

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.

We may not collect #tigerblood, but we know our donors & volunteers have fierce passion for doing good!
#RedCrossMonth

about 3 hours ago via TweetDeck
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#Winning... Charlie Sheen has become a goldmine for a number of reasons. You can't turn on TV without seeing him/someone talking about him or seeing a reference to one of his rants on Facebook or Twitter. Crazy? Or is he crazy like a fox? No matter what you think, the whole thing has become a whirlwind with a mind of its own. Even the Red Cross, a very stoic and highly regarded organization, picked up on Charlie Fever as seen by one of their "Tweets." The take away is what are you doing to be "in the moment" be it Charlie Sheen, pop culture, or an event that your market is talking about?



Stress Free Tax Weekend

One of our clients has been running a cool weekend promotion leading up to tax day. Their Stress Free Tax Weekend is where listeners have a chance to win a relaxing one-hour massage plus a gift certificate from a CPA firm to have them do their taxes. All those last minute filers have to do is listen and prepare to chill out while the accountants fill in!

Uncle Sam Day

Monday April 18th is the day your taxes are due. No this is not a typo...the deadline is being extended because Washington, D.C. will celebrate Emancipation Day on the 15th, thus pushing back the due date. So with that extra time, offer listeners an instant tax refund bonus throughout the workday that Monday. Solicit listeners to call in when they hear Uncle Sam say, "Time to pay up chump (cash register cha-ching)".

Spring Ahead

Daylight Savings Time begins Sunday March 10. Put together plans for special announcements reminding people of the time change. Remind the audience that the time change weekend is a good time to change batteries in smoke and carbon monoxide detectors. Contact your local fire fighters association who may have a giveaway program for new detectors and co-promote with them.



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