

HOW TO BECOME AN
**AUDIENCE-FIRST
TV STATION**
A GUIDE FOR MARKETERS



Introduction

Over the past several years, the television industry has gone through many changes. And, while viewership and ratings are still important, there are a lot of new strategies and goals that are on your radar that weren't just a few years ago.

While television used to play a major role in the every day life of their communities, many people are no longer listing it as their top choice for weather, news, and exclusive content.

So, how can television stations hold their ground in a quickly changing media environment?

It's no longer just enough to rely on your traditional marketing tactics. Instead, you've got to become a station entirely focused on audience-engagement. In a world of smartphones, social media, and technology that provides instant answers, interactive content and promotions are going to be the edge you need to stay competitive.



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WHAT'S IN THIS GUIDE:

Overview: Tools to Engage Your Audience

Understand the different types of engagement campaigns and the benefits of each.

Achieve Your Audience Engagement Goals

- Grow Your Social Following
- Drive Ratings & Viewership
- Increase Online Traffic
- Build Your Email Database
- Promote Programming & Special Content
- Promote Your Events
- Case Study: KSDK-TV Becomes an Audience-First Station

Month-by-Month Ideas & Inspiration

Follow a guide for engagement campaigns designed to target the hot topics each month.

Network-Specific Strategies & Ideas

Find interactive content and promotion ideas custom to fit the programming featured on your network.



OVERVIEW: TOOLS TO ENGAGE YOUR AUDIENCE



Quizzes

From trivia quizzes about your programming to personality quizzes about your morning show hosts, there's an unlimited list of ideas to engage your audience.



Sweepstakes

Sweepstakes are the number one way to grow your email database. Whether its tickets to your station's bridal show, or providing passes to a new movie, make sure you're including an email opt-in on your entry form.



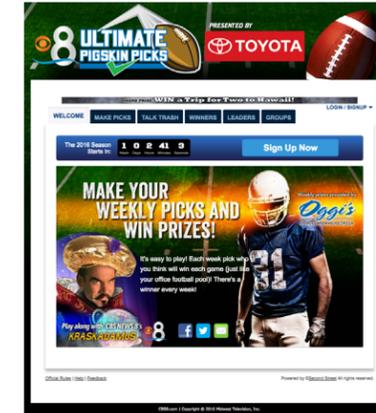
Codeword Sweepstakes

One of the best ways to drive viewers is a codeword sweepstakes. If you want to promote a new show this fall or hot topic on the nightly news, consider releasing a codeword during the program. This drives viewers to tune-in and also drives them to go to your website to enter - it's a win, win.



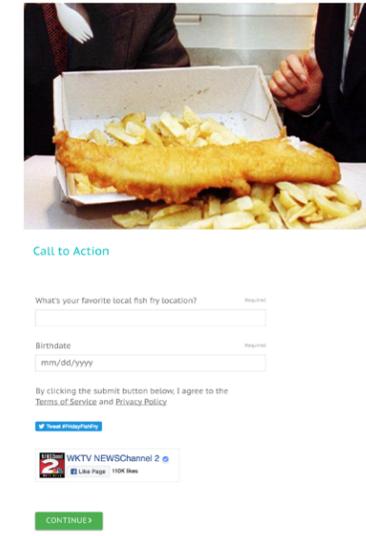
UGC Photo

Drive audience to your website to enter a photo contest or view a new photo gallery. From weather photos to local events, people love to share their photos and, if there's a prize, will campaign for votes from their friends and family.



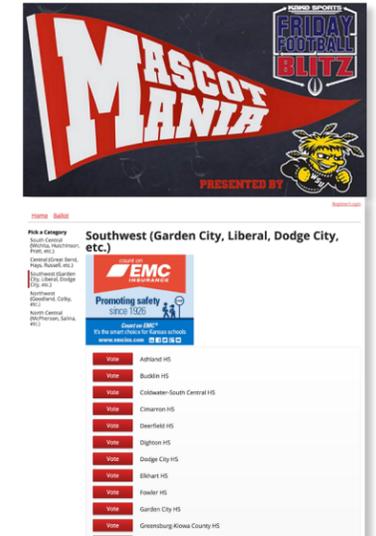
Pick'ems & Brackets

These long-running campaigns can target a large audience and encourage visits to your website throughout the season. Since you're already airing the games, leverage your sports announcers as VIP pickers - your audience will love the chance to compete.



Surveys

Surveys are a simple, but effective, way to engage your audience. Consider using the results of a survey to help shape a special segment on your nightly news or to get audience insight on a topic on your morning show.



Niche Ballots

Your station is probably running many special initiatives. Niche ballots like "Best of Weddings" or "Best of High School Sports" drive awareness, traffic, content, and data for your station.



What is Your Goal?

Here's how to achieve it.

Goal: Grow Your Social Following

We know that growing your social presence is important. But, it's even more crucial to convert your social followers into subscribers in your email database. Social media rules change daily, but email is something you OWN.

If I were on your marketing team, I'd suggest:

-  **Sweepstakes.** With a killer prize, sweepstakes drive huge participation numbers. Include an optional Facebook Like Box and an email opt-in to grow your social and email database at the same time.
-  **Codeword Sweepstakes.** Don't just announce your codewords on-air, release them to your social followers and drive even more entries.
-  **Quizzes.** Quizzes are optimized for social sharing. People love taking a quiz and challenging their friends and family to as well meaning it can be shared over and over again.

"Win Tickets to Disneyland from ABC15!"

KNXV-TV | Phoenix, AZ | DMA: 13

When KNXV ran their Disneyland ticket giveaway, it generated a lot of social media buzz. One of their posts was shared 241 times, and one announcing the winners got over 4,700 Likes. When the contest ended, it had received over 35,000 entries and added over 6,000 addresses to KNXV's email list.



abc15 ABC15 Arizona May 3 · 🌐

NAME ONE ATTRACTION: The first place I go when I get to Disneyland is _____

ENTER TO WIN tickets! We're giving away family four packs of tickets on ABC15 Mornings. Watch from 6-7am every weekday for the codeword and go here to enter: abc15.com/win

abc15 ABC15 Arizona May 8 · 🌐

We LOVE this! The Jaramillo family gets to take their first trip to Disneyland after winning tickets on ABC15 Mornings. (Sorry, Iris Hermosillo-ABC15, you can't go with them...)

You can win too! Watch us from 6-7am every weekday for the codeword and go here to enter: abc15.com/win

abc15 ABC15 Arizona @abc15

We're giving away #Disneyland tickets on ABC15 Mornings! Watch 6-7a for codeword. DETAILS: abc15.com/win

abc15arizona We LOVE this! ABC15 meteorologist Iris Hermosillo greeted the Jaramillo family as they get to take their first trip to Disneyland after winning tickets on ABC15 Mornings. (Sorry, Iris, you can't go with them...) You can win too! Watch us from 6-7am every weekday for the word of the day and enter it at abc15.com/win

#freetickets #disneyland #disney #tickets #californiaadventure #summervacation #abc15

Isowendy #cool

missheidilyn We are so excited! Thank you @abc15arizona!

Goal: Drive Ratings & Viewership

Driving viewership and ratings continues to be one of your top goals. But it's time to step up your marketing tactics to continue reaching your target audience.

If I were on your marketing team, I'd suggest:

-  **Codeword Sweepstakes.** To encourage viewership, provide a new codeword each day with a chance for a daily prize.
-  **Quizzes.** A quiz about your content can get shared all across social media and keeps your programming top of mind to everyone who sees it.

"CW Big Bang Monday's Watch & Win Contest"

KWBQ-TV | Albuquerque, NM | DMA: 44

To increase viewership and ratings for hit television show, *The Big Bang Theory*, KWBQ started a weekly watch and win codeword contest. \$100 prizes were given for each monthly winner, and a grand prize winner would be selected to win a trip to see a live taping of the show in Los Angeles.



NEW MEXICO THE CW KWBQ my50 TV KASY

CONTESTS ENTERTAINMENT NEW MEXICO CW MY50TV MORE

WATCH LAST NIGHT'S EPISODES
CWTV.COM

CW Streaming

CW Big Bang Monday's Watch & Win Contest!

WATCH ON MONDAY'S AT 6PM

New Mexico's CW
June 17

Tune into THE BIG BANG THEORY Monday at 6PM!
<http://kwbqtv.secondstreetapp.com/CW-Big-Bang-Mondays-Watc.../>

Sheldon Leonard
Monday 6-7 PM
WATCH FOR YOUR CHANCE TO WIN
A TRIP FOR 2 TO LOS ANGELES!

