



# 90 in 15

In just 15 days, CRS will have concluded and your boss will ask, *"What did you learn at CRS?"* Well, guess what? You don't have to wait 15 days! Here are 90 ideas you can execute **TODAY** from five great industry resources representing radio, records, and artist management.



## CONTRIBUTORS:



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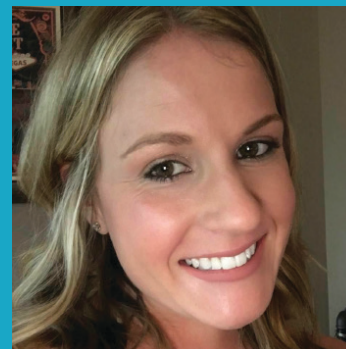
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Director of Promotions and Events, Emmis Indianapolis. Oversees Promotions Directors, and works with sales teams to develop, build, and execute programs to generate revenue for the company. As Promotions Director position for HANK FM, she helped the station achieve new levels of success in ratings, recognition, and revenue during her tenure. In mid-2015, she moved into her current role, overseeing Promotions for the cluster.



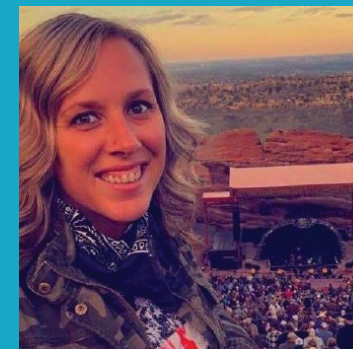
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**Kimsey Kerr**

Marketing for Red Light Management. Kerr started in radio at Emmis/Indianapolis, for Country WLHK (97.1 Hank FM) and Sports-Talk ESPN 1070. She transitioned to programming for Sirius XM's Y2Kountry and The Highway, where she worked until moving to Red Light Management in Sept. At Red Light, Kerr oversees various marketing plans for a number of artists on the roster.



**Jody Wheatley**

Promotions and Music Director at WQMX, Akron, Ohio. She has been in promotions for 16 years where she works with sales teams to develop revenue generating programs and NTR ideas for the company, and added Music Director responsibilities five years ago.



### 1. Snapchat Filters

These are a great way to engage with your listeners at events. You can design custom filters to include your event sponsors, hashtags or more. Encourage your listeners to use your filter and expand the brand of your event into the digital space.

### 2. Best Seats in the House

Take a section of seats at a show and give them away at a sponsor location. You could win the Best Seats in the House courtesy of SPONSOR – A way to make the standard ticket stop a little sexier! (This could also be a great contest on social or your website!)

### 3. First Chance to Win

When you have a major concert announcement, reward your loyal social followers by giving them the very first chance to win tickets to the show. Execute a comment to win on the actual announce post – this will increase engagement on the post and help get the show details out to more people, while also giving your followers a special benefit!

### 4. Charging Stations

A great way to engage with people at an event (and actually surprising affordable to put together) – Also a great sponsor activation for anyone who wants a captive audience!

### 5. Free Music Friday

Each Friday when a new album comes out, execute a Free Music Friday giveaway on your Facebook page. Listeners can comment to win a copy of their favorite stars latest album – and perhaps share which songs they already love the best!

### 6. Co-Branded Premium Items

Sales people might be surprised to know that we would absolutely be willing to pass out items at events that are co-branded with the station & a sponsor. It's a great way to help your limited promotions budget go further!

### 7. Ultimate Backstage Pass

Take a simple ticket/meet & greet giveaway and make it sound bigger than life on-air. Package together meet & greets for all of the artists on a show, and have a jock escort your listener to each meet & greet. Take photos, share on social, it's a great experience for a listener to go backstage with someone who knows the ropes and make the show extra special.

### 8. Summer Concert Season

#Hashtag Create a custom station #hashtag that you encourage listeners to use all summer long during concert season when they're at shows. Use this as a way to pull winners for tickets, meet & greets, etc. for every show.

### 9. Random Act of Country

A random, pop up country music experience for listeners. Could be anything from a surprise contest in the middle of a rainy day to win tickets to a show, to a last minute show/appearance from an artist.



