



### ***Contesting...can cost you your job***

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8/11/08

(Happy Birthday Dad)

Most programmers call it the “icing on the birthday cake” that is a radio station. The “sizzle” that can turn P2's and P3's into P1's...at least for a ratings period. A well designed and executed promotion and contesting can be a programming weapon that helps you kill your competition.

But it can also kill your station, and your career. Can anyone remember *Hold your Wee for a Wii?*

Just this week Clear Channel/San Francisco's KYLD fired two staffers over a botched contest that promised breast enhancement from a certain "Dr. Sanders" referring to KFC fried chicken and other prizes. But...the winner didn't get the joke, complained and now the night jock and the program director are unemployed.

Your employees need to know your contest rules and why they are required by the FCC.

**PROTECT YOUR LICENSE**...start with general contest rules. Post them in your lobby and on your website. Run them on the air at least once a day...when people can hear them. Amend them for specific contests that may need special rules. Keep a file for each contest that includes the rules, all promotional copy (even saved audio), schedules of when it ran, prize specifics and a report of all contestants, entries and winner information. Anything that is directly related to the promotion should be archived in this file.

The FCC has rules governing what you are allowed to do concerning promotions and contesting. Contact the NAB (if you are a member) or your communications lawyer for FCC approved guidelines when dealing with contesting...it might just save your license, your employees, and ***your career***.

Bob is an expert in promotions and contesting...and how to keep out of trouble before they hit the air. Call him today at 706.358.9103.