Watch Big Bang Theory every Monday night at 6:00pm for the Code Word of the month to enter for your chance to be a monthly winner of a BBT Prize Pack; 1 BBT Lego Set, 1 BBT DVD Season 8, BBT Bobble head, and a \$100 Visa Gift Card. A monthly winner will be chosen Jan - Nov 2016. On Nov 29th a Grand Prize Winner will be chosen from all eligible entries from Jan 4 - Nov 28th to win a trip and hotel for 2 to Los Angeles to see a live taping of BBT and a tour of the Warner Bros studio!

Codeword Required

Email Required

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NEW MEXICO THE CW KWBQ

Goal: Increase Online Traffic

Your station wants to keep people on your website as long as possible. I'm sure many of your news segments end with, "You can find out more information at our website." But once your audience gets there, is there actually really more to find?

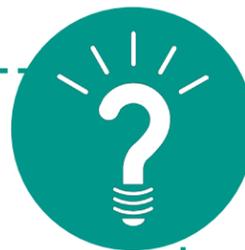
If I were on your marketing team, I'd suggest:

-  **UGC Photo.** User-generated photo galleries of storm and weather coverage or Friday night's big high school football game can drive online traffic.
-  **Quizzes.** From the latest health concern, to a new technology trend, or even changing citywide legislation, a quiz can be a great way for users to engage with your website (and learn something too!)

"How Much Do You Know About the Zika Virus?"

KUSA-TV | Denver, CO | DMA: 18

When the Zika virus first became a major story for the world, KUSA-TV drove users to their website to test their knowledge on the disease. This was a fantastic opportunity for them to give users a valuable destination once they reached the website.



How much do you know about the Zika virus?

Kelly Jensen, KUSA 3:26 PM. MDT June 01, 2016



(Photo: Mario Tama/Getty Images, 2016 Getty Images)

CONNECT TWEET LINKEDIN GOOGLE+ PINTEREST

KUSA - Zika virus is never far from the headlines as the Olympics approach in Brazil, and the virus comes closer to the United States.

On Tuesday, a baby was born with **microcephaly**, a birth defect believed to be caused by the Zika virus in Manaus, Brazil. The mother was hospitalized for several days.

Take our quiz to see how much you know about the Zika virus.



9NEWS (KUSA) June 1 · 🌐

What else about the Zika virus do you want to know?



How much do you know about the Zika virus?
KUSA - Zika virus is never far from the headlines as the Olympics approach in Brazil, and the virus comes closer to the United States.
9NEWS.COM | BY TEGNA

Like Comment Share



HOW MUCH DO YOU KNOW ABOUT ZIKA VIRUS?

Question 1 of 10

#1 Which of the following is NOT a way the Zika virus is transmitted?

Blood transfusions	A pregnant woman to her fetus	Through saliva	A man to his sexual partners
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Share with your Friends! f t e p

9NEWS

Goal: Build Your Email Database

Your email database is one of the most valuable tools in your toolbox. And unlike your social following, email is something reliable that you own. Be sure that every promotion and interactive content you run, includes an opt-in.

If I were on your marketing team, I'd suggest:

-  **Sweepstakes.** When you offer a great prize, a sweepstakes can reel in hundreds or even thousands of entries.
-  **Codeword Sweepstakes.** Including a special codeword during your on-air programming can take any sweepstakes to the next level.

"Channel 13's May Apple-a-Day Giveaway"

WHO-TV | Des Moines, IA | DMA: 72

In an attempt to grow their email database, WHO-TV launched the Apple-a-Day Giveaway, a 20-day codeword sweepstakes giving away 20 iPads to 20 winners. The contest was a huge success reeling in entries from over 20,000 people and collecting a whopping 15,879 email addresses for the WHO database.



May Apple A Day Giveaway Winners

POSTED 3:45 PM, APRIL 18, 2016, BY STAFF WRITER, UPDATED AT 04:07PM, APRIL 18, 2016



Congratulations to our May Apple a Day Giveaway winners!

Thursday 4/28	Steve Fair	Fort Dodge
Friday 4/29	Taylor Ginn	Des Moines
Monday 5/2	Lisa Dreesman	Carroll
Tuesday 5/3	Katie Lane	Altoona
Wednesday 5/4	Kathy Stewart	Newton
Thursday 5/5	Gary Sample	Albia
Friday 5/6		
Monday 5/9		
Tuesday 5/10		
Wednesday 5/11		

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Registration form fields: First Name, Last Name, Address 1, City, Postal Code, County, Phone, Gender, Birthdate, and a checkbox for receiving emails.



PLEASE NOTE: You do NOT need your password

Form fields for Email (Required) and Clue word (Required).

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Goal: Promote Programming & Special Content

With the premiere of fall shows, local sports coverage, and programming about local events, your station is much more than news. Leverage promotions and interactive content to market these initiatives across your community.

If I were on your marketing team, I'd suggest:

-  **Quizzes.** Quizzes like “Which New Fall Show Should You Be Watching?” or “Test Your Springfield Eagles IQ” can be a big hit with the community and keep your content top of their mind.
-  **Brackets & Pick'ems.** Do you broadcast sports? Use pick'ems and brackets to drive users to your website time and time again to check their scores against their friends, family, and the VIP Pickers.

“Which KEVN Personality Are You?”

KEVN-TV | Rapid City, SD | DMA: 173

Viewers make a connection with your station's personalities. To capitalize on this, KEVN in South Dakota created a fun quiz that paired quiz takers with the KEVN celebrity they were most like. For a little extra engagement, have your anchors take the quiz on-air.



The screenshot shows the KEVN Black Hills FOX website interface. At the top, there's a navigation bar with links for Photos, Weather, Sports, TV Schedule, and Live Streaming. Below the navigation, there are several content tiles. One tile is titled "CONFRONTA" and another is "Battling Postpartum Depression". The main focus is a quiz titled "WHICH KEVN PERSONALITY ARE YOU?". The quiz is at "Question 1 of 11" and asks "What is your favorite food?". There are four options: Bacon Cheeseburger, Pizza, Burger with Ketchup, and Chicken Breast. Below the quiz, there's a profile for Jack Caudill, a news anchor, with a photo and a bio. The bio mentions he has been with the station since 1983 and has worked as a weekend sports anchor, sports director, news anchor, and now news anchor and news director. He received the Tom Brokaw Award 2007 for excellence in electronic journalism and is now on the Board of Directors of the South Dakota Broadcasters Association. Born and raised in Cincinnati, Jack graduated from Ohio University with a degree in Radio-Television then moved west to South Dakota. When not working, he spends most his time with his wife, daughter, son and three grandchildren and loves to hit the trails of the Black Hills on his mountain bike. At the bottom of the quiz, there are social media sharing options for Facebook, Twitter, Email, and Pinterest. The KEVN Black Hills FOX logo is visible at the bottom right of the screenshot.

Demonstrators arrested for attaching themselves to heavy machinery

One site had to shut down for the day after protesters found an effective way to block their work.

Rapid City leaders declare support for Attendance Awareness Month

Rapid City leaders made a proclamation Wednesday indicating the importance of school attendance.

Senator visits Spearfish for coffee and conversations

Sen. Mike Rounds is making the rounds throughout South Dakota and visiting towns to have coffee and conversations about issues facing

Goal: Promote Your Events

Whether it's a wedding show, home show, or a charity toy drive, you've got to have some big event initiatives on your calendar. Leverage promotions and interactive content to promote these events to your audience.

If I were on your marketing team, I'd suggest:

-  **Sweepstakes.** Generate a list of people interested in your event by running a sweepstakes offering a prize package of exclusive VIP tickets. By including an email opt-in, you'll have a massive list of interested users to email as the event gets closer.
-  **Quizzes.** A quiz about your station's events like "What's Your Can't-Miss Summer Concert?" or "What's Your Bridal Style?" can be a big hit with audiences.

"We've Got Your Tickets to Summerfest!"

WDJT-TV | Milwaukee, WI | DMA: 34

Looking to generate an email list people interested in Summerfest, WDJT put together a daily sweepstakes giving away packs of four event tickets to 12 lucky winners. With frequent contest mentions on-air and on social media, the contest collected nearly 1,000 users interested in attending Summerfest.

