

Vallie Richards Donovan

VALLIE, RICHARDS, DONOVAN CONSULTING

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Promo  e-Blast

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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.

Ready, Set, Summer

To kick off the unofficial start of summer (Memorial Day Weekend), give away party-starter kits including soda, munchies, suntan lotion, CD/MP3's, BBQ sauce, etc. Tie in with co-sponsors to award one backyard BBQ per week from Memorial Day to Labor Day. Each weekly cookout winner qualifies for your grand prize "Labor Day Backyard Blowout", for which they will invite up to 100 guests (and your morning team does all the cooking!).



Father's Day Ideas

Try a Riding Mower Obstacle Course where Dads pick an ugly tie from a rack and are blindfolded with it. They drive a riding mower with their kids directing through a bullhorn. The dad with the best time in the obstacle course wins the riding mower. Who's the Mac Daddy, a male version of Mom's The Bomb. Also try a father/child mini golf tournament with all participants getting a trophy. Conduct a "recliner-off" at an area mall. Set up a number of recliners, TV's, and refrigerators in center court. Register potential participants to remain in their recliner all weekend. Participants must stay awake, watching TV, flipping channels and going to the fridge for the entire weekend, except for planned bathroom breaks to win.



Men Don't Cook...They Grill

With BBQ season just around the corner, look for the dad who claims to make the best steak in the city. Tie in with a local butcher or grocery store and let the dad's go at it in a winner-takes-all steak cook off. Ask families to enter their dad and narrow the field down to 10 finalists. Hold the cook off at a local spring festival or similar event. The morning show judges the cooking masterpieces and awards prizes like a new BBQ grill, golf package, weekend getaway trip, etc.



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