### **10. Throw Back Thursday**

This super popular concept could be executed a few different ways! You could make it an on-air feature where you play an older song that was requested by a listener (perhaps you have a sign up on your website or on social). It could carry over to social media by sharing the album artwork and encouraging people to request their Throw Back Thursday song! (Could also be sponsored!)

### **11. Concert Correspondent**

Give one lucky listener the chance to join the station's staff for a day as your official concert correspondent. They can gather content for social, meet the artist, and write a review of the show for your stations website or social.

### **12. Christmas Choir Competition**

This is a great NTR opportunity that could be sponsored by someone looking to give back to the local community! Reach out to local school choirs to have them submit audio entries of them singing Christmas songs into the contest. Once your judges have narrowed down the finalists, post them online and encourage listeners to vote for their favorite. (And encourage their friends to vote too!) The winning school gets a cash donation to their choir program!

### **13. Yappy Hour**

Host an event at a local dog-friendly bar or restaurant and encourage people to come out with their furry friends for this fun event. You could work with a local humane society to have pets onsite to adopt while you're there, PLUS have a portion of the sales during the event be donated back to them.

### **14. Pay it Forward**

Friday Send a jock out with a promo rep in a station vehicle in one of your hot zips. Have them jump in drive through lines at restaurants and pick up the tab for the car behind them. Maybe the act of kindness will start a chain reaction that will carry on through the lunch hour! You could share this on social media. Perhaps you could even sell this to a particular restaurant, and hit their locations all over town.

### **15. April Fool's Suspension**

Prior to April Fool's Day it will be announced that a jock is suspended. On April Fool's Day it will be confirmed and said jock will be suspended (in the air, on a scissor lift, scaffolding, etc.) and won't be allowed to come down until a certain dollar amount is raised for charity.

Cost: NONE

### **16. Baby It's Cold Outside**

During winter months we can give away winter related prizes (ice scrapers, plow service, shovels, gloves, etc.) and all winners of smaller prizes will be entered in to win the grand prize of a trip to a warm weather destination.

Cost: None if we could secure a sponsorship from Rural King, Farm & Fleet or similar store.



### 17. Ben Franklin's Birthday

On his birthday, January 17, we would give away Benjamins (\$100) each hour from 9 AM-6 PM. Listeners will have the chance to guess the last 4 numbers on the serial number by playing hi-lo to win. First one to get them each hour wins the money.

Cost: \$900 in prize money supplied by sponsor

### 18. Pay Your Bills Heating/Holiday/Credit Card- or Big Bill Blowout

In January or February, give listeners a chance to send in a copy of one of their bills that they would love us to pay for the month. We will take and mix up all entries and once per day for a week or two we will pay one of their monthly bills.

Cost: \$1500 to pay bills, based on sponsors

### 19. Button Spotting

Going old school on this one! We have a bunch of buttons produced with our logo and sponsor logo on them. During a given time frame we will give prizes, including cash, to anyone we spot wearing one.

Cost: Based on online pricing we could get 2500 buttons for around \$700 and then would just need to add cash prizes as determined based on sponsorships

### 20. Cash Club

We allow listeners to join us at sponsor locations during live broadcasts over a two-week period to pick up their Cash Club cards. Each card will be numbered and we will keep track of who has the cards and which number they were assigned. During the next four weeks we will call out a five digit number that is assigned to a player and give that person 951 seconds (almost 16 minutes) to call in and verify their identity to win cash. If no one calls within this time frame, the cash rolls over to the next day.

Cost: \$2100 would cover the cash to giveaway and the cost of having the cards printed

### 21. Celebrity Call Letters

We have an entire pool of our artists saying 95Q so why not utilize them for prize giveaways? Over a four week period we will use one of them throughout the day and tell our listeners to keep track of who they think it was. On Friday we will give them a chance to call in and guess who the 5 stars were. First one to get all 5 right wins a large prize.

Cost: \$1000 would cover a \$250 winner over 4 weeks of contesting

### 22. Check Point Charlie

Work with the Macon County Sheriff's Office to coordinate a designated driver awareness campaign. During the campaign, DDs can pick up stickers to put on their cars from our events or at the Sheriff's office. Then one weekend night/day we can work with them on a safety checkpoint and anyone with a sticker on their car that is driving sober wins a prize or some kind.

