Understanding the Effort of Successful Radio

An Honors Thesis (HONORS 499)

By

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Abstract

This creative project combines several key elements that current successful radio stations and shows undergo to maximize their profits, increase listeners, and build a strong fan base: on-air work, promotions, sales, and web design. Major radio stations have many employees who diverge their effort into running each specific department. Station disc jockeys focus on the on-air responsibilities; marketing or promotional directors manage all promotional events and branding opportunities; account executives and managers are responsible for all advertising avenues; and webmasters are given the job of keeping an up-to-date and exciting website. Having had background in all four areas through work and school at Ball State, I decided to expand my current radio show duties on college radio WCRD 91.3 FM to include more on-air preparation, undergo a promotional campaign on the Ball State campus, sell show and segment sponsorship, and design and maintain a professional show website. The following portfolio is a collection of my work in each area. The on-air portion includes program schedules, audio segments, and show highlights. The promotional part features all of the flyers that were used in the campaign, pictures of Adam Adler Show t-shirts, and static stickers. Sales includes the sales materials used in my presentations and signed contracts from my three sponsors. The web area has several pages from the website and emails and guest book signings from show listeners. This creative project has taught me about the effort of successful radio stations and gave me invaluable real world experience.
Acknowledgements

There are many gracious individuals that I would like to thank for their effort, help, and/or just being an active fan of the show throughout the semester. First, I would like to thank my parents. It was very nice to know that some people out there in cyber world were willing to give part of their Thursday evenings to listen to my show with some form of regularity. I know that it was particularly hard for my mom to listen to the show instead of watching Survivor, but thanks.

To my brother Jon and my sister Lisa, thank you for being involved in the show. It was nice to have several more teams in the Crap Bowl and made it easier to do stupid contests with my listeners. I also want to thank the rest of my family and friends who occasionally listened in and called. I truly appreciate it.

I want to thank the new group, the Booty Connection. What started out as a joke, actually became something; thanks for the fun! I want to most importantly thank Queen Booty, better known as my fiancée Stephanie. Thanks for putting up with all the stupid things that I did and will continue to do, and thank you for your help on the show.

A big thank you goes to my roommate Matt Segal. Without you, I would have had far less gossip to talk about on air. Thanks for your idiocies.

Another thank you goes to my three sponsors of the Adam Adler Show: Pizza King, Puerto Vallarta, and King Gyro's. Thank you for your financial support.
The WCRD management and staff are excellent. All of your help in letting me do basically whatever I wanted to do was a big blessing. Thanks for participating in the show at times, as well.

Maybe the biggest supporter of the show, my co-host Hollywood Matt O' Connor, deserves a huge thank you. Thanks for providing an often obscene, but hilarious take about everything on the show. Thanks for always being there and helping me with everything from burning CDs to working on new ideas for the show. Thanks.

I want to thank my advisor Jim Culbertson. Your advice on this project and life in general has paid off for the best. Thanks for being very patient while I completed this project. Thanks for everything.

Finally, I really want to give a huge thank you to all of the various random listeners around the Ball State campus and beyond. Whenever I would think that no one is listening and no one cares outside of the people I know, there would always be someone new to call in, check out the website, or tell me on the street that I am doing a fantastic job. Thanks for your support.
Rationale

In the summer before my junior year, I decided that I needed to get involved with some campus organizations in order to take advantage of the resources that Ball State offers. In high school, my friends and I created a television show that became a major hit within the school. The show was a mock *Late Show with David Letterman* that focused on telling the school news; it was called *The Adam Adler Show*. With my decision to become more involved at college, I quickly knew the first place to start: college radio. I long had an interest in radio and it only made sense to finally take the step of doing my own show each week. Therefore, my friend Matt “Hollywood” O’Connor and I brought back a new version of *The Adam Adler Show*. Throughout the year, we did many fun episodes, but our lack of planning often created many dull moments. However, these low points did not seem to matter as there often only appeared to be about four or five people ever listening, and those listeners were only our family and friends.

When it came time to decide on what I wanted to do for my Senior Honors thesis, I knew that I wanted to work on a project that involved some of my interests. I wanted to work on a creative idea that could utilize talents that I gained from my experiences at Ball State. The most obvious place that allowed me the most freedom to expand my effort was my radio show. Although the show had been very fun to do, I knew that there was much room for improvement. I knew that if I took the extra time to plan the on-air features and music that the show would sound more professional and be more appealing to
listeners. I had also been disappointed in the number of listeners that tuned into my show during my junior year. I knew that if I underwent a serious promotional campaign targeted toward Ball State students, that show recognition would increase and hopefully cause an increase in listeners.

As a telecommunication major and marketing minor, I have gained many valuable experiences in promotions, sales, radio, and web. However, before this project, I had never undergone any serious projects that combined all of these elements and gave me serious real world experience. With this project, I knew that I would learn more detailed perspective about these four aspects of radio. My marketing campaign, although on a much smaller scale than major radio stations, showed me how to target campaigns to the specific audience that listens to the Adam Adler Show. I learned what is successful and what is a failure. The on-air preparation showed me how to better plan and execute for two hours of radio. The preparation made the show sound more professional and saved me from scrambling in the studio to finish work. I also gained invaluable knowledge of how radio contests work. My experience with scheduling guests helped me learn the finer details about how frustrating and rewarding producer’s jobs can be with dealing with celebrities and their agents. The website design and maintenance showed the importance that this new medium can be to inform, entertain, and interact with listeners. The sales experience helped teach me about the difficulties that account executives encounter trying to persuade businesses to advertise on their stations. However,
it also taught me how to better prepare to show the positives of the station to potential advertisers.

The most important lesson that I gained from all of these experiences is the time and diligence that each position requires. With this project, I hoped to learn about each position so that my range of experiences would be varied. I hoped to better appreciate what goes into successful radio stations. I was looking to gain an edge on other college students by having background in all of these areas. However, trying to run all of these positions to the best of my abilities and accomplish each position's goals was extremely difficult. This project showed that each position definitely requires at least one person and often many more to be responsible for each department to best achieve success.

After I graduate, I am hopeful that I can get a job in the radio business. With this project, I was able to better understand the four areas that I may one day work in and better appreciate these potential jobs. Most major radio stations prefer some level of experience in potential employees. When I interview in the future, I can show this project as true experience in each area. Only because of my efforts in my honors project will have as much real world radio experience as possible. The preparation and desire from this project taught me so much more than any research paper that I could have done. It is only through real world experience that I can learn and appreciate what major radio stations do in order to be successful.
Weekly Report

Date: 9/5/02

Highlights:
Guests: Several members of the Ball State comedy troupe Absolunacy stopped by to talk about their upcoming show.
Games: 1) Fat, Bald, or Dead - People try and stump each other by making the other person or team determine whether a famous person is fat, bald, or dead. - Absolunacy defeated the hosts.
2) Smashing Objects - Callers competed to make the most obnoxious noises by breaking something. - Kellie won a Pizza Hut lunch by breaking a pencil and banging some cans.
Other Unique Feature: Talked about the website www.menwholooklikekennyr groceries .com

Pre-show Promotional Work: Full sheet “Attention” signs and half-sheet “logo” signs were put up around campus, mostly around residence halls the week before. I also sent out emails to past listeners.

Post Show Reflection: The new season started out with a bang. Although I was unable to land Dustin Diamond, better known as Screech from Saved by the Bell, as a guest, Absolunacy came through with an excellent and very open performance. The show was very packed, and I actually had to eliminate a few things that I had planned. There were four callers who all called in to play Smashing Objects. Although we did make a few mistakes, I still believe the show showed improvement. Overall, the show was a success, and I believe the pre-show flyers helped bring in a few more listeners.

