

Vallie Richards Donovan

VALLIE, RICHARDS, DONOVAN CONSULTING

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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.

Turning Your Station Green

Encourage your listeners to contribute content to your website about their personal commitment to ecology in a campaign for Earth Day. Ask listeners to submit some of the ways they are helping be more earth friendly and eco-conscious. Pose the question "What are you doing to help save the planet?" Encourage listeners to submit their photos, messages, and even home made short videos. Showcase some of the best leading up to Earth Day on April 22.

Recycled Tunes

Just for fun, on Earth Day Tuesday, highlight cover versions of songs like Uncle Kracker/Drift Away, Club Nouveau/Lean On Me, or Rod Stewart singing Elton John's "Your Song."

Bluetooth Branding

Thanks to Sammy Simpson at Lured.com for this great info. If you are looking to stand out from the competition at festivals, concerts, or mall appearances for example, check out Wiremedia's Bluetooth MediaServer. Wiremedia's proximity advertising solution allows for rich media content and applications to be distributed to mobile phones, laptops, and other Bluetooth-enabled devices with content that is engaging, interactive, and informative. Cell phone users can receive coupons, video, audio, photos, text messages, etc. The competition will never see it coming until it's too late. Just imagine setting this up before a concert and transmitting a special message from your brand that consumers can choose to receive on their phone. The message may be a special opportunity to win backstage passes, a ticket upgrade, or an appointment to tune-in tomorrow to win tickets to the next show or cash. Contact <http://proximitymedia.com/home.htm>

What's Black And Blue And Red All Over?

Many of the contestants who participated in Z99 Grand Cayman's Second Annual Dodgeball Tournament. Thanks to the 2006 film starring Ben Stiller and Vince Vaughn, adult Dodgeball still has a place in the hearts and minds of people all over the world. Z99 set up special caged cubicles on a rugby field where 20 teams from area businesses were selected to play this playground staple. The winning team took home trophies, a cash prize, and of course a lot of company pride. You can have teams pay an entrance fee which goes as a cash prize and benefits a local charity.

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