

WSET-TV / Wheeler Radio Group and Rachael Ray

Situation Set-Up

MPI had been working with WSET for all sweep media buying for over 10 years. Standard sweep promotion for WSET typically includes ABC Prime, Entertainment Tonight, Oprah and Rachael Ray.

The Challenge:

With a major daily show (Oprah) leaving the air and taking a substantial amount of media market dollars with it, WSET needed a creative way to retain their day-time female viewers and increase co-op market support. They needed a fresh idea, and the means to fund it!

The Approach:

MPI entered into discussions with Rachael Ray, WSET and the Wheeler Radio Group to bring an on-air promotion to life. By working directly with the General Managers at WSET-TV, the Wheeler Radio Group and their promotional teams, MPI was able to position a "Watch / Listen / Win" promotion that not only received co-op support and complete funding, but included Rachael Ray herself.

For the promotion "hook," Rachael Ray committed to giving away tickets to her show and a complete set of cookware to one lucky winner. In addition, she provided autographed cookbooks to winners daily during the month long promotion!

Throughout the event, Rachael Ray remained engaged by providing promo reads for our TV and radio partners. She even called in to talk with two of the top morning DJ's, Q99's Dick & Dave in the morning. Her enthusiasm generated a "buzz" for her show and this custom promotion.

The Marketing Tools:

On-air promotional spots for both TV (WSET) and radio (WSLQ-FM), **website tiles**, **radio advertising**, **newspaper blogs**, **e-mail marketing**, **public relations** and strategic **live promotion** to pull it all together.

The Results:

A daily buzz, the hottest radio audience in the market engaged, twenty cookbook winners and one lucky winner headed to New York city for a live taping of the show.

Zero out-of-pocket hard costs for MPI or their media partners!

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Q99 FM's Dick and Dave Team up with Rachael Ray

Roanoke, VA (April 27, 2011) – WSLQ's Dick and Dave of The Breakfast Club have teamed up with Rachael Ray to give away a trip to New York City to watch a taping of the Rachael Ray Show.

Rachael Ray will call-in to the Dick and Dave Morning Show tomorrow, April 28, 2011 to offer a recipe for Feed Dave Thursday and describe the promotion. Starting Thursday, April 28th, a "Kitchen Clue of the Day" will be given out during the Rachael Ray Show at 4 p.m. weekdays on WSET ABC-13. Listeners must then tune in to the Dick and Dave Morning Show the next day, be caller 13 and correctly answer a question to qualify for the trip. Each qualifier will win an autographed Rachael Ray cookbook.

A winner will be drawn on May 26, 2011 where one lucky listener will win a pair of tickets to a taping of the Rachael Ray Show along with a two-night stay for two in New York City and round trip airfare provided by Martin Travel.

About WSLQ

WSLQ (Q99 FM) is an Adult Contemporary formatted broadcast radio station licensed to Roanoke, Virginia, serving the New River Valley and Southwest Virginia. WSLQ is owned and operated by Mel Wheeler, Inc. Broadcasting at 200,000 watts of power, WSLQ has the distinction of being one of the most powerful FM Radio stations licensed in the United States. From the station's transmitter on Poor Mountain near Roanoke, the station is able to reach much of central and southwest Virginia, in addition to much of southern West Virginia, the Piedmont Triad of North Carolina and northwestern and north central North Carolina.

About WSET

Owned by the Allbritton Communications Company, WSET-TV is the ABC television network affiliate for the Roanoke/Lynchburg, Virginia market. The station is licensed to Lynchburg, and transmits its digital signal on VHF channel 13.

About Martin Travel

Martin Travel, Incorporated, was founded in 1978 in Salem, Virginia, by Dr. Tom Martin, then Athletic Director at Roanoke College. Martin Travel was established strictly for business travel planning but soon added cruises and other leisure travel to its services. In 32 years the company has developed into the largest supplier of leisure travel booking and planning in western Virginia. With offices in Roanoke, Lexington, Martinsville and Blacksburg, Martin Travel continues to be the leading business travel firm in the area. We are also western Virginia's only Virtuoso agency.

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