



# THE LUND CONSULTANTS

TO BROADCAST MANAGEMENT, INC.

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## Lund Top Ten Vol. 10 – Awaiting Your Spring Ratings

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Fall Arbitron and Eastlan rating sweeps begin September 16. Do you have all the necessary promotions in place for fall? Use our helpful hints to thoroughly plan each step of every fall promotion.

- 1 **Conduct staff meetings** now; discuss the fall marketing. Inform the entire staff of all details, goals and execution. Provide more details a few weeks before, and again at the start. Ask for ways to make the promotion better, bigger, more exciting, and more enticing.
- 2 **Enlist the program staff.** Make someone responsible for every detail, including contacting the venue, getting prizes, obtaining permits or licenses, checking on insurance needs, writing promos, and seeing to it that all liners and promos are updated regularly.
- 3 **Determine contest goals:** Improve cume (requires external ads), build TSL, enhance the station's image, and/or make revenue (with a sales partner). Create a contest that's easy to understand that can be explained in just two sentences! Practice the KISS formula (Keep it simple, stupid!). Make contests fun to play whether listeners call in to win or not.
- 4 **Write contest rules** detailing how the promotion works. Leave a copy of the contest rules with the receptionist, and be sure the entire station staff knows what is happening.



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- 5 **Be sure the contest is legal.** Clear the concept with counsel, and watch those three pesky ingredients of a lottery: prize, chance, and consideration.
- 6 **Write liners and promos.** Produced promos sell the sizzle; live liners provide urgency and repetition. Update them often to stimulate interest. Run your rules promo once a day; give disclaimers, age restrictions, and deadlines. Create outlandish production!
- 7 **Schedule promos & talent appearances.** Set start dates for teasers, liners, promos, winners' promos, and post-promos. Schedule talent remotes through the promotion.
- 8 **Set sales deadlines & attain commitments.** Confirm all prizes in advance. Secure all prizes before the giveaway and promos begin on-air. Clear copy and client credits.
- 9 **Script the on-air contest execution** to assure consistency. Create great winner's promos. Always record winners on tape or hard-drive before airing; voices should sound crisp and perfect. If necessary, rehearse winners to make them sound excited. This is Show-Biz!
- 10 **Tell the world.** Email press releases to local TV and newspapers; send follow-up releases to industry trade media. Keep a record or scrapbook of press coverage.