WMDH 102.5FM Contest Promotion

An Honors Thesis (HONRS 499)

by

Samantha DePrez

Thesis Advisor

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Ball State University

Muncie, Indiana

December 14, 2009

Expected Date of Graduation: December 19, 2009
Abstract

In the spring of 2009, I interned with WMDH 102.5FM in New Castle, Indiana. Through my involvement with the station, I met rising country artist Corey Cox and his manager Gary Sallee. WMDH has supported Corey throughout his career, and I wanted to design a radio promotion that would help both WMDH and Corey reach a young audience. I was inspired by a national promotion by Verizon Wireless featuring country artist Taylor Swift. Therefore, I created the “Bring Corey Cox to My School” contest. Local high school students send text messages to the station to enter the contest. One winner is chosen, and Corey Cox will perform live in concert at the winner’s high school. My attempt to execute this promotion is presented along with promotion proposals, sales sheets, various correspondences, project rationale, and a contest proposal and promotions checklist for WCRD.
Acknowledgements

I want to thank Nancy Carlson for advising me through this project. Her constant support and advice helped me to learn from this experience.

I would also like to thank Lisa Day and Shelley Neal at WMDH. Despite everything, I know they believed in me and this promotion.

Thank you to Corey Cox and Gary Sallee for being so enthusiastic and an absolute joy to work with. Hopefully, we can work together again in the future.

I would also like to thank Caitlyn McCaslin. She is not only one of my dearest friends, but also one of my best resources. Her creativity is inspiring.

And, finally, I want to thank my parents Mark and Mary DePrez. It is their fault that I got into this crazy world of radio, and I am forever grateful.
Artist's Statement

Grounding: I grew up in a radio household. Both of my parents work in radio, and many of our conversations around the family dinner table consisted of music, advertisers, promotions, and on-air content. I've always known that I wanted to pursue a career in the music industry. I took this dream a step further when I entered the Telecommunications department at Ball State University in Muncie, Indiana in the fall of 2006. As a sales and promotions option, I immersed myself into the world of radio and television. I loved every minute of it!

In the spring of 2009, I interned with WMDH 102.5FM, a country music station in New Castle, Indiana. I mostly worked with the sales department, but I also became actively involved with the programming department in planning on-air promotions. Through my relationship with WMDH, I was introduced to local country artist, Corey Cox, and his manager, Gary Sallee. During this time, I read an article in The Washington Post about a recent Verizon Wireless national campaign featuring country music's rising star, Taylor Swift. The contest involved high school students from around the country competing to see which school could send in the most text messages. The winning high school would receive a Taylor Swift concert in their high school auditorium. For The Washington Post article, see pages 4 and 5. I thought this seemed like a fun radio promotion, and I thought it would make for a great learning experience for my honors thesis. Therefore, I mentioned the idea to the WMDH executive staff. They loved the idea, so I took my proposal to the Ball State University Honors College.

I met with Associate Dean Emert to receive approval for my thesis. While Dr. Emert liked my idea, he was concerned about what I would do for my thesis if the promotion did not go as planned. We decided that if the promotion fell through, I would write a paper explaining what went wrong and what I would do differently when planning such an event in the future. After meeting with Dr. Emert, I needed
to find a thesis advisor. Professor Nancy Carlson from the Telecommunications department agreed to be my thesis advisor.

I decided to model my written thesis after a scrapbook. I wanted to document all of the work that goes into planning a radio promotion. Therefore, throughout the entire experience, I kept every email and Facebook message, as seen in my Online Correspondence on page 25. I also documented every conversation and phone call. This became my Thesis Log that can be seen on page 11.

I also included a segment called Project Stages. The original project proposal and sales sheets went through several changes throughout the semester. In this section, I also included the letter that went out to the local area high schools and the project proposals that I presented to Pendleton Heights High School and Gary Sallee.

When I initially met with Corey and Gary, they wanted to do the contest promotion with WMDH, but they also wanted to do a Homecoming concert at Corey's alma mater, Pendleton Heights High School. The Homecoming show at Pendleton Heights was the first part of the project to fall through due to lack of interest from Pendleton Heights. Therefore, the promotion reverted back to my initial idea of the text message contest.

In order to gage the interest of the local area high schools, I sent out a letter to the principals. I received responses from only 2 of the 6 schools, both of which were negative. As a result, I decided to reform the contest again. This time, I decided to open the contest to both high school and college students. One winner would win a private Corey Cox concert for himself or herself and 100 of their closest friends. I secured a concert date with Corey Cox, and I booked a concert venue with Pruis Hall on Ball State University's campus. However, I was having trouble communicating with WMDH and getting the contest on the air. This is all documented in the What Went Wrong portion of this paper.
As documented throughout this thesis scrapbook, my project went through many changes and stages. However difficult and frustrating the project was at times, I learned many things from the experience. The What Went Wrong? portion of my thesis documents what I learned from my thesis project. This segment not only explains what went wrong, but also what I would do differently in the future.

When meeting with Dr. Carlson about my What Went Wrong? paper, we decided that I wanted to include an element that could be used in the classroom for planning a major radio promotion. We eventually decided on a Promotions Checklist. Dr. Carlson gave me several copies of old National Association of Broadcasters (NAB) books from the late 1980's and early 1990's. I found a Promotions Checklist from 1991 that was surprisingly very accurate. There were only two major absences that I found: the inclusion of current technology and the importance of company communication. Using my thesis experience as background, I updated the NAB 1991 Promotion Checklist to make my own 2009 Promotion Checklist.

I was very disappointed that the promotion didn’t happen because I believe that it could have been great. Not only would the promotion have been great for the station, but I really wanted to help promote Corey Cox’s music career. Therefore, I decided to adapt the promotion for Ball State University’s campus radio station, WCRD. The contest is ideal for WCRD’s key demographic, college students. It’s also a great audience for Corey. The major issue with adapting the concept to fit WCRD’s situation was money. WCRD does not have the same financial situation as a commercial station like WMDH. However, I was able to reformat the contest in a way that I think would ultimately be successful for the station and Corey. My WCRD proposal is also included in my thesis scrapbook.

Overall, while my thesis did not go as planned, I still enjoyed the experience. I hope that others can learn from the mistakes that I made, just as I have done. My goal with this project was to gain some
real world experience in radio promotions, and I succeeded in that goal. Therefore, my thesis was a success.
Taylor Swift Wows the Students at Bishop Ireton High School, Alexandria

The Washington Post

OMG! As School's Prize, Swift Is Utterly Winning

By J. Freedom du Lac
Washington Post Staff Writer
Wednesday, April 29, 2009

Best. Sixth. Period. EVERRRRRM.T.

"It's so good to be at Ireton today!" Taylor Swift gushed onstage yesterday at Alexandria's Bishop Ireton High School, where the squealing students seemed to concur.

"We love you, Taylor!!!!" somebody screamed.

"I love you, too," the willowy country-pop sensation said before pulling yet another hit about the complicated love lives of teenagers out of her phenomenally successful songbook.

Swift staged a full-blown midafternoon concert inside Ireton's Garwood Whaley Auditorium, where the lesson for the day was this: S/He who texts most, wins. Also: Don't date Taylor Swift, lest she write a song about you.

The Catholic school's 804 students won a nationwide Verizon Wireless contest by sending the company more than 19,000 text messages. (Because, of course, text-messaging aptitude is what high school kids really lack.)

Their prize arrived on campus with a full band, several tour buses and more than a little star power, for Swift, at 19, is the reigning queen of the pop-music prom -- a wholesome, wholly charismatic singer-songwriter, seller of more albums in 2008 than any other recording artist, and filler of amphitheaters across the country.

So, you know: OMG!!!!

"The Best Day," Principal Tim Hamer said, quoting one of Swift's song titles.

Roughly 25 minutes into what's normally sixth period (Ireton had an academic recess known as Field Day scheduled yesterday), Swift came skipping onto the stage and began singing "You Belong With Me," her new single about trying to steal somebody's boyfriend.

Lights flashed. The music swelled. Swift's
OMG! As School's Prize, Swift Is Utterly Winning

shimmering visage was beamed over a giant video screen. The students swooned.

The cycle continued for an hour, with Swift singing song ("White Horse," "Hey Stephen") after smartly crafted song ("Our Song," "Teardrops on My Guitar") about high school crushes, teen heartache and bad exes to an audience that knew from all three.

During "Love Story," one of her newest smash singles, Swift blew kisses at two boys. "I almost fainted," said senior Michael Parente. "I've never had that beautiful of a girl kiss my hand before," said junior Tommy Kiesner. He vowed never to wash his hand again, then decided he'd actually never wash himself at all.

Taylor Swift: The guys want to be with her... and the girls want to be her!

"Unbelievable!" said senior Julia Baehre. Or was that Molly Shoop, who had Swift's initials painted on her cheeks? Could've been senior Joelle Daguilh or junior Erin Kraft, too; the four students were talking over each other after the concert, which they collectively rated "awesome," and pretty much the highlight of high school.

So real, Baehre said. So relatable, Daguilh added.

Indeed, Swift was squarely in her element, even if her own reality, as a multimillion-selling teen star, involved home-schooling in 11th and 12th grade and a high school prom date set up by MTV.

"I want to give a special shout-out to the senior class, because I was a senior last year," she said.

The students wearing the matching black "Class of 2009" shirts hooted.
WMDH High School Pep Rally
Featuring Corey Cox

The WMDH High School Pep Rally is a great way for WMDH to reach out to a younger audience, specifically high school students. This promotion will start towards the end of August. High school students will text message the radio station in order to enter the contest. One grand prize winner will be selected in mid-to-late September. First, WMDH will notify the winner's high school. Once WMDH receives the school's permission, that station will contact the winner. The prize is a concert in the winner’s high school gymnasium/auditorium starring Corey Cox on a Friday in October. Corey will perform for the entire school, and the winner and a few friends will get the opportunity to meet Corey before the show.

Items to be discussed:
Can we do a text message contest?
Corey Cox?
Date? (concert series or one-time only)
Potential Buyers?
Price? How much do we want to make on this promotion?

Questions???

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Thesis Project Log

March 25, 2009

Meeting at Cowpokes in Anderson with the WMDH sales staff and General Manager, Cowpokes staff, Corey Cox, Corey's father, and Corey's manager Gary Sallee. Approach Gary and Corey to discuss possible thesis project. Both Corey and Gary are interested and excited.

March 30, 2009

WMDH promotions meeting at 10:00am. Discuss the “Bring Corey Cox to My School Contest”. WMDH agrees to the contest promotion. I will organize the contest and concert, and WMDH will promote, execute, and sell the advertising.

April 1, 2009

Meeting with Dr. Emert at 9:00am to discuss my thesis proposal. Thesis approved!