Date: 9/12/02

Highlights:
Game: Top O’Connor – A caller competes with Hollywood to be the first to correctly answer questions. – Steph lost, but convinced us to give her the Pizza King breadsticks by offering to make me dinner.
Other Unique Feature: In support of upcoming Ball State/Indiana State football game, Hollywood and I led the campus in our usual “BSU” chant that insures a BSU victory.

Pre-show Promotional Work: Group emails sent out to Ball State Honors College and Ball State Department of Telecommunications.

Post Show Reflection: The group emails helped the show’s website reach an all time day and weekly high for visits at 45 and 76 hits respectively. The continuing preparation for the show has paid off as there were very few mistakes made and the show had a much better flow as compared to last year. The new sponsorships that I made this week went very well and I believe that our mentions will pay off for their businesses.

Date: 9/19/02

Highlights:
Guest: As a result of a Grand Funk Railroad bailing out on our show, we interviewed Don Funk, alleged member of GFR's cover band Super Funk Monorail.

Game: Rhyme Time – A caller is challenged to rhyme 8 words and make an actual rhyme with 7 of them. - Naquetia won Pizza King breadsticks.

Other Unique Feature: The Booty Connection and the AA Crew are formed. These are female and male groups that support and/or defend the show.

Pre-show Promotional Work: Passed out half-sheet informational material at the Scramble Light and outside AJ and BC the day before the show.

Post Show Reflection: Unfortunately, Grand Funk Railroad decided that our show was not important enough for them and skipped us. Despite this fact, our fake interview with Don Funk went pretty well. This new idea for the Booty Connection and AA Crew seems to already have some interest as several people called in asking about it. The continuing promotional work has led to several people recognizing me in classes as the guy with the radio show, which I guess is good. It is also very nice having callers such as Naquetia who are not friends or family of mine call in.

Date: 9/26/02

Highlights:

Guests: Chatted with Charlie Daniels to talk about his upcoming show on campus. Matt Segal and Lisa Adler also stopped by the studio.

Game: Mission: Possible – a caller must complete four non-challenging assignments over the phone. – Jessica won Pizza King breadsticks by finishing all of the missions.

Other Unique Feature: Inducted Booty Connection members “In Progress,” “Moltar,” and “Tamara (Sister/Sister).”

Pre-show Promotional Work: None

Post Show Reflection: Not only did we get the opportunity to chat with Charlie Daniels over the phone, but also his publicist was nice enough to give Hollywood and I backstage tickets to his show. That seems like an excellent plus to the radio business. Charlie was excellent to speak with and did not mind our antics. The induction of several girls into the Booty Connection is a positive step in that it seems more and more people are becoming aware of the show. The only disappointment this week came from lack of participation from listeners to play the game.

Date: 10/3/02

Highlights:

Guests: Talked with psychic Jamaica Joe. He chatted with callers and answered their questions.

Game: Fat, Bald, or Dead, or Gay, or Segal – Same as before, but now including new categories gay and Segal. – Dan won Pizza King breadsticks by answering 8 of the 10 possible correctly.

Other Unique Features: Inducted Booty Connection member “Queen Booty.” Also “In Progress” brought in food for the hosts.
**Pre-show Promotional Work:** Debuted WCRD on-air promo. Played several times a week on WCRD.

**Post Show Reflection:** The addition of an on-air promo will hopefully give the show some more reach to our target audience. This way, other DJs can play the promo to spark interest in it. Board operators during sports programs will definitely play it and those tuning in for sports will hear about my show. There continues to be talk about the show within WCRD staff, as several have contacted me about plugs both on-air and over the web to help support their shows from my popular show; Dan, the guy who played the game today, is an example of that.

**Date:** 10/10/02

**Highlights:**
- Guest: Several members of Absolunacy came by to talk about their upcoming show and play tracks from their new CD. Also played Fat, Bald, or Dead with them. It ended up a tie.
- Game: I Can't Believe its Butter! – **Caller had to bring butter into the studio before the end of the show** – No one played, and therefore no one won Pizza King breadsticks.
- Other Unique Features: With the release of their new album, we had a Jurassic 5 Party, which included playing several songs from the new album.

**Pre-show Promotional Work:** Put up “Ol' Dirty Bastard” signs around campus and village areas.

**Post Show Reflection:** It is a good feeling to have some people such as Absolunacy come into the show and provide comic relief. Hollywood and I, as well as the main regulars who call in, usually have the same taste in humor, and it very nice to have Abso provide something different. However, for the first time all year, we were unable to find anyone to play the game. This is very disappointing because I feel that the show is being fairly heavily marketed. Perhaps the game did not seem exciting enough.

**Date:** 10/17/02

**Highlights:**
- Guests: The Adam Adler show band, Dick Dickerson, debuted their original song *Booty Connection* with a live in-studio performance. Also chatted with DJ Skadam, lead member of the band Project Rico and debuted their new song *Smoke Crack*.
- Game: What's the noise? – Hollywood and I made noises and a caller had to figure exactly what the noise is. – **Caller Adam won Pizza King breadsticks by correctly naming all three noises.**
- Other Unique Features: Hollywood and I led our audience in another “BSU” chant in honor of Homecoming. Also former Indianapolis Colts head coach gave the Ball State football team some words of encouragement. We also read and answered several letters that the show has received lately. *Booty Connection* member “In Progress” changed her name to “Playoffs” and brought food in for the hosts.
Pre-show Promotional Work: Put up half-sheet “breadstick” signs around campus, primarily around dorms.

Post Show Reflection: This week was a very big success. We had pretty large amount of callers, mostly all unknown to both Hollywood and I. We played the new song that we created for our own band and were lucky enough to have a person in a real band actually speak with, DJ Skadam, and debut his song. This was a very busy show, and I think that the promotional campaign is one of the main reasons. I talked to another manager at WCRD and he told me that he has been listening for a while and enjoys it because he says my show is the only one that actually sounds professional.

Date: 10/24/02
Highlights:
Guests: Jon Adler, Lisa Adler, Kyle King, and Playoffs all came by to play Crap Bowl II
Other Unique Features: Show focused around Crap Bowl II – The annual game where opposing players stand at opposite ends of the hallway outside the studio and proceed to throw a nerf ball at each other. I won this year’s six-team title by defeating Kyle King.

Pre-show Promotional Work: None

Post Show Reflection: With the popularity of Crap Bowl I, I knew that I had to bring back the game for this year. Almost the entire show was dedicated to the tournament. There was a good amount of preparation in planning today’s show and it all paid off, especially since I won the title.

Date: 10/31/02
Highlights:
Game: Boo to you, too! – *Callers competed to make the scariest noises over the phone.* – Kyle won the breadsticks with his impressive scare.
Other Unique Feature: In honor of Halloween, today’s show was focused around scary songs and funny Halloween music. We also compiled a list of monsters that we would like to see some day.

Pre-show Promotional Work: None

Post Show Reflection: Today’s show went very smoothly. I believe that with the completion of each show, the flow and professional feel continues to improve. I do not believe that today’s show was listened to as much as normally with the competition with Halloween. However, those who did listen were treated to an excellent show.

Date: 11/7/02
Highlights:
Guest: Sam Watts visited the show.
Game: The Game of Confusion – *A caller was challenged with a wide array of very odd and unusual tasks and questions.* – Jessica won the Pizza King breadsticks by finishing the game.
Other Unique Feature: We asked listeners to find out whom they voted for or if they voted at all in this year’s elections.