Cost: Just the stickers, would should be able to be made for less than \$300

### 23. Christmas Carole Caravan

Around the holidays we could work with a local church/school/choir to pack a van/bus with talented singers and then do pop-up stops at houses of people who sign up online for the chance to have us stop by. When we stop by we will also deliver a prize.

Cost: NONE



#### **24. Christmas Light**

We encourage our fans to use our 95Q in their light designs this year. When they do they will submit a picture or video to us and at the end of the season we will pick our favorites to win prizes.

Cost: NONE

#### **25. Concert Ticket Roulette**

To kick-off our crazy summer of concerts we will allow listeners to call in and play Concert Ticket Roulette. We will have on air wheel we will spin and whatever it lands on is what they win. Every person will win some tickets, just a matter of which ones!

COST: NONE

#### **26. Continuous Country Contest**

Great during ratings period! Beginning at 9 AM each weekday we encourage our fans to tune in and count how many songs we play before taking our first commercial break. The first one to get it right will win a prize.

COST: NONE

#### **27. Tell a Friend**

We want to get our fans to tell their friends how much they love us and get them listening too. Fans can tell friends to get on our website and enter their name and their friend's name that told them to listen. For a month we will announce entries of new listeners on air and if they hear their name and call back in 951 seconds, we will give them and the person that told them to listen a prize.

COST: NONE

#### **28. Halloween Soundtrack**

We will build a trick or treat soundtrack that will feature tons of Halloween music and scary sounds that fans can tune in to while taking their kids out trick or treating. It will run 2-hours commercial free beginning at 6 pm on October 30 and 31 courtesy of local sponsors, which will get mentions during the program.

Cost: NONE

#### **29. Country Ho, Ho, Ho**

We will get a handful of our artists to say ho, ho, ho and allow our fans to call in and guess who the artist is.

If they get it right they will win some Christmas Cash and an album from the artist.

Cost: \$1000 if we gave away \$50 two times per day over two weeks

#### **30. Holiday Home Invasion**

In the weeks leading up to Christmas we will have a featured client of the day that we encourage our fans to shop at for Christmas gifts. Each participating sponsor will also give us a \$25 gift card to his or her business. Fans can sign up online to win the pack that includes gift cards from all participating businesses and we will deliver them to one lucky winner on Christmas Eve.





### 31. Ice in Ice

In February right before Valentine's Day, we will work with a local jeweler to give away a very nice diamond to a lucky winner. We will have one winner, but 50 qualifiers join us for a remote the weekend before Valentine's where each participant will select an ice cube. As they cubes melt, each will contain a diamond-looking piece but one will contain the real deal. Our jeweler will be the one to determine who has the real one!

Cost: NONE

### 32. Daredevil Dave

We will take an inflatable guy we call Daredevil Dave and fill him with helium and attach him to helium-filled balloons and release him. Attached to him will be instructions on what to do if you find him. The person that finds him will win a prize.

Cost: \$40 for the doll and balloons

### 33. Kids Car Karaoke

We always want to keep our moms and their kids in mind and this contest could be tons of fun. We will encourage our fans to post to social media their videos of them singing along to their favorite 95Q music. We will pick our daily favorite over a 2-week period and give that family a prize pack. Could easily be something that turns into an ongoing weekly feature.

Cost: NONE

### 34. Leaf Rakers

For a segment in one of the fall or spring auctions, allow listeners to bid on leaf raking done by our jocks. The money raised will be donated to a charity or to support our Secret Santa Concert costs.

Cost: NONE

### 35. Fan of the Day

Allow fans to sign up online to be our fan of the day. Each weekday we will feature a new person and mention them and their town on air at least once per hour from 9AM-Midnight. Can easily attach a sponsor on it.

Cost: NONE

### 36. School in Style

For a couple weeks in the spring we can have a contest that will allow us to give area school kids the chance to be picked up from school by a limo with one of our jocks. The limo can include snacks from a local sponsor and maybe other prizes. Parents will be the ones submitting the kids and must be available to chaperone the pick up.