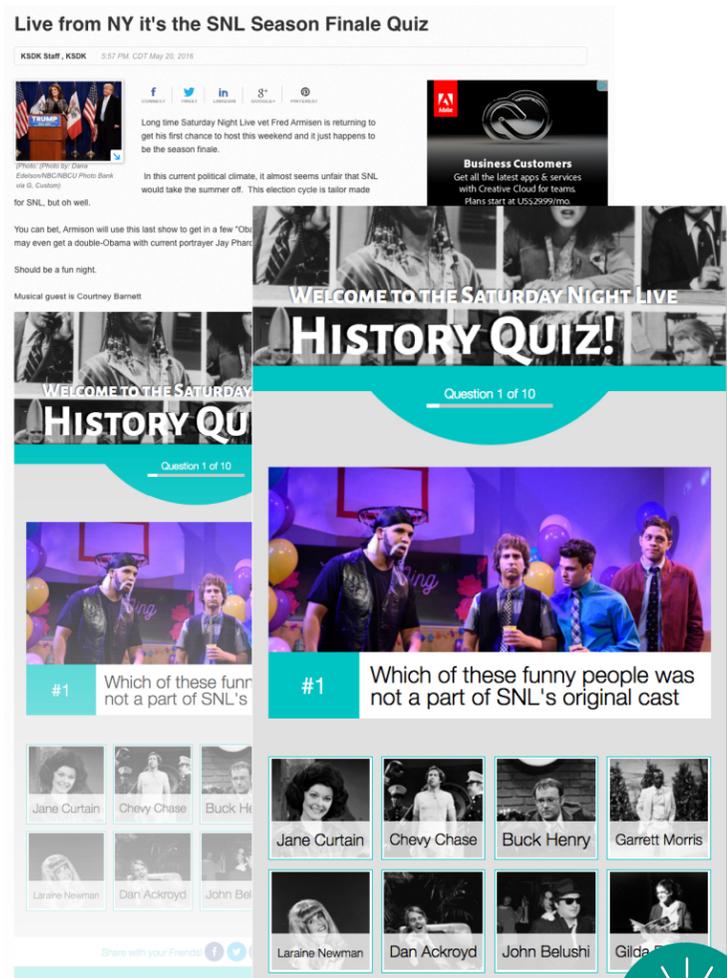


The image shows a collage of promotional materials for Summerfest 2015. At the top is the CBS 58 website header with navigation links for News, Weather, Sports, Contests, About Us, Savvy Consumer, Pets, and Telemundo WI. A weather widget shows 71°F in Milwaukee. Below is a news article titled "2015 Summerfest Headlines Are In!". Overlaid on the website are two social media posts from CBS 58. The first post, dated June 23, 2015, is a text-based announcement about a ticket giveaway. The second post, dated June 8, 2015, includes a photo of the Summerfest entrance and a similar text announcement. To the right of the posts is a registration form titled "WE'VE GOT YOUR TICKETS Summerfest 2015" with an email input field and a checkbox for terms and conditions. On the far right is a vertical banner for Summerfest with the text "We've Got Your Tickets" and the event logo.

Case Study: KSDK Becomes an Audience-First Station

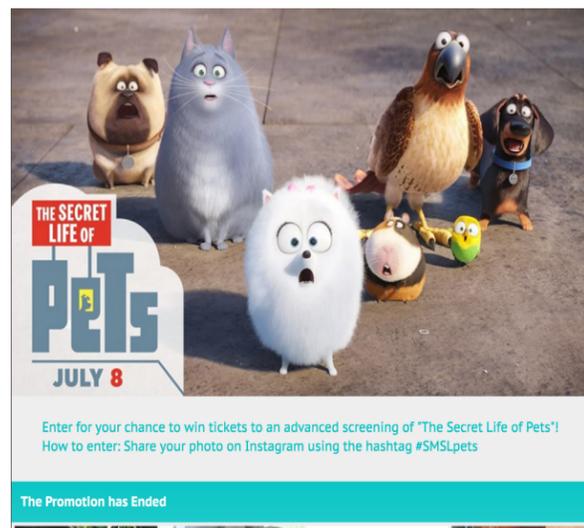
KSDK-TV | St. Louis, MO | DMA: 21

KSDK has always been a powerhouse in the industry, but had been looking for new ways to energize their audience and drive engagement. Over the past year, their entire station made a commitment to audience engagement and have launched hundreds of engagement campaigns. Their new station initiative has really been paying off. Take a look at some of the campaigns KSDK has been running just within the last year.



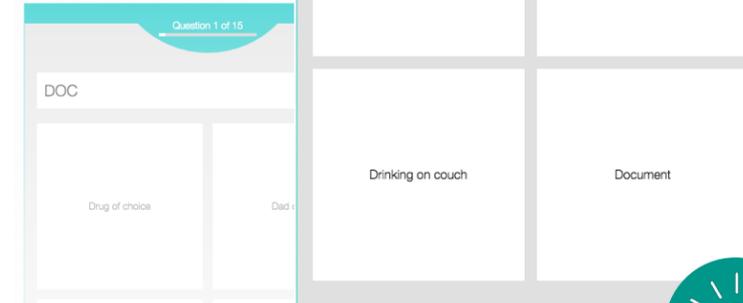
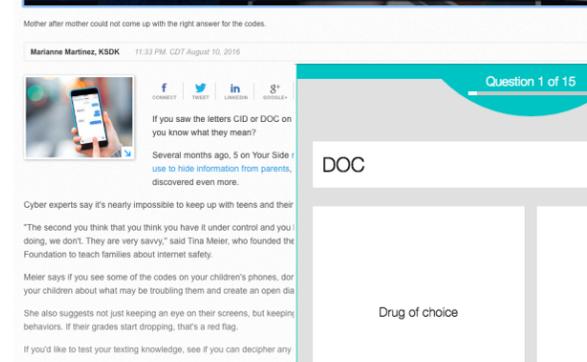
"Welcome to the Saturday Night Live History Quiz!"

The station prepared a special highlighting the season finale of long-running NBC show, Saturday Night Live, featuring one of the famous actors. KSDK also put together a quiz testing viewers on the history of the show.



"Enter Your Photo to Win Tickets to The Secret Life of Pets"

The station's morning talk show, Show Me St. Louis, frequently runs contests for their viewers. In this case, the show ran a cutest pet contest offering free screening passes to go see the new family film, *The Secret Life of Pets*.



"How Well Do You Know These Teen Texting Acronyms?"

When KSDK ran a special on the nightly news about the secrets behind teen texting phrases, they created a super simple quiz to test viewers. The quiz has gone viral and been taken nearly 15,000 times.



Case Study: KSDK Becomes an Audience-First Station

STL Pride: VIP access to the St. Louis Zoo



Behind the scenes at the St. Louis Zoo there are MVP's who bring the ocean to St. Louis.

Ryan Dean, KSDK 10:59 PM CDT April 28, 2016

Facebook post with social media sharing icons and a Spectrum advertisement for 'MOST HD FASTEST INTERNET'.

Quiz interface titled 'WHAT SHOULD YOU VISIT AT THE ST. LOUIS ZOO?' with a question 'What is your favorite season?' and options: Winter, Spring, Summer, Fall.

Take your family on a fun vacation to Holiday World and Splashin' Safari



Holiday World and Splashin' Safari

KSDK 3:24 PM CDT May 09, 2016

Facebook post for a sweepstakes titled 'Win a family pack of tickets to Holiday World!' with a registration form including fields for Name, Address, Phone, Birthdate, Gender, and Email.

"Win a Family Pack of Tickets to Holiday World!"

As the school year was ending, Show Me St. Louis was promoting a variety of family fun summer activities. This sweepstakes brought in over 2,500 entries and added over 1,000 emails to the station's database.

Facebook post from KSDK NewsChannel 5 dated September 10, 2015, promoting a 'Pro Football Pick 'Em Contest'.

Advertisement for 'PRO FOOTBALL PICK'EM' featuring three men and a 'Register Now' button.

Mobile app interface for the 'PRO FOOTBALL PICK'EM CONTEST' with a 'WELCOME TO KSDK & JIM TRENNARY'S 2015 PRO FOOTBALL PICK'EM CONTEST!' banner.

"Pro Football Pick'em"

From top down, the entire station got behind the KSDK pro football pick'em - and it was a big hit with fans. With the station's top sports anchors as VIP pickers, fans were able to compete against the station's personalities.

