified people that engage with your lawn care advertiser.


**Quizzes.** Beyond demographics and lead-gen questions, with custom quiz questions, you can learn even more about your listeners through you quiz. Plus, incentivize quiz takers with a prize to fill out your registration form.

### Mathnasium Quiz Campaign

KPWJ-FM | Bryan, TX | DMA: 87

A local tutoring business wanted to identify potential new customers during back-to-school season. The station created quizzes based on real grade school math tests. By adding lead-gen questions and an email opt-in, the quizzes had over 20 people reach out requesting information for enrollment and gathered more than 100 opt-ins for the tutoring center.

SEE THE CASE STUDY



MAKE THIS SCHOOL YEAR  
**GREATER THAN**  
LAST YEAR!

Mathnasium and Peace 107 want to know if you can pass this 3rd Grade Math Quiz. This IS the material that kids are expected to master before intermediate school. How will you do?

If you want your child to be a math MASTER, Mathnasium is the place to send them. Talk to them today! The your child. [Click here to find out how!](#)

Question 1

#1 Jillian writes the num the following represe words?

Eight hundred sixty thousand, twenty

Eight hundred sixty thousand, two

☒ I'd like to receive discounts and other offers from Mathnasium!

☐ I'd like someone from Mathnasium to contact me about enrollment for my child!

Email Required

First Name Required

Last Name Required

Phone Required

By clicking the submit button below, I agree to the [Terms of Service](#) and [Privacy Policy](#)

SUBMIT



# Boost Social Media Presence

## With Promotions and Email

Social media presence is important to your station. You're likely not only promoting your station's social media profiles, but you're also trying to promote the profiles of specific shows and and your on-air talent. And every month social media changes – how do you keep up?

### Top Tactics...

**Sweepstakes.** By adding on extra chance incentives you're generating more social exposure for your contest, while driving more registrations and collecting more database.

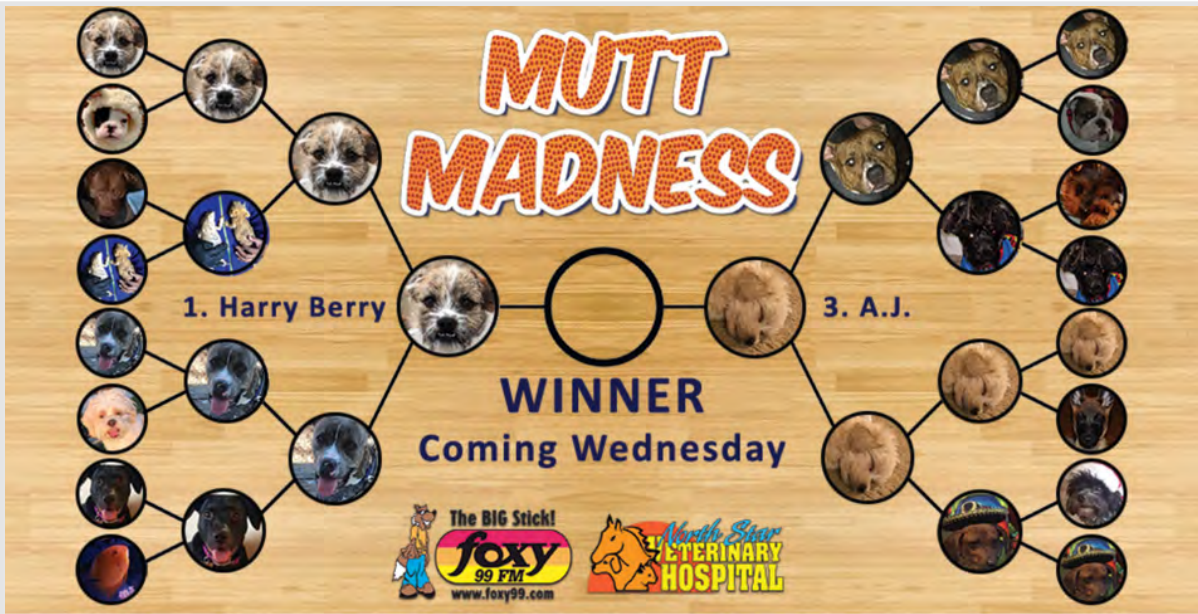
**Quizzes.** Whether you create quizzes about popular artists or your station personalities, quizzes are a fun and unique way to connect with your listeners. Plus, they're shareable as people take them and encourage their friends to take them as well.

**Photo Contests.** Photo contests bring out the competitive spirit. People are eager to share their photos with friends and family to get votes making these contests incredibly shareable.

### Mutt Madness Contest

WZFX-FM | Fayetteville, NC | DMA: 24

Positioned right in the heart of basketball country, the station wanted a way to capitalize on the college tournament fever, but not necessarily tie directly to basketball. They had the idea of a Mutt Madness photo contest where listeners would vote to choose the top dog. The station secured a local veterinary hospital as the sponsor. Not only did this drive \$10,000 in unplanned revenue for WZFX, but the station saw a huge boost in site traffic. During the contest period, the station achieved a social reach of over 75,000 and engagement numbers over 6,000!



Welcome to the Mutt Madness Bracket Challenge presented by [North Star Veterinary Hospital](#)!

Over 100 pets came in. And now we have a champion...that we will announce Wednesday! Will it be No. 3 A.J. or No. 1 Harry Berry? Find out with our special announcement.

#### What's on the line here?

- For our champion pet - A prize pack from North Star with over \$500 in pet care, plus other awesome Foxy 99 prizes
- For one lucky voter - thanks to [Clinton Appliance & Furniture](#), we've got a 50 inch Smart TV to give away too!

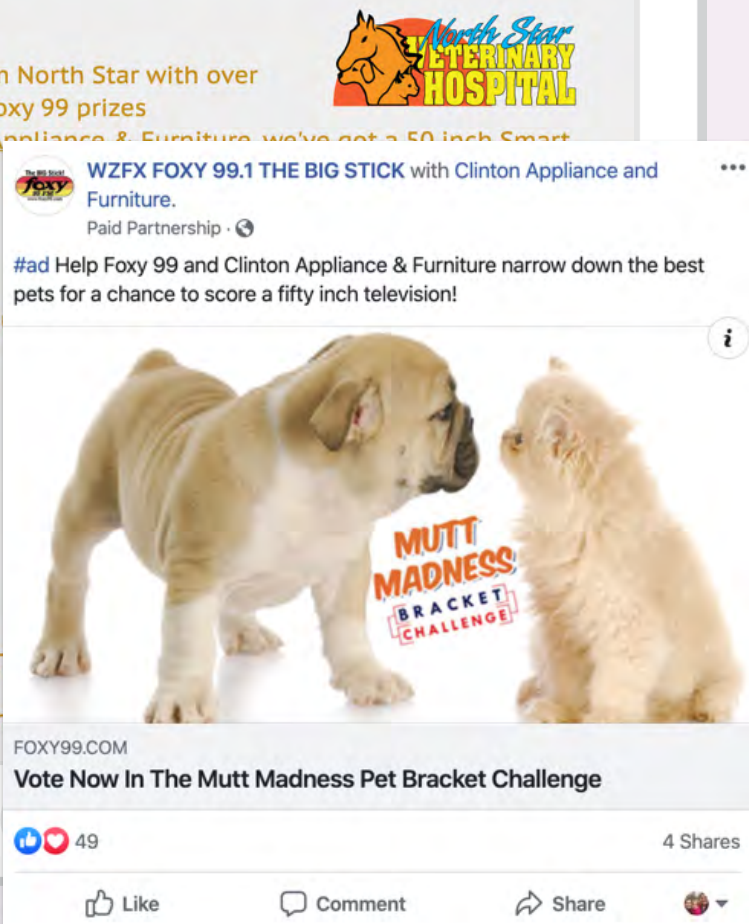
#### What's left to do?

- Vote for your favorite pet in each match
- You can vote again EVERY HOUR!
- Share the contest with your friends!

#### The Matchup Voting Schedule

- Scruffy 64 - COMPLETE
- Rowdy 32 - COMPLETE
- Snuggly 16 - COMPLETE
- Alpha 8 - COMPLETE
- Furry 4 - COMPLETE
- Mutt Madness Championship - COMPLETE

Click the rounds below to see all the prog





# Extend Brand Off-Air

## With Promotions and Email

Your brand has always existed on-air, but it's important to continue your station's brand off-air within your community. There are a variety of ways you can communicate with your listeners to align your station and position your brand as a member of your community.

### Top Tactics...

**Ballots.** Ballots are all about finding out who and what your listeners think is the best within your community. Customize the ballot to truly resonate with your listeners and your brand to make something unique to your station and your community of listeners.

