

## **Classical Spark #3: Scheduling Promos for Your Station**

--Craig Curtis

In [Classical Spark #1: Getting Started](#), I provided sample liners stations are using to promote midday listening, and in [#2: Calculating OES for Your Station](#), some tips on how Optimum Effective Scheduling can be used to reinforce your station's branding and benefits for listeners.

Now here are **ideas to get you started on scheduling your specific plan for Classical Spark midday promotion** – or *any* promotion of your station for that matter. (You may already be doing this, and if so, feel free to return to your regularly scheduled workday.)

Once you've identified your promotional priority (for Classical Spark it's middays, our format's most listened-to daypart), sit down with your schedule to draft the most effective ways to use specific promotional messages through the day and week. You can work with your traffic and scheduling software, Excel spreadsheets (as below), or, heck, even pencil and paper. Take the time to match messages and approaches to dayparts and programs. Creating a basic grid is a ten-minute job, so there are no excuses for not doing it. (Trust me, I've tried all those excuses!)

Your messaging themes might be along the lines of *"the soundtrack to your day," "your classical companion"* or *"making your busy day a better day"* – i.e. station examples cited in Classical Spark #1: Getting Started.

For your own schedule, make a list of the material you plan to use—live reads, produced spots, liners, sweepers, two-ways, whatever—schedule the types of spots you want to use each hour, then add specific instructions as you move the schedule onto your daily log.

For Classical Spark, you might come up with something that looks like this **simple and generic grid, one that takes into account listener activity through the day and the goal of promoting midday classical listening.**

## PROMO SCHEDULING GRID EXAMPLE

5 AM	Sweeper or produced promo on midday listening
6 AM	Live read or produced spot on value of midday listening
7 AM	Live read or produced spot on midday listening, with thematic idea or single promotable piece
8 AM	Promotion of midday host and listening, possible short two-way with midday host
9 AM	Encourage listening through midday with a couple of specific promotable pieces of music
10 AM	Through midday make heavy use of "listen at work" or related sweepers and liners, forward promotion of major works, special music hours, giveaways, etc.
11 AM	"
12 AM	"
1 PM	"
2 PM	"
3 PM	Promote on theme of, "We're here for you every day at work, and for the drive home."
4 PM	Promote on theme of ending work day, but we're here every workday
5 PM	Daily or generic midday promo by show host
6 PM	Produced spot on value of midday listening
7 PM	Daily or generic midday promo by show host
8 PM	Sweeper or promo on midday listening
9 PM	Produced spot on value of midday listening
10 PM	Daily or generic midday promo by show host
11 PM	Sweeper or promo on midday listening

In order to give you a real world example, here is the Monday-Sunday grid KDFC uses for their Listen at Work Campaign:

	KDFC At Work Campaign						
	Mon	Tue	Wed	Thur	Fri	Sat	Sun
6am	:30 Promo	Rec Liner	*live*	:30 Promo	Rec Liner		
7am	*live*	:30 Promo	Rec Liner	*live*	:30 Promo	Rec Liner	:30 Promo
8am	Rec Liner	*live*	:30 Promo	Rec Liner	*live*	:30 Promo	*live*
9am	:30 Promo	Rec Liner	*live*	:30 Promo	Rec Liner	*live*	Rec Liner
10am	*live*	:30 Promo	Rec Liner	*live*	:30 Promo	Rec Liner	:30 Promo
11am	Rec Liner	*live*	:30 Promo	Rec Liner	*live*	:30 Promo	*live*
12n	:30 Promo	Rec Liner	*live*	:30 Promo	Rec Liner	*live*	Rec Liner
1pm	*live*	:30 Promo	Rec Liner	*live*	:30 Promo	Rec Liner	:30 Promo
2pm	Rec Liner	*live*	:30 Promo	Rec Liner	*live*	:30 Promo	*live*
3pm	:30 Promo	Rec Liner	*live*	:30 Promo	Rec Liner	*live*	Rec Liner
4pm	*live*	:30 Promo	Rec Liner	*live*	:30 Promo	Rec Liner	:30 Promo
5pm	Rec Liner	*live*	:30 Promo	Rec Liner	*live*	:30 Promo	*live*
6pm	:30 Promo	Rec Liner	*live*	:30 Promo	Rec Liner	*live*	Rec Liner
7pm	*live*	:30 Promo	Rec Liner	*live*	:30 Promo	Rec Liner	
8pm	Rec Liner		:30 Promo	Rec Liner	*live*	:30 Promo	*live*
9pm	:30 Promo		*live*	:30 Promo	Rec Liner	*live*	Rec Liner
10pm	*live*	:30 Promo	Rec Liner	*live*	:30 Promo		:30 Promo
11pm	Rec Liner	*live*	:30 Promo	Rec Liner	*live*		*live*

All of this prep work can be done surprisingly quickly, and it gives you an at-a-glance overview of your promotion that you will find enormously valuable.

Thanks to Bill Lueth and John Van Driel at USC Radio Group for letting us share KDFC's grid.

Classical Spark reference materials are all yours at [www.ClassicalMusicRising.org/Resources/Marketing/](http://www.ClassicalMusicRising.org/Resources/Marketing/)

Call or email with questions: (626) 616-4194; CCurtisRadio@gmail.com.