April 17, 2009

Meeting with Corey’s manager Gary Sallee at Bella Vita at 4:00pm in Indianapolis with Lisa Day and Shelley Neal from WMDH. Presented Gary with my proposal. Discussed pricing, sounds, lights, and dates. Along with doing the “Bring Corey Cox to My School Contest”, Gary and Corey would like to do a Homecoming show at Pendleton Heights High Schools, Corey’s alma mater.

April 29, 2009

Meeting with Pendleton Heights High School at 4:00pm with Corey Cox and Principal Nelson to present “The Corey Cox Homecoming Concert”. Discussed possibility of a Friday afternoon pep rally/concert or a halftime performance at a home football game. Also discussed sound, lights, sponsor involvement, and a decency contract. Principal Nelson seemed interested, but had to discuss the proposal with the school board. He said he would get back to us within the next couple of weeks.

April 30, 2009

Update thesis advisor Nancy Carlson on the Pendleton meeting.

June 1, 2009
Send Corey a message to see if he has heard anything from Pendleton Heights and Principal Nelson.

June 2, 2009

Corey responds to my message. He has not spoken with Pendleton Heights. I tell him that I will call the school.

June 17, 2009

Call Principal Nelson at Pendleton Heights High School and leave him a voicemail.

July 16, 2009

Call Principal Nelson at Pendleton Heights High School and leave a message with his secretary.

August 6, 2009

Call Principal Nelson at Pendleton Heights High School and leave him a voicemail. Assume that Pendleton Heights High School does not want to participate in “The Corey Cox Homecoming Concert”.

August 28, 2009

Meeting with WMDH sales staff cancelled. Rescheduled for September 4 at 12:30 at Mulligan’s.

September 4, 2009

Meet with WMDH Sales Manager Pam Price and Sales Staff Lisa Day and Shelley Neal to discuss the contest promotion. Decide to not do the Homecoming Show due to no response from Pendleton Heights and the available budget. Push back the contest to November because of the WMDH Corn Maze in October. Finalize dates and sales prices and discuss possible sponsors. Decide that I will try contacting area superintendents (Henry County, Anderson County, and Muncie Community Schools) to discuss interest, fees, sponsor presence, etc.

September 9, 2009
Call superintendents from New Castle Community (left a message), Anderson County (left a message), Delaware Community (left a message), and Muncie Community (spoke to superintendent who requested something in writing and recommended that I send it to the principals).

September 14, 2009

Try calling New Castle Community, Anderson County, and Delaware Community again. Left messages for all three. Decide to create a letter to send to area principals (Delta, Muncie Central, Muncie Southside, New Castle, Anderson, and Highland) in an attempt to get feedback from the schools. Email correspondence with WMDH’s Pam, Lisa, and Shelley to get their opinion on the letter. Decide that Shelley and I will meet for lunch on September 16.

September 16, 2009

Lunch meeting with Shelley from WMDH at 12:30pm to review the letter proposal for the area principals asking for their feedback on the contest promotion. Finalize the letter and plan to meet in person with the New Castle High School principal sometime next week. Shelley will call for the appointment.

September 17, 2009

Drive to the WMDH station to mail out letters in WMDH envelopes. Shelley takes the letters to the New Castle post office.

September 23, 2009

Correspondence with Principal Jim Kroger of Delta High School (see email) and Principal Lucinda McCord of Highland High School (see email). Delta will not be participating. Highland expresses concern over scheduling, but otherwise seems willing to participate.

September 28, 2009

Learn that Shelley and the WMDH sales staff will not be able to help me in making phone calls. General Manager expressed concern regarding the profit of the contest. Decide to start contacting outside venues to get rates and availabilities. Possibly change the contest to “Win a Corey Cox Concert for You and 100 of Your Friends!” Email thesis advisor, Nancy Carlson, and Honors College Associate Dean, Dr. John Emert, to discuss venues and possibility of using campus facilities.
September 29, 2009

Here back from Dr. Emert who gives me contact information for the University Theatre and also recommends Cornerstone Center for the Arts. He also mentions the potential need for event insurance.

October 1, 2009

Call the Cornerstone Center for the Arts in Muncie and leave a message. Email the two coordinators through the Cornerstone website to discuss availabilities, fees, insurance, and facilities.

October 5, 2009

Here back from Nancy, and we schedule a meeting for Tuesday October 6 at 11:00am. She recommends Pruis Hall – free for student organizations. Contact Pruis and speak with Terri, and tentatively reserve the space for November 14 from 7-11pm (November 20 not available). Return Shelley’s email and leave her a message on her cell to discuss recent events. Contact Gary to check Corey’s availability for the evening of November 14. Call and leave a message for Charlie Scofield, Facilities Assignment Coordinator for the Student Center Operations, to clarify scheduling of Pruis Hall. Here back from Charlie and reserve Pruis for November 14 from 7-11pm. He will write up the necessary paperwork and have it sent to the venue. Here back from Gary, Corey might have another show the night of November 14. He will get back to me as soon as possible.

October 9, 2009

Go to my first Corey Cox show at 8 Seconds in Indianapolis. Speak with both Corey and Gary. Call Gary on Tuesday to discuss booking for November 14.

October 13, 2009

Call Gary, and he has not heard from the venue in Kentucky. He calls them after we hang up, and immediately calls me back. Talk to Gary later this evening, he has secured November 14 for the show. Says Corey can play anywhere between a 30 minute to a 3 hour set. Team requires 35 minutes to load up the equipment. Need to look into the PA system at Pruis. I tell him that I will talk to WMDH and get more details.

October 14, 2009

Email Todd and Pam to set up a meeting for early next week to discuss the sales details. Contacted Pruis Hall and spoke to Terri. If we need a PA 220, we have to rent it through Pruis Hall and
use their electrician. There will be an additional charge. Email Gary to clarify that a 220 is needed and if this is acceptable. Receive Gary’s technical rider. Plan to meet with Pruis Hall tomorrow.

October 15, 2009

Meet with Pruis, both Lou and Terri, to discuss technical rider. Pruis will contact Emens with the technical rider to see if the equipment is available (they will be meeting with Emens later that day). Lou will try to get the venue available earlier in the day so that we can do a necessary sound check. Lou calls back later that afternoon to ask if I have a department sponsor – I tell her it will either be the Honors College or the TCOM Department. Email Nancy and ask if TCOM will sponsor the event. She agrees and copies me on her request to Dr. Joe and Kris Scott.

October 17, 2009

Corey Cox calls to get details about the contest.

October 19, 2009

Missed call from Cornerstone, but they do not leave a message. I do not call them back – no need because I already have a venue booked.

October 20, 2009

Missed call and voicemail from Lou at Pruis Hall. Pruis and Emens have been communicating with Corey Cox’s production manager; estimate cost for production equipment is $400. Possibly more for additional labor. Lou will continue to keep me updated. I return the call and leave a message. Also, I call Todd at WMDH to schedule an appointment, and I leave him a message.

October 21, 2009

Email Todd and Pam again. Receive a response from Todd requesting the sales information. I send him the revised sales proposal.

October 22, 2009
Call from Barry, the technical manager at Emens, he informs me of the $800 labor charge. Due to union policies, the workers will have to work an 8 hour day. This is in addition to the $800 equipment fee. I email Todd with this new information. He calls me back, and we decide to cancel the promotion. Email Gary to cancel the show. Call Pruis and speak with Terri to cancel the reservation. She will call Barry. Email Nancy to schedule an appointment to discuss the recent changes.

October 24, 2009

Hear back from Gary regarding the cancellation. He is very understanding and supportive.

October 25, 2009

Hear back from Nancy. Schedule meeting for 11:00 on Tuesday October 27.

October 26, 2009

Email from Shelley asking for an update. I give her the update and receive a response.

October 27, 2009

Meet with Nancy and update her on the cancellation of the promotion. We discuss what went wrong, and what I can add to my final project. Decide to give a copy of the contest promotion to WCRD and to make a promotions checklist for future promotions students. She lets me borrow several of her NAB Promotions books.

October 28, 2009 – December 16, 2009

Work on completing my thesis!
WMDH High School Pep Rally
Featuring Corey Cox

The WMDH High School Pep Rally is a great way for Corey to reach out to a younger audience. This promotion will start towards the end of August. High school students will text message the radio station in order to enter the contest. One grand prize winner will be selected mid-to-late September. First, WMDH will notify the winner's high school. Once WMDH receives the school's permission, that station will contact the winner. The prize is a concert in the winner's high school gymnasium/auditorium starring Corey Cox on a Friday in October. Corey will perform for the entire school, and the winner and a few friends will get the opportunity to meet Corey before the show.

Items to be discussed:
Price?
Date? (concert series or one-time only)
Involvement in Football Game? (bonfire, half-time performance)
Contest Name?

Questions???

Samantha DePrez
WMDH Intern
(260) 715-1226
smdeprez@bsu.edu
Sound/lights → $$ (800)

→ school might have lights + PA

Homecoming Concert → $1,400 (2,000)

→ get spec sheet from school outdoors?

Call area H.S.

Contact Pend.

Coupons for sponsors → Pizza place across from school

No October 2

Pendleton → Principal or Theater

Jackie Brown

Glen Nelson → Principal
Corey Cox Homecoming Concert
at Pendleton Heights High School

The WMDH High School Pep Rally is a promotion that will be running on WMDH this fall. Listeners are going to text message the station to enter the contest, and one grand prize winner will be selected. The prize is a concert in the winner's high school gymnasium starring Corey Cox. Since Corey is a Pendleton Heights graduate, we want to involve Pendleton Heights in this promotion.

When we met with Corey, he immediately suggested playing at Pendleton Heights. As Corey's alma mater, WMDH wants to give you priority over the other area high schools. We propose a Corey Cox Homecoming Concert. On a Friday afternoon before a big football game, Corey will perform live for the Pendleton Heights students. This is a great way for Corey to share his music and for Pendleton Heights to support one of its graduates.

Questions or Concerns???

Samantha DePrez
WMDH Intern
(260) 715-1226
smdeprez@bsu.edu
My name is Samantha DePrez, and I am a student at Ball State University. I am currently working on my thesis for the Honors College with WMDH 102.5, a country radio station in New Castle, Indiana. I have put together a possible promotion for WMDH in an attempt to appeal to a younger audience: The WMDH High School Pep Rally featuring Corey Cox, a local country artist and college student who has seen much success on our station.

The promotion will start October 29, 2009 with the contest running from November 2 – 11. High school students will text message the radio station in order to enter the contest. One grand prize winner will be chosen. First, WMDH will notify the winner’s high school. Once WMDH receives the school’s permission, that station will contact the winner. The winner will be announced on November 13. The prize is a concert in the winner’s high school gymnasium/auditorium starring Corey Cox on Friday November 20, 2009. Corey will perform for the entire school, and the winner and a few friends will get the opportunity to meet Corey before the show. This can be in the form of a one hour pep rally for the school on Friday afternoon.

Before WMDH starts the promotion, we would like to hear feedback from the local area high schools. Is this promotion possible? If one of your students is chosen, would you allow the concert to take place? Would there be a fee for using your auditorium? What is your policy for allowing contest sponsors on school property?