Pre-show Promotional Work: Made first batch of Adam Adler Show T-Shirts.

Post Show Reflection: The radio signal quality has started to get bad. The signal has always been weak, however, lately it is almost as if one cannot hear anything over the air. The only true way to listen is on the internet or on WCRH-TV in the dorms. This is a little frustrating with all the marketing that I am doing; however, I still feel that we are doing some excellent work lately.

Date: 11/14/02
Highlights:
Guests: Several members of the Booty Connection stopped by to do what we told them to do.
Game: Which is most like Segal – Two competitors try to guess which person, item, thing, or place most resembles our friend Matt Segal. – Emily won breadsticks by guessing correctly on 7 of the 10 categories, defeating Booty Connection member “Playoffs.”
Other Unique Features: Started compiling a list of possible names for the Pizza King mascot. Inducted new Booty Connection member, the “Provider.”
Pre-show Promotional Work: Put up Adam Adler Show static stickers around campus windows and on several fan cars.
Post Show Reflection: I put up quite a number of static stickers around campus windows. However, I failed to realize that they would be so quickly removed. I will to figure out something else to do with the stickers as these ones did little to market the show. There continues to be a steady flow of people to the Adam Adler Show website, approximately 20 to 35 visitors a week. Many appear to come from the WCRD website, but some link from search engines. Today’s show was good, but a little dull at moments.

Date: 11/21/02
Highlights:
Game: Top O’Connor. Hollywood defeated challenger Scott 3 to 2.
Other Unique Features: We continued the Name the Pizza King contest and decided on the name of Sir Waxilica. In anticipation of Thanksgiving, we played several Thanksgiving songs and shared funny stories of past family gatherings.
Pre-show Promotional Work: 2nd batch of t-shirts has been completed and passed out. “Balls” signs put up around campus, primarily around AJ and BC area.
Post Show Reflection: I just recently found out that due to legal reasons the station is no longer being broadcast over the internet. Combine this with the inability to pick up the show over the air and there is only one way of tuning in: WCRH-TV in the dorms. However, they do not broadcast our station 24/7. So, there may actually not be anyone listening. I pleaded with people to call in today and did not get any calls. It is very frustrating. Fortunately, Scott came in from the hallway to play Top O’Connor and several other people in the TCOM building stopped by; otherwise there would be no point to do the show.
Date: 12/5/02
Highlights:
Game: Rhyme Time. Jason was unable to correctly rhyme 7 of the 8 words.
Unique Show Feature: The 2nd Annual Adam Adler Awards, or the Addies were presented. Categories included “Best college radio show with Adam as a host,” “Scariest player in the history of the NBA,” and “Best voice that sounds like the Cookie Monster.”
Pre-show Promotional Work: “Finals” signs hung around Ball State campus, primarily around dorms and village areas. Also handed out static stickers in AJ.
Post Show Reflection: Today’s show was limited due to a girl’s basketball game. Unfortunately, I did not know about this until I showed up to do the show, which made me cancel many planned segments. However, for the 45 minutes of actual Adam Adler Show, we treated the audience to a pretty funny episode. Again, however, people can only tune in over the TV, which is very frustrating.

Date: 12/12/02
Highlights:
Game: Fat, Bald, Dead, Gay, or Segal. No callers played. Hollywood and I tied.
Unique Show Feature: Several Christmas songs were played in honor of the upcoming Holiday. We also shared our Christmas lists with the audience and some past disappointments in presents.
Pre-show Promotional Work: None
Post Show Reflection: Due to finals week, today’s show was shortened from two hours to one. The decision to cancel the second half though was very easy as there was literally no way to tune in to the show without over-the-air broadcast, no internet audio, and WCRH-TV did not put on our show. Therefore, our broadcast went out only to an audience of one, and he works as a manager in the WCRD studios. These recent inabilities to pick up the station have been very upsetting.
On-air

The Adam Adler Show ran on college radio WCRD 91.3 FM on Thursday evenings from 7 pm to 9 pm in the fall semester of 2002. WCRD is home to many different personalities and shows that feature a wide variety of music. Listeners can tune into the station on the web at www.wcrd.homestead.com and on television on campus on WCRH channel 57. Throughout the semester, I put together 14 episodes, only missing one due to Thanksgiving. The goal of the on-air portion was to produce a professional show that was entertaining. With all of my hard work, I believe that I achieved this goal.

On-air work is what makes the difference for good radio stations and bad ones. No matter how good all the other departments of a radio station are, the only way a radio station can succeed and maintain listenership is with excellent on-air work. This is no different for my show. The actual on-air portion of the radio show was the most important element to the success of my show. It involved the most work and planning of all the areas. Preparation for the show started many weeks before any show. Ideas ran through my head for topics, games, guests, and comedy bits often many months before I make the ideas reality. Often, many of these ideas never get used, but that helps make the best ideas come to the front. Planning for potential guests started as many as six months before the show that it would air; even that much planning did not help because many celebrities did not want to be on the show and a couple of other guests backed out at the last second. Each week, preparation for the two-hour show often included as much as six hours or more of work. Day of the show
work included making program schedules, which included deciding all the music, bed music, finalizing guest details, finding funny news stories, and finalizing contest ideas.

*The Adam Adler Show* can best be described as a combination of humorous talk and music: a combination of the *Bob and Tom Show* with music, Howard Stern without the nudity and obscene jokes, and the *Late Show with David Letterman* without the numerous celebrities. The show consists of several weekly features. Included in these are: King Gyro's Funny News (stories about funny people or things), the Crap Pick of the Week (bad music song), the Rumor Mill (rumors about celebrities), Dance Party USA (a song to dance to), and a weekly game. There were also many segments that appeared often including people talking smack, talking with a group called the Booty Connection and making them do things, a friend's semi-weekly sport report, and several others. The show was not all talk, but also featured at least eight songs a week that the hosts and the target audience enjoy including groups such as Outkast, Jurassic 5, Incubus, the Vines, and many more.

Highlights from the 14 episodes include an interview with the country music legend Charlie Daniels, playing several games with Ball State's comedy troupe Absolunacy, playing an *Adam Adler Show* original game called Crap Ball, and inducting six girls into the Booty Connection.

The following items are examples of program schedules. The included CD features highlights and segments from the show. For more information about what happened on-air, please refer to the Weekly Report section in the front.
Program Schedule

The Adam Adler Show – General Program Schedule

Date:___

The Puerto Vallarta Hour on The Adam Adler Show
7:00: Show intro – (Monologue)
7:05: Song ()
7:09: Segment
7:12: Song (Matt Pick)
7:15: Song (Audio Vault)
7:18: Segment
7:30: Station ID
7:31: Commercials/Promos
7:32: Song ()
7:36: King Gyro’s Funny News
7:42: Song ()
7:47: Crap Pick of the Week
7:52: Segment
7:56: Talk/End Puerto Vallarta Hour
7:59: Commercials/Promos
8:00: Station ID

The Pizza King Hour on The Adam Adler Show
8:01: Song (Matt Pick)
8:05: Pizza King Hour Intro/1st Hour Recap
8:09: Song ()
8:13: Segment
8:18: Commercials/Promos
8:19: Dance Party ()
8:22: Segment
8:26: Song (Audio Vault)
8:30: Rob with Sports
8:33: Commercials/Promos
8:34: Rumor Mill
8:40: Song ()
8:44: Song ()
8:48: Segment
8:53: Song ()
8:57: Show Close
9:00 Fade Song

Extra Songs:

Extra Segments:
- Callers/Smack
- Booty connection
The Adam Adler Show

Date: 9/19/02
The Puerto Vallarta Hour on The Adam Adler Show
7:00: Show intro –(Uh, where’s the chicken at?) Oi, Oi, Oi; New Burnt CD
7:05: Song (Dr. Dre – Still Dre) 2001: 23
7:09: Don Funk interview Various Oldies: 7
7:15: Song (Radiohead - Optimistic) Various Alternative: 12
7:19: Funny Song (Jimmy Fallon – Idiot Boyfriend) New Burnt CD
7:23: Rumor Mill NC Trip: 11
7:30: Station ID
7:31: Commercials/Promos
7:32: Song (Matt Pick)
7:36: King Gyro’s Funny News Various Oldies: 14
7:42: Song (The Strokes – Last Night) NC Trip: 10
7:47: Crap Pick Talk Michigan Trip: 6
7:52: Crap Pick of the Week (Justin Timberlake - ???) New Burnt CD
7:56: Talk/End PV Hour New Burnt CD
7:59: Commercials/Promos
8:00: Station ID
The Pizza King Hour on The Adam Adler Show
8:01: Song (Public Enemy – Give it up) Old Rap: 18
8:05: PK Hour Intro/Recap Electronic/Theme: 19
8:08: Song (Matt Pick)
8:12: Charlie Daniels interview first part
8:16: Song (Charlie Daniels – Uneasy Rider)
8:20: Charlie Daniels interview second part
8:24: Discuss CDB show and backstage Electronic/Theme: 4
8:29: Commercials/Promos
8:30: Song (Beatles – Eleanor Rigby) Beatles 1: 16
8:34: Rob Does Sports?? Michigan Trip: 5
8:39: Find someone willing to play Rhyme Time Same
8:40: Song (Cookie Monster Song) Jan Sndtrck: 1
8:43: Play Rhyme Time to win Breadsticks Michigan Trip: 13
8:48: Dance Party (Matt Pick)
8:53: Song (Common – There are Times) Assorted Mix: 18
8:57: Show Close Michigan Trip: 20
9:00 Fade Song

Extra Songs:
Chuck - My Dingaling; Various Oldies: 10
311 – I’ll be here awhile; NC Trip: 3

Extra Acts:
- Callers/Smack
- AA Show gang

FEATURES:
- Rhyme Time
  - 1. ex – Hi, bye
  - 2. Green
  - 3. Harry
  - 4. Hulk
  - 5. Hollywood
  - 6. Baleful
  - 7. Obtuse
  - 8. Xenophobia
9. Puerto

- King Gyro's Funny News
  - 1. The Ice Pick Chaser himself, Juvenile, is back at again. This time, in a fight with his barber. According to the report Juvenile accused his barber of selling bootlegged copies of his music. So, Juve and several of his associates attacked him and beat him down. If that wasn't enough, he also took $200 from the barber, as he lay there unconscious.
  - 2. Wanna play professional dodge ball? Move to San Francisco. That's right, 2 pro leagues, the SF Bombardment Society and the S.F. Blood Warriors have begun play. According to one organizer, the game "is a nice way of pegging people in the face (with the soft rubber ball) and getting away with it."
  - 3. Cambridge University - researches are training dogs to screen patients for prostate and lung cancers by detecting distinct smells of tumors in patients' breath. Supposedly, an 87% success rate comes with this technique.

- Segal News of the Week:

- Rumor Mill
  - 1. News from Marvel Comic Movies – The Incredible Hulk news grows. Josh Lucas, who will play Major Glenn Talbot, said that the movie would be like no other comic movie seen before. Hulk will be completely computer-animated. Lucas promises that it will be a dark psychodrama. The movie will include Hulk Dogs. The movie is due out next summer.
  - 2. Kelly Ripa, from Regis and Kelly fame is pregnant, again. But, this time, it may be to keep her husband from leaving her. Allegedly, she flew half way around the world to tell him the news and plead for him to return. It supposedly worked...they are back together.
  - 3. Snoop Dogg, whose 6th album is due out shortly, titled Paid The Cost to be de Boss. On the album Snoop slams former boss Suge Knight, saying "A lot of n—as should have said it/ F— 'em, but I'm gonna say it for'em/ Stop it, pop it, rewind it and play it for'em/ Suge Knight's a bitch and that's on my life/ Your rappers and artists tell'em shut it up/ 'Cause I'll f— every last one of them up/ Especially Kurupt/ See that's my lil' homeboy, so he knows what's up."
  - 4. Billy Joel is lonely. So, what's he doing? He is moving to Manhattan to find love. Want to hook up with a Rock and Roll Hall of Famer? Go there. "You can't go home with the Rock and Roll Hall of Fame” Joel proclaimed. Also said, "you don't have children with the Rock and Roll Hall of Fame.” Somebody please help this lost cause.

Don't forget to mention:

- Pizza King, King Gyro's and Puerto Vallarta
- Thank Charlie Daniels
The Adam Adler Show

Date: 11-7-02
The Puerto Vallarta Hour on The Adam Adler Show
7:00: Show intro—(Uh, which way’s up?) Oi, Oi, Oi; NC Trip: 4
7:05: Song (Outkast – Wheelz of Steel) ATLiens: 4
7:09: Get someone to play The Game of Confusion NC Trip: 11
7:12: Song (Matt Pick)
7:15: Song (Audio Vault)
7:18: Play the Game of Confusion NC Trip: 2
7:26: Song (Radiohead – I Might be wrong) Various Alternative: 17
7:29: Station ID
7:30: Commercials/Promos
7:31: Song (Homer – Beer) NC Trip: 13
7:32: King Gyro’s Funny News Dance/Jazz: 14
7:39: Song (Lenny Kravitz – Are you gonna go my way) Various Alternative: 19
7:42: Song (Audio Vault)
7:46: Crap Pick of the Week (Mary J. Blige – Days of our lives?) Steph: 16
7:49: Segment Better Living: 2
7:53: Song (Run DMC – Its like that) Old Rap: 6
7:56: Talk/End PV Hour Fat of the land: 6
7:59: Commercials/Promos
8:00: Station ID
The Pizza King Hour on The Adam Adler Show
8:01: Song (Jurassic 5 – What’s Golden) Power: 8
8:05: PK Hour Intro/Recap Fat of the land: 8
8:10: Song (Matt Pick)
8:15: Rumor Mill Dance/Jazz: 10
8:23: Song (Audio Vault)
8:26: Whom did you vote for? NC Trip: 9
8:33: Commercials/Promos
8:34: Dance Party (Terminator Techno) Dance: 13
8:38: Song (Audio Vault)
8:42: Song (Michael Jackson – Billie Jean) Dance: 8
8:46: More Whom did you vote for? NC Trip: 12
8:53: Song (Beastie Boys - Eggman) Paul: 4
8:57: Show Close Better Living: 3
9:00 Fade Song

Extra Acts:
• Callers/Smack
• Booty connection

FEATURES:
• King Gyro’s Funny News
  o 1. Canadians sure are stupid. A Canadian father is suing the New Brunswick Amateur Hockey Association after his 16-year-old son failed to win the league’s most valuable player award. Michael Croteau is seeking about $200,000 in psychological and punitive damages from the association. He also demands that the MVP trophy be taken from the winner and given to his son, Steven. He claims that since Steven won the scoring title, that he should be the MVP. This has all lead to his son’s loss of the desire to play hockey. Boo hoo!
  o 2. Are people really this dumb? In Adamsville, OH, A man accidentally killed his 14-year-old son with a crossbow when he mistook the boy for a deer. In Coraopolis, PA, a man accidentally shot his adult son with his Father’s Day handgun, which the son had loaded before gift-wrapping. In Sweeny, TX, child welfare officials took an 8-year-old boy away after his stepfather shamelessly admitted that he had used a stun gun on the boy for being late for school. And to prove this happens right here in
Muncie, a man accidentally fired his hunting bow, driving an arrow into the skull of his 11-year-old daughter. Somehow, she survived.