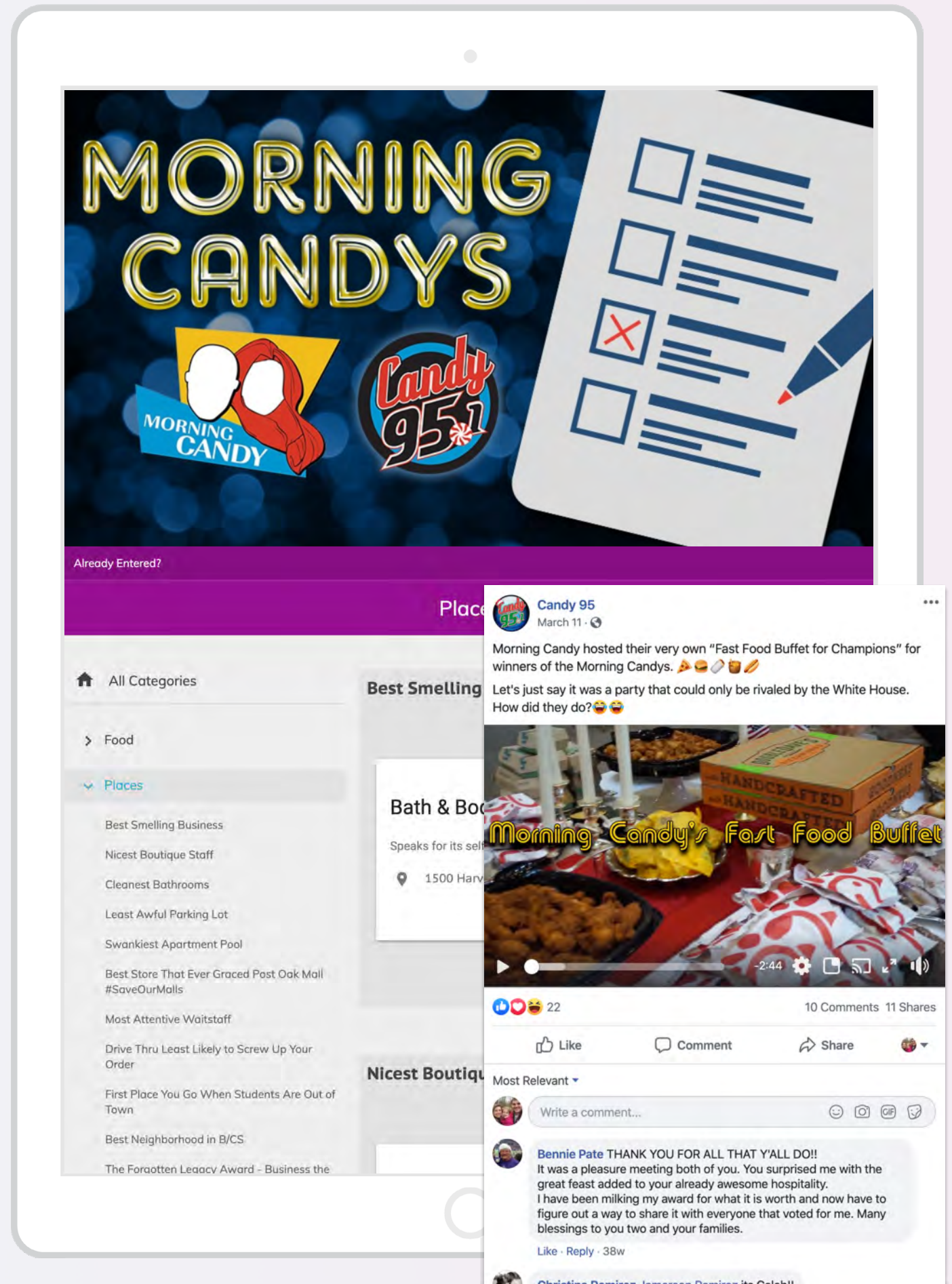
**Sweepstakes.** Create sweepstakes which will align your brand with the community. Maybe people enter to win breakfast delivered by your station talent or coffee cups from your morning crew, this will keep your brand top of mind off-air.

**Birthday Club.** A simple happy birthday email can mean a lot to your listeners. Jazz up your message with a video or image from your talent to make the message a bit more personal.

### Morning Candys Ballot

KNDE-FM | Bryan, TX | DMA: 87

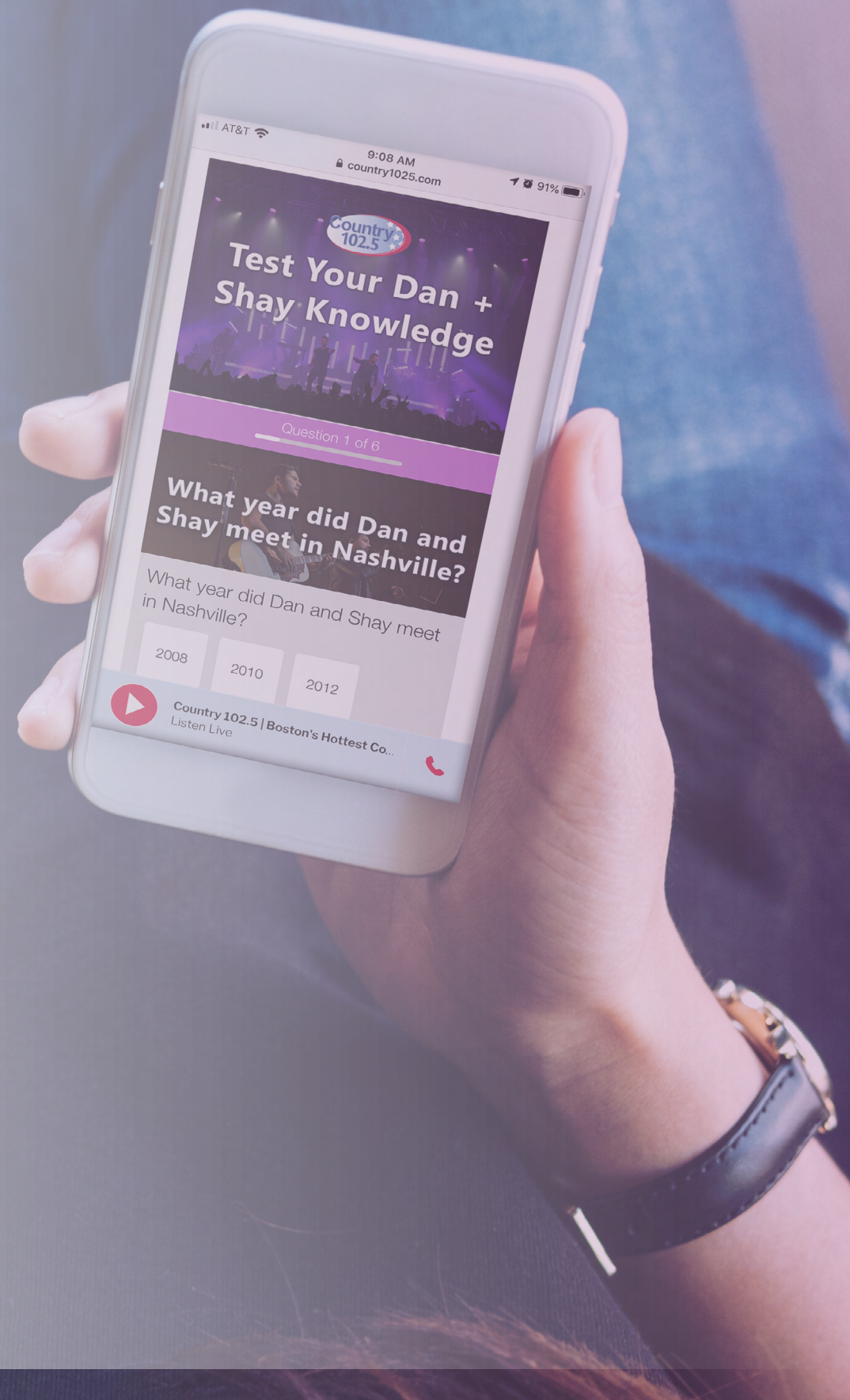
Frito and Candy – hosts of the Morning Candy show on KNDE-FM – wanted a fun way to interact with their listeners and their community. The Morning Candys Ballot wasn't your traditional listeners' choice ballot. It included creative categories like Best Smelling Business, Best Uber/Lyft Driver, Cleanest Bathrooms, and Best Breakfast Tacos. The ballot was a hit with listeners bringing in 11,700+ votes. Plus, the morning show even hosted a live on-air event for the winners.





# 6 Things Every Station Should Do

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# BEST OF THE BEACH

Already Entered?

Arts & Entertainment

Eating & Drinking

Health & Fitness

Around the Beach

Services

Shopping

## 6 Things Every Station Should Do To Drive Success for Your Entire Company

If you want to secure long-lasting success for your station, it's critical to create a robust strategy. Sit down with a cross-departmental team and determine all your station's goals. Then create an annual strategy which will cover all these goals and deliver the results you want to achieve.

- ☐ Ballots
- ☐ Recurring Revenue
- ☐ List-Builder Campaigns
- ☐ Lead-Gen for Advertisers
- ☐ Audience Engagement
- ☐ Newsletters
- ☒ ***All of the Above!***



# Dunkin' Hot Spots Sweepstakes

HOT 96.9 | Boston, MA | DMA: 10

## THE GOAL

HOT 96.9 was looking for new, creative ideas to drive revenue and database growth for their station. To make a bigger impact on revenue goals, they planned an annual campaign to drive revenue all year long.

## THE SOLUTION

Their team came up with a monthly vacation sweepstakes to 'hot spots' like San Diego, Las Vegas, and New Orleans. They pitched the sponsorship to an existing advertiser, Dunkin' Donuts. The franchise was interested in branding, email list growth, and downloads of their mobile app. They received a robust sponsorship package to achieve their goals. The campaign was so successful, the contest is now in its fourth year running. Dunkin' has been their sponsor each year and has increased their spend with the station each year as well.