I would greatly appreciate your feedback. Please e-mail me your questions, thoughts, and concerns at smdeprez@bsu.edu. As a soon-to-be college graduate, I have a lot of big ideas. What I need to know is if these ideas are plausible. Thank you for your help!

If you want to meet w/ me, the Sales Manager, & sales staff of WMDH
High School Principals:

My name is Samantha DePrez, and I am a student at Ball State University. I am currently working on my thesis for the Honors College with WMDH 102.5, a country radio station in New Castle, Indiana. I have put together a possible promotion for WMDH in an attempt to appeal to a younger audience: The WMDH High School Pep Rally featuring Corey Cox. Corey is a local country artist and college student who has seen much success in the Central Indiana region and on our station. Corey is young, energetic, and extremely talented. To learn more about Corey, you can visit his website at www.myspace.com/coreycoxmusic.

I am proposing a text message contest for local high school students in which the winner will win a Corey Cox concert for his or her high school. This type of promotion has been done before on a national scale. Recently, country music sweetheart Taylor Swift teamed with Verizon Wireless for a text promotion. After sending in 19,000 texts, Bishop Ireton High School in Alexandria, Virginia won the contest. School Principal Tim Hammer called the concert “a wonderful event for our kids, and it’ll be something that they remember for the rest of their lives as just a very special day for all of them” (CMT News). I plan to model the WMDH promotion after this contest but on a local scale: Delaware, Madison, and Henry counties.

The promotion will start October 29, 2009 with the contest running from November 2 – 11. High school students will text message the radio station in order to enter the contest. One grand prize winner will be chosen. First, WMDH will notify the winner’s high school. Once WMDH receives the school’s permission, that station will contact the winner. The winner will be announced on November 13. The prize is a concert in the winner’s high school gymnasium/auditorium starring Corey Cox on Friday November 20, 2009. Corey will perform for the entire school, and the winner and a few friends will get the opportunity to meet Corey before the show. This can be in the form of a one hour pep rally for the school on Friday afternoon.

Before WMDH starts the promotion, we would like to hear feedback from the local area high schools. Is this promotion possible? If one of your students is chosen, would you allow the concert to take place? Would there be a fee for using your auditorium? What is your policy for allowing contest sponsors on school property?

I would greatly appreciate your feedback. Please e-mail me your questions, thoughts, and concerns at smdeprez@bsu.edu by September 25, 2009 (late responses are valued as well). You can also reach me by phone at 260-715-1226. If you would like to meet with me, the WMDH Sales Manger, and WMDH Sales Staff in person, please let me know. We are more than welcome to meet with you. As a soon-to-be college graduate, I have a lot of big ideas. What I need to know is if these ideas are plausible. Thank you for your help!

Sincerely,

Samantha DePrez
Win a Private Concert for You and 100 of Your Friends featuring Corey Cox!

Corey Cox is an up-and-coming country artist who has seen much success on our station. Corey is definitely a favorite with the WMDH listeners, especially our young listeners.

In order to reach out to these young listeners, I propose a contest promotion – “Win a Private Concert for You and 100 of Your Friends featuring Corey Cox!”

This promotion will be open to all high school and college students in the Muncie, New Castle, Anderson area – that’s a major demographic!

Listeners (high school and college students) will text message the station to enter the contest. One lucky listener will win a private Corey Cox concert for the listener and 100 of his or her friends at Pruis Hall on Ball State’s campus on November 14th. The listener will also get to meet Corey before the show!
The Corey Cox Homecoming Concert

and

The Bring Corey to My School Contest

Corey Cox is an up-and-coming country artist. Corey is a native of East Central Indiana and a graduate of Pendleton Heights High School. The Corey Cox Homecoming Concert will be Corey’s first performance at his old high school, and it’s going to be a huge community event!

WMDH wants to give one other area high school an opportunity to host a Corey Cox concert. Listeners (both students and their parents) will text message the station to enter the contest. One lucky listener will win a Corey Cox concert in their school auditorium and a chance to meet Corey before the show.

As a sponsor you will receive*:

- $500 Bounce back message on all texts
- A minimum of 100 live and recorded promotional announcements leading up to the event (50 a week)
- A minimum of 50 :30 commercials
- Presence at both concerts (coupons, banners, etc.)
- Website feature

* Exclusivity in your business category

Value: 

YOUR Investment: $2,000

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WMDH Account Executive
(765) 524-1180
lisa.day@citcomm.com

Samantha DePrez
WMDH Intern
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The Bring Corey Cox to My School Contest

Corey Cox is an up-and-coming country artist. Corey is a native of East Central Indiana and a graduate of Pendleton Heights High School. WMDH wants to give one area high school an opportunity to host a Corey Cox concert. Listeners (both students and their parents) will text message the station to enter the contest. One lucky listener will win a Corey Cox concert in their school auditorium and a chance to meet Corey before the show.

As a sponsor you will receive*:

- Bounce back message on all texts
- A minimum of 100 live and recorded promotional announcements leading up to the event
- A minimum of 50 :30 commercials
- Presence at both concerts (coupons, banners, etc.)
- Website feature
- Email Blast to our listeners

* Exclusivity in your business category

Value: $6,850
YOUR Investment: $2,000

Lisa Day
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Samantha DePrez
WMDH Intern
(260) 715-1226
smdeprez@bsu.edu
Win a Private Concert for You and 100 of Your Friends featuring Corey Cox!

Corey Cox is an up-and-coming country artist who has seen much success on our station. Corey is definitely a favorite with the WMDH listeners, especially our young listeners.

WMDH wants to help YOU get your message out to our young listening audience. Listeners (high school and college students) will text message the station to enter the contest. One lucky listener will win a private Corey Cox concert for the listener and 100 of his or her friends at Pruis Hall on Ball State’s campus on November 14th. The listener will also get to meet Corey before the show!

As a sponsor you will receive*:
- Bounce back message on all texts
- A minimum of 100 live and recorded promotional announcements leading up to the event
- A minimum of 50 :30 commercials
- Presence at the concert (coupons, banners, etc.)
- Website feature
- Email Blast to our listeners

* Exclusivity in your business category

Value: $6,850

YOUR Investment: $2,000
SOUND REQUIREMENTS

1. **FRONT OF HOUSE MIXER:** One 32 channel mixing console is required. (No Mackie, Beringer or Yamaha MG series) Midas Verona or comparable console. Each channel must have 4 channels of sweepable EQ, hi-pass filter, phantom power, phase reverse and multiple auxiliary sends (6 or 8). The FOH mixer must be in the audience area, free of walls and balcony overhangs.

2. **FRONT OF HOUSE PROCESSORS:** One T.C. M3000, one T.C. M-One XL, one T.C. Electronics D2, one Klark Technik stereo 31-band graphic equalizer. 10 channels of dbx 160A compressors must be available for insert, (no Beringer or low quality comps) and one CD player is required (No Discmans)

3. **FRONT OF HOUSE SPEAKERS:** A high quality four-way system, line array preferred or left and right clusters with subwoofers ground stacked or flown, able to provide full audio range (20Hz to 20kHz) at 115 dB SPL @ FOH. There must be independent control of the subwoofers at FOH (Aux fed Subs)

4. **MONITOR SYSTEM:** Five wireless in-ear monitor systems (including transmitters and belt-packs) An on-stage monitor system including a 32 input console with 8 discreet mixes for 5 In-Ear Monitors (mono), 1 Hard Wired in-ear system (mono) for Drummer and a pair of side fills. 8 Klark Technik DN 360 31-band graphic equalizers, 8 dbx compressor/limiters, one T.C. M-ONE XL digital reverb and one 32 channel transformer-isolated splitter with pin-one lifts is required.

5. **TALKBACK TO MONITORS:** Please patch an auxiliary send from the FOH mixing console to the highest channel on the monitor console for talkback through the monitors. This must be ready before sound check.

6. **MICROPHONES AND DIRECT BOXES:** (See input list for quantity) Only Shure Beta hard wired and Beta 87a wireless microphones are acceptable. For Vocals, DI's Must be of Active type. An additional tripod boom microphone stand with a Shure wireless microphone clip must be positioned at the keyboard. All microphone stands, XLR and 1/4" cables must be provided. Two sub-snakes must be provided, one upstage and one downstage for these inputs.

7. **POWER:** Six 120 Volt, 20-Amp quad boxes on separate circuits need to be provided and placed on stage according to the stage plot. These circuits must be separate from the sound and lighting power.

8. **STAGING:** If the venue does not have a stage, one must be set up and skirted prior to the arrival of the sound company. The dimensions should be at least 32' Wide x 28' Deep x 24' High with two additional 8'x8' extension downstage center. A stair unit is required. A 8'x8'x16' drum riser is also required.

9. **PERSONNEL:** One FOH /System Technician, one Monitor Engineer and one Backline Technician are required. The band's Production Manager will assist in setting monitor levels and (MIX FOH). All personnel must be in attendance at all times.

10. **SCHEDULE:** All sound equipment must be wired, fired and tweaked, including setting up backline, wiring and checking all microphones and direct boxes prior to the arrival of the band's sound engineer. A one-hour sound check will be necessary at least three hours before the doors to the venue are open and at least four hours prior to the start of the performance.

Venue needs to provide staging, lights, + sound system.
COREY COX  
TECHNICAL RIDER  
Scott Wilson, Production Manager  
(317) 695-3711 / Scott@SonicSoundOnline.com