Cost: NONE, other than possible driver tips

### 37. Penny Concert

We will work with local schools to do a penny drive for a charity of our choosing. The school that collects the most pennies will win a concert from a country artist hosted by us.

Cost: \$250 for a sound guy and maybe some to cover an act's expenses



### **38. Selfie Scavenger Hunt**

Since selfies are all the craze, why not capitalize? We can distribute the list at a remote at a sponsor location and give the players a given amount of time to complete as many of the photos as possible. At the end of the time the players will regather at the sponsor and we will determine a winner based on who got the most completed. If a tie, we will draw from those that tied to have a big prize winner.

Cost: None unless we have a cash prize that would need to be covered by sponsors

### **39. Pick a Trip**

Each weekday for four weeks we will give times when to listen for a destination that we could give a winner a vacation to. We will mention three different locations each day. That afternoon we will allow caller 9 to tell us which of the three they would prefer to go to and enter them for a chance to win it. At the end of two weeks, we will draw a winner from the 10 finalists and give that winner the vacation they wanted to take. Eligible trips will be pre-determined based on our point trade trips.

Cost: None due to our trip trade

### **40. Q-munity Cash (play on your call letter for the name)**

In an effort to promote shopping locally, we will disperse \$250 in \$1 bills in to the local economy at sponsor businesses. We will list the businesses and encourage our fans to shop those places. In doing so, they may get change that includes one of the \$1 bills from our stash of 250. We will have the serial numbers from 15 of them and each weekday for 3 weeks we will read off one of those serial numbers. If someone has that bill, they win cash! If no one claim it that day, we will roll the cash over to the next day watch it build. Cost: \$1750 in cash for prizes and distribution

### **41. Pumpkin Carving Contest**

We will give our listeners the chance to put 95Q on their pumpkin carvings and then allow them to ask for votes on our site over a couple week period in October. One grand prize winner will win a big prize.

Cost: NONE

### **42. Win Your Wedding**

We can allow those engaged to sign up to win a wedding from 95Q! Toby is an ordained minister and could perform the ceremony at one of our local parks or venues that would be a sponsor. We could work out sponsors for tuxedos/outfits, flowers, pictures, catering, DJ/band service, and more! We pick the date!

Cost: NONE

### **43. Country Calendar**

We distribute a calendar at local sponsors that includes photos of our top artists or station events and such. Calendar includes sponsor coupons/logos and dates of our station events that are planned.

Cost: Whatever it would cost to have these printed unless a printer wanted to sponsor that





#### **44. Santa Claus Tracker**

In partnership with a local air traffic controller we can air pre-recorded Santa updates on Christmas Eve that are sponsored. They will keep kids excited and probably help parents get their kids to bed.

Cost: NONE

#### **45. Santa's Arrival**

We could help make a bigger deal over Santa's arrival following the Christmas parade. Since so many families take their kids to see Santa immediately following the parade in Central Park, perhaps we can have hot chocolate to give away, carolers, and other such things to make it a bigger event.

Cost: NONE

#### **46. Packed and Ready**

Invite our fans to join us at Decatur Airport packed and ready for a getaway. We can work with Air Choice One to get our fans ready for a weekend in Chicago or St. Louis, or even work with our point travel trade to line up a bigger trip. Anyone that shows up with bags packed has a chance to win a trip for two to the location as promoted. We could find a fun way to whittle down finalists during the remote broadcast.

Cost: NONE

#### **47. Make it a Pre-Party**

Being at the venue when the audience is walking in is always great but start the party early. Team up with a restaurant/bar near the venue and be there before the event to show double the presence. Banner the outside of the building... do a live broadcast from the restaurant/bar...make your footprint look BIG.

#### **48. After-Party**

Try to get the opening act of a show to do an after the show party. Do another show for your listeners, people who want to keep partying and people who couldn't get tickets or go to the main show. Sales should get involved and sell sponsorships too!

#### **49. Get Filtered**

Create a snapchat filter and put your station logo, hashtag or whatever you want on it for events in your city.

#### **50. Be Active On-Site**

Think outside the box when you are on site for shows and tie your activity in with the artist. ie: Miley Cyrus- Had an interactive slide that looked like a tongue onsite. Had a banner made to look like a mouth, cut a hole in the center, and had a local parks & rec. crew set up a slide for free!