## THE RESULTS

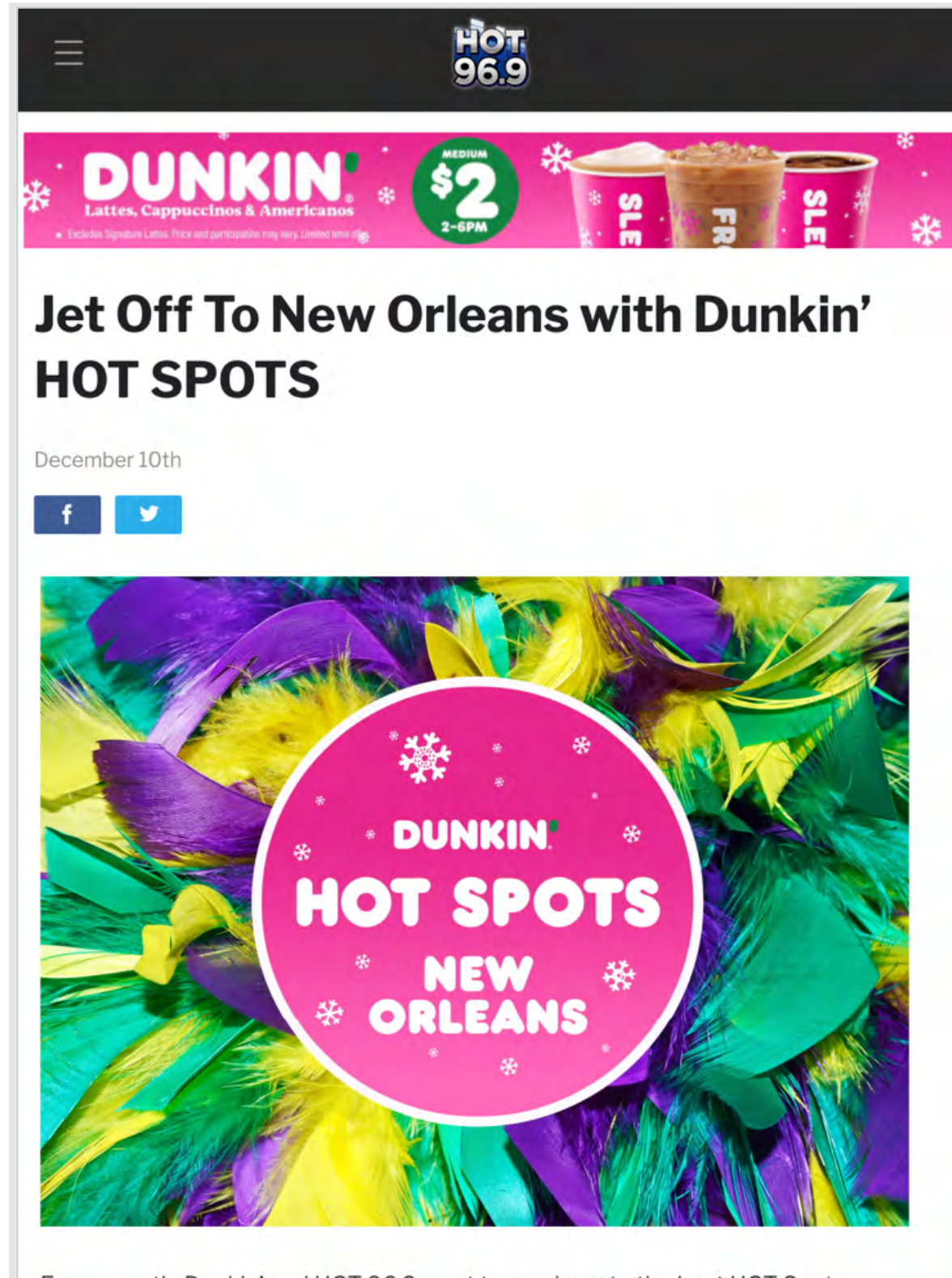
**\$ \$400,000**  
revenue in four years

**\$ 4 years+**  
recurring revenue

**80%**  
opt-in rate for station

**Station Win**  
big win across all station departments

[SEE THE CASE STUDY](#)







## Baby, It's Cold Outside – Yes or No

On Monday, December 3rd, 96.5 KOIT Program Director, Brian Figula, made the decision to remove "Baby, It's Cold Outside" (from various artists) after receiving complaints from listeners, and the trending national story from Cleveland. After removing the song, we have received hundreds of comments on social media and via email demanding that "Baby, It's Cold Outside" be placed back to the Christmas Playlist.

We're asking you to decide if we should continue to keep the song off the playlist, or add it back in. We'll announce the results on Monday, December 10th at 7:20am PST.

[LISTEN TO KOIT CHRISTMAS](#)

Should 96.5 KOIT place "Baby, It's Cold Outside" back into rotation?

- ☐ Yes, please place it back, I want to hear it.
- ☐ No, it offends me. Do not play it.

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## Baby It's Cold Outside Poll

KOIT-FM | San Francisco, CA | DMA: 6

### THE GOAL

When classic Christmas song 'Baby, It's Cold Outside' was at the center of a national public debate over its lyrics. KOIT decided to utilize a poll to let their audience decide whether the station should keep this controversial song on the air.

### THE SOLUTION

The KOIT team put together a simple one-question poll. On the registration form, they included opt-ins for seven of their station's interest-specific newsletters and also gathered valuable user information such as zip code, birthday, and gender for future email segmentation efforts. The station's on-air personalities announced the poll to all the listeners. Plus, they included links on their website, in email blasts, and on social media. The story surrounding the poll gained so much attention dozens of other local news stations like the New York Times, Fox News, Wallstreet Journal, and CNN picked it up.

### THE RESULTS



**23,000+**  
poll responses



**14,000+**  
opt-ins for station

[SEE THE CASE STUDY](#)





# Mutt Madness

KIX 102.5 | Joplin, MO | DMA: 148

## THE GOAL

With the March basketball season approaching, KIX 102.5 wanted a contest idea to capitalize on the bracket frenzy and also reach a broad audience beyond just basketball fans. That's how the Mutt Madness contest got started.

## THE SOLUTION

Once they picked their pet-related theme, the station needed to secure the perfect advertiser. Since this contest would reach local animal lovers and pet owners, a local veterinarian was excited to partner with them. The vet wanted to grow their own email list and identify potential new clients. The contest was split into multiple rounds and was promoted via on-air spots, emails, website ads, and paid social media advertising. The advertiser even promoted it to their own networks. The registration form included opt-ins for station and sponsor as well as important lead-gen questions for the veterinarian.

## THE RESULTS

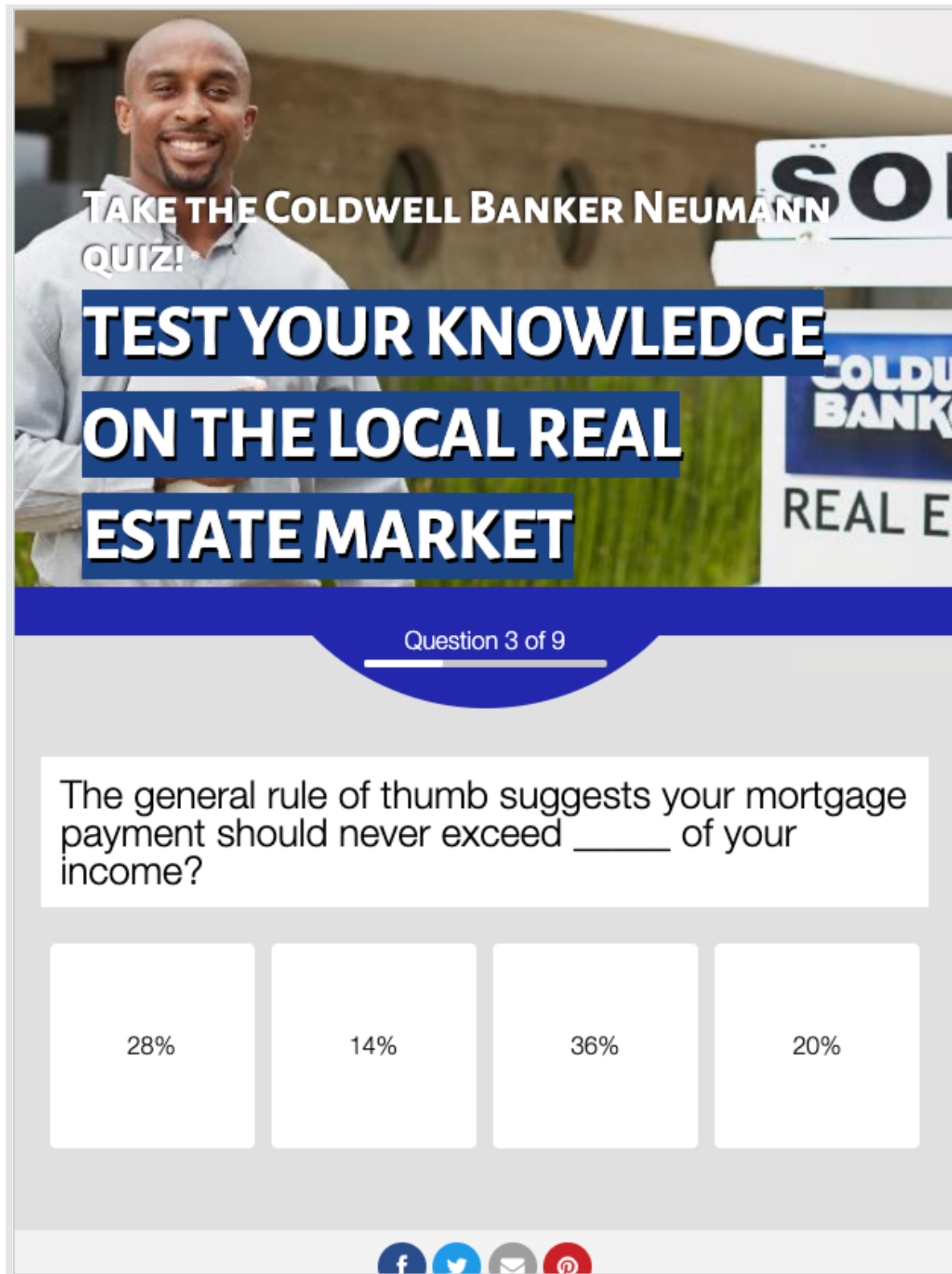
**\$2,500**  
revenue for station

**\$20,000+**  
increase in sponsor's  
monthly sales YOY

**200+**  
photo entries

SEE THE CASE STUDY





# Test Your Real Estate Knowledge

CHYM-FM | Kitchener, ON | DMA: 9

## ● THE GOAL

CHYM was looking for a new idea for a local real estate company, Coldwell Banker. They hoped to not only drive measurable results for the advertiser, but also secure additional revenue for their station.

## ● THE SOLUTION

They created a quiz based on the local real estate market to target locals interested in buying or selling their home. The team included a couple of quiz questions designed to give Coldwell Banker some valuable data as well. The registration form included an email opt-in and lead-gen questions to identify qualified leads for the real estate company. The quiz outcome page contained a link to the sponsor's website to download a report and take an online evaluation. To incentivize quiz takers, the station offered a \$250 prize to one lucky quiz taker.