**BACKLINE REQUIREMENTS**

<table>
<thead>
<tr>
<th>Drums:</th>
</tr>
</thead>
<tbody>
<tr>
<td>DW (any series in great condition)</td>
</tr>
<tr>
<td>22&quot; x 20&quot;(depth) Kick Drum</td>
</tr>
<tr>
<td>10&quot; x 9&quot;(depth) Rack Tom with mounting hardware (cannot be mounted to Kick)</td>
</tr>
<tr>
<td>12&quot; x 10&quot;(depth) Rack Tom with mounting hardware (cannot be mounted to Kick)</td>
</tr>
<tr>
<td>16&quot; x 14&quot;(depth) Floor Tom with legs</td>
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<tr>
<td>2 14&quot; x 5.5&quot; Maple Snare Drums</td>
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<tr>
<td>1 DW 9000 double tom stand</td>
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<tr>
<td>2 DW 9000 Snare Stands</td>
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<tr>
<td>1 DW 9000 Hi-hat Stand with clutch</td>
</tr>
<tr>
<td>1 Drum Throne (Roc-N-Soc preferred)</td>
</tr>
<tr>
<td>5 DW 9000 Cymbal Stands with boom arms</td>
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<tr>
<td>2 DW 9000 Kick Pedal</td>
</tr>
<tr>
<td>1 12&quot; Zildjian splash</td>
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<tr>
<td>1 12&quot; Zildjian china</td>
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<tr>
<td>1 Pair of 14&quot; Zildjian A Custom Hi-Hat Cymbals</td>
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<tr>
<td>1 16&quot; Zildjian A Custom Fast Crash Cymbal</td>
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<tr>
<td>1 18&quot; Zildjian A Custom Medium Crash Cymbal</td>
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<tr>
<td>1 20&quot; Zildjian A Series Ride</td>
</tr>
<tr>
<td>1 Stick Holder</td>
</tr>
<tr>
<td>1 6' x 6' Drum Rug</td>
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<table>
<thead>
<tr>
<th>Drum Heads:</th>
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<tbody>
<tr>
<td>Kick (beater side): Clear Powerstroke 3</td>
</tr>
<tr>
<td>Snare (tops): Coated Emperor</td>
</tr>
<tr>
<td>Snare (bottoms): Hazy Ambassadors</td>
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<tr>
<td>Toms (tops): Clear Emperors</td>
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<td>Toms (bottoms): Clear Ambassadors</td>
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<table>
<thead>
<tr>
<th>Bass:</th>
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<tbody>
<tr>
<td>1 SVT Classic Amp (w/AC and Speaker Cable)</td>
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<tr>
<td>1 SVT 8 x 10&quot; Speaker Cabinet</td>
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<table>
<thead>
<tr>
<th>Guitar:</th>
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<tbody>
<tr>
<td>2 Mesa Boogie Dual Rectifier Amp Head (w/AC and Speaker Cable)</td>
</tr>
<tr>
<td>2 Mesa Boogie 4 x 12&quot; Speaker Cabinet or 2 Mesa Dual Rec. 2x12 combos w/ foot switch</td>
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<table>
<thead>
<tr>
<th>Keyboard:</th>
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<tbody>
<tr>
<td>1 Yamaha Motif 7 Keyboard (w/sustain pedal &amp; power supply)</td>
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<tr>
<td>1 Quick-lock 1-tier Keyboard Stand</td>
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<th>Pro Audio:</th>
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<tbody>
<tr>
<td>1 DIGIDESIGN DIGI-003 RACK MOUNT UNIT W/FIREWIRE CABLE</td>
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<th>Misc:</th>
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<tbody>
<tr>
<td>4 guitar stands</td>
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<tr>
<td>8 20' ¼ &quot; Instrument cables</td>
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- 2 -

PDF created with pdfFactory trial version [www.pdffactory.com](http://www.pdffactory.com)
## INPUT LIST

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<tr>
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<tr>
<td>7</td>
<td>RACK 2 BETA 98 CLIP-ON GATE</td>
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<tr>
<td>8</td>
<td>FLOOR BETA 98 CLIP-ON GATE</td>
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<td>9</td>
<td>OVERHEAD-SR SM 81 TALL TRIPOD BOOM</td>
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<tr>
<td>10</td>
<td>OVERHEAD-SL SM 81 TALL TRIPOD BOOM</td>
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<tr>
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<td>SAMPLER-TRACK ACTIVE DI COMP</td>
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<td>BASS DI ACTIVE DI COMP</td>
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<td>13</td>
<td>GUITAR AMP-SR (JOE) E609 SHORT BOOM</td>
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<td>14</td>
<td>GUITAR AMP-SL (DOUG) E609 SHORT BOOM</td>
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<td>15</td>
<td>KEYBOARD-LEFT ACTIVE DI COMP</td>
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<td>KEYBOARD-RIGHT ACTIVE DI COMP</td>
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<td>17</td>
<td>ACCOUSTIC-DSC (COREY) ACTIVE DI COMP</td>
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<tr>
<td>18</td>
<td>ACCOUSTIC-SR (SAM) ACTIVE DI COMP</td>
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<td>19</td>
<td>MANDOLIN (SAM) BETA 57 TALL TRIPOD BOOM COMP</td>
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<tr>
<td>20</td>
<td>BACK-UP VOCAL-1 (EVAN) BETA 58 TALL TRIPOD BOOM COMP</td>
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<tr>
<td>21</td>
<td>BACK-UP VOCAL-2 (JOE) BETA 58 TALL TRIPOD BOOM COMP</td>
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<tr>
<td>22</td>
<td>BACK-UP VOCAL-3 BETA 58 TALL TRIPOD BOOM COMP</td>
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<tr>
<td>23</td>
<td>VOCAL - SAM (DSR) BETA 58 TALL TRIPOD BOOM COMP</td>
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<tr>
<td>24</td>
<td>VOCAL WIRELESS - COREY (DSC) BETA 87 WL STRAIGHT ROUND BASE COMP</td>
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<td>25</td>
<td>VOCAL - DOUG (DSL) BETA 58 TALL TRIPOD BOOM COMP</td>
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<td>26</td>
<td>VOCAL WIRELESS - SPARE BETA 87 WL STRAIGHT ROUND BASE COMP</td>
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<td>SPARE CHANNEL</td>
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<td>28</td>
<td>SPARE CHANNEL</td>
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<tr>
<td>29</td>
<td>REVERB 1 - RETURN</td>
</tr>
<tr>
<td>30</td>
<td>REVERB 2 - RETURN</td>
</tr>
<tr>
<td>31</td>
<td>DELAY - RETURN</td>
</tr>
<tr>
<td>32</td>
<td>TALKBACK TO FOH &amp; MONITORS</td>
</tr>
</tbody>
</table>
They will bring backline, in-ear monitor system + microphones

Venue provide staging, lights, + sound system
BACKSTAGE REQUIREMENTS

- Please provide us with a private room near the performance space that can accommodate ten people.

- Please provide us with the following:

  10 Hand Towels
  10 Bath Towels

  Deli Tray: Ham, Salami, Turkey, American Cheese, Provolone Cheese, Lettuce, Pickles, Bread and Condiments
  1 2 quart Bottle of Cranberry Juice
  1 Bowl of Salad with Assorted Dressing
  1 Bag of Plain M&Ms
  12 Bottles of Room Temperature Water
  24 Bottles of Chilled Imported beer
  24 Assorted Bottles of Soda
  12 Cans of Red Bull
  1 750 ml Grey Goose Vodka
  8 Bottles of Gatorade
  4 Cans of Starbucks Double Shot
  1 Bag of Pretzles
  1 Bag of Tostitos Bite Size Chips
  1 Jar of Medium Salsa
  1 Box of English Breakfast Tea Bags
  Boiling Hot Water
  Hot Drink Cups
  Plates and Bowls
  Spoons and Forks
Facebook Messages

Gary Sallee April 18 at 2:11pm
All Friday nights in Sept/Oct are available except Oct 2.

Samantha DePrez April 18 at 3:06pm
Sounds good! I will contact Pendleton on Monday to set-up an appointment. I'll be in contact soon!

Samantha DePrez April 22 at 11:12am
Hey Corey! I just got a call from Pendleton, and Principal Nelson is sick today. We rescheduled for next Wednesday April 29th at 4:00PM. Does that work for you? Sorry for the late notice...his secretary literally just called me!

Corey Cox April 22 at 3:10pm
That's fine! I will see you then!

Corey Cox April 29 at 1:51pm
Still on for today?

Samantha DePrez April 29 at 1:55pm
Yep! I'll see you at 4 - hopefully all goes well! Is guest parking pretty self-explanatory?

Corey Cox April 29 at 2:10pm
Yep you should see sign for it!

Samantha DePrez June 1 at 11:07pm
Hey Corey! Hope your summer is off to a great start! Have you heard anything from Pendleton yet? I plan on calling them later this week to see if the Homecoming show is on or not...

Corey Cox June 2 at 1:41am
Hey there! Yes it is! I have not heard anything from Pendleton. Let me know if you do!

Corey Cox June 2 at 9:56am
I'll call them this week and let you know! Thanks!
**Samantha DePrez** June 29 at 6:46pm

So, I've been trying to get a hold of Pendleton High School, and the principal has not called me back...frustrating!

But, we do need to go forward with the text message contest. I made the sales sheet before I left, and it's in the Intern Folder on the S drive. Has anyone had a chance to sell it yet? I'll be home August 1, and I want to get started. But, we'll need sponsors before I can start spending money!

**Lisa K Morgan-Day** June 29 at 9:28pm

After this last concert, we should not have any problem selling it. I will pull the folder tomorrow and see what we have.

---

**Gary Sallee** September 3 at 1:10am

Samantha:

Lisa tells me you are back in Indy. I don't know if you are aware, but Corey's new song, Your Memory Finds Me is doing really well on WMDH. I would like to get it on 93.3 in Ft. Wayne. Lisa said you could direct me to the right person to talk to about that. Please let me know if you are willing to do that for us.

I look forward to your hanging out with us again.

Gary

**Samantha DePrez** September 3 at 11:28am

Hey Gary!

Actually, my Dad works for WQHK K1DS in Ft. Wayne. US 93 is the competing station. I know Dave Steele is the PD at US 93, and his e-mail address is listed on the US 93 website. Unfortunately, my name will not get you very far at that station. In fact, it would most likely hurt your cause.

That said, I can send Corey's new song to the PD at K105, Rob Kelley. I can not guarantee any airtime, but I will send it to him. I could also ask him for feedback on the song if you are interested. Let me know.

Looking forward to seeing you again as well. Some friends of mine saw Corey this summer, and they said it was a wonderful show. I am meeting with Lisa and the WMDH gang tomorrow to start the "Bring Corey Cox to Your School" promotion. I am assuming this is still okay with you guys. We are still planning on a Friday afternoon in late October. Once I meet with WMDH, you and I can meet to discuss the show.

Samantha

**Gary Sallee** September 3 at 2:58pm

Thank you for the info. I would love to get the song to your Dad's station. Please send me your email addy again and I will send you an mp3 of the song to forward to K105.

Would still love to do the Bring CC to your School promo. Let me know how we can help.
Samantha DePrez  September 3 at 3:49pm
Great! My e-mail is smdeprez@bsu.edu...I'll see what I can do!

Samantha DePrez  September 3 at 4:26pm
I sent it to Rob, and I'll let you know as soon as I hear back from him!

Gary Sallee  September 3 at 6:08pm
Thank you.

Samantha DePrez  September 4 at 2:36pm
So I met you Lisa, Pam, and Shelly today. We decided to push the concert back to November. We would like to do the afternoon of Friday November 20. Does this work for you and Corey? Also, what is the bottom line cost for a full band show? We are currently trying to find sponsors. Thanks!

Gary Sallee  September 4 at 4:21pm
Nov 20 works.
I need $200x5 for band, $200 more if we want to pay Corey ($1000 - 1200)
Venue pays for sound and lights ($500-1500) depending on venue and sound company.

Samantha DePrez  October 5 at 1:44pm
Hey Gary! So, here is the update on the text contest. The local high schools that I have contacted (or tried to contact) have not been interested in the promotion. I never guessed it would be so difficult to get their support. Therefore, I have changed the concept of the concert somewhat. "Win a Corey Cox Concert for You and 100 Friends!" I have been looking into outside venues, and I can use Pruis Hall on Ball State's campus for free since I am a thesis student. Unfortunately, they were already booked for November 20, so I went ahead and tentatively reserved the space for November 14 from 7-11pm. Is Corey available on that date? I checked his website and didn't see anything, but let me know! Thanks!