Take our Gene Wilder quiz to remember his best movies

Facebook post for a quiz titled 'Take our Gene Wilder quiz to remember his best movies' with a 'McPick 2 \$5' promotion.

Quiz interface for 'Where was Gene Wilder born?' with a grid of options: St. Louis, Los Angeles, Milwaukee, Miami.

"How Much Do You Remember About Gene Wilder?"

When it was announced that beloved actor, Gene Wilder had passed away, KSDK created a quiz in remembrance of the actor.



Month-by-Month

All the top ideas for the year.

JANUARY

The new year can bring a lot of great ideas for audience-engagement. Need some inspiration? Take a look at these top ideas for January.

New Year's

- Quiz - What's Your [Year] Major Events IQ?
- Quiz - Test Your [Year] TV Trivia
- Quiz - What Should Be Your New Year's Resolution?
- Niche Ballot - The Best Shows of [Year]
- Niche Ballot - The Year in Sports

Health & Fitness

- Sweepstakes - Win a [Gym Membership, Fitness Tracker, Workout Equipment, etc.]
- UGC Photo - New Year, New You!
- UGC Photo - Fix My Home Gym
- Quiz - What's Your Fitness IQ?
- Quiz - Can You Guess the Calories?

National Blood Donor Month

- Quiz - Fact or Fiction: Donating Blood
- UGC Photo - Why I Donate
- Survey - Do You Donate?

SHOW US YOU'RE READY FOR A... NEW YEAR, NEW YOU!
10 Days Left to Enter | 10 Days until Voting Begins
View Your Photos | LOG OUT

WHAT'S YOUR HEALTHY EATING IQ?
Question 1 of 7
#1 Which foods contain carbohydrates?
Whole grain pasta, cereals, and breads | Dairy products
In order to see your result, please fill out this form.
Email [Required] []
 Yes! Sign me up for the CW11 breaking news and contests newsletter.
By clicking the submit button below, I agree to the [Terms of Service](#) and [Privacy Policy](#).
SUBMIT SKIP

CAN YOU REMEMBER 2015'S TOP STORIES?
Question 1 of 10
#1 In March 2015, a string of robberies occurred targeting one type of fast food restaurant. Which restaurant chain was it?
McDonalds | Wendys | Hardees | Sonic
Share with your Friends [Facebook] [Twitter] [Email] [Pinterest]

Win a Fitbit!
Let us jumpstart your resolution!
Win a Fitbit Blaze fitness tracker!
Prize Text: Are you ready to get a jump on your New Year's healthy fitness resolutions? Let News Channel 4 help you get there! Enter now to win a brand new Fitbit Blaze fitness tracker. We're giving out TWENTY Fitbits - one each weekday of the contest. So enter daily for even more chances to win.
Email [Required] []
 Yes, I'd like to join the News Channel 4 VIP Newsletter!
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SUBMIT

news channel 9

News Channel 4

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FEBRUARY

There are tons of great ideas to squeeze into this short month. Plus, with it being a **sweeps month**, you're going to want to drive viewers. Need some inspiration? Take a look at these top ideas for February.

Valentine's Day

- UGC Photo - Cutest Couple
- Quiz - Which Celebrity Couple Are You?
- Quiz - Romantic Movie Trivia
- Niche Ballot - Best of Bridal
- Codeword Sweepstakes - Win a [Spa Day, Romantic Weekend Getaway, Dinner for Two, etc.]

Football's Big Game

- Quiz - Big Game Trivia
- Sweepstakes - Win a [Big Game Tickets/Trip, Man Cave Makeover, Catered Big Game Party]
- UGC Photo - Biggest Fan Photo Contest

Black History Month

- Quiz - How Much Do You Know About Black History?
- Quiz - Famous Quotes: Black History Month Edition

American Heart Health Month

- Quiz - What's Your Heart Health IQ
- Sweepstakes - Win a [Health Food Store Gift Card, Gym Membership, Exercise Equipment]



MARCH

While March is a big month for basketball fans, there are even more ideas to flush out your programming calendar. Need some inspiration? Take a look at these top ideas for March.

College Basketball Tournament

- Bracket - College Basketball Tournament
- Quiz - Test Your College Hoops Tournament Knowledge
- Quiz - What's Your Basketball Movie IQ?
- Sweepstakes - Win a [Tickets/Trip to Tournament Games, Team Gear, Athletic Equipment and Clothing]
- Bracket - Custom Brackets (Top TV Shows/ Programming, Best Beer, Cutest Pet, etc.)
- UGC Photo - Biggest Basketball Fan

St. Patrick's Day

- Quiz - Test Your St. Patrick's Day Trivia
- Sweepstakes - Win Tickets to St. Patrick's Day Events
- UGC Photo - Show Your Irish Pride

National Women's History Month

- Quiz - Name That Famous Female Inventor
- Quiz - Who Said It: Famous Women Edition
- UGC Photo - Which Woman Inspires You?



APRIL

April's the kick off to springtime storms, baseball season, and hockey playoffs. Need some inspiration? Take a look at these top ideas for April.

Weather & Storm Preparedness

- UGC Photo - Best Storm Photos
- Sweepstakes - Win a [Weather Radio, Camera, Storm Preparedness Kit]
- Quiz - Are You Ready for Tornado Season?
- Quiz - Fact or Fiction: Storm Season

Baseball

- Quiz - Homerun or Strike Out: What's Your Baseball IQ?
- Sweepstakes - Win a [VIP Ticket Pack, Stadium Experience, Trip to a Game, Baseball Gear]
- Survey - Baseball Fan Stats
- UGC Photo - Cutest Little Baseball Fan

Hockey

- Sweepstakes - Win a [VIP Ticket Pack, On-the-Ice Experience, Playoff Tickets & Trip]
- UGC Photo - Biggest [Team Name] Fan
- Quiz - Rules of the Game: Hockey Edition



MAY

From season finales, to Mother's Day there are tons of ideas for your station. Plus, with it being a **sweeps month**, driving viewership is top of mind. Need some inspiration? Take a look at these top ideas for May.

📅 Programming Season Finales

- Codeword Sweepstakes - Win a [TV Show Prize Pack, Tickets to a Live Taping, Ultimate TV Fan Experience]
- Quiz - Which [Show Name] Character Are You?
- Quiz - Test Your [Show Name] Trivia
- Niche Ballot - Best Shows of the Year

📅 Mother's Day

- UGC Photo - Best Mother's Day Photo
- UGC Photo - Mom & Daughter Look-a-likes
- Quiz - Who's Your TV Mom?
- Sweepstakes - Win a [Ultimate Spa Day, Jewelry Package, Vacation or Getaway, Maid Service for a Year]

📅 National Military Appreciation Month

- UGC Photo - Salute to Veterans
- UGC Photo - Who's Your Military VIP?
- Quiz - Memorial Day Trivia
- Quiz - How Well Do You Know the U.S. Constitution?

CW11 is looking for your best Mother's Day photos!

15 Days Left to Enter | 15 Days until Voting Begins

Enter Your Own!

View Your Photos

WHICH DOWNTON ABBEY CHARACTER ARE YOU?

Question 1 of 8

#1 Do you like the great outdoors?

Yes, it's my livelihood | One feels no overwhelming passion for it | No darling, I'd rather just put my feet up | Only if I'm on horseback

Mother's Day Giveaway

ENTER TO WIN \$1000 TOWARDS A PIECE OF JEWELRY FOR MOM!

Mother's Day is May 8th

Winner will be drawn on Friday, May 6

Email: _____

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abc 15 SALUTES ARIZONA VETERANS

SHARE THEIR STORY AND THEY COULD WIN A \$500 GIFT CARD!

Nominate A Deserving Veteran Today

SANDERSON Ford

No Purchase Necessary. Void where prohibited. Restrictions apply. See website for official rules and details.

WHO'S YOUR TV MOM?

Question 1 of 7

#1 You're late for curfew one night - how does your mom respond?

You are SO grounded. | She's already asleep. | As long as you have an excuse, you're fine. | She was out with me!

Share with your Friends!

Kroger

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HOW MUCH DO YOU KNOW ABOUT Memorial Day?

Question 1 of 3

#1 Memorial Day was once known by a different name. What was it?

Veteran's Day | Decoration Day | May Day | Soldier's Day

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JUNE

The kickoff to summer, June is a month full of outdoor activities and Father's Day fun. Need some inspiration? Take a look at these top ideas for June.