### **51. #Hashtag Custom Hashtags for every event or show (include your call numbers).**

Use it for contesting for tickets, meet and greets, or merch. Use it when the show announces and throughout your promotion of the show and after. This gets people talking and try to get trending so everyone wants to be involved.

### **52. Get Local**

Partner up with local events for more exposure. There are multiple wine, beer, and food festivals these days. Go be onsite and get your talent involved so they are talking about being there. You'll get new fans and stay connected with existing fans. Try making a moment at these events too. Partner up with one of the vendors (could be an existing client or sales could gain a new client) and have them name something after your talent or have the talent help them out.

### **53. Not Your Regular VIP**

Make your VIP prize an experience! Try to give more than just the regular meet and greet. Have coffee brought in and your winner gets to sit down and have a coffee with the artist. Can you do an activity with the artist? Make it more intimate.

### **54. Ticket Trunk**

Solicit listeners to follow you on social media outlets you prefer and have them track a hashtag (ie: TicketTrunk1079). You'll give clues about when and where to look for the Ticket Trunk. The Ticket Trunk should have tickets to your biggest shows. You park it all over town during various times and could even get client locations involved.

### **55. Gobo**

Gobo buildings outside the venue for after the shows. You'll want folks to keep your station top of mind. Use the gobo inside venues for shows you're presenting.

### **56. Logo Your Memes**

Memes are the things for socials these days. If you post a meme, make it yours and put your logo on it so when it gets shared your logo is on it.

### **57. Pick Your Package**

Get creative with a digital and on-air campaign. Solicit your audience to go online and find the pick your package page. They'll get clicking to see what number they want to pick and when you tell them to call they'll call and pick their package. This is great for left over tickets or prizes you need to get in listeners hands.

### **58. Be Live**

Don't be afraid to be live when cool moments are happening. You may have a cool interview or performance going on that your fans want to not only hear but maybe see. At a show and a surprise guest pops up? Hit that social media live and share those moments for fans to watch and feel like they are there.



### 59. Share Share, Share, Share

Did you do something that someone else, like the artist, can share? Ask them! The more eyes...the better.

### 60. Hi-Low (New Take On Classic Game)

Have a set jack pot and take guesses hourly and have a recorded liners that says "too high or too low" –it's a great TSL builder for diary markets especially. Play on the name seasonally "Hi-Loween" OH-HI-low if you are in Ohio! Sponsor covers prize money.

### 61. Rising Star Showcases or Rising Star Pop-Up Concerts

When an artist is on radio tour, don't just have them play for the PD/MD in an office, make it an event for listeners. Plan ahead for a pop up show at a location or set up a venue or concert room and invite listeners. Provide lunch or dinner from a sponsor.

### 62. Booth Ideas at Concerts

Give listeners a reason to stop by your booth before a show: Create large cardboard Instagram-style Frames and Celebrity "head" photo ops. Design a large Instagram-style actual frame with your station's call letters. Print card board heads on a stick to pose with. Use these at your booth at concerts for great photo ops with people who stop by before shows.

### 63. Ticket Upgrades at Shows

Enter people who are already at a show for a ticket upgrade (from lawn to pavilion-from worse seats to front row) when they stop by the booth, they must come back at set time for drawing

### 64. Playoff-Payoff

During football season once the playoffs are set - a week leading up to the first playoff game the morning show gives a listener a team to represent and a token prize from a sponsor (ie sporting good store, etc) as the teams lose winners drop out until 2 listener's teams make it to the super bowl. Fun way to keep listeners engaged and extra fun if they get a team they don't like.

### 65. Payroll Payoff

Earn \$25 (or set amount) per hour to listen while you work! Listeners enter their names and jocks call a name every hour, when that person calls back in 10 minutes they are on the payroll until next name is called. They stay on if that next person doesn't call back. Contest runs 9-5 and restarts the next day with whoever was on the payroll at 5pm –another great TSL builder for diary markets especially

### 66. Smart Speakers Find the Dot

Conduct a "find the Dot" or "Follow the Dot" contest on your website to not only encourage click through but to encourage use of the smart speakers with your enabled skills for your station (first get the skills)

### 67. 12 Strays of Christmas

Partner with an animal rescue non-profit or your local animal control to feature a "stray of the day" dog or cat for purposes of adoption. Warm and fuzzy feel good - especially at the holidays.



