



Promo  e-Fax
March 7, 2008

Below are some promotion ideas that may be perfect for your station, others you might not consider. Please use these thought starters and turn them into GREAT promotions for your station.

Shopping Stickups

Here's an idea to take to an area mall to help increase traffic and consumer spending. A New York shopping center is giving away \$20,000 in cash as part of a two-month-long promotion to spur spending at its stores and to help boost the economy. They have street teams dressed as Lady Liberty and Uncle Sam handing out stickers and \$1 to \$100 bills to passersby in the community. The stickers read, "I support the economy." If people wear the stickers when visiting the mall and are spotted by street teams, they have a chance to win cash prizes ranging up to \$1,000. The malls owner launched the effort to spark consumer confidence in spending and give people a boost while their wait for the federal government's economic stimulus checks to arrive.

Got Any Crabby Patties?

Nickelodeon this summer is launching a family cruise with Royal Caribbean. The seven-day excursion will depart Miami August 10 and feature stops in Cozumel, Grand Cayman, Ocho Rios, Jamaica and a Nick-themed private beach. SpongeBob SquarePants and Dora the Explorer will be among popular Nickelodeon characters along for the ride, which will feature Nick-themed on-board activities. Have your listeners register for this end of summer getaway by logging onto your station website to vote for their favorite Sponge Bob character. One family from the people who vote for the most popular under water star is entered to win this cool cruise.

Simon Meet Mickey, Minnie Meet Paula, Goofy Meet Randy

Two iconic entertainment experiences mesh later this year when an "American Idol" attraction comes to Walt Disney World. Guests at the theme park will be the contestants and the judges in the simulation of the popular Fox show. Contestants will be screened by a panel of reviewers before they're cast for the theme park show. Then they receive backstage preparation, including tips from a vocal coach, hair styling and make-up, before performing for a panel of peer judges. Guest performers who score the highest votes will compete in an end-of-day finale, with the winner getting a guaranteed reservation for a regional stadium audition for the TV show. Team with your Fox affiliate to offer a giveaway to Disney World to see future Idol's, with a watch and win promotion tied to the morning show highlighting some of the past Idol winners and notable singers.

SPRING FORWARD – Daylight Savings Time returns Sunday morning at 2:00 AM. Remind your listeners with hourly announcements Saturday and frequent time checks Sunday morning.

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