

## *Grammy Promotion*

Once again, it's just about time to honor the years best music at the Grammy Awards. It seems only natural that radio should get their listeners involved and hold some sort of fun promotion. After all, you guys have played a large role in making our Grammy nominee's who they are.

Here's a few ideas:

\* Print up ballots that list off all categories and nominees. Tie in with a sponsor who will distribute these ballots from a point-of purchase display. Have listeners choose who they feel will win in each category, and send their ballots in to the station. Whoever chooses the most correct answer wins a prize. You could give away a full CD of each artist who wins to your lucky winner.

\*Hook up with a local sports bar to hold a "Q102 Grammy Night Party". Pre-qualify listeners what song/ artist that your played during the last hour has been nominated for this years " Song Of The Year" You could also ask about past Grammy recipients. This will cause listeners to tune in and listen closely to your station!

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