



KBTL Promotion Project

CD Giveaway Contest

On-Air CD Giveaway and Butler Grizzly Days Giveaway.

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EVENT DESCRIPTION

Contestants will call in to the radio station during a certain DJ's radio time at the sound of a track that was said to be the special track for the giveaway contest. The 10th caller will instantly win a CD of their choice from the giveaway pile. The CD's will likely come from labels who are looking for us to play their music on our radio station, so costs will be low for the CDs that are given away. The DJ who has chosen to have this giveaway during their shift will do this for five days in a row around the same time each day, therefore increasing the listening during that day-part, which will probably be a day-part that is low on listeners. The remaining CDs and other KBTL Butler Radio merchandise, such as bumper stickers, T-shirts, pens, etc., will be given away at a Spring Grizzly Days event. Future students will win these remaining items by answering a Butler related question. They will get to choose their own prize from the pile of giveaway items.

DEMOGRAPHICS

Demographics of the targeted market/participants are community college and high school students that are or will be attending Butler Community College to help raise awareness of Butler and the Mass Communications program available at Butler, including the student run radio station, Butler Radio KBTL. Therefore, the students will most likely be more interested in the communications department, or is very interested in attending Butler Community College.

RESOURCES REQUIRED

PERSONNEL

- Radio DJ that has a time during 5 day shifts allotted for the on-air giveaway contest.
- Students and mass communications teachers and dean to man the Grizzly Days booth to field questions about Butler and the mass communications department and hand out giveaway items to participants who answer questions correctly.

EQUIPMENT

- Functioning Radio Station for the on-air giveaway contest that is capable of taking calls from listeners.
- Table and chairs and mass communication decorations for the booth at Grizzly Days.

SUPPLIES

- Contest giveaway items:
 - 10-15 CDs
 - 10-15 KBTL Butler Radio T-Shirts
 - 100 KBTL Butler Radio pens/pencils
 - 100 KBTL Butler Radio notepads
 - 200 KBTL Butler Radio bumper stickers
 - 50 1GB KBTL Butler Radio thumb drives

TIMELINE

April 9-15, 2012: DJ's periodically announce upcoming contest and Grizzly Days giveaways that are coming up at the end of April.

April 16, 2012: DJ Holds first on-air radio call-in contest and gives away a CD. DJs continue to announce upcoming Grizzly Days giveaways that are coming up.

April 17, 2012: DJ Holds second on-air radio call-in contest and gives away a CD. DJs continue to announce upcoming Grizzly Days giveaways that are coming up.

April 18, 2012: DJ Holds third on-air radio call-in contest and gives away a CD. DJs continue to announce upcoming Grizzly Days giveaways that are coming up.

April 19, 2012: DJ Holds fourth on-air radio call-in contest and gives away a CD. DJs continue to announce upcoming Grizzly Days giveaways that are coming up.

April 20, 2012: DJ Holds fifth on-air radio call-in contest and gives away a CD. DJ closes on air contests and continues to announce Grizzly Days giveaways that are coming up.

April 25, 2012: Student DJs, mass communication/radio/TV teachers and Dean of the department of Fine Arts attend Grizzly Junior Days at BoA and give away half of the giveaway items.

April 26, 2012: Student DJs, mass communication/radio/TV teachers and Dean of the department of Fine Arts attend Grizzly Junior Days at BoE and give away half of the giveaway items.