Father's Day

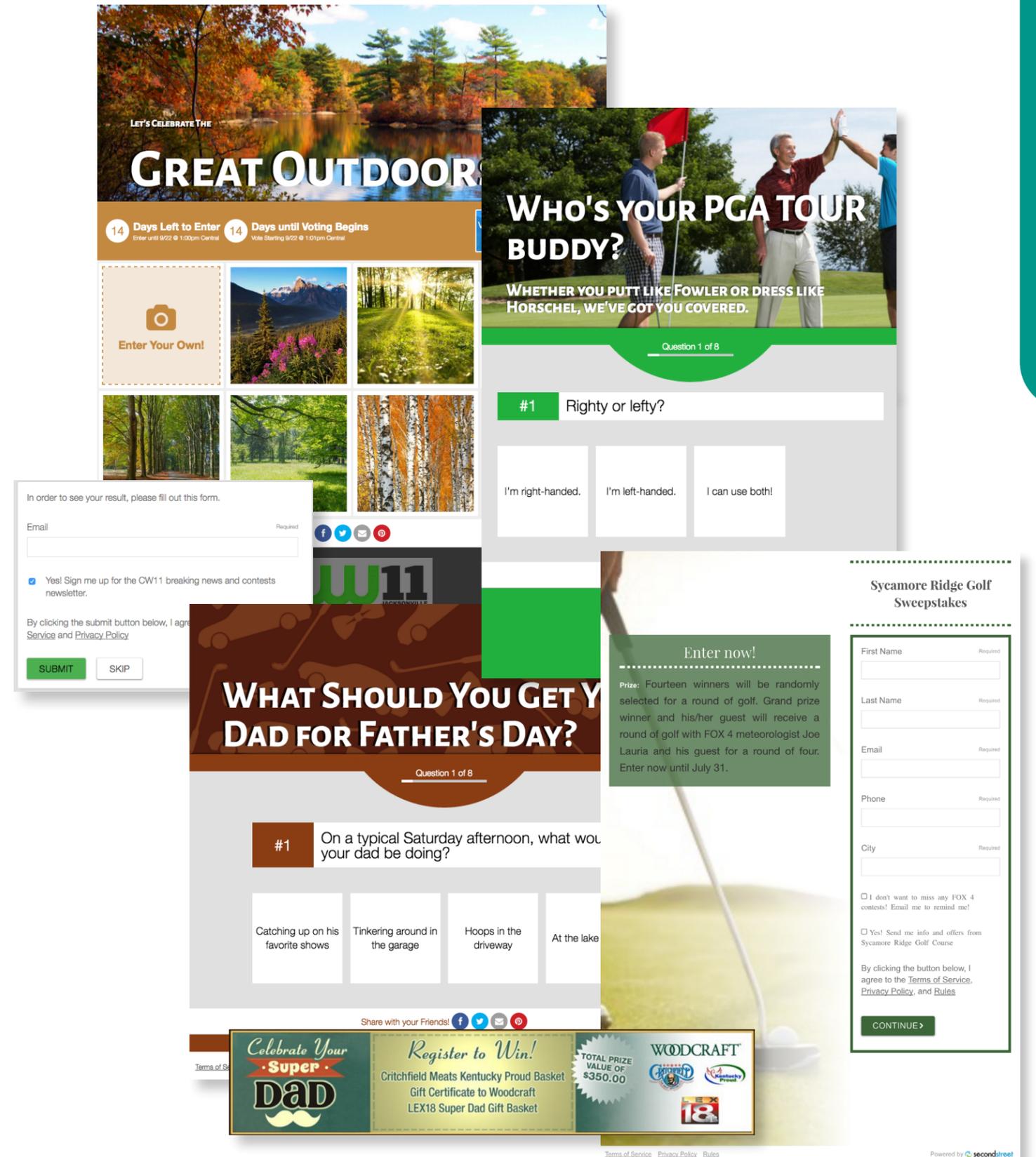
- Quiz - What Should You Get Dad for Father's Day?
- Quiz - Who's Your TV Dad?
- Sweepstakes - Win a [BBQ & Grilling Package, Lawn Care Equipment, Golf Package, etc.]
- UGC Photo - Father & Son Look-a-Likes

Golf

- Sweepstakes - Win a [Course Membership, Golfing Equipment & Supplies, Golf for a Year, etc.]
- Bracket - Golf Tournament Bracket
- Quiz - Who's Your PGA Tour Buddy?
- Quiz - What's Your Golf IQ?

National Great Outdoors Month

- Quiz - National Park Trivia
- Quiz - Can We Guess What Kind of Camper You Are?
- Sweepstakes - Win a [Luxury Camping Set, GPS or Hiking Electronics, Trip to National Parks, etc.]
- UGC Photo - Celebrate the Great Outdoors



LET'S CELEBRATE THE GREAT OUTDOORS

14 Days Left to Enter | 14 Days until Voting Begins

WHO'S YOUR PGA TOUR BUDDY?

WHETHER YOU PUTT LIKE FOWLER OR DRESS LIKE HORSCHEL, WE'VE GOT YOU COVERED.

Question 1 of 8

#1 Righty or lefty?

I'm right-handed. I'm left-handed. I can use both!

WHAT SHOULD YOU GET YOUR DAD FOR FATHER'S DAY?

Question 1 of 8

#1 On a typical Saturday afternoon, what would your dad be doing?

Catching up on his favorite shows | Tinkering around in the garage | Hoops in the driveway | At the lake

Sycamore Ridge Golf Sweepstakes

Enter now!

Prize: Fourteen winners will be randomly selected for a round of golf. Grand prize winner and his/her guest will receive a round of golf with FOX 4 meteorologist Joe Lauria and his guest for a round of four. Enter now until July 31.

First Name (Required) | Last Name (Required) | Email (Required) | Phone (Required) | City (Required)

I don't want to miss any FOX 4 contests! Email me to remind me!

Yes! Send me info and offers from Sycamore Ridge Golf Course

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

CONTINUE >

Celebrate Your Super Dad

Register to Win!

Critchfield Meats Kentucky Proud Basket | Gift Certificate to Woodcraft | LEX18 Super Dad Gift Basket

TOTAL PRIZE VALUE OF \$350.00

WOODCRAFT

Powered by 

JULY

July is all about classic summertime fun. It's also a **sweeps month** for many stations. Need some inspiration? Take a look at these top ideas for July.

Fourth of July

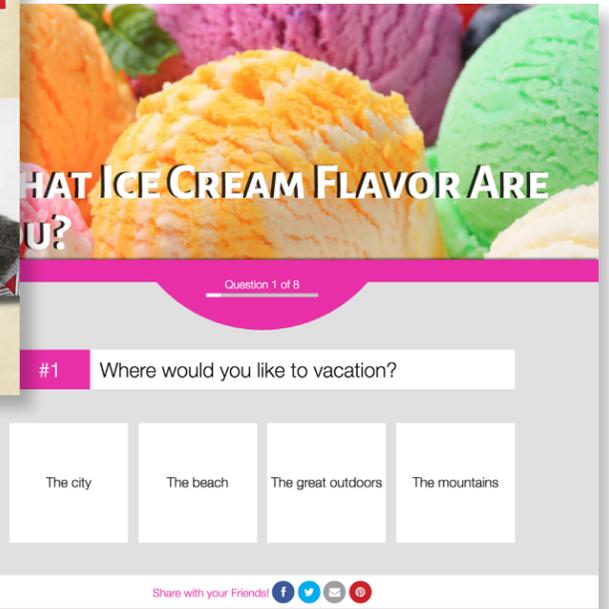
- UGC Photo - American Pride
- UGC Photo - Patriotic Pets
- Codeword Sweepstakes - Win a [BBQ Supplies, Grocery Gift Card, Tickets to Local Events, etc.]
- Quiz - Test Your Fourth of July Trivia

Summertime Fun!

- Codeword Sweepstakes - Win a [Family Vacation, Tickets to Theme Parks & Attractions, Staycation Prize Pack, etc.]
- UGC Photo - Dog Days of Summer
- UGC Photo - How Are You Spending Your Summer?
- Quiz - Where Should You Go on Vacation?

National Ice Cream Month

- Quiz - Which Ice Cream Flavor Are You?
- Quiz - Ice Cream Fact or Fiction
- Sweepstakes - Win a [Ice Cream For a Year, Ice Cream Party, Ice Cream Maker & Accessories, etc.]
- Niche Ballot - Best Ice Cream in [City]



How to enter: Watch ABC15 Mornings each weekday April 28-May 13 from 6am-7am for the weather code word of the day. Once you hear the codeword, enter it on this page by 9am!