- Cherise Mosley, 19, filed a lawsuit against the Aaron Family Planning Clinic in Houston recently seeking damages for the abortion it performed on her two years earlier when she was a minor.
- Mosley admits that she produced a false ID card at that time, showing that she was over 18, for the express purpose of receiving the abortion without having her parents notified. Now, Mosley apparently regrets the abortion and claims the clinic should have detected that her ID was false and thus notified her parents, who, Mosley believes, would have talked her out of the abortion. Oh, so its never ones own stupidity.

- 4. Finally, in separate cases, it proves that you can be sick and perverted and still get away with it.
  - Toronto prosecutors dropped the public nudity charges against 7 men who marched naked in a Gay Pride parade, concluding that it would be impossible to convict them, in that they were wearing shoes.
  - And the Washington state Supreme Court dismissed voyeurism charges against two men who had been convicted of shooting "upskirt" photos of women in public, concluding that the state peeping-tom statute applies only to victims who have an "expectation of privacy" because they are in secluded places.

- Segal News of the Week:
  - 1. No brain thoughts about things
  - 2. An incident about me going to Valpo
  - 3. No interests

- Rumor Mill
  - 1. Just how dirty is she? Christina Aguilera admitted that she recently slept with her first white guy. She said that the experience was not overly enjoyable. Who was the white guy that Christina hardly noticed? That's right... Matt Segal! Now that's DIRTY!
  - 2. Julia Roberts' brother, and semi-celebrity with fame in several movies, Eric Roberts insulted several gays recently at a gym. The "Less Than Perfect" star's behavior was less than perfect when he spewed anti-gay slurs at a member of his Hollywood gym. The gay patron says "It started when Eric and I both went to work out on the biceps machine. I was about to use it but Eric had the pin that's used to adjust the weight. He glared at me and said, 'If you had been paying attention you would have seen that I had the pin, fag boy.' It was completely out of nowhere - he just went off on me. Then he kept saying it over and over - he must have called me 'fag boy' at least 12 times."
  - 3. Well, if you are a stupid girl, then you'll like this. Oscar-winning director Steven Soderbergh is busy at work trying to keep George Clooney's bare ass in his newest film, Solaris. Because the movie shows his bare ass, it received an unfriendly "R" rating, as opposed to the preferred "PG-13." But, the director is trying to edit it so that his bare ass stays, and they get it to become "PG-13." So, be ready to check out his bare ass.
  - 4. Bobby "Ain't Nobody Humping Around" Brown is back in jail. He was pulled over in Atlanta for speeding, and was found to be in possession of marijuana, and could not provide proof of license or insurance. He was also found in violation of a previous warrant where the exact same thing happened. Brown skipped his hearing, and now he must wait for Whitney Houston to break the glass with beautiful singing.

- The Game of Confusion
  - 1. Race the clock
  - 2. What's the difference?
  - 3. The Wheel of Changes
  - 4. Time for evaluation/Choices
  - 5. Could you possibly be any dumber?
  - 6. Recycle, reuse, or destroy
    - Always ask which way on the board, and which level challenge 1, 2, or 3?
    - No matter what, they end up on the square with the pizza king breadsticks.

- Who did you vote for?
  - Ideas:
    - Chewbacca
    - Kermit the Frog
    - Andrew W. K.
    - Einstein
    - Bond, James Bond
    - Chris Elliot
    - Cookie Monster, aka Dikembe Mutombo
    - Etc.

Don't forget to mention:
- Pizza King, King Gyro's and Puerto Vallarta
- Top O'Connor and the Name the King Contest are next week
- Mention website and email
- Join Booty and AA Crew
Promotional

Marketing and promotional departments for most radio stations are essential elements to success. Major radio stations undergo both branding opportunities for their station and particular disc jockeys and shows. In major markets, radio stations run many contests and other events to bring name recognition to the station, and also use other advertising mediums, such as billboards, television commercials, and street crews to raise awareness about the station. In order for my show to become more recognized, I underwent a promotional campaign that targeted Ball State students.

Work on the promotional campaign was very time consuming and demanding. The goal was to attract more listeners to the show through signs, t-shirts, stickers, and other branding opportunities. As a result of my work, I feel that it was very successful. Every week, I was complimented or told something by people that related to how they knew who I was due to my signs around campus. I also received a major increase in callers and as a result, I believe we received an increase in show listeners.

The first step in the promotional campaign was to design a logo that represented the show’s personality. After some research online, I found a very simple guy that I thought was funny. I made a few small changes to his appearance and then added the name “The Adam Adler Show” to the side. The next step was the come up with a slogan that was very easy to remember, but also represented what the show was about. After deliberating about many
possibilities, I went back to my first idea, “Listen. Don’t be a dork!” I felt the slogan says exactly what I want people to do, and it is very easy to remember.

The main part of the promotional campaign for the Adam Adler Show consisted mostly of flyers and signs up around campus. Each sign used the show logo and slogan to maintain branding consistency. Since the target market for the radio show is the college males, the most appropriate place to promote the show was directly on the Ball State campus. Signs were hung around the University Green, down in the Village, close to the Ball Communications building, near residence halls, and just about every place students were. Typically, I put up approximately 200 flyers around Ball State each time. The first signs were intended to inform students about the show, time, and date. Each sign thereafter included a little more humor than the last to help people remember it.

Other elements in the promotional campaign included an on-air promo that was played on WCRD during other days and shows, emails to Ball State Honors program students and BSU telecommunications students, show t-shirts, and static stickers. Each part continued to use the logo and slogan to maintain the effectiveness and consistency.

The following pages include all of the flyers that were used in the campaign, pictures of several of the t-shirts, and the static stickers. The show promo can be found on the CD. For more information about when certain elements of the campaign were used, please refer to the Weekly Report section.
Listen. Don't be a dork!
Attention:

WCRD 91.3 FM Presents...

The Adam Adler Show

Coming this fall, starting Sept. 5th at 7 pm.
The Adam Adler Show

For more info, visit: www.geocities.com/adamadlershow

Listen. Don't be a dork!
The Adam Adler Show

Listen. Don't be a dork!

Thursdays at 7 pm this fall on WCRD 91.3 FM
Information:
Thursdays from 7 pm to 9 pm on WCRD 91.3 FM.
Online Audio stream available at www.wcrd.homestead.com

What to Find?:
The show is two hours of non-stop hilarious fun packed with music, comedy, news, and celebrity guests.
Plus, always so much more!
Listen. Don't be a dork!
OL' DIRTY BASTARD says,

"Wu-tang is for the children, and The Adam Adler Show is for the babies!"

The Adam Adler Show
Thursdays 7-9 pm on WCRD 91.3 FM

Listen. Don’t be a dork!
Listen to the Adam Adler Show to find out how Thursdays 7-9 pm on WCRD 91.3 FM

Listen. Don’t be a dork!
Do you suffer from Dementia, Phronemophobia, Gum Disease, or OLD BALLS?

Then, maybe we can help.

Listen to the Adam Adler Show every Thursday at 7 pm on 91.3 FM to bring some joy into your life.

The Adam Adler Show

Listen. Don’t be a dork!
FINALS got you down?
Then relax by listening to your friendly radio.