## ● THE RESULTS

**\$** **\$1,500**  
revenue for station

**240+**  
quiz participants

**40+**  
looking to buy/sell house

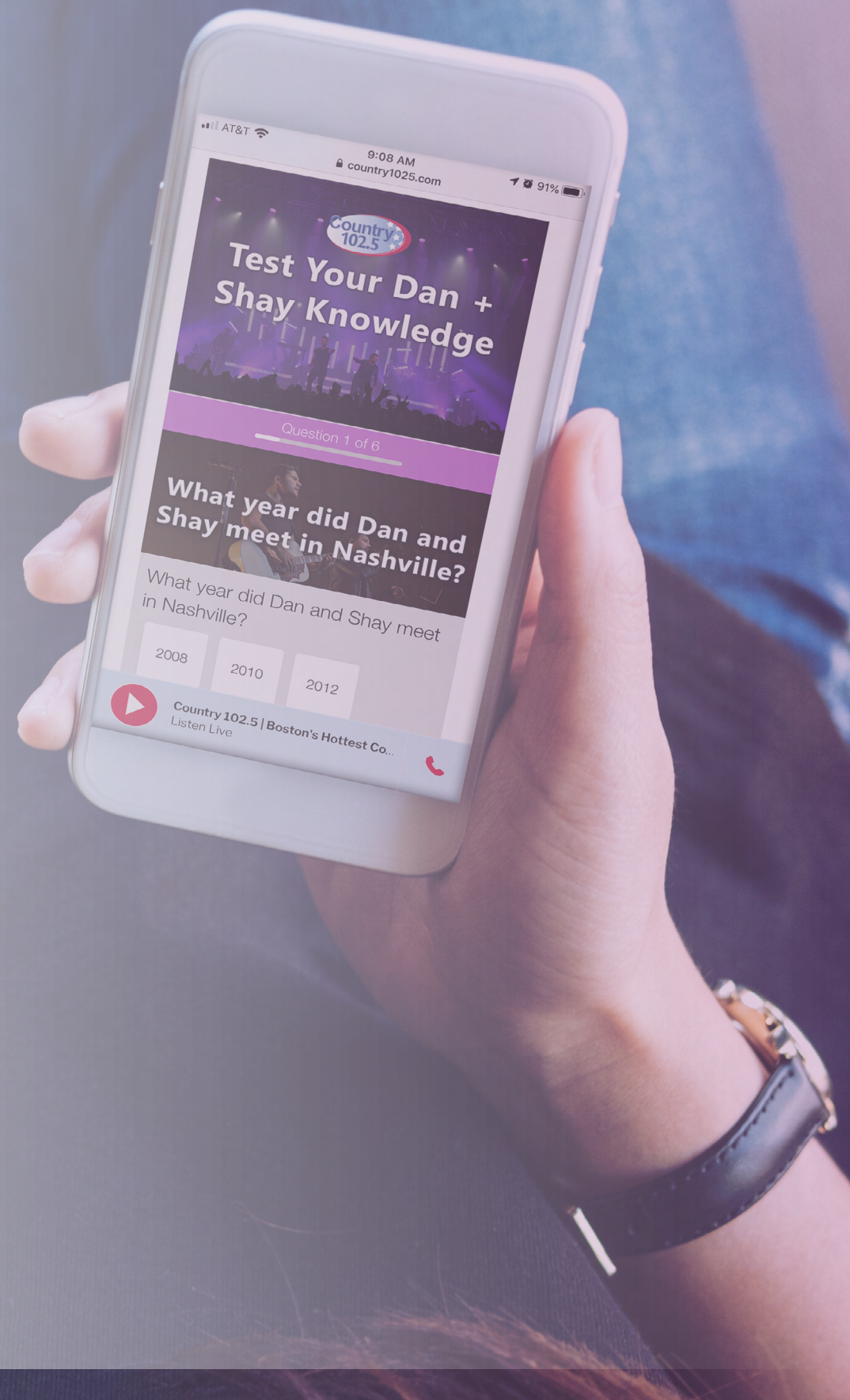
**40+**  
for sponsor database

[SEE THE CASE STUDY](#)



# Opportunities For Your Format

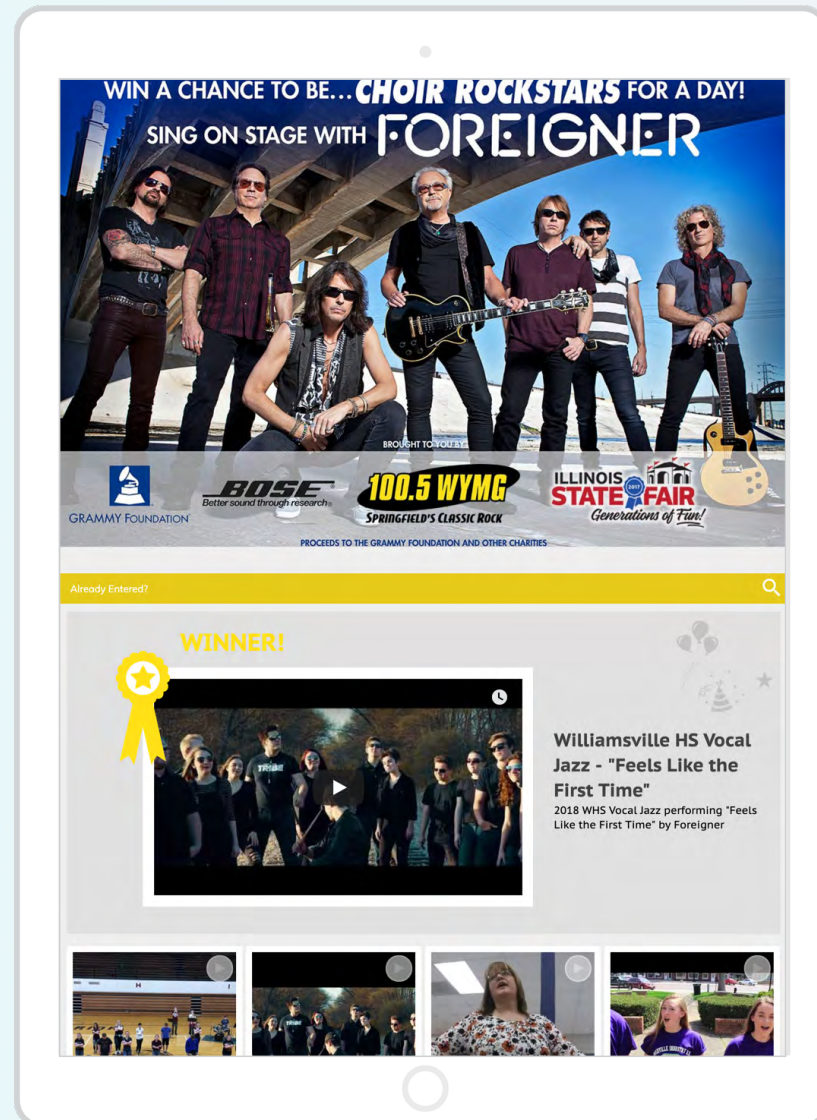
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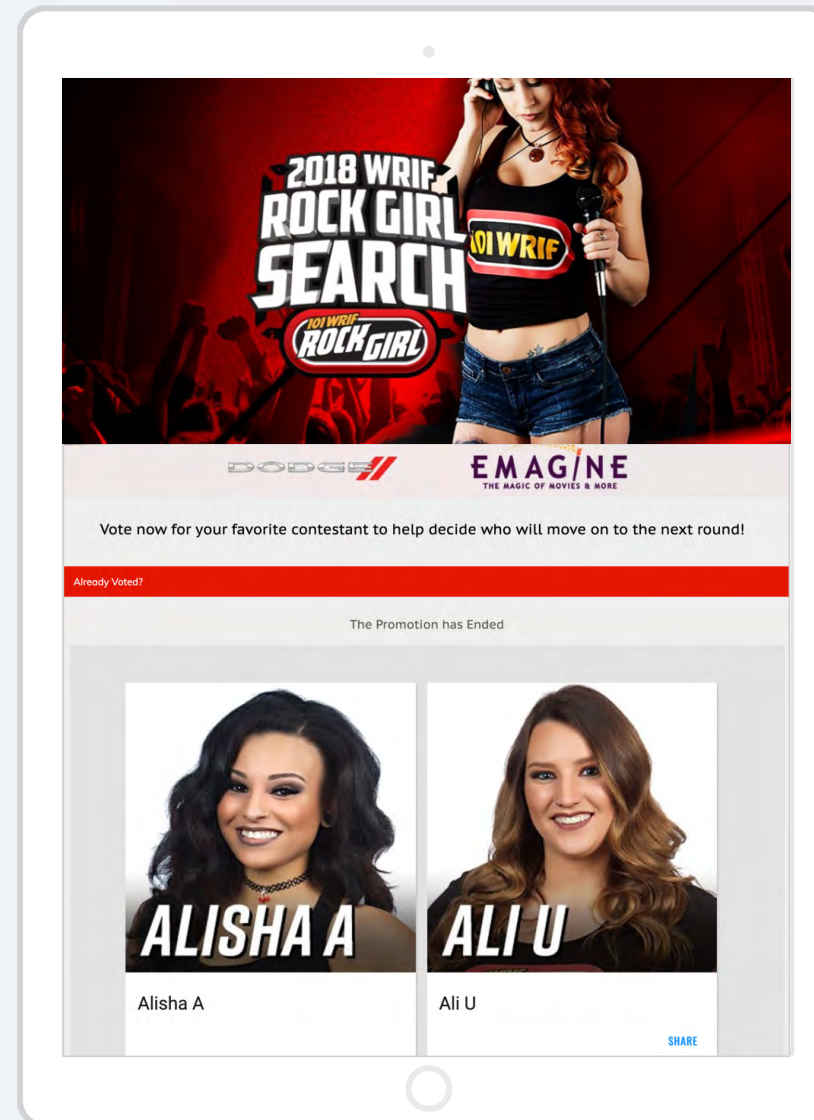