You can enter once each day for the chance to win a family four pack of tickets!

LIKE ABC15 Arizona on Facebook and fill out the fields below!

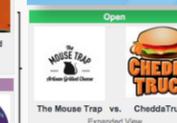
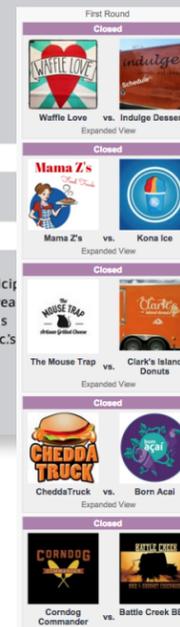


Email

Codeword

By clicking Continue or otherwise participating in this promotion, I acknowledge I have read and agree to the Official Rules for this promotion, as well as Scripps Media Inc.'s Terms of Service and Privacy Policy.

CONTINUE >



You could win a 2-year lease on a brand new 2015 Chevy Cruze LS from Bob Johnson Chevrolet this July!

AUGUST

As the school year gets back in session, look for ideas around education and high school sports. Need some inspiration? Take a look at these top ideas for August.

Back to School

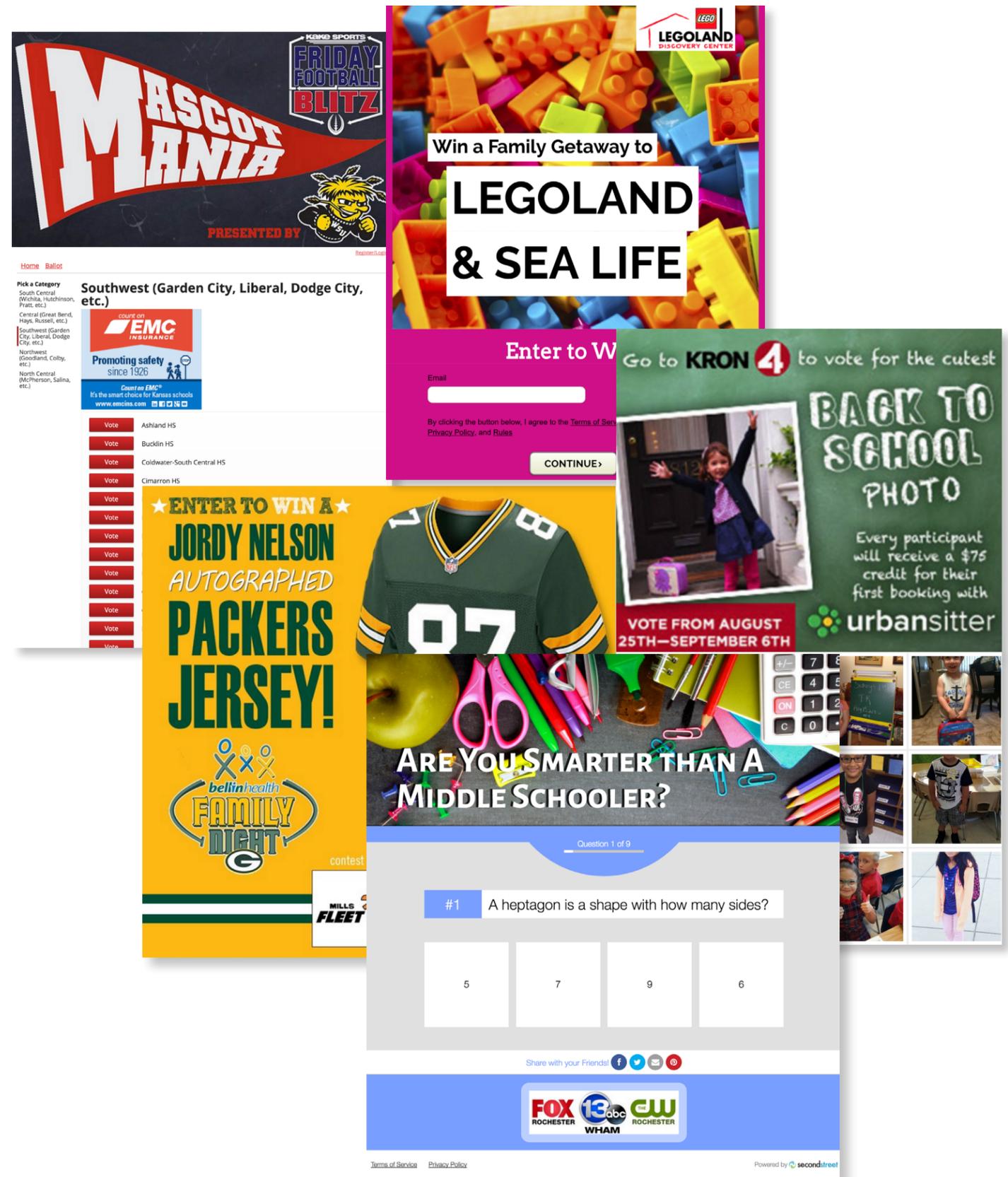
- UGC Photo - Back to School Photos
- Sweepstakes - Win a [School Supply Package, Computers & Electronics, etc.]
- Quiz - Are You Smarter Than a Middle Schooler?
- Quiz - Can We Guess Your Back to School Style?
- Quiz - Back to School Movie Trivia

High School Sports

- UGC Photo - High School Athlete of the Week
- UGC Photo - Friday Night Lights
- Niche Ballot - Top High School Athletes
- Quiz - Test Your [City] High School Football Trivia

National Family Fun Month

- UGC Photo - Family Fun Photos
- Sweepstakes - Win a [Family Pack of Tickets, Family Staycation, Grocery Gift Card, etc.]
- Quiz - What TV Family is Most Like Yours
- Quiz - What Family Fun Activity Should You Do?



SEPTEMBER

This is a big month for tv. With fall premier season and football, there's tons of ideas to help draw engagement for this fall **sweeps month**. Need some inspiration? Take a look at these top ideas for September.

📅 Fall Show Premier Season

- Codeword Sweepstakes - Win a [TV Show Prize Pack, Tickets to a Live Taping, Ultimate TV Fan Experience, etc.]
- Quiz - What's Your Can't-Miss Fall Show?
- Quiz - Which New Fall Character Should be Your BFF?
- Niche Ballot - The Ultimate [Network] Show Down

📅 Football

- Pick'em - Pro or College Football Pick'em
- Quiz - Football Trivia Quiz
- Quiz - Sunday Night Football Match-Up Trivia
- Sweepstakes - Win a [Football Tickets/Trip, Man Cave Makeover, Catered Football Party, etc.]
- Photo Contest - Biggest Fan Photo Contest

📅 Baby Safety Month

- Quiz - What's Your Baby Safety IQ?
- Quiz - Is Your Home Baby-Proofed?
- Sweepstakes - Win a [Video Monitoring System, Baby Clothing & Supplies, Child-Proof Home Service, etc.]



OCTOBER

October isn't all about ghosts and goblins. This is also a great month to highlight initiatives like breast cancer awareness. Need some inspiration? Take a look at these top ideas for October.