Listen to the Adam Adler Show. WCRD 91.3 FM
Thursday. 7 pm.

It’s easy and doesn’t require any work.

The Adam Adler Show
Listen. Don’t be a dork!
Emails

To Past Fans:

The Adam Adler Show is back. Catch it every Thursday from 7-9 pm this fall on WCRD 91.3 FM in the Muncie area or Ch. 57 WCRH-TV in the Ball State dorms. Outside Muncie, listen online at www.wcrd.homestead.com. Call, listen, participate, shout out loud, whatever. Just do your part for the show. Spread the word. Pass this email onward!

Listen. Don't be a dork!

Thank you,
Adam Adler,
Host, The Adam Adler Show

To Honors Students:

Be sure to listen to The Adam Adler Show on WCRD 91.3 FM Thursdays this fall. The show is part of Adam's Senior Honors Project, so make sure to listen and call in to the show. You can listen on 91.3 on the fm dial, often on Ch. 57 WCRH-TV in the dorms, and online at www.wcrd.homestead.com. Visit the show's website at www.geocities.com/adamadlershow.

Listen. Don't be a dork!

To TCOM Students:

Check out the Adam Adler Show on WCRD 91.3 FM! It airs every Thursday from 7 pm to 9 pm. Check out the show's website at www.geocities.com/adamadlershow.

Listen. Don’t be a dork!
T-shirts
The Static Stickers

Don't be a dork!

Listen. Don't be a dork!

The Adam Adler Show

WCRD 91.3 FM

Thursdays 7:00 to 9:00 PM

Listen. Don't be a dork!

The Adam Adler Show

WCRD 91.3 FM

Listen. Don't be a dork!

Thursdays 7 to 9 PM
Sales

Perhaps the biggest area in which practical, real life experience was needed for myself is in the area of sales. Although I have experience in sales through six classes that I have taken in college in both the telecommunications and marketing departments, I feel that I did not have enough real experience. Sales is also the area that I most want to work in the future. Therefore, making more real calls out on the streets was very important to me.

Sales is the real lifeblood for any successful radio station. Advertising is the only real way that radio stations can make money, and WCRD also relies on advertising dollars to help support the station. For the project, I decided that it was important to raise some funds to give the show a small budget for future expenses. The most important element to sell was hour length sponsorships. On top of this, I also attempted to sell segment sponsorships and 30 and 60 second commercials.

In order to make sales for the radio show, I had to go out to local businesses and persuade them about the benefits of advertising on my show. I went to about thirty local businesses around Muncie making cold calls to discover their needs. After talking with several of these businesses, about five businesses seemed very interested, and I went back to them with a sales presentation. Pizza King and Puerto Vallarta both purchased hour length sponsorships for the entire semester. King Gyro’s agreed to sponsor the Funny News segment of the show.
Sponsorship rates for my show were very inexpensive. After chatting with the Sales Director for WCRD, we agreed that a $40 fee for an hour-length semester long sponsorship was adequate. After that, I decided reasonable rates for all of the other segments, and I went with the standard rates that WCRD uses of $3 for 30-second commercials and $5 for 60-second commercials.

After agreeing to the sponsorships, I continued to work with Pizza King and Puerto Vallarta for anything that they wanted to do. Pizza King wanted me to do the Name the Pizza King contest and encouraged me to use their normal radio spots in unusual ways. Pizza King also contributed free bread stick coupons that I could use to giveaway with games for the show. Puerto Vallarta agreed to display all of my signs in their restaurants and had a couple of employees call in to talk on-air.

Sales was a very hard experience, even with very low rates. Many businesses did not want to take any time to speak with me and many did not feel that my show would be beneficial to their business. I was unable to land any commercial deals, but did help in the station’s eventual landing of several accounts later on in the semester that did air on my show.

The following collection of information are the sales materials that I used in my presentations to businesses and the signed contracts that I got from Pizza King, Puerto Vallarta, and King Gyro’s.
The Adam Adler Show

on

WCRD 91.3 FM

Sales Proposal
**Show Information**

- *The Adam Adler Show* is a two-hour radio program that broadcasts every Thursday from 7 pm to 9 pm on WCRD 91.3 FM
- Honor Telecommunication major Adam Adler hosts the show
- The two hours are filled with a wide variety of music, comedy, funny news stories, local and national guests, and plenty of listener calls
- The show is a part of Adam Adler’s Senior Honors Thesis. Included in the project are...
  - Campus Promotional Campaign: Flyers, on-air promos, t-shirts, and several other branding opportunities
  - An Adam Adler Show Website: Up-to-date website with features, highlights, links, and photos from the show
  - Thorough work to make the most professional radio program possible: included are booking guests, games/contests, sketches, music, weekly program schedule, and other show-related pieces
  - Finally, a sales campaign: commercials and sponsorship will be sold for the two hour program to local businesses

**Station Information**

- WCRD is Ball State University’s student-run radio station that broadcasts under the frequency of 91.3 on the FM dial
- The station broadcasts 24 hours a day, seven days a week
- Listeners can also find the station broadcast on WCRH, BSU’s student run-television station, and audio streams online at [www.wcrd.homestead.com](http://www.wcrd.homestead.com)
- WCRD is an excellent method to reach the Ball State community.
Adam Adler Show Advertisement Opportunities

Hour Length Sponsorship:
- Business will sponsor one hour of the show
- Approximately 5-8 mentions during the one hour of sponsorship
- Official title will say, "The (Business Name) Hour on The Adam Adler Show"
- A minimum of once per show will include the location, slogan, etc.
- Another mention will be given at the end of the two hour show

Segment Sponsorship:
- Business will sponsor actual segment on the show
- Approximately 2-3 mentions per show
- Official title will say, "The (Business Name) Segment Title or the Segment Title sponsored by (Business Name)"
  - Ex: The Happy Company Crap Pick of the Week
  - Ex: Funny News sponsored by The Happy Company
- Occasional mentions of business location, slogan, etc.
- Another mention of business at the end of the two hour show

:30 second or 1:00 Minute Commercials:
- Business will have :30 or :60 second commercial on-air during show
- Commercial will be written by sales rep, business or another WCRD employee
The Adam Adler Show on WCRD 91.3 FM
Sponsorship and Advertising Contract

Legal Name of Business: ____________________________________________
Address of Business: ______________________________________________
Phone Number: ___________________ Date: ________________

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<td>Other Trade</td>
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Subtotal: __________________

Customer's Name (Please Print): ________________________________
Customer's Signature: _________________________________________
Sales Rep Name: Adam Adler
Sales Rep Information: 2100 N. Oakwood Ave. Apt. 2B
                      Muncie, IN 47304
                      (765) 284-6870
The Adam Adler Show on WCRD-FM
Sponsorship and Advertising Contract

Legal Name of Business: Pizza King
Address of Business: 4111 N. Wheeling
Phone Number: (765) 284-3321 Date: 9/9/02

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Subtotal: __________

Customer's Name (Please Print): Bret E. Prather
Customer's Signature: __________

Sales Rep Name: Adam Adler
Sales Rep Information: 2100 N. Oakwood Ave. Apt. 2B
Muncie, IN 47304
(765) 284-6870
The Adam Adler Show on WCRD-FM
Sponsorship and Advertising Contract

Legal Name of Business: Puerto Vallarta
Address of Business: 3505 N Wheeling Ave. Muncie IN 47304
Phone Number: (765) 282-81-91 Date: 09-04-02

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<td>Pizza Giveaway</td>
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Subtotal: $40.00