Gary Sallee  October 5 at 2:31pm
We have Nov 14 on hold for a tractor pull in Corbin KY. That should be on or off in the next couple of days. I will let you know.

Samantha DePrez  October 14 at 1:56pm
Hey Gary! I called Pruis Hall to discuss their sound situation. Will you be needing a 220? If so, they have an electrician on call who will set that help for us. We have to use their company. Is that okay? Also, will the 220 cover everything you need? As you can tell, I am not real familiar with sound equipment! Thanks Gary!

Gary Sallee  October 14 at 2:30pm
220 probably refers to electricity. We need 4 20amp circuits for electricity. As for sound, please give me stage/production managers contact info and I will have our production manager call him.
I will also send our technical rider via email and you can share that with the venue production manager.

Samantha DePrez  October 14 at 2:48pm
I will stop by the venue tomorrow and talk to the manager. If you could please email me the technical rider before then that would be great!
Samantha DePrez October 22 at 3:58pm

Hey Gary!

I just spoke with Todd Merickel at WMDH, and they have decided not to go through with the contest. Needless to say, I am extremely frustrated. I sincerely apologize. You have been ideal to work with, and I am so sorry to have wasted both your time and Corey's. I really wanted this to happen. I hope we can still stay in touch! Thank you for all of your help and support!

Samantha

Samantha DePrez October 22 at 4:32pm

Also, if it is okay with you I would like to give my project proposal to WCRD, Ball State's campus radio station. I think it would be a fun, potential promotion for them. Corey is a very gifted performer, and I want to help you guys in any way that I can.

Gary Sallee October 24 at 12:17am

You need not apologize for the nature of the entertainment business. You have learned that it is very hard to produce and promote a show. That is a good lesson. Give your proposal to any station you desire. We love your support and look forward to helping you find success with your promotion. Thank you for your interest in Corey. We all really appreciate all you do.

Shelley Neal September 28 at 3:44pm

I mentioned in the promotion meeting that I was working with you on contacting schools (NC in particular) and received a lecture about how are we going to make money...if you want to contact schools I will go with you to talk to them. I guess I'm not to help in the contacting process...I'm sorry!

Samantha DePrez September 28 at 3:59pm

Hey! I completely understand! That was my biggest worry with this whole thing - that Todd would decide to back out. I'll work on contacting the schools. You guys have other things to worry about. Hopefully, it works out. And if not, then that's okay. As long as I can make a convincing argument that I tried, I'll be fine. Thanks for trying!

Shelley Neal September 28 at 4:01pm

I'm so sorry. Needless to say, I'm frustrated with many things....including this. :( It has the potential to be awesome but I just can't read him sometimes.

Sent via Facebook Mobile

Samantha DePrez September 28 at 4:11pm

What if we did the concert at a neutral venue? Do you know of any places that would be cheap and accessible for under 18's? I'm thinking we change the show to win a contest for you and 100 of your friends. The biggest problem would then be paying for the venue...what do you think? Get back to me whenever, no rush :)

Shelley Neal September 28 at 4:13pm

What abt a backyard bonfire at the winners house?

Sent via Facebook Mobile

Samantha DePrez September 28 at 4:30pm
Never heard of it, but I'll look into it. I'm also gonna check the Living Room, Cornerstone Center for the Arts, Pruis and the University Theatre on campus, and Muncie Civic Theatre. Thanks! I'm gonna e-mail my TCOM advisor and see if I can get campus space for free or discount since it's for my thesis!

Shelley Neal September 28 at 4:35pm
Great idea! Keep me updated! :)  
Sent via Facebook Mobile

Samantha DePrez September 30 at 9:03am
Dean of the Honors College and a friend of mine recommended Cornerstone. Looked at their website and the auditorium rents for $400-$600 (not too bad). I'm going to call them this afternoon for more details (specific rate, dates, and insurance liabilities). I'm assuming WMDH has a blanket license for all of their events...

Shelley Neal October 1 at 10:36pm
Let me know what u find out. You'll have to check w/pam about insurance etc. I have no idea. Lol  
Sent via Facebook Mobile
RE: Contest

DePrez, Samantha M

Sent: Wednesday, September 23, 2009 9:40 AM
To: Jim Koger [jkoger@delcomschools.org]

Thank you for your quick response!

Samantha DePrez
(260) 715-1226
smdeprez@bsu.edu

From: Jim Koger [jkoger@delcomschools.org]
Sent: Wednesday, September 23, 2009 9:15 AM
To: DePrez, Samantha M
Subject: Contest

Samantha,

Thank you for wanting to include Delta High School in your text messaging contest. However, we are not interested in participating. We wish you luck in this venture and "GO CARDINALS".

Jim Koger, Principal
Delta High School
3400 S. R. 28
Muncie, Indiana 47303
Phone: 765-288-5597 The Delta Way
Fax: 765-288-8498
E-Mail: jkoger@delcomschools.org

We strive to develop excellent academic skills for knowledgeable decision making, for better communication, and for social responsibility.
RE: text contest
DePrez, Samantha M

Sent: Wednesday, September 23, 2009 6:06 PM
To: Lucinda McCord [lmccord@acsc.net]

Yes. It doesn't necessarily have to be on a Friday either. The winner will be
announced on November 13th, and my thesis needs to be completed before I graduate on
December 19th. Therefore, I would like to have the show anytime between November
13th and December 4th.

Samantha DePrez
(260) 715-1226
smdeprez@bsu.edu

From: Lucinda McCord [lmccord@acsc.net]
Sent: Wednesday, September 23, 2009 6:54 PM
To: DePrez, Samantha M
Subject: RE: text contest

Is this any Friday afternoon?

>>> "DePrez, Samantha M" <smdeprez@bsu.edu> 09/23/09 4:11 PM >>>
First, thank you so much for your quick response! I hope the football
team does do well! Fortunately, Corey and his manager are flexible when
it comes to dates - Friday afternoons are always open. We would be more
than happy to work around the school's schedule if Highland is selected.
Is the scheduling the only problem you have with the contest? Meaning
that if your school is selected, you would be willing to participate?

Again, thank you for your quick response! I really appreciate your help!

Samantha DePrez
(260) 715-1226
smdeprez@bsu.edu

From: Lucinda McCord [lmccord@acsc.net]
Sent: Wednesday, September 23, 2009 3:11 PM
To: DePrez, Samantha M
Subject: text contest

The boys' football semi-state is that Friday night so I wouldn't even
know until Oct. 23 if we would be out of the sectional or moving on. If
we were still in the sectional, our school would not be available on
Nov. 20 for either a day time or an evening events. Any other options?

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e-mail and delete it. This e-mail message may not be copied,
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https://webmail.bsu.edu/owa/?ae=Item&t=IPM>Note&id=RgAAABXTyVuQh1oTLpYN... 9/28/2009
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Shelley Neal [shelley.neal@citcomm.com]

Sent: Monday, September 28, 2009 3:25 PM
To: DePrez, Samantha M

I'm sending you a message via facebook...

Shelley J. Neal
Account Executive
Hit Country 102.5 WMDH
Citadel Broadcasting Company
1134 W State Rd 38
New Castle, IN 47362
Phone: (765) 529-2600 or (765) 282-7539
Fax: (765) 529-1688
Cell: (765) 524-0130
shelley.neal@citcomm.com
www.wmdh.com

-----Original Message-----
From: DePrez, Samantha M [mailto:smdprez@bsu.edu]
Sent: Monday, September 28, 2009 3:21 PM
To: Shelley Neal
Subject: RE: text contest

Still haven't heard from the other high schools... Should we try calling New Castle and scheduling a meeting???
No rush, I know you're busy :)

Samantha DePrez
(260) 715-1226
smdprez@bsu.edu

From: Shelley Neal [shelley.neal@citcomm.com]
Sent: Thursday, September 24, 2009 9:43 AM
To: DePrez, Samantha M
Subject: RE: text contest

That is a better response. Let me know what her response is from your last email.

Shelley J. Neal
Account Executive
Hit Country 102.5 WMDH
Citadel Broadcasting Company
1134 W State Rd 38
New Castle, IN 47362
Phone: (765) 529-2600 or (765) 282-7539
Fax: (765) 529-1688
Cell: (765) 524-0130
shelley.neal@citcomm.com
www.wmdh.com

-----Original Message-----

https://webmail.bsu.edu/owa/?ac=Item&t=IPM.Note&id=RgAAABABTTyVuQh1oTLpY... 12/14/2009
RE: text contest

From: DePrez, Samantha M [mailto:smdprez@bsu.edu]
Sent: Wednesday, September 23, 2009 4:12 PM
To: shelley.neal@citcomm.com
Subject: FW: text contest

Not a bad response! I told her that we could work around the school’s schedule if necessary. Corey and Gary are pretty flexible when it comes to Friday afternoons. I then asked if she had any more concerns, and if this meant that the school would be willing to participate if selected. Things are looking up!

Samantha DePrez
(260) 715-1226
smdprez@bsu.edu

From: Lucinda Mc Cord [lmccord@acsc.net]
Sent: Wednesday, September 23, 2009 3:11 PM
To: DePrez, Samantha M
Subject: text contest

The boys’ football semi-state is that Friday night so I wouldn’t even know until Oct. 23 if we would be out of the sectional or moving on. If we were still in the sectional, out school would not be available on Nov. 20 for either a day time or an evening events. Any other options?

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https://webmail.bsu.edu/owa/?ae=Item&t=IPM.Note&id=RgAAABXTYVuQh1oTLpY... 12/14/2009
RE: Honors Thesis
DePrez, Samantha M

Sent: Tuesday, September 29, 2009 1:02 PM
To: Emert, John Wesley

Thanks for the quick response! Someone else recommended Cornerstone as well - I'll look into it. Again, thank you!

Samantha DePrez
(260) 715-1226
smdeprez@bsu.edu

From: Emert, John Wesley
Sent: Tuesday, September 29, 2009 12:59 PM
To: DePrez, Samantha M
Subject: RE: Honors Thesis

Hello Samantha DePrez:
Thanks for your email and the update on your work. To inquire about the University Theatre, call their box office and ask for the "house manager". Pruis is likewise managed by the School of Music—start with their main office. You might also consider Cornerstone for the Arts downtown—call their General Manager. Liability issues are significant here; perhaps WMDH has blanket liability insurance to cover such an event. Or perhaps they'd consider doing a "back-yard" concert.