#### **68. Send Me Backstage T Shirts**

Give away "Send Me Backstage T-shirts at designated locations to those people showing us any country concert ticket purchased to any country show. Listeners are encouraged to wear their T-shirts to all country shows and they may be randomly selected to go backstage and meet one of their favorite artists. This not only encourages people to buy tickets to country concerts—but offers a prize money can't buy with a chance to meet the artists!

#### **69. 10 O'Clock News**

This fun take on the evening news is all about country—and we play ALL new music from new artists or new songs from established artists plus news and interview clips, and other sound bites about the music—we also give new artist's CD's away

#### **70. Secret 6 Pack**

At 6pm play 6 songs in a row with one thing in common. Guess the common theme or word and win a prize. Can be sponsored by anyone but a beer or soda company works well.

#### **71 . iPaddy for St. Paddy's Day**

Qualify winners a week leading up to St Patrick's day with an iTunes gift card and theh give away the iPad on St Patrick's Day.

#### **72. Food Truck Fridays**

Great grass roots street presence. If Food trucks are big in your area, many downtown area's are doing events one day a week. Partner with your city to promote the Food trucks and then be on site over lunch hour doing cool things, entering people to win tickets to a show etc. Call the winner the next morning to award the prize! Or set one up yourself and sell Food trucks in for an NTR opp.

#### **73. "Tanks" For Listening**

At Thanksgiving (or anytime) say "Thanks for Listening by giving away gas gift cards (\$50) so it will fill a tank—gas cards sponsored by a client

#### **74. Bus Crawl**

Current BBRMG tour promotion in which all three of our artists on the Brad Paisley tour host a winner and a guest backstage on their bus. The winner starts out on Chase Bryant's bus, where Chase and Lindsay Ell meet and perform acoustic for the winner. Chase and Lindsay then walk the winner over to Dustin's bus where Dustin Lynch plays new music from his latest album release, "Current Mood."

#### **75. Reba Visits YOUR Dressing Room**

Instead of the tired meet and greet, or backstage hang, WDXB/Birmingham had a twist on the promotion, and asked us if Reba would visit their grand prize winner's dressing room backstage before her show. They secured the room backstage with the venue, and Reba came to the room and made them feel like superstars.



### **76. Backstage Tours**

In conjunction with a camera brand, Justin Moore gave backstage tours to a group of lucky winners on Brad Paisley's Water tour. Each of the winners won a new camera and took pictures at multiple stops backstage.

### **77. Brantley Gilbert's Entourage**

One winner and a guest got to be part of Brantley's Entourage for the night, meeting Brantley outside his bus just before show time. They took a quick pic and then walked Brantley to the stage with the rest of his band and crew, and participated in the pre-show rituals.

### **78. Take it On Backstage**

With a play on Chase Bryant's single name at the time, we gave a winner a guest a chance to go backstage to watch sound check, get a tour of the backstage area, and a private acoustic performance from Chase's dressing room.

### **79. Calling All Fans**

Granger Smith committed to calling every fan that bought his new record "When the Good Guys Win." (he's still making calls!) When calling one of the fans, he found out she couldn't make his upcoming Pop Up shop during street week, so he diverted the tour bus an hour to surprise her at work.

### **80. Parmalee for the People**

To reiterate the band's brand of the all-american hard working "People's" band, in celebration of their new album 27861, Parmalee rewarded fans in several markets by coming to their place of work and doing their job for them for the day, accompanied with a check to help pay that month's bills.

### **81. The Gift of Parking**

What better prize to give away than a front row parking space to the most popular store in your town for the entire Christmas shopping season? This can also be done with a charity element, and you auction off that hot spot for the highest bidder with proceeds going to St. Jude Children's Hospital! The logistics should be fairly easy, depending on which store or mall you pick. Maybe they are willing to sponsor the contest/auction and donate that spot...or you can work with them to get the city to give you the spot for the designated time period. The winner has a pass that they can use (in up to two cars in their household) as much as they want throughout the entire season! We are always looking for prizes and experiences that money can't buy...I'd say this one would take the cake (or Christmas cookie)!