Customer's Name (Please Print): Dorel Oate
Customer's Signature: Dorel Oate

Sales Rep Name: Adam Adler
Sales Rep Information: 2100 N. Oakwood Ave. Apt. 2B
Muncie, IN 47304
(765) 284-6870
### The Adam Adler Show on WCRD-FM

**Sponsorship and Advertising Contract**

<table>
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<tr>
<td>Other Trade</td>
<td>Trade</td>
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</tbody>
</table>

Subtotal: $10.00

**Legal Name of Business:** King Nyro's

**Address of Business:** 1313 West University

**Phone Number:** 765 741 8384

**Date:** 9-4-2002

**Options**

- Hour #2 Sponsorship: $40.00
- Smack-off Sponsorship: $10.00
- Crap Pick of the Week: $15.00
- Funny News Sponsorship: $10.00
- Dance Party Sponsorship: $3.00
- Rumor Mill Sponsorship: $5.00
- :30 Advertisement: $3.00/per
- :60 Advertisement: $5.00/per
- Pizza Giveaway: Trade
- Other Trade: Trade

**Subtotal:** $10.00

**Customer's Name (Please Print):** Hope Gonzales

**Customer's Signature:** Hope Gonzales

**Sales Rep Name:** Adam Adler

**Sales Rep Information:** 2100 N. Oakwood Ave. Apt. 2B

Muncie, IN 47304

(765) 284-6870
The newest element that radio stations are using to raise awareness and give listeners a chance to tune into the station is the internet. Station websites allow fans the opportunity to interact with other listeners and often email their favorite disc jockeys. Many stations even allow people to pick out music for the station via online voting or requests. Radio stations highlight show features and other events on their websites. The web has become an essential aspect for any business, not even radio stations, to help people learn more about it.

Over the past four years, I have had several experiences designing and maintaining websites, including being the Webmaster for WCRD. I felt that it was very important to make a website that represented the show and allowed fans the opportunity to gain a better understanding 24 hours a day, seven days a week. I believe that the internet is the best equalizer in terms of professionalism for many not-for-profits organizations such as WCRD. Generally, when someone tunes into college radio, it is fairly obvious in the terms of professionalism, music, production value, and commercials that it is not on par with commercial stations. However, over the internet, college radio stations can gain a huge advantage that some radio stations are just now trying to compete with. Any college station can design a website and have just as many visitors to it as any other station. Often these websites are better designed and utilized than major stations. With my show's website, I wanted fans to have the opportunity to read about the hosts, features, get the latest news, and interact with me.
The Adam Adler Show website was designed to be professional, but maintain the feel of the promotional campaign and the show in general. I tried to create a site that was easy to use, but contained a lot of updated information. In the day(s) leading up to each show, I would update the notes page about what this week's show would be about. After the show, I updated all of the weekly show features, including music, show segments, show recap page, and often some other new ideas. The website also included all the show information, such as day and time of show and how to tune in. It featured ways for viewers to interact with me, via the guest book and email. I promoted the show via use of emails, links on the WCRD web page, and mentions on air and on flyers. All of my work caused as many as 45 people to view the show in one day.

The following information contain actual pages from the website. To see more, please visit the actual website at: www.geocities.com/adamadlershow.
The semester is winding down, but the fun doesn’t. Only a few more great episodes left in 2002. But, its even better knowing that we are the November Show of the Month at WCRD. Who rules? We rule! Find out all the latest info at the NOTES page. Keep listening to us. Listen. Don’t be a dork!

Hey, welcome to the official site of the only quality radio program in the history of radio. Hell, the only thing in the history of the world worth paying attention to. The Adam Adler Show! I, the host that with the balls to be a huge jerk to everyone, bring you as close as possible in 2 hours to actually being us. Along with my trusty sidekick, Hollywood Matt O’Connor, and the largest Jew in North America, Matt Segal, we bring you non-stop fun. Look for big-time guests, songs that the hosts enjoy, and non-stop hilarious fun! See what you are missing if you don’t tune in?

Show Stuff: (Always click Notes for the latest updates on upcoming shows)
12-04-02: The WCRD Management team has announced this show the November Show of the Month. Now, we truly are the best that Ball State has to offer.
11-10-02: Order your official Adam Adler Show T-Shirt! Act now, while the host still has the money to hand them out! Click here for more.
11-10-02: Order your official Adam Adler Show stickers! Click here for more.
11-1-02: Dick Dickerson now has their own website. Click her for more.
11-1-02: Join the Booty Connection or the AA Crew. Click here for more.

Show Info:
Every Thursday night, when school is in session.
7 pm to 9 pm on WCRD-FM.

Words of Wisdom:
“Treat yourself the way you would want others to treat you!”
-Adam Adler

Email the show at adamadlershow@hotmail.com

http://geocities.com/adamadlershow/
The Adam Adler show is the most amazing two hours of radio programming. The Show broadcasts live from the spacious studios of WCRD 91.3 FM in the Ball Communications Building in the heart of the Ball State campus. Listen. Don't be a dork!

Show Details:
Every Thursday, when school is in session, from 7 to 9 pm.
Listen live on WCRD 91.3 in the Muncie area
Audio stream available on www.wcrd.homestead.com
Audio broadcast may be heard on WCRH-TV in the dorms
Adam Adler and Matt O'Conner are the hosts
Find out more about these two by clicking here.
Find out more about show features by clicking here.

Check the Links
Aren't you lucky? You just found the part where the latest Adam Adler Show news can be found. Don't forget to check out the pics and our archive sections!

Latest News:
Well, the year is almost over. One more show to go. We will keep it short and simple. We will pay a little homage to Christmas. We will play our favorite game, Fat, bald, dead, or gay, or Segal. I don't think it will last more than 45 minutes. So, join us for our short last episode. Listen. Don't be a dork!

Want to join the Booty Connection or the AA Crew?

Crap Bowl Tournament Fall 2002 has come and gone. But, there will be another some day!

Check out the Pics Check out the Archives

The Adam Adler Show is home to only quality music. Well, except for the Crap Pick of the Week. Missed a song title or something? Find it here. Want more information on the greatest band in the world Dick Dickerson? Find it here. Wanna help pick a song each week? Do it here.

This Week's Play List:
Lenny Kravitz - Are you gonna go my way
Jimmy Fallon - Idiot Boyfriend
Pink Floyd - Education
Moby - Porcelain
Ohio Players - Jive Turkey
OutKast - BOB

Request Music:
Please request music that is cool. I am always looking for cool, new music, so let me know what you have. Email me at AdamAdlerShow@hotmail.com

Listen. Don't be a dork!
What happens in each show?
Good question, cause I don't really know. But, there are several things that we tend to do every week, it seems. But, this I can tell you, The Adam Adler Show is the tightest packed two hours is radio history.

Weekly Features:
- Bushdong Update
- King Gyro's Funny News
- Smack-off
- Segal's Corner

Steph's Recipes
- Crap Pick of the Week
- Dance Party USA
- Rumor Mill

Things to Check out:
- Dancing Banana singing a Peanut Butter and Jelly song
- Some crazy guy who likes his oral irrigator too much
- www.menwholooklikekennyrogers.com--Says it all!
- Project Rico--Very good music group!
- Dick Dickerson--Great improv band!
- WCRD Web--The station that I run

Listen.
Don't be a dork!