Best of luck, John

John Emert
Associate Dean, the Honors College
Ball State University

From: DePrez, Samantha M
Sent: Tuesday, September 29, 2009 11:54 AM
To: Emert, John Wesley
Subject: Honors Thesis

Dr. Emert:

My name is Samantha DePrez, and I met with you last semester to approve my honors thesis. I am working with WMDH in New Castle to put together a text message contest for the radio station. The winner's high school gets to host a concert in their school's gym/auditorium. I have been contacting several schools to get their feedback on the contest before we start the promotion. While many of them have not returned my calls or e-mails, the few answers I have received are not encouraging. Many schools do not want to host the show. Therefore, WMDH and I have discussed moving the concert to an outside venue. The contest would then become "win a private concert for you and 100 of your friends." The only problem with this plan is the added cost for renting a venue.

My question for you is whether or not I could use a campus venue (Pruis or the University Theatre) for free or at a discounted rate since I am a thesis student? Also, do you know who I need to contact to check for campus rates and availabilities? I am also contacting other venues in the Muncie area to check their rates and availabilities.

Thank you for your help!

Samantha DePrez
(260) 715-1226
smdeprez@bsu.edu

https://webmail.bsu.edu/owa/?ae=Item&t=IPM.Note&id=RgAAAABXTyVuQh1oTLpY... 12/14/2009
Hello, my name is Samantha DePrez. I am an honors thesis student at Ball State University. I am currently working on my honors thesis with WMDH 102.5 - the country radio station in New Castle, IN. I am designing a contest for the radio station in which one applicant will win a concert (Corey Cox - a local country artist and station favorite) for himself/herself and 100 friends. We are currently looking for a venue to host the show. Several of my professors recommended your location. I have several questions...

1. Is the auditorium available for the evening of Friday November 20th?

2. What is the fee? (We will not be charging admission, but it is not open to the public)

3. How do we handle insurance/liabilities?

4. Do you have lighting and sound equipment available or do we have to find an independent provider?

These are the only questions that come to mind right now. I look forward to your response. If it would be easier to discuss this over the phone, you can reach me at the number below. Please feel free to leave a message (my class schedule varies).

Thank you!

Samantha DePrez
(260) 715-1226
smdeprez@bsu.edu
RE: text contest

Shelley Neal [shelley.neal@citcomm.com]

Sent: Tuesday, October 06, 2009 1:45 PM
To: DePrez, Samantha M

Thanks! :)

Shelley J. Neal
Account Executive
Hit Country 102.5 WMDH
Citadel Broadcasting Company
1134 W State Rd 38
New Castle, IN 47362
Phone: (765) 529-2600 or (765) 282-7539
Fax: (765) 529-1688
Cell: (765) 524-0130
shelley.neal@citcomm.com
www.wmhd.com

-----Original Message-----
From: DePrez, Samantha M [mailto:smdeprez@bsu.edu]
Sent: Tuesday, October 06, 2009 1:20 PM
To: Shelley Neal
Subject: RE: text contest

haha! I reserved Pruís Hall on Ball State's campus for November 14 from 7-11pm (I'm thinking concert starts around 8 and runs until 9:30 or 10). Gary is supposed to get back to me ASAP on the date, they have it reserved for a venue in Kentucky that night. So, the date might have to change. Pruís Hall is free because I am a student. Might want to think about getting Ball State to sponsor - after all we are bringing 100 high school students to their campus :)

I'll keep you updated!

Samantha DePrez
(260) 715-1226
smdeprez@bsu.edu

From: Shelley Neal [shelley.neal@citcomm.com]
Sent: Tuesday, October 06, 2009 1:15 PM
To: DePrez, Samantha M
Subject: RE: text contest

I must remember...7 is delete and 9 is save on cell phones. I accidently deleted your message. : ( Tell me again on the dates...and anything else you left on my voicemail. LOL

Shelley J. Neal
Account Executive
Hit Country 102.5 WMDH
Citadel Broadcasting Company
1134 W State Rd 38
New Castle, IN 47362

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RE: text contest

Phone: (765) 529-2600 or (765) 282-7539
Fax: (765) 529-1688
Cell: (765) 524-0130
shelley.neal@citcomm.com
www.wmdh.com

-----Original Message-----
From: DePrez, Samantha M [mailto:smdeprez@bsu.edu]
Sent: Monday, October 05, 2009 1:28 PM
To: Shelley Neal
Subject: RE: text contest

Nope. So I'm looking into outside venues. Just learned that Pruis Hall on
Ball State campus is free if it is sponsored by a department. I'm looking
into it. I'm just done with the high schools - they aren't working with
me!!!

Samantha DePrez
(260) 715-1226
smdeprez@bsu.edu

From: Shelley Neal [shelley.neal@citcomm.com]
Sent: Monday, October 05, 2009 10:52 AM
To: DePrez, Samantha M
Subject: RE: text contest

Hey girl...

Have you heard back from any other schools?

Shelley J. Neal
Account Executive
Hit Country 102.5 WMDH
Citadel Broadcasting Company
1134 W State Rd 38
New Castle, IN 47362
Phone: (765) 529-2600 or (765) 282-7539
Fax: (765) 529-1688
Cell: (765) 524-0130
shelley.neal@citcomm.com
www.wmdh.com

-----Original Message-----
From: DePrez, Samantha M [mailto:smdeprez@bsu.edu]
Sent: Monday, September 28, 2009 3:21 PM
To: Shelley Neal
Subject: RE: text contest

Still haven't heard from the other high schools...Should we try calling New
Castle and scheduling a meeting???
No rush, I know you're busy :)

Samantha DePrez
(260) 715-1226
smdeprez@bsu.edu

From: Shelley Neal [shelley.neal@citcomm.com]
RE: text contest

Sent: Thursday, September 24, 2009 9:43 AM
To: DePrez, Samantha M
Subject: RE: text contest

That is a better response. Let me know what her response is from your last email.

Shelley J. Neal
Account Executive
Hit Country 102.5 WMDH
Citadel Broadcasting Company
1134 W State Rd 38
New Castle, IN 47362
Phone: (765) 529-2600 or (765) 282-7539
Fax: (765) 529-1688
Cell: (765) 524-0130
shelley.neal@citcomm.com
www.wmdh.com

-----Original Message-----
From: DePrez, Samantha M [mailto:smdeprez@bsu.edu]
Sent: Wednesday, September 23, 2009 4:12 PM
To: shelley.neal@citcomm.com
Subject: FW: text contest

Not a bad response! I told her that we could work around the school's schedule if necessary. Corey and Gary are pretty flexible when it comes to Friday afternoons. I then asked if she had any more concerns, and if this meant that the school would be willing to participate if selected. Things are looking up!

Samantha DePrez
(260) 715-1226
smdeprez@bsu.edu

From: Lucinda McCord [lmccord@acsc.net]
Sent: Wednesday, September 23, 2009 3:11 PM
To: DePrez, Samantha M
Subject: text contest

The boys' football semi-state is that Friday night so I wouldn't even know until Oct. 23 if we would be out of the sectional or moving on. If we were still in the sectional, out school would not be available on Nov. 20 for either a day time or an evening events. Any other options?

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https://webmail.bsu.edu/owa/?ae=Item&t=IPM.Note&id=RgAAAABXTyVuQh1oTLpY... 12/14/2009
Hey Todd and Pam!

Hope all is well! Can't believe it's October already! Saw the picture of the Corn Maze online - it looks really great!

I have finalized the contest idea and concert details for the Corey Cox contest promotion. I would like to meet with both of you early next week to discuss the sales details. Are both of you available Monday afternoon? I can come to the station or we can meet in Muncie?

Thanks!

Samantha DePrez
(260) 715-1226
smdeprez@bsu.edu
Corey Cox Rider Attached

gdsallee@aol.com [gdsallee@aol.com]

Sent: Thursday, October 15, 2009 8:04 AM
To: DePrez, Samantha M
Attachments: COREY_COX_RIDER_09[1].pdf (27 KB)

Samantha:

We will bring backline, in-ear monitor system and microphones. The venue must provide only the staging, lights and sound system.

Thank you,
Gary
RE: My Thesis
DePrez, Samantha M

Sent: Thursday, October 15, 2009 3:29 PM
To: Carlson, Nancy Briggs

Thanks! The Pruks staff has been wonderful to work with thus far, and they are really excited for the show!

P.S. I emailed Todd and Pam at WMDH yesterday to schedule a meeting with them for early next week to discuss everything. I haven't heard back yet, but hopefully we can meet and get all of this worked out! :)

Samantha DePrez
(260) 715-1226
smdeprez@bsu.edu

From: Carlson, Nancy Briggs
Sent: Thursday, October 15, 2009 2:50 PM
To: DePrez, Samantha M
Subject: RE: My Thesis

yes

From: DePrez, Samantha M
Sent: Thursday, October 15, 2009 1:13 PM
To: Carlson, Nancy Briggs
Subject: FW: My Thesis

Hey Nancy!

I have been meeting with Pruks to discuss details for the show. They called me today to let me know that if I want to use the venue for free, I need to have a department sponsor me. They said I could have either the TCOM department or the Honors department sponsor the event. I thought I would ask TCOM since I've been working more closely with you than with my honors advisor. Who do I need to talk to? Can you sign off on the sponsor papers?

Thanks!

Samantha DePrez
(260) 715-1226
smdeprez@bsu.edu

From: DePrez, Samantha M
Sent: Monday, October 05, 2009 1:36 PM
To: Carlson, Nancy Briggs
Subject: RE: My Thesis

Great! I get out of class at 10:45, so I'll come straight to your office. I just spoke with Pruks and reserved the space for November 14 from 7-11pm. Free of charge!

Thanks Nancy - see you tomorrow!

Samantha DePrez
(260) 715-1226

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RE: My Thesis

smdeprez@bsu.edu

From: Carlson, Nancy Briggs
Sent: Monday, October 05, 2009 1:30 PM
To: DePrez, Samantha M
Subject: RE: My Thesis

Yes. I have to leave at 11:45. nc

From: DePrez, Samantha M
Sent: Monday, October 05, 2009 1:29 PM
To: Carlson, Nancy Briggs
Subject: RE: My Thesis

Are you available tomorrow (Tuesday) around 11?

Samantha DePrez
(260) 715-1226
smdeprez@bsu.edu

From: Carlson, Nancy Briggs
Sent: Monday, October 05, 2009 11:13 AM
To: DePrez, Samantha M
Subject: RE: My Thesis

Come see me. Pruis is free if it is sponsored by a BSU dept. (TCOM?) and you don’t charge admission. It’s very busy, so call them right away about dates. Don’t know about U. Theatre. You’ll have to call.

From: DePrez, Samantha M
Sent: Monday, September 28, 2009 4:43 PM
To: Carlson, Nancy Briggs
Subject: My Thesis

Hey Nancy!

Hope all is well! I got your e-mail about Riley, and we talked the other day. We’re going to get together sometime soon to discuss Nashville.