# Rock

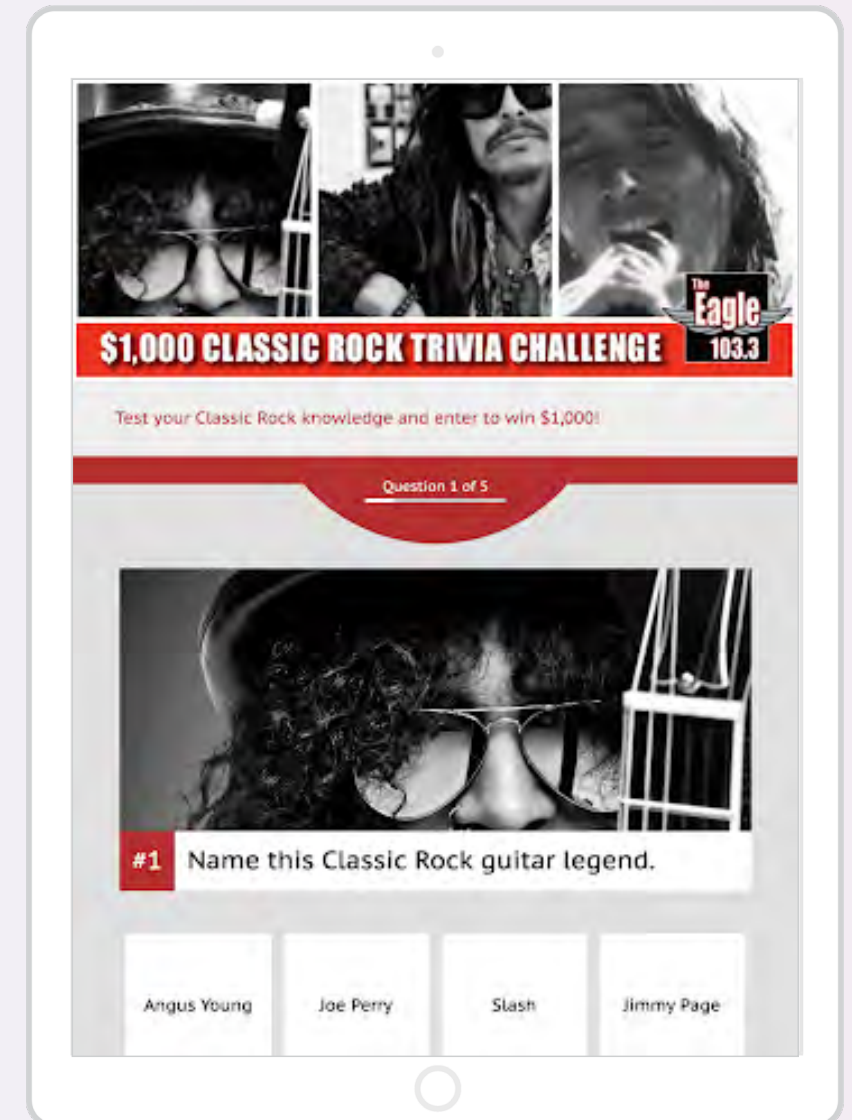
## Opportunities for Your Format



On Stage with Foreigner Video Contest



Rock Girl Search Ballot



Classic Rock Trivia Quiz

### Quizzes

- 80s Hair Band Trivia
- Which Rock Legend Are You?
- How Much Do You Know about [Band]?

### Ballots

- Best of One Hit Wonders
- Places that Rock
- Year in Review

### Photo & Video Contests

- Man Cave Makeover
- Rock 'n' Roll Dad
- Battle of the Cover Bands
- Send Us Your Concert Pics!

### Brackets

- 80s Rock Showdown
- Battle of the Rock Legends
- Favorite Guitars

### List-Builders

- Concert Ticket Giveaway
- Pick the Song Poll
- [Artist/Band] Quiz

### Recurring Revenue

- Hometown Heroes
- Monthly Music Giveaway
- Rock Fan of the Month

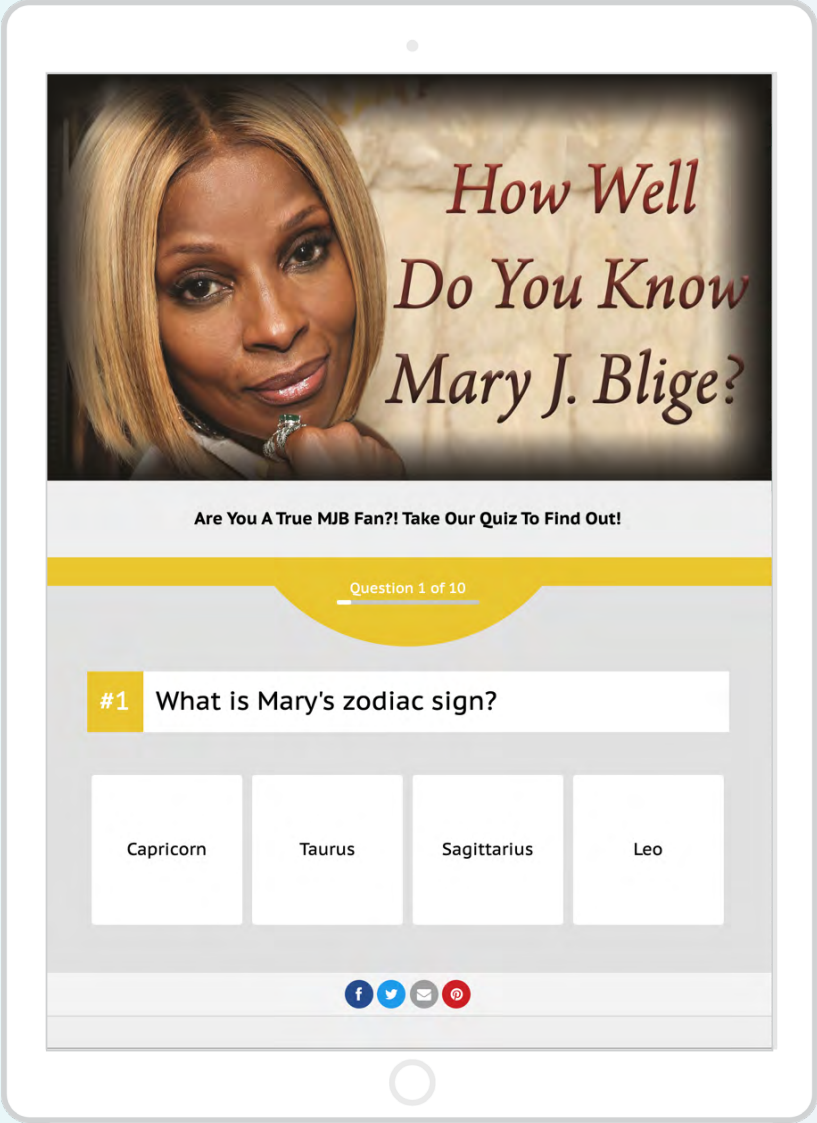
### Newsletters

- Dads that Rock
- Live Music Round Up
- Concert Calendar

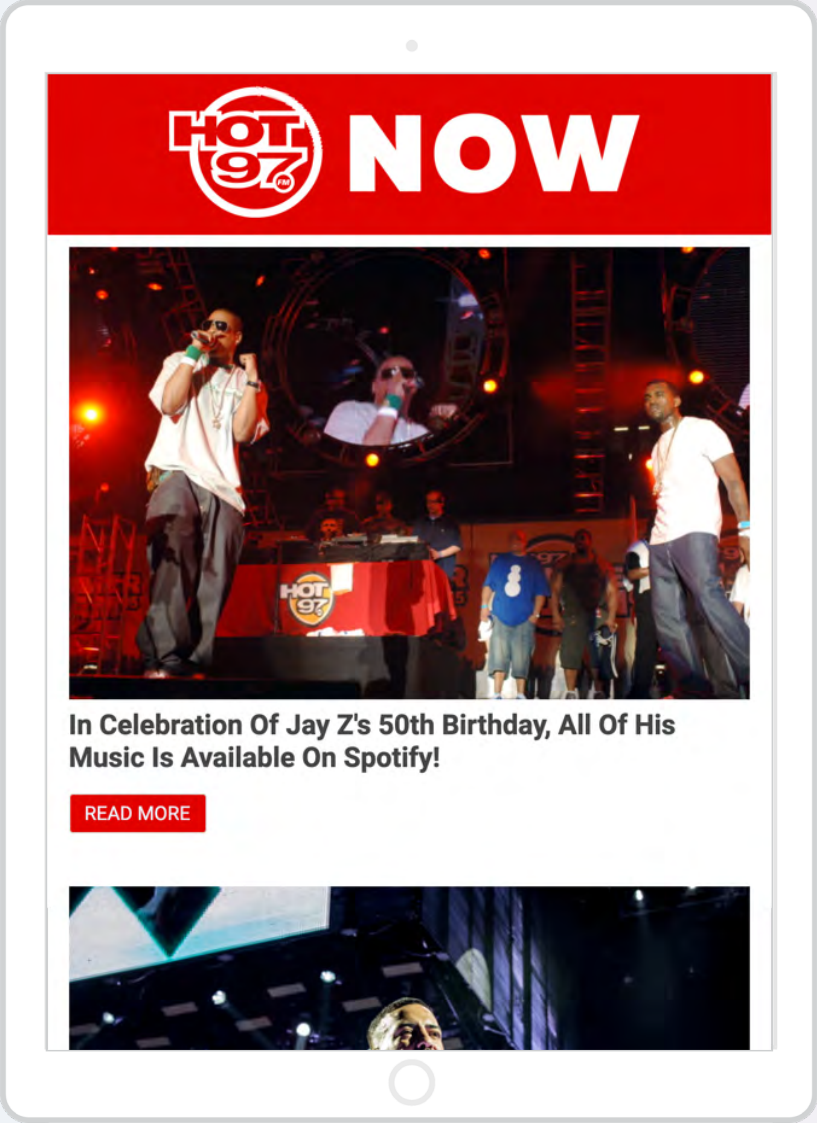


# Urban

## Opportunities for Your Format



Music Artist Trivia Quiz



Entertainment News Email Newsletter



Listen-to-Win Concert Tickets Contest

### Quizzes

- Which Hip Hop Family Are You?
- 90s Trivia
- Finish the Lyric

### Ballots

- Citywide Best Of
- Best of [Artist/Band]
- Best of Hip Hop

### Photo & Video Contests

- Concert Photo Pics
- Dad and Me Photo Contest

### Brackets

- Battle of the Hip Hop All Stars
- Favorite Song from the 90s
- Ultimate Hip Hip Couple