Main Pages:
- About - Show details and basic information
- Notes - Latest show information
- Music - Last week's music
- Features - Quick links for all the show features and other things to check out
- Contact Us - Gives easy guide to contact us
- T-shirts - Order your official Adam Adler Show shirt
- Stickers - Order your official Adam Adler Show window decals

Pages Under these Main Pages:
About:
- Hosts - Gives in-depth information about the hosts
- Links - Other sites to check out that we recommend

Notes:
- Booty Connection and AA Crew - 2 crews that you could join
- Crap Bowl II - The greatest sport ever invented
- Pictures - Show pics (Not currently up)
- Archive - Show history

Music:
- Crap Pick - Last week's Crap Pick of the Week
- Dick Dickerson - Link to the Greatest Band in the World

Features:
- Bushdong Update - Focused on our hero, Scott Bushong
- King Gyro's Funny News - Latest Funny News
- Smack-Off - Your chance to talk smack
- Segal's Corner - Latest dumb thing Segal has done
- Steph's Recipes - Her recipes for meals she makes me
- Crap Pick - See Above
- Dance Party USA - Last week's Dance Party song
- Rumor Mill - Last week's Rumor Mill

Contact Us:
None

Hosts:

Adam Adler

Adam Adler is the true genius behind the show. Often described as a combination of Jerry Seinfeld and Tom Green, Adam does it all. The show has been around for many years, and in a totally different format and media. It all started in high school when Adam and his friends Rob Laycock and Eric Lerch starred in the TV version of the Adam Adler Show. Their hilarious antics included a famous game of PIG (which Adam won) and making fun of the assistant principal. However, after only a few short episodes, the show stopped airing due to laziness. But, the show brought a huge amount of stardom for Adam and his friends. So much, that he was forced back to do the radio version for you! So you better listen.

Information:
Hometown: Brownsburg, IN
Birthday: 4/20/81
Major: TCOM
Availability: With this amazing girl, as long as she keeps making me dinner every night!
Foods: Pizza, Mexican, Coors Light, Killians, Sam Adams, etc.
TV Shows: Simpsons, Seinfeld, Insomniac w/ Dave Atell, Conan, SportsCenter

Matt O'Connor is the world's greatest side-kick. Without his help and his off-the-wall and disgusting humor, the show would be very boring for the host to do. He is best described as a cross between Whoopi and Rosie; I think you can figure out why. At the beginning of the semester, when Adam decided to get the show, Matt was brought in to be Adam's Ed McMahon, Andy Richter, or the new Rob Laycock. He has since evolved the position into something more like a cross between Chick McGee and Artie Lange, mixing sick humor, funny news, and so much more. Captain of the Ireland O'Coonors, he lead them to the first ever Crap Bowl Title!
Music: Outkast, Wu-Tang, Beastie Boys, Roots, J5
Movies: Godfather, Usual Suspects, Hoosiers, The Big Lebowski, BASEketball, Office Space
Hobbies: yelling things, being a jerk to people, watching TV, playing sports
Future: Eat the world's largest sandwich!

Information:
Hometown: Trailer Park, IN
Birthday: 2/13/81
Major: Birth Control and Poop
Availability: His motto for the year is "booty, booty, booty" if that tells you anything.
Foods: hot pockets, breakfast burritos, shakes, Budweiser, Heineken Dark
TV Shows: Space Ghost, Colts games, Anything as long as it isn't CMT or Lifetime
Music: Led Zeppelin, Jimi, Incubus, Anything as long as it isn't Nelly or Kelly
Movies: Jurassic Park 2, Caddyshack 2, MIB 2, Cory Romano 2 (in production)
Hobbies: Dumping, Cutting my own hair, Growing cool mustaches
Future: Wear a giant diaper and have my wife bathe and change me when I make dookie

Listen.
Don't be a dork!

http://www.geocities.com/adamadlershow hosts.html
03/17/2003
Guestbook and Emails

First Name:  Adam Adler
URL:  dont have one
Comments:  my name is adam adler too - but i live in england and i'm not a t*** like you.

First Name:  in progress
URL:  
Comments:  hollywood is the biggest bad ass guitar playa in the world!!!

First Name:  Queen Booty
URL:  
Comments:  Sorry I havent been listening to the show, Im sure it is just great! See you guys next semester!

First Name:  Julie
URL:  jewilliams2@bsu.edu
Comments:  Hey! I just wanted to let you know that there's more people out there listening to you. You guys are funny!

First Name:  jess
URL:  
Comments:  this show sucks! no one should listen to it. matt and adam are the two biggest jerks ever!!

First Name:  Rob
URL:  
Comments:  You can be blind, but still be a great guy.

First Name:  Jess
URL:  
Comments:  Adam all i have to say to you is skate or die man!

First Name:  Dwight Freeney
URL:  http://www.colts.com
Comments:  Go Pacers, Fire Isaiah!

First Name:  Dirk
URL:  www.segalrules.com
Comments:  I think that Matt Segal kid should be hosting the show. That Adam kid has zero talent and that o'cooner sucks more

First Name:  Jess
URL:  none
Comments:  This is my favorite show in the whole world! Even if it is so stupid that only like 5 people listen to it and Adam and Matt are mean to these 5 people...including Adams Girlfriend and I. Cause Adam and Matt are big jerk heads. But hey what can you do? SO I

First Name:  Jon
URL:  none
Comments:  This show sucks

First Name:  steph
URL:  
Comments:  Adam-you are a big jerk and no one should listen to your show. you play bad music that no one likes and you make fun of people, in fact I am surprised that you still have friends and a loving girlfriend that stick by you.

I know what your show was great. Its good to see that Ball State is honoring you that way (Show of the Month).

-Dave

Hey, this is Nik from NIXMIX|the modern rock show on WCRD. I'm on every Monday morning from 11-1. If you've got any suggestions for me, let me know. Thanks! BTW - your site and show are kickass!

- Nikolas A. Smith -
great music choice with the Beatles tonight!
-Dad

you guys rock! play lucky boys confusion!
-Jessica

Hey, I checked out your show for the first time. I enjoyed it, but not sure if I have time for it every week. Let me know what's in it for me to tune in every week
-Dan Adler
Summary

This semester of The Adam Adler Show was the by far the most professional and entertaining on-air since I started at WCRD. The promotional campaign raised more interest and increased caller participation. It also helped contribute to an increase in page views on the website and emails/guest book writings. The project helped me get a better understanding of what media sales is like, and it helped pay for some of the expenses that were incurred such as t-shirts, promotional materials, and on-air expenses. My effort and work resulted in many people recognizing me as the guy with the radio show; almost every week someone that I generally did not know mentioned the show to me. However, the biggest prize of all was that the show was named the November Show of the Month at WCRD. The honor of being recognized as one of the best on the station was a great accomplishment for the hard work. Of course, another advantage that I gained from this experience was the knowledge and understanding of what goes on in radio. All of the effort that I underwent gave me invaluable experience that I would not have otherwise gained.
Pictures
WCRD Show of the Month for November:

The Adam Adler Show

The Adam Adler Show is two hours of fun, games, and music. Adam, along with his trusty sidekick, Hollywood O'Connor, and many various guests, including a group called the Booty Connection, deliver non-stop fun. As part of his Senior honors project, Adam prepares an unique and unusual show each week. Celebrity guests have included Charlie Daniels and Absolunacy. Each week, they play an odd game so that a caller can win free Pizza King breadsticks. It's not your normal radio show. Don't miss anything that might happen. Check it out every Tuesday night at 7 pm! (Used to be on Thursdays, not anymore) Listen. Don't be a dork!

Visit the show's website

For those interested in being involved at WCRD, please email the station at:

wcrd_fm@hotmail.com

WCRD Staff:
Rich Swingley: Faculty Advisor
Phone: (765)
Office hours:
Email:
Bryan Cygan: General Manager
Phone: (765)
Office hours:
Email:
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