### **82. Guess Dierks' Rider**

Get a copy of the artist's rider and have your listeners guess at least 3-5 items on the rider. It's a unique way to talk about the show, and an "insider" way to connect your listeners and your station to the artist and how a show runs behind the scenes. You can even make this a social media based contest and use a fun hashtag to promote the show, the contest, and your station.



### 83. Secret Snapper

Want to build your station's Snapchat or Instagram numbers quickly? Line up a weekly or monthly "Secret Snapper" that takes over your Snapchat account! This could be a country artist, a local celeb, or even a reality TV star you have ties to at the station. Promote all week (or month) that the Secret Snapper will be taking over your Snapchat account that Friday / Saturday /whatever day it works! People will follow your account immediately to get a glimpse of the excitement! Logistically, this is relatively easy to do. Simply give the Secret Snapper and team your log-in information and let them have free reign for 24-hours to give your listeners an inside look at their day – pre show rituals, stage glimpses, every-day life stuff! This social interaction ups your game as the coolest go-to in town for the exclusive scoop!

### 84. Famous Face Time Fridays

Give your listeners the chance of a lifetime to Face Time with their favorite country stars every Friday ! Make this a weekly feature for your morning or afternoon show, in which a listener gets to come into the studio and Face Time with a country artist! It's another "money can't buy" experience that your listeners will go nuts for! In order to get around any weirdness, have a designated phone that does the calling (could be the PD's or a trusted on air personality/friend of the artist at the station). Or, you could get this feature sponsored, and have Verizon or AT&T provide a phone and service for this particular reason. Run the contest all week on your Twitter/Facebook/Station Website pages and select a random winner from all tweets/posts with the hashtag #famousfacetime-fridays and your station handle.

### 85. Cheat Tweet

This concept can be applied to any contest you're running on the station, and helps build and promote your twitter following. Announce that you will be posting a "Cheat Tweet" on your station's Twitter feed, as an incentive to anyone following you. This tweet would be some kind of clue or "one-up" for your listeners to play the given contest more effectively. It's a simple concept that you can use with everything you do...in fact, you could even get the "Cheat Tweet" sponsored as a benchmark item on your station!

### 86. Contest that Cares

Wanna add a touchy-feely, feel-good element to an upcoming station giveaway this time of year? Run a "Contest That Cares" based around any prize giveaway that you have coming up. Say it's a Luke Bryan show...the winner gets a pair of tickets to the Luke show, backstage passes to meet him, AND your station will donate \$100 cash to that winner's favorite charity! Get the contest sponsored to front the money to the charity. That's a win/win for a client also looking to be associated with a big contest that also gives that warm fuzzy feeling!

### 87. Michael Ray (insert artist) is my DD!

How cool would it be to have a country star pick up your winner and guest and take them to their own show in your market as their Designated Driver? This could be a low maintenance promotion that sounds BIGGER THAN LIFE on your airwaves. Qualify each of your ticket winners to go into the drawing to have "x" artist be their designated driver to the big show (car service with the artist riding to the show with the winner)! This would also be a great promotion to tie in a beer or liquor sponsor. Have fun with this different twist to the same old boring concert promotion!





### **88. Ditch the School Bus for a Tour Bus!**

Imagine how cool it would be to send your listener's kids and bus stop friends to school on a tour bus! Open the contest to your entire listening area, and have your listeners submit their children's school and bus stop location to win a ride to school on (insert artist here)'s tour bus. This should be relatively easy to secure on a Friday when a show is in town...and the whole neighborhood would go NUTS! With a little lead time, you could set this up for the first day or week of school!

### **89. Stay Alive Don't Text and Drive**

Sponsored by an insurance company or any company as a tag line to all your text contests.

### **90. Karaoke Night**

This is a simple, yet super cool concept that pairs your listeners with one of their favorite artists! Host a Karaoke night at a local venue in which an artist comes by and hangs for an hour and sings with your listeners!