### List-Builders

- Concert Ticket Giveaway
- Tell Us Your Favorite Song Poll
- [Artist/Band] Quiz

### Recurring Revenue

- Monthly Music Giveaway
- Hometown Heroes
- Athlete of the Month

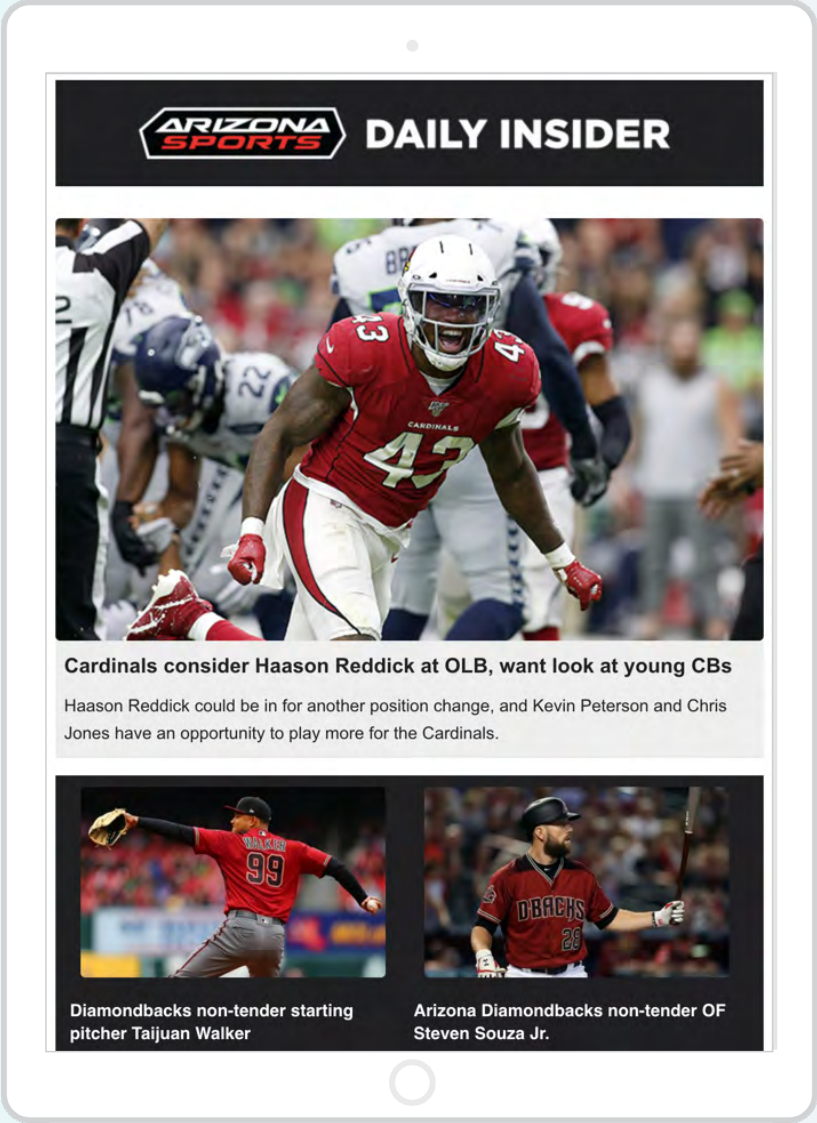
### Newsletters

- Concert Calendar
- Morning Show Round Up

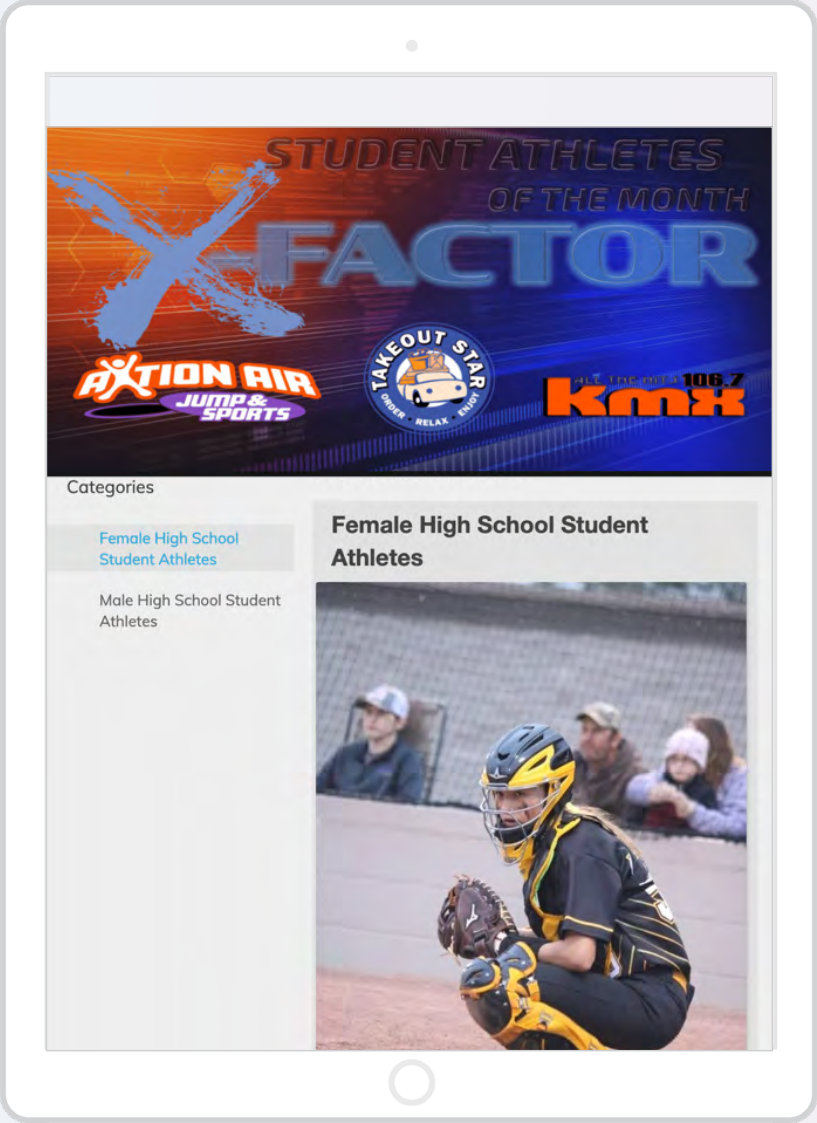


# Sports

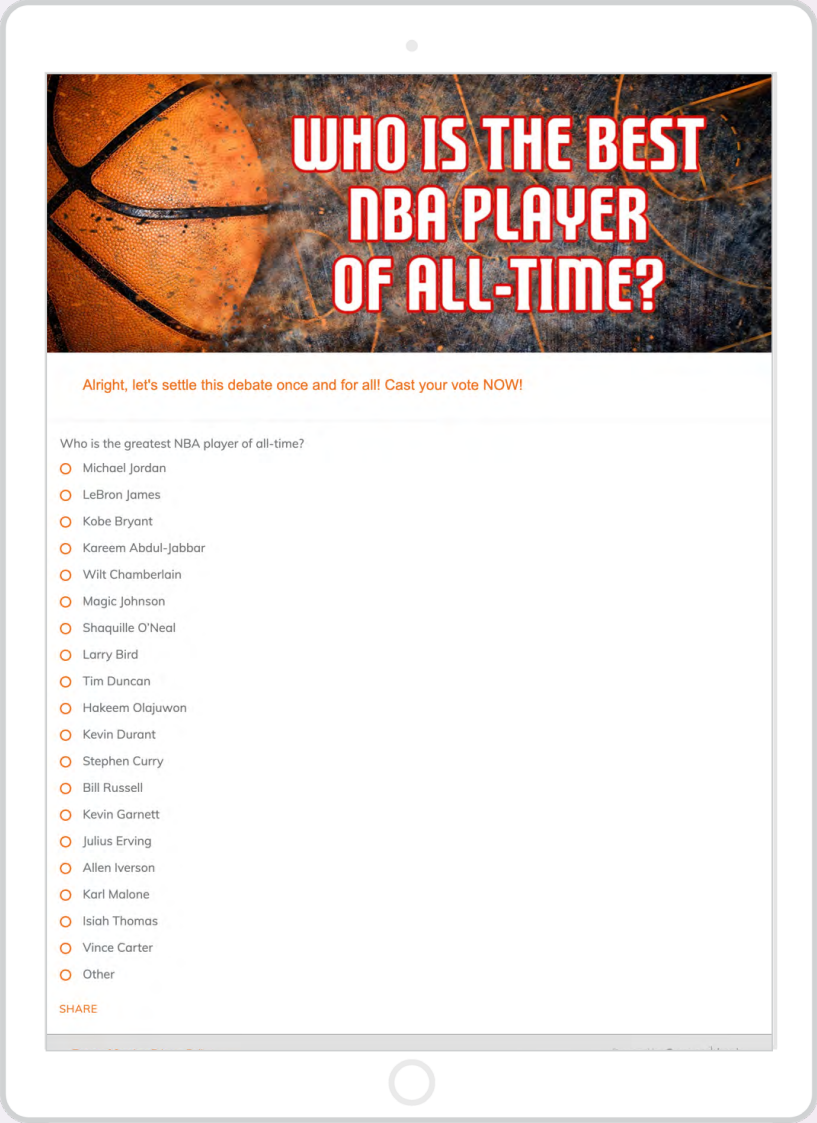
## Opportunities for Your Format



Arizona Sports Daily Insider Newsletter



Athlete of the Month Contest



Best NBA Player of All Time Poll

### Quizzes

- Test Your [Team/ Athlete] Trivia
- Which Morning Show Host Are You?
- Year in Review / Season in Review

### Ballots

- Best of Team Ballot
- Best of Stadium Food
- Year in Review

### Photo & Video Contests

- Littlest Fan Photo Contest
- Dad and Me Photo Contest
- Man Cave Makeover

### Brackets

- Ultimate [Quarterback/ Pitcher/Goalie]
- Top Sports Bar
- Golfers Paradise Club Bracket

### List-Builders

- Season Ticket Giveaway
- Who Will Win the Game? Poll
- Which Game are You Watching? Poll