Halloween

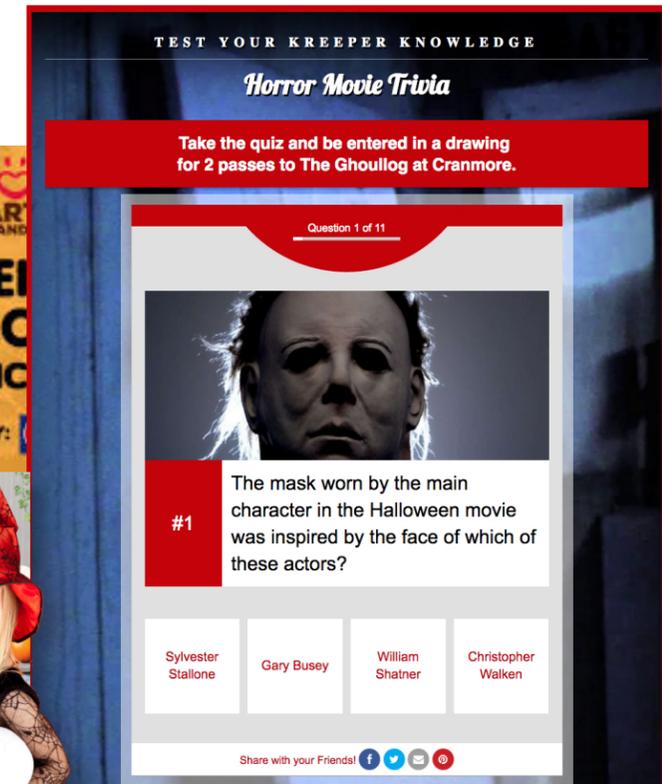
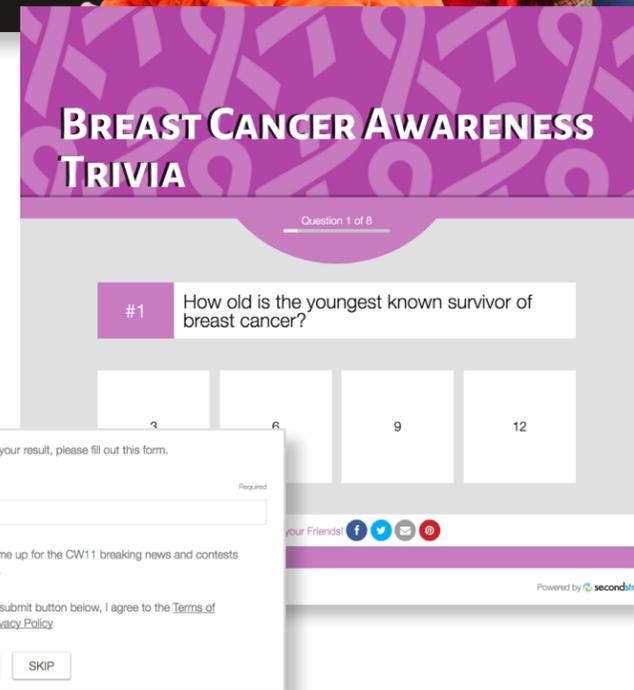
- UGC Photo - Cutest Trick or Treater
- UGC Photo - Pet Costume Contest
- Quiz - What Type of Candy Are You?
- Quiz - Which Halloween Costume Should You Wear?
- Sweepstakes - Win a [Ticket Package to Haunted House, Fall Festival Tickets, Gift Cards to Costume Shop, etc.]

Breast Cancer Awareness Month

- Quiz - Breast Cancer Awareness Trivia
- Quiz - How Should You Get Involved for Breast Cancer Awareness Month?
- UGC Photo - Think Pink

Adopt a Shelter Dog Month

- UGC Photo - Show Us Your Shelter Dog
- Sweepstakes - Win a [Grooming Package, Doggy Day Care Package, Dog Supplies, Dog Food for a Year, etc.]
- Quiz - Pet Care Trivia



NOVEMBER

November is jam-packed with great content ideas. Plus, with it being a **sweeps month**, you're going to be looking for ideas to drive viewers to your station. Need some inspiration? Take a look at these top ideas for November.

Thanksgiving

- Codeword Sweepstakes - Win a [Grocery Gift Card, Catered Family Dinner, Restaurant Gift Cards, etc.]
- Quiz - What Type of Thanksgiving Food Are You?
- Quiz - Test Your Turkey Day Knowledge
- UGC Photo - What Are You Thankful For?

Local & National Election Coverage

- Quiz - How Much Do You Know About [Candidate]?
- Quiz - U.S. Presidential Trivia
- Survey - How Do You Feel About Our New Laws?

No Shave November

- UGC Photo - Best Beard
- Quiz - How No Shave Are You?
- Quiz - Beards: Fact or Fiction

National Alzheimer's Disease Month

- Quiz - How Much Do You Know About Alzheimer's?
- Quiz - What's Your Alzheimer's Disease IQ?

Question 1 of 5



#1 Kobach tried out for the U.S. Olympic team in what sport?

Archery Rowing Fencing Basketball

How Much Do You Know About ALZHEIMER'S DISEASE?

Question 1 of 4

#1 How often is someone in the U.S. diagnosed with Alzheimer's Disease?

every 7 seconds every 66 seconds every 21 minutes every 52 minutes

BEARD PHOTO CONTEST



CUTTER JOE'S Beard Tanning, Oil, and Grooming

NEWSWATCH 12 abc kdrv.com

ULTIMATE THANKSGIVING GIVEAWAY!

ENTER TO WIN NOV. 16-20th!

Watch NewsWatch 12 at 5pm from Nov. 16 through Nov. 20th, and look for the Ultimate Thanksgiving Giveaway contest codewords. Enter the codeword into the contest form each night for your chance to WIN a \$500 gift card from The Butcher Shop and a \$500 gift card from The Kitchen Company! Watch for recipes to create the Ultimate Thanksgiving Dinner

WHAT TYPE OF THANKSGIVING FOOD ARE YOU?

Question 1 of 9

#1 Do you play with your food?

Never. Absolutely. Yes, but you'll never catch me. Just the veggies.

Share with your Friends! 

FOOD for FRIENDS



LOCAL 6 WPSP

Perkins Motor Plex

Happy THANKSGIVING

Terms of Service Privacy Policy Powered by 

DECEMBER

Build out your December calendar with ideas for winter holidays and winter weather. Need some inspiration? Take a look at these top ideas for December.

Holidays

- Sweepstakes - Win a [Shopping Spree, Grocery Gift Card, Jewelry, Electronics, etc.]
- UGC Photo - Where's Your Holiday Spirit
- UGC Photo - Show Us Your Ugly Christmas Sweater
- Quiz - Can You Name the Top Selling Holiday Toys?
- Quiz - Can We Guess Your Go-To Christmas Food?
- Quiz - Holiday Movie Quotes Trivia
- Niche Ballot - Best of the Holidays (shopping, programming, etc.)
- Niche Ballot - Small Business Saturday

Winter Weather

- UGC Photo - Winter Weather Photos
- Quiz - Winter Weather Safety Trivia
- Quiz - Do You Know Snow?
- Sweepstakes - Win a [Snow Blower or Snow Thrower, Snow Tires, Weather Radio, etc.]





Ideas for Your Network

Inspiration for your audience engagement strategy.

ABC Network Content

Sports

- Codeword Sweepstakes - Win a Trip to the NBA Finals
- UGC Photo - Biggest College Football Fan
- Quiz - Which NBA Player Are You?
- Quiz - College/Pro Football Match-Up Trivia
- Quiz - What's Your College Bowl Game IQ?
- Sweepstakes - Win Tickets to a College Bowl Game

Entertainment

- Quiz - Can You Get a *Grey's Anatomy* PhD?
- Quiz - How *Scandal*-ous Are You?
- Quiz - Which *Bachelor* Should You Marry?
- UGC Photo - Show Us Your *Modern Family*
- Sweepstakes - Win a Trip to *Dancing with the Stars*
- Codeword Sweepstakes - Tune in to Win on *The Chew*

News

- UGC Photo - Share Your Storm & Weather Photos
- Quiz - Which *Good Morning America* Host Are You?
- Quiz - How Much Do You Know About [Local Event]?
- Quiz - What's Your *What Would You Do?* Personality?
- Survey - Do You Agree With [New Legislation]?
- Survey - Are You Concerned About [News Topic]?