I’m emailing you because I am a little frustrated with my thesis project right now. WMDH requested that I contact the local high schools to determine their interest in the text contest. Mainly, we wanted to know if they would allow the concert to take place if one of their students won. I tried calling superintendents, and the majority of them did not return my calls. The few that I did talk to suggested that I contact the school principals directly. Therefore, I wrote a letter and sent it out to 6 area high schools (letter is attached). Like I said, we just wanted feedback on the contest and the likeability of it happening. The letters went out over a week ago, and I have only received two answers: no and maybe. Not very encouraging. While I try to contact the other schools, I am trying to come up with back-up plans.

My back-up plan is to host the concert not at the winner's high school but at another venue - changing the contest to win a Corey Cox concert for you and 100 of your friends! The only negative of this plan is that we would have to pay for an outside venue. I am going to call several venues this week to get their rates and availabilities.

My question for you is what are the possibilities of hosting the concert on campus at either Pruis or the University Theatre? They are ideal in size and location. I know past thesis students have used these venues for their

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RE: My Thesis

projects (plays, readings, etc.) Do you know if students are able to use these spaces for free or for a discounted rate?

I don't know if you can answer these questions. I can always ask the Honors College or call Pruis and/or the University Theatre directly. I just wanted your opinion first!

Thanks Nancy!

Samantha DePrez
(260) 715-1226
smdeprez@bsu.edu

https://webmail.bsu.edu/owa/?ae=Item&t=IPM.Note&id=RgAAAABXTyVuQh1oTLpY... 12/14/2009
Thank you for the advice - I definitely did not mean to offend! I'm sorry.

Attached is my proposed sales sheet for potential sponsors. We need at least 2 sponsors at $2,000 each. As of now, the cost for the show is around $1,800 (venue and artist fees). With two sponsors, we will make a profit of roughly $2,000. Of course, the more sponsors we obtain, the more profit from the contest. When I met with Pam, Lisa, and Shelley last month, we agreed upon the attached sales proposal.

Possible sponsors could be Ball State, Verizon, Centennial, a car dealership, Plato's Closet, Muncie Mall, a restaurant, etc. These are just some of my ideas. I tried to think of businesses that would target the young adult audience.

What do you think?

Samantha DePrez
(260) 715-1226
smdeprez@bsu.edu

From: Todd Merickel [todd.merickel@citcomm.com]
Sent: Wednesday, October 21, 2009 1:20 PM
To: DePrez, Samantha M
Subject: RE: My Thesis Promotion/Contest

rule one my young friend, never assume something with a potential business partner. If I didn't know you, I could have taken offense at the impression part.

I am not sure why Pam did not call you back. What/how much is needed from the sponsor part and do we keep that 100% or how does that work?

-----Original Message-----
From: DePrez, Samantha M [mailto:smdeprez@bsu.edu]
Sent: Wednesday, October 21, 2009 12:59 PM
To: todd.merickel@citcomm.com; pam.price@citcomm.com
Subject: My Thesis Promotion/Contest

Hey Todd and Pam!

Just checking in! I sent you guys an email last week, and I left a message for Todd yesterday. I know you guys are really busy, but I can't help but be paranoid. I'm getting the impression that WMDH does not want to do the Corey Cox concert promotion. If this is correct, please let me know now. I have the venue, equipment, and talent all set up, but I can't go any further without sponsors. The concert is in 3 weeks, so I need to get the ball rolling. If you guys decide to not do the contest, I need to inform Pruis Hall and Gary of the cancellation in a timely manner. I do not want to ruin these good relationships - both parties have worked patiently with me.

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Please get back to me as soon as possible. I need to know by the end of the week what needs to be done. If WMDH chooses to go forward with the contest, then we need to secure sponsors, start promoting the contest, and prepare the text message system. Please note that if WMDH chooses not to participate, I can still complete my thesis. I will just meet with Nancy Carlson, my thesis advisor, to restructure the project.

Thank you for your help!

Samantha DePrez
(260) 715-1226
smdeprez@bsu.edu

12/14/2009
RE: My Thesis Promotion/Contest

DePrez, Samantha M

Sent: Thursday, October 22, 2009 3:31 PM
To: tmerickel@gmail.com

Hey Todd!

Sorry to bother you again. I just spoke with Emens/Pruis, and while there is no rental fee, there is a labor fee of close to $800! I definitely was not counting on that high of a cost. Therefore, in order to make this promotion reasonably profitable for the station, we would need to sell at least 3 of the sponsorship packages. You know the sales market right now, is selling three $2,000 packages doable in a two week period? I sincerely doubt it, but you know better than me! If it's not doable, then I say we cancel the promotion.

I do not want to waste your time or the station's time by trying to make this happen. This has turned into a bigger (and more expensive) project than I ever imagined. It's definitely been a good learning experience, and even if the promotion doesn't happen, it will still make for a good thesis. Thanks for your help!

Samantha DePrez  
(260) 715-1226  
smdeprez@bsu.edu

From: tmerickel@gmail.com [tmerickel@gmail.com]
Sent: Wednesday, October 21, 2009 1:02 PM
To: DePrez, Samantha M
Subject: Re: My Thesis Promotion/Contest

Sorry sam juggling forty things right now. How do we go about selling the promotion?

Sent from my Verizon Wireless BlackBerry

Hey Todd and Pam!

Just checking in! I sent you guys an email last week, and I left a message for Todd yesterday. I know you guys are really busy, but I can't help but be paranoid. I'm getting the impression that WMDH does not want to do the Corey Cox concert promotion. If this is correct, please let me know now. I have the venue, equipment, and talent all set up, but I can't go any further without sponsors. The concert is in 3 weeks, so I need to get the ball rolling. If you guys decide to not do the contest, I need to inform Pruis Hall and Gary of the cancellation in a timely manner. I do not want to ruin these good relationships - both parties have worked patiently with me.

Please get back to me as soon as possible. I need to know by the end of the week what needs to be done. If WMDH chooses to go forward with the contest, then we need to secure sponsors, start promoting the contest, and prepare the text message

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system. Please note that if WMDR chooses not to participate, I can still complete my thesis. I will just meet with Nancy Carlson, my thesis advisor, to restructure the project.

Thank you for your help!

Samantha DePrez
(260) 715-1226
smdeprez@bsu.edu

https://webmail.bsu.edu/owa/?ae=Item&t=IPM.Note&id=RgAAAAABXTyVuQh1oTLpY... 12/14/2009
What Went Wrong?

For my thesis, I decided to design a contest promotion for WMDH 102.5FM, the country radio station in New Castle, Indiana. Last spring, I interned with WMDH, and I built a good relationship with the station staff. During my internship, I read an article about a national contest promotion for Verizon Wireless. High school students across the country sent in text messages, and whichever school sent the most text messages would receive a free concert from country superstar, Taylor Swift. This article inspired my contest promotion. WMDH already had a relationship with local country artist, Corey Cox, and his manager, Gary Sallee. Through my work with WMDH, I had met both Corey and Gary several times. When I presented my idea to WMDH, Corey, and Gary, they immediately agreed to the project.

Initially, the promotion was for local high school students. Students would send text messages to the radio station to enter the contest. One winner would be selected, and that student would receive a Corey Cox concert in their high school auditorium for the entire school. Unfortunately, my contest promotion did not happen. While some of the missteps were on my end, the majority of the problems arose from my partner in the promotion, New Castle radio station WMDH.

First, I was not expecting the lack of interest from the local high schools. I went to private parochial schools for 12 years, and I did not realize how hard it is to work with public schools. It was impossible to find the decision-maker for the schools. I tried talking to the superintendents, but they either ignored my calls or told me that I needed to contact the school principals. When I tried to contact the school principals, my calls were ignored. I left messages on voicemails and spoke to secretaries, but I never received a return phone call from any of the schools. Per the suggestion of Shelley Neal, WMDH Account Manager, I sent a letter to the principals of the area high schools. I sent letters to Delta High School, Muncie Central High School, Muncie Southside High School, New Castle High School, Anderson High School, and Highland High School. The letter explained my promotion and asked for the school's
feedback. Even after follow-up phone calls, I still only received responses from two of the six schools. Delta High School was the first to respond, and the principal politely declined to participate. Highland High School in Anderson also responded. I had a brief email correspondence with the principal, but a decision was never reached.

After discussing my problems with my classmates, I learned that it would be highly unlikely that a public high school would participate in this promotion. Friends of mine who attended public schools said that they almost never got out of class for school pep rallies. The private parochial school that I attended had several pep rallies throughout the school year. Therefore, I did not expect this negative reaction from the area high schools. In hindsight, I now understand why a private parochial school in Virginia won the Verizon promotion featuring Taylor Swift that influenced my thesis project.

If I were to do this promotion again, I would do more background research. I wasted weeks of pre-promotion time trying to contact the area high schools and secure their involvement. I should have contacted the schools last spring when I made the project proposal. Instead, I assumed that the schools would want to participate. This error in judgment cost me several weeks of pre-promotion on my already tight project timeline.

Due to the lack of interest from the local high schools, I had to make some adjustments to the contest. I opened the contest to both high school and college students because I wanted to reach the local college campuses, Ball State University and Anderson University. The new contest still used the text message system, but instead of winning a concert for one’s school, the winner would receive a private Corey Cox concert for himself or herself and 100 friends.

When all of these problems started to arise, I was working closely with Shelley Neal at WMDH. She was a great resource for me when it came to contacting the high schools. She also helped me reframe the promotion after we realized that the high schools did not want to participate. However, in
late September, Shelley informed me that per her boss, General Manager Todd Merickel, she was no longer able to help me. Shelley mentioned in a promotions meeting that she was helping me contact the local high schools, and Todd did not think it was worth her time. He wanted her to pursue other promotions for current clients. From this point on, I worked alone with no contact at the radio station. I became worried that WMDH did not want to air the promotion, but I decided to move forward.

I should not have been surprised by the station’s lack of interest and commitment. In September, they instructed me to go about this promotion in a very backwards manner in that I was told to secure talent and a venue before I ever had potential sponsors. This meant that I reserved a venue and booked the talent without ever having money to pay for the expenses. While I thought this seemed impractical, I trusted their decision.

This was again a major error on my part. I should have voiced my opinion. I needed to be more aggressive with this promotion. Instead of taking charge, I was willing to sit back and be told what to do. This was not WMDH’s fault. I wanted their opinion and help, but I shouldn’t have given up so easily. If I didn’t receive an email response or return phone call from Todd or Pam, I would let a couple days go by before trying again. I should have been trying to contact them every day.

In the same meeting that resulted in my going about this promotion in a backwards manner, my promotion was also pushed back to November because WMDH already had an October promotion. I was perfectly fine with this development as it gave me more time to organize the event. However, the October promotion was a major failure. From my understanding, the station lost several thousand dollars. I believe this affected their willingness to carry out my contest promotion.