### Recurring Revenue

- Athlete of the Week
- Game of the Week
- Monthly Ticket Giveaway

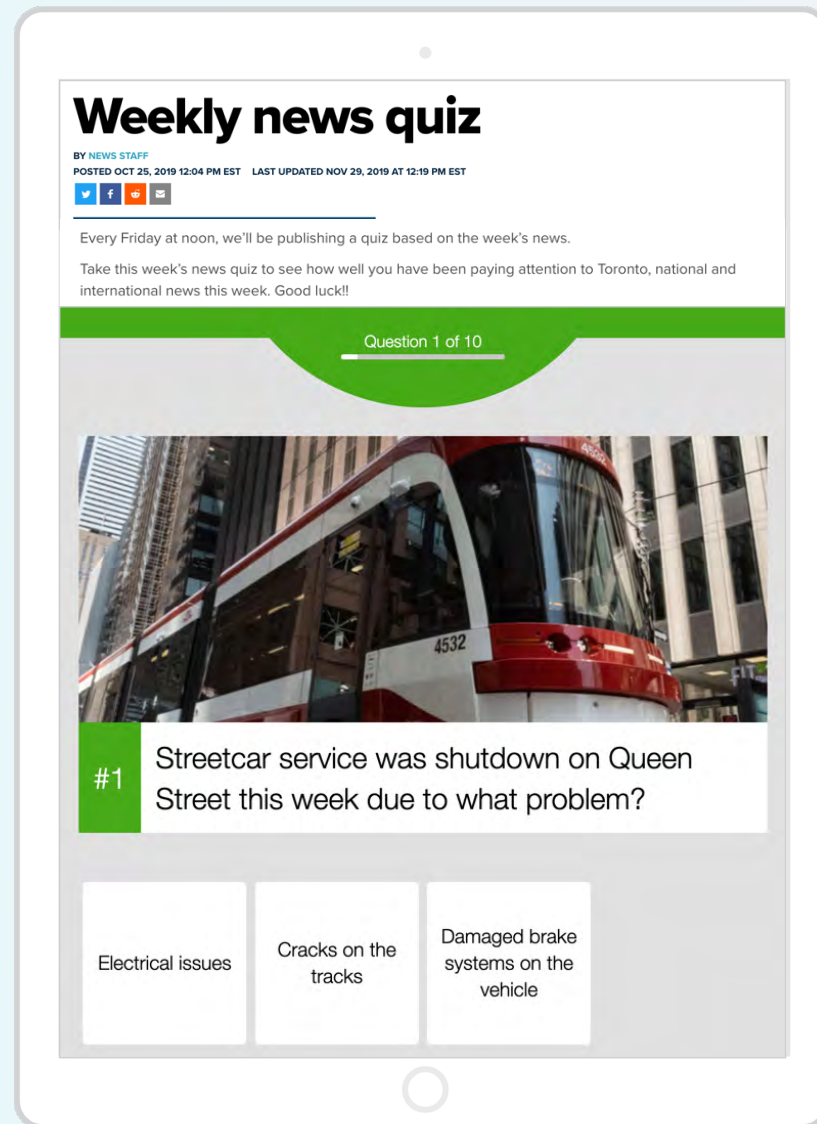
### Newsletters

- Team Round Up
- Morning Show Newsletter



# News Talk

## Opportunities for Your Format



Weekly News Quiz



Top News Stories of the Year Poll



News Talk Daily Update Newsletter

### Quizzes

- Weekly News Quiz
- Who Said It? Quiz
- How Much Do You Know About the Candidates?