CBS Network Content

Sports

- Sweepstakes - Win a Trip to the Masters Tournament
- UGC Photo - Biggest College Football Fan
- Quiz - Thursday Night Football Match-Up Trivia
- Quiz - Which PGA Tour Pro Are You?
- Bracket - March College Basketball Bracket
- Sweepstakes - Win an Ultimate Football Tailgate Party

Entertainment

- Quiz - Which *NCIS* Team Should You Join?
- Quiz - Can You Earn a *Big Bang Theory* PhD?
- Quiz - Which *Survivor* Player Should Be Your BFF?
- UGC Photo - Who'd Be On Your *Amazing Race* Team?
- Codeword Sweepstakes - Tune in to Win on *The Talk*
- Sweepstakes - Win a Trip to See *The Late Show with Stephen Colbert*

News

- Quiz - Which *CBS Evening News* Host Are You?
- Quiz - Pop Quiz: This Week's *60 Minutes* Top Story?
- Quiz - How Much Do You Know About [Local Event]?
- Survey - Do You Agree With [New Legislation]?
- Survey - Are You Concerned About [News Topic]?
- UGC Photo - Share Your Storm & Weather Photos

CW Network Content

Entertainment

- Quiz - Think Fast: Can You Pass The *Flash* Trivia Quiz?
- Quiz - How Well Do You Know *Supergirl's* Melissa Benoist?
- Quiz - Would You Survive in the World of *The 100*?
- Quiz - Hunting Time: What Type of *Supernatural* Hunter Are You?
- Quiz - Power Up: Which *Legends of Tomorrow* Superhero Are You?
- Quiz - The Ultimate *Arrow* Fan Quiz
- Quiz - How Well Can You Follow the *Jane the Virgin* Family Tree?
- Quiz - The Ultimate *iZombie* Survival Quiz
- Quiz - Who Said It: *Seinfeld* Edition
- Quiz - Which *Family Guy* Griffin Are You?
- Bracket - Which *Supernatural* Demon is Most Powerful?
- UGC Photo - Show Us Your Best Superhero Pose
- UGC Photo - Show Us Your *Supernatural* Hunter's Car
- Codeword Sweepstakes - Tune in to Win on *The Steve Wilkos Show*
- Codeword Sweepstakes - Watch *Jane the Virgin* to Win a Trip to Miami

The collage features several overlapping elements:

- DC's Legends of Tomorrow Quiz:** A quiz titled "WHICH DC'S LEGENDS OF TOMORROW CHARACTER ARE YOU?" with a question: "Your friend goes to the gas station to get a soda, but doesn't get one for you. You:" and four options: "Are unaffected. You didn't ask them to grab you one.", "Are annoyed they didn't think of you, but don't say anything.", "Are irrationally upset and say something to them.", and "Let it slide. They'll remember next time." It includes a "View Your Photos" button and a "11 Days until Voting Begins" timer.
- Flash Promotion:** A banner for "Win a Trip to Meet The Flash!" with a "Win a trip to visit The Flash filming set!" offer. It includes a "Win a Trip to Meet The Flash!" title and a "SUBMIT" button.
- Supernatural Quiz:** A quiz titled "TEST YOUR SUPERNATURAL DEMONOLOGY LORE" with a question: "Where were the Leviathans were supposed to be locked away?" and four options: "Hell", "Purgatory", "Fourth Demension", and "Devil's Trap". It features a "Supernatural" logo and a "SEASON PREMIERE OCT 07 WEEKS 8/9C CW" banner.
- Jane the Virgin Quiz:** A quiz titled "JANE THE VIRGIN: HOW WELL DO YOU KNOW MATEO'S FAMILY?" with a question: "Who is Mateo's grandmother?" and four options: "Petra Solano", "Jane Villanueva", "Alba Villanueva", and "Xiomara Villanueva". It includes a "CW" logo and a "JANE THE VIRGIN" title.
- Other Elements:** A "Win a Trip to Meet The Flash!" banner with a "Win a trip to visit The Flash filming set!" offer, a "Win a Trip to Meet The Flash!" title, and a "SUBMIT" button. A "Win a Trip to Meet The Flash!" banner with a "Win a trip to visit The Flash filming set!" offer. A "Win a Trip to Meet The Flash!" banner with a "Win a trip to visit The Flash filming set!" offer.

FOX Network Content

Sports

- Sweepstakes - Win a Trip to the Daytona 500
- UGC Photo - Biggest Baseball Fan
- Quiz - Sunday Football Match-Up Trivia
- Quiz - What's Your World Series IQ?
- Quiz - Test Your Nascar Trivia Knowledge
- Sweepstakes - Win an Ultimate Football Tailgate Party

Entertainment

- Quiz - Which *Empire* Lyon Family Member Are You?
- Quiz - Fact or Fiction: *X-Files* Trivia
- Quiz - Can You Pass the Ultimate *Simpsons* Trivia Quiz?
- UGC Photo - Who's Your Family's *MasterChef Junior*
- Codeword Sweepstakes - Tune in to Win on *The Five*
- Sweepstakes - Win a Trip to *So You Think You Can Dance*

News

- Quiz - Which *Fox & Friends* Host Are You?
- Quiz - This Week's *Access Hollywood* Top Gossip
- Quiz - How Much Do You Know About [Local Event]?
- Survey - Do You Agree With [New Legislation]?
- Survey - Are You Concerned About [News Topic]?
- UGC Photo - Share Your Storm & Weather Photos



The collage features several promotional elements:

- World Series Trivia:** A quiz titled "WORLD SERIES TRIVIA: METS VS. ROYALS" with a question: "Prior to 2015, which team has won the most World Series Championships?". It includes logos for the Mets and Royals and a social sharing section.
- So You Think You Can Dance:** A banner for "SO YOU THINK YOU CAN DANCE THE NEXT GENERATION" with a photo of two dancers. Below it is a sweepstakes announcement: "Fox 8 wants to send you and your family to a live taping of So You Think You Can Dance in Grand Prairie, TX. Enter your best dance photo, and you could win! One winner will be randomly chosen and announced on April 5th." It includes a "View Your Photos" button and a countdown timer.
- X-Files Trivia:** A quiz titled "ARE YOU AN X-FILES X-PERT?" with a question: "Mulder's nickname?". It includes a social sharing section and a "Powered by secondstreet" logo.
- Indy 500 Sweepstakes:** A red-bordered box titled "Win a Trip to the Indy 500!" with a "SUBMIT" button. It includes a form with fields for Email, Postal Code, Birthdate, and a radio button question: "How do you get all your auto racing news?".
- FOX 4 News:** A banner for "FOX 4 SPRINGFIELD'S TOP SOURCE FOR NEWS" with a photo of a race track.
- Local Event Photo Contest:** A section titled "Enter Your Own!" with a camera icon and a photo of a ballerina.
- Local Event Photo Contest:** A section titled "Enter Your Own!" with a camera icon and a photo of a person on a beach.

NBC Network Content

Sports

- Sweepstakes - Win a Trip to the Stanley Cup Playoffs
- UGC Photo - Biggest Baseball Fan
- Quiz - Sunday Night Football Match-Up Trivia
- Quiz - Who's Your PGA Tour Buddy?
- Quiz - Test Your Kentucky Derby Trivia
- Sweepstakes - Win an Ultimate Football Tailgate Party

Entertainment

- Quiz - Are You *Chicago Fire*, *Chicago TV*, or *Chicago Med*?
- Quiz - Crack the Case: *Law & Order* Trivia
- Quiz - Which *Today Show* Host Are You?
- UGC Contest - Show Us Your *Biggest Loser* Success
- Codeword Sweepstakes - Tune in to Win on *The Voice*
- Sweepstakes - Win a Trip to *The Tonight Show Starring Jimmy Fallon*

News

- Quiz - Which *NBC Nightly News* Host Are You?
- Quiz - This Week's *NBC Nightly News* Top Stories
- Quiz - How Much Do You Know About [Local Event]?
- Survey - Do You Agree With [New Legislation]?
- Survey - Are You Concerned About [News Topic]?
- UGC Photo - Share Your Storm & Weather Photos

The collage features several promotional pages from NBC's digital content:

- Law & Order SVU Quiz:** A quiz titled "How Well Do You Know LAW & ORDER SVU?" with a question: "Law & Order SVU takes place in which U.S. city?" with options for Chicago and Philadelphia.
- Today Show Quiz:** A quiz titled "WHICH TODAY SHOW HOST ARE YOU?" featuring the Today Show hosts.
- Sunday Night Football Trivia:** A quiz titled "ARE YOU READY FOR SOME SUNDAY NIGHT FOOTBALL TRIVIA? PACKERS VS. VIKINGS" with options for Packers and Vikings.
- Stanley Cup Finals Sweepstakes:** A page titled "Win a Trip to the Stanley Cup Finals!" offering a VIP fan experience. It includes a form with fields for Email, Postal Code, Birthdate, and a radio button to sign up for NBC's football newsletter.
- Cutest Football Fan Contest:** A UGC contest titled "CUTEST FOOTBALL FAN" where users can win a trip to the Texas A&M vs. UCLA game by submitting a photo of their cutest little football fan.
- Tonight Show Sweepstakes:** A page titled "Watch to Win Your Tickets to The Tonight Show with JIMMY FALLON" with a "WATCH TO WIN!" badge and a form for a chance to win tickets and a hotel stay.
- News Channel 9 Content:** A page for "news channel 9" featuring a "View Your Photos" section with a grid of user-submitted photos of children with football gear.

ADDITIONAL RESOURCES

for more information on how you can
succeed with promotions &
interactive content, visit:

secondstreetlab.com