In the end, it was my decision to cancel the promotion. After booking Pruis Hall for the concert, I tried to contact the station in an attempt to start selling the promotion. We needed sponsors to fund the concert. After two weeks of phone calls and emails, I finally received a response from Todd. His
response was hesitant and noncommittal. Therefore, when I learned about the hidden fees from Pruis Hall and Emens Auditorium, I decided to pull the plug. Due to the labor union at Emens Auditorium, there was an additional $800 charge for labor. The concert required 2-3 hours of labor, but because of union minimums, I would have to pay the workers for 8 hours of labor. I had not previously worked with unions; therefore, I did not understand the union labor requirements. Furthermore, these minimums were not presented to me upfront when I booked the venue. Again, I should have asked more questions and done more background research into working with Pruis and Emens Auditorium. This additional $800 charge and the lack of support from WMDH ultimately led me to cancel the promotion.

When I finally spoke to Todd, he agreed with me. He verified that the station lost a large amount of money on its last promotion, and he expressed some concern over the return on investment for sponsors of my promotion. Why these concerns were not addressed last spring when I presented the project proposal, I do not know.

Weeks later, I met with the WMDH sales staff for lunch. I learned that the station was going through some employee turnover. The Sales Manager was let go in October, and one of the Account Managers left in early November. Therefore, WMDH did not have the time or manpower to organize such a big event. Knowing this, I feel better about what happened. Many of the problems that arose in the past couple of months were out of my control.

While I am obviously upset with WMDH, I learned a valuable lesson. Putting together a big event for a radio station promotion is a major project. When I decided to take on this project for my thesis, I underestimated the amount of time and work that it would require. Also, I did not realize what a big difference it would make not being at the station three days a week. Last spring, I worked at WMDH from 8am-5pm on Monday, Wednesday, and Friday. I worked on several promotions and sales projects while I was there. Therefore, I thought that this project would be manageable. However, it is much
harder working with a team when emails and phone calls are the only source of communication. In this situation, it takes a lot longer for decisions to be made. Unfortunately, my promotion did not take place, but I definitely learned from the experience.
What Do I Do Now?

Once I realized that my promotion was not going to happen, I met with my thesis advisor, Nancy Carlson. We discussed what went wrong and what could have been done differently. I always had a backup plan just in case the promotion fell through, so I knew that my next step would be to write a paper discussing why the project failed. While Nancy and I knew we had this backup plan, we were still disappointed with the final product. I still believe that this promotion can work. The contest is a great way of targeting a young adult audience. Corey Cox is a very talented, up-and-coming, country artist, and I want to help him further his career. Furthermore, this type of promotion has proven to be successful. For example, the Taylor Swift contest with Verizon Wireless was a huge success. I want to bring this contest promotion to the Muncie market.

Therefore, I will be giving my project proposal to Ball State’s campus radio station, WCRD. Kaylee Downing is the Promotions Director of WCRD, and I think she will be interested in this project. Along with the project proposal, I have also received permission to give WCRD contact information for Corey Cox and his management team. Incidentally, Corey Cox just recently hired Ball State Telecommunications professor Chris Taylor as his new publicist.

As a former salesperson of WCRD, I know that the station has revamped its sales and promotions department. The station is now making money and finding much success. This promotion is ideal for WCRD. It is an expensive promotion. However, if the WCRD sales staff gave themselves enough time to sell the promotion and create an attractive return on investment for the sponsors, I think this contest promotion could be a huge success. Corey Cox will also benefit from the exposure to Ball State students. I have included in my thesis the project proposal and sales sheet for WCRD along with a list of contact information for Corey, his manager, production manager, and for Pruis Hall. The project
proposal explains the contest and why I think it will be a success, and the sales sheet has been adapted to include a price that I believe WCRD sponsors will be willing to pay.

I am also creating a Promotions Checklist. I borrowed several National Association of Broadcasters information books from Nancy Carlson, my thesis advisor. In one of these books, I found a Promotions Checklist from 1991. I decided to update the content so that it was applicable for today’s radio stations in 2009. My additions, such as “Consider all potential costs,” are inspired by my experience. Hopefully, this checklist will help the WCRD staff when they develop their station promotions.

While my thesis did not go as planned, it was a great learning experience. I learned how difficult it is to plan a radio promotion, specifically the importance of communication. I learned how to work with artist managers, publicists, and production managers. I learned how to work with a venue, specifically one with union labor requirements. Now, my goal is to help others learn from my experience with the updated 2009 Promotions Checklist and the project proposal for WCRD.
The NAB’s 1991 Promotions Checklist

Promotions Qualifiers

Before you air your promotion, determine if it will enhance your station in any of the following ways:

- Image
- Audience
- Revenue

If not, re-examine the purpose of airing this promotion. Is there enough lead time to achieve your promotional goals? For a major promotion (ie: multi-media involvement/outdoor festival) give yourself three-four months lead time. For a smaller promotion (ie: jock appearance/ticker giveaways) give yourself two-three weeks of lead time.

Pre-air

- Set promotional goals.
- Determine promotions budget.
- If necessary, write contest rules/acquire event insurance (check with NAB Legal).
- Memo the entire staff about the promotion.
- Produce/write on-air copy and/or multi-media advertising.
- Trade/purchase necessary premium items (ie: T-shirts, key chains, bumper stickers, painters caps, etc.) and/or prizes and/or signage (ie: banners/ballons/flyers).

On-air

- Tease promotion for at least three days.
- Promote for at least two weeks.
- Post-promote for at least five days.

If promotion includes on-air giveaways:

- Make sure your prizes are in-house.
- Make contest rules available to the public.
- Post contest rules in the studio and make sure your receptionist has a copy, too.
- Memo air staff on contesting procedures. Be sure to included emergency phone numbers for all promotional partners.
- Place contest winners sheets in the studio to carefully record all vital winner info.
- Encourage the air staff to record the winners over the phone.
On-site Visibility

- Even staff and station personnel in station T-shirts.
- Banners/signs/balloons/flyers in visible locations
- Personalities as emcees and/or a live remote broadcast
- Premium item handouts and/or contest giveaways

Off-air Publicity

- Mail out or fax press releases to newspapers (two-three weeks prior to the promotion) and TV stations (one-two weeks prior to the promotion).
- Follow-up press release mailing/faxing with phone calls.
- Hire a photographer for trade/sales pictures (shoot color and B&W).
- Hire a videographer for trade/sales/TV use (Shoot for professional use – ¾” or 1”. Don’t expect home quality videos to make it.).

Post-event

- Pictures/videos to trade publications/sales dept.
- Thank you notes to promotional partners. Be sure to get letters of success from them, too.
- Review promotion with staff to determine if your goals were met and what improvements can be made for the next time around.

2009 Promotions Checklist

Promotions Qualifiers

Before you air your promotion, determine if it will enhance your station in any of the following ways:

☐ Image
☐ Audience
☐ Revenue
☐ Business Relationships

If not, re-examine the purpose of airing this promotion. Is there enough lead time to achieve your promotional goals? For a major promotion (i.e., multi-media involvement/outdoor festival) give yourself four-six months lead time. For a smaller promotion (i.e., jock appearance/ticker giveaways) give yourself two-three weeks of lead time.

Pre-air

☐ Obtain approval from top management.
☐ Set promotional goals.
☐ Research the promotion to determine if it is feasible.
☐ Determine promotions budget. Make sure to consider all potential costs.
☐ Obtain sponsors or promotional business partners.
☐ If necessary, write contest rules/acquire event insurance (check with NAB Legal).
☐ Memo the entire staff about the promotion.
☐ Produce/write on-air copy and/or multi-media advertising.
☐ Trade/purchase necessary premium items (i.e., T-shirts, key chains, bumper stickers, painters caps, etc.) and/or prizes and/or signage (i.e., banners/balloons/flyers).

On-air

☐ Tease promotion for at least three days.
☐ Promote for at least two weeks.
☐ Post-promote for at least five days.

If promotion includes on-air giveaways:

☐ Make sure your prizes are in-house.
☐ Make contest rules available to the public.
☐ Post contest rules in the studio and make sure your receptionist has a copy, too.
Memo air staff on contesting procedures. Be sure to included emergency phone numbers for all promotional partners.

- Place contest winners sheets in the studio to carefully record all vital winner info.
- Encourage the air staff to record the winners over the phone.

On-site Visibility

- Even staff and station personnel in station T-shirts.
- Banners/signs/balloons/flyers in visible locations
- Personalities as emcees and/or a live remote broadcast
- Premium item handouts and/or contest giveaways
- Make sure the sponsor or promotional business partners also have a presence at the event.

Off-air Publicity

- Mail out or fax press releases to newspapers (two-three weeks prior to the promotion) and TV stations (one-two weeks prior to the promotion).
- Follow-up press release mailing/faxing with phone calls.
- No need to hire a professional photographer or videographer. Have a station intern, Promotions Director, or Account Manger document the promotion with the station’s digital camera or Flipcam.

Post-event

- Pictures/videos to trade publications/sales dept. Most importantly, post pictures to station website and Facebook page within a timely manner.
- Thank you notes to promotional partners. Be sure to get letters of success from them, too.
- Review promotion with staff to determine if your goals were met and what improvements can be made for the next time around.


Updated by Samantha DePrez, December 2009.
Win a Private Concert for You and 100 of Your Friends featuring Corey Cox!

Corey Cox is an up-and-coming country artist who has seen much success throughout Indiana and the tri-state area. Corey is quickly attaining a loyal, young audience, specifically college students.

In order to reach out to these listeners, I propose a contest promotion – “Win a Private Concert for You and 100 of Your Friends featuring Corey Cox!”

This promotion will be open to the Ball State University students – the target audience for WCRD advertisers!

Listeners will text message the station to enter the contest. One lucky listener will win a private Corey Cox concert for the listener and 100 of his or her friends at Pruis Hall on Ball State’s campus. The listener will also get to meet Corey before the show!

This promotion costs roughly $2,000. However, the return on investment for sponsors is extremely valuable. Ball State students are a huge player in the Muncie market, and advertisers are constantly trying to attract Ball State students.

WCRD only needs to sell 4 of the sales packages (below) to pay for the promotion. Any additional sales will be pure profit for the station!
Win a Private Concert for You and 100 of Your Friends featuring Corey Cox!

Corey Cox is an up-and-coming country artist who has seen much success throughout Indiana and the tri-state area. Corey is quickly attaining a loyal, young audience, specifically college students.

WCRD wants to help YOU get your message out to our listening audience – Ball State University students. Listeners will text message the station to enter the contest. One lucky listener will win a private Corey Cox concert for the listener and 100 of his or her friends at Pruis Hall on Ball State’s campus. The listener will also get to meet Corey before the show!

As a sponsor you will receive*:

- Bounce back message on all texts
- A minimum of 100 live and recorded promotional announcements leading up to the event
- A minimum of 50 :30 commercials
- Presence at the concert (coupons, banners, etc.)
- Website feature

* Exclusivity in your business category

YOUR Investment: $500
Contact Information

Corey Cox
Artist
(765) 623-9139

Gary Sallee
Artist Manager
(317) 416-9543
gsallee@aol.com

Scott Wilson
Production Manager
(317) 695-3711
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Bibliography


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