

**Classical Spark #6:  
Thanks, Holiday Spots, etc.**

--Craig Curtis

Since you've survived Beethoven's birthday and finished your holiday programming and announcers' schedule — you have done that, right? — I hope you can take a moment to reflect on your year, your part in Classical Music Rising, and your Classical Spark promotion.

From my listening post, thankfully well away from the Southern California fires, **I've heard a lot of great stuff this year with many of you developing more intentional and focused positioning and promotion.** It's been especially gratifying to hear all the "creative borrowing" going on out there, with promotional ideas and messages developed in one market adapted and used in another. This sharing of information and ideas is one of the things I like most about CMR, whether we're talking about on-air promotion, fund-raising, digital media, etc.

**We still have a ways to go to get up to full Spark level production based on OES rotations of about 100 spots per week, which is key for generating the kind of additional listening and tune-in we all want.** But as we continue to gather and distribute ideas, scripts, and spots, it will be easier to build promo inventory and run effective and varied schedules. I'll work aggressively to collect and share examples of your work more widely as we move into 2018.

With that in mind, I'd like to get some examples of what you all are doing over the holidays, from which others can creatively borrow next year. For example, [here is a great spot WQXR did for Halloween](#), with kudos to **Matt Abramovitz's** voice-over guy, who did *all* the voices.

**Cheryl Dring** from WOSU in Columbus sent these scripts and even [more audio examples of holiday liners using WOSU's "compose yourself" theme](#).

- *Jingle Bells...jangled nerves. The holidays can get a little frantic. Compose yourself with the beauty of the season on Classical 101.*
- *Celebrate every day with music! Classical music is right for any season. Compose yourself for the holidays with Classical 101.*
- *If you travel for the holidays, take your hometown station with you. Compose yourself with Classical 101, online, on-air, or on our mobile app.*

And **Daniel Gilliam** at WUOL has picked up on the "keep calm and carry on" theme in a new group of imaging spots. [Here's one about classical music and the Louisville commute](#).

Thanks again for all your enthusiasm and your classical music work this year. I do hope your holiday announcers' schedule lets you have a little family and friend time for the holidays!

**SEND STATION PROMOS TO SHARE**

What promos, liners, positioners, and messages, are you using to promote listening to your station? Send them along and we'll pass them around. [CCurtisRadio@gmail.com](mailto:CCurtisRadio@gmail.com)

Visit [Classical Music Rising.org/Resources/Marketing](https://classicalmusicrising.org/Resources/Marketing) for more *Classical Spark* materials.

**Links for reference:**

WQXR Halloween:

<https://classicalmusicrising.org/wp-content/uploads/WQXR-Halloween-Promo-102617.mp3>

WOSU Classical 101 holiday liners:

<https://classicalmusicrising.org/wp-content/uploads/WOSU-Holiday-Liners-2017.mp3>

WUOL imaging spot:

<https://classicalmusicrising.org/wp-content/uploads/WUOL-Imaging-1.mp3>

(12/18/17)