

# Small Market Winners

**WHEELS OF HOPE.** We give a car to a needy family during the holidays. This is in the biggest thing we do all year. It's called Wheels of Hope; we promote it on the air and the local paper, to get people to nominate needy families in the area and say why they deserve a car; many of the stories make you cry.

We've been lucky enough to be able to trade the vehicle for the past two years. The car dealer is not going to put their name on something that's going to fall apart, so the vehicles have been good-quality used cars that the dealer fixed up for us—new tires and so on—and then we filled them with groceries.

We go to twenty stores, restaurants and so on. A restaurant might give the winning family a meal every week for a year; a movie theater will do movie tickets every week for a year; a grocer, food; and so on.

We take nominations over about a 90-day period, collecting as many as possible. The tough part is picking the winner. We use the staff as judges; each will pick their top three favorites and then we compare notes and select the one that shows up the most in the top-three lists.

The participating sponsors get radio schedules, mentions in promos, logos in print ads and on our web site. It's great exposure for the station, the community and the sponsors. Even though there's only one the winner, it seems much bigger.

—Small Market Idea Swap, NAB Radio Show 2006

**THE PHRASE THAT PAYS.** Monday through Friday, in January and February, we'll highlight one business on both radio stations. We'll promote your business and your business slogan all day long. At the end of the day, we'll ask our listeners to give us your slogan or phrase; if they do, they win.

Participating sponsors receive

- 18 30-second promo ads on each station
- 70 30-second ads that can be used in January & February

The total value is over \$1,200; your investment is only \$700—\$350 billed in January and \$350 billed in February, plus two \$25 prizes.

—WHME, Winona, MN

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