### Ballots

- Top News Stories
- Year in Review
- Best Politicians of All Time

### Photo & Video Contests

- Weather Photos
- Pet Photo Contest

### Brackets

- Battle of Past Presidents
- Burger Battle
- Bestseller Book Battle

### List-Builders

- Ticket Giveaways
- Weekly News Quiz
- Who Said It? Poll of the Day or Week

### Recurring Revenue

- Hometown Heroes
- Monthly Travel Getaway
- Incredible Teachers

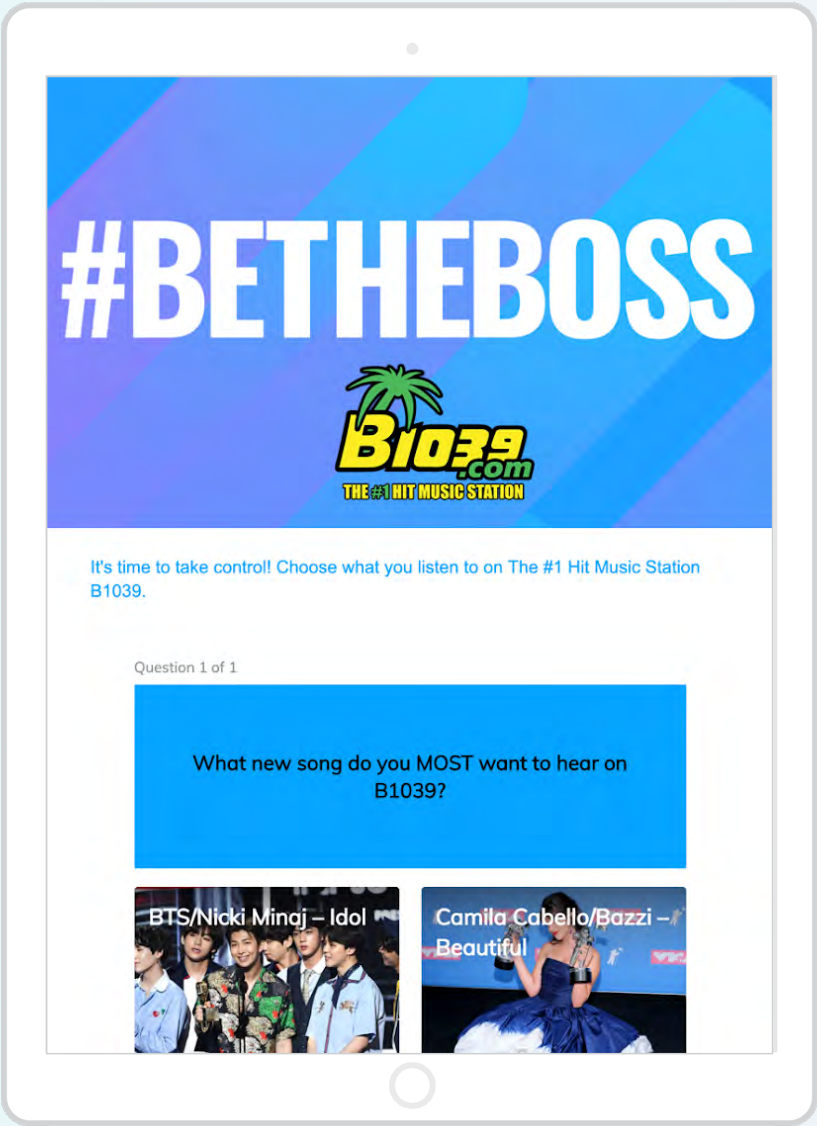
### Newsletters

- Lunchtime Roundup
- Top Stories

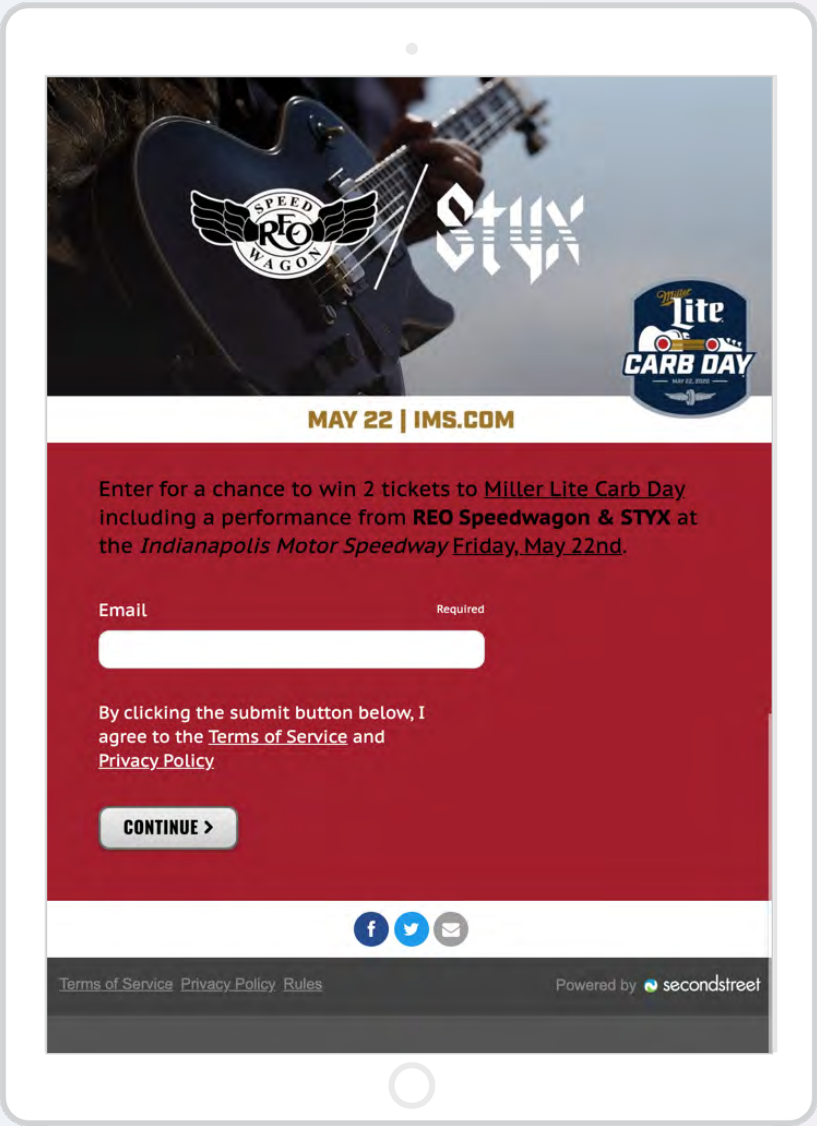


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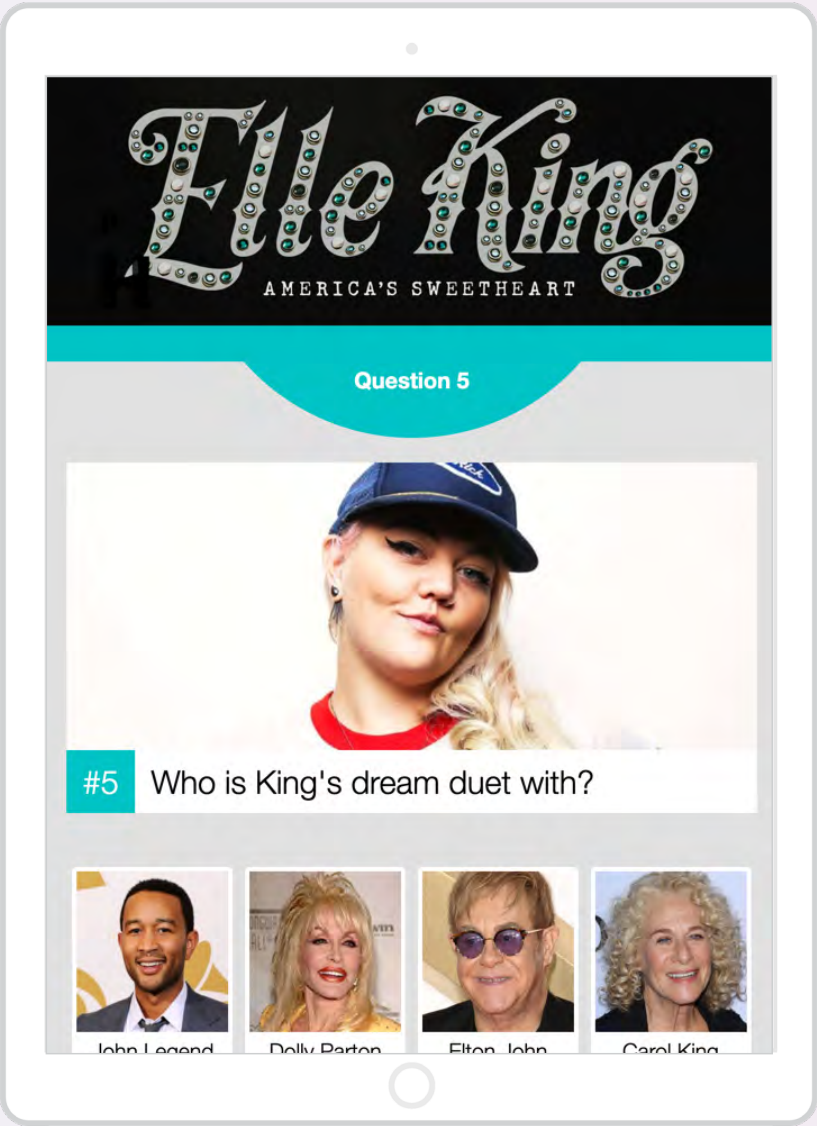
## Opportunities for Your Format



Be the Boss Listener Poll



Concert and Event Ticket Sweepstakes



Music Artist Trivia Quiz

### Quizzes

- Which Pop Icon are You?
- How Much do You Know about [Artist/Band]?
- Which Afternoon Show Host are You?

### Ballots

- Year in Review
- Best of the 90s
- Citywide Best Of

### Photo & Video Contests

- Cutest Pet/Kid Photo Contest
- Mom and Me
- She Shed Makeover

### Brackets

- Ultimate Rom Com
- Battle of the Movie Ballads
- Totally Tacos Bracket

### List-Builders

- Which Song Should We Play? Poll
- Ticket Giveaways
- Weekly Round Up Quizzes

### Recurring Revenue

- Classroom of the Month
- Athlete of the Week
- Grocery Giveaway

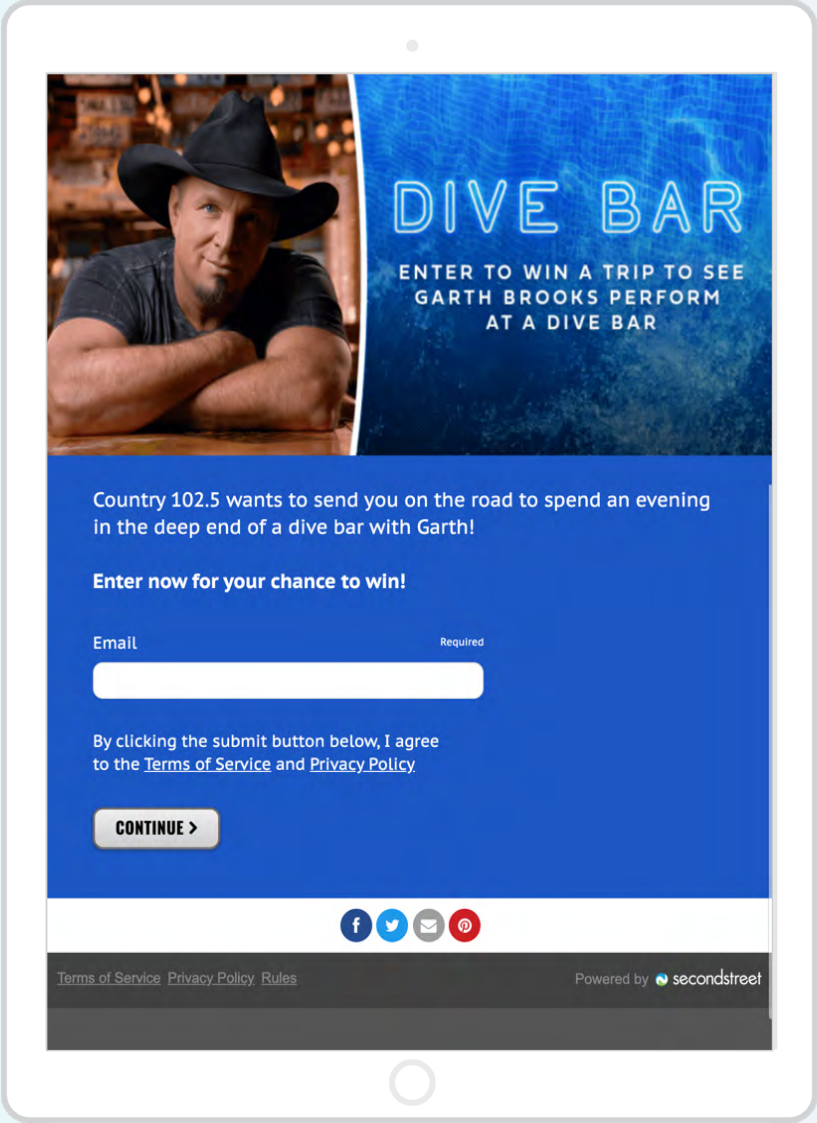
### Newsletters

- Concert Roundup
- Daily Headlines
- Mom Newsletter

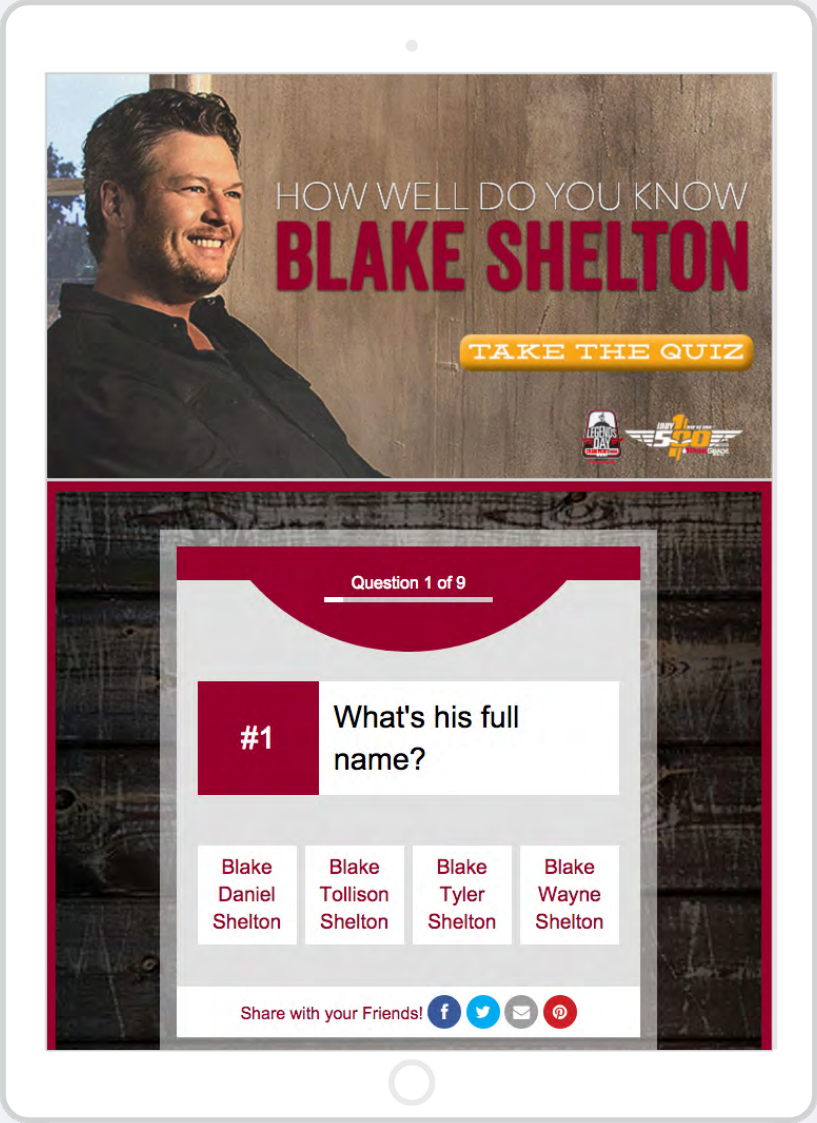


# Country

## Opportunities for Your Format



Concert Ticket and Trip Sweepstakes



Music Artist Trivia Quiz



Country Life of the Month Photo Contest

### Quizzes

- [Artist/Song] Quiz
- Which Country Heartthrob Are You?
- Who's Your TV Mom?

### Ballots

- Year in Review
- Best of Country Music
- Best of [Artist]

### Photo & Video Contests

- Mom and Me Photo Contest
- Share Your Concert Pics
- Next Country Star

### Brackets

- Ultimate Country Couple
- Battle of the Country Heartthrobs
- Donut Showdown

### List-Builders

- Pick the Song Poll
- Which Morning Show Host are You?
- Ticket Giveaway

### Recurring Revenue

- Monthly Grocery Giveaway
- Incredible Kids
- Travel Giveaway

### Newsletters

- Concert Update
- Here's What You Missed
- Moms That Rock



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