



2005 Radio Promotions

WERQ-FM “After Dark Tank Party”

- Millford Mill Exxon, Baltimore, MD
- June 21st from 8:30-10:30 pm
- 2-hour remote appearance
- First 92 people received \$9.23 worth of FREE gas
- Station distributed Clean Air Partners brochures to everyone who attended



WMMJ-FM Electric Lawn Mower Promotion

- Lowe's, Upper Marlboro, MD
- July 9th from 11:00 am-1:00 pm
- 2-hour remote appearance
- Listeners encouraged to come in and get a new electric lawn mower at 10% off purchase price (\$199)
- Station distributed Clean Air Partners brochure to those who stopped by the booth



WLIF-FM “Have Fun Indoors”

- Chuck E Cheese, Towson, MD
- July 12th from 2:00-4:00 pm
- 2-hour remote appearance
- Station gave away free prizes and distributed Clean Air Partners brochures

WMMJ-FM “Fill Er’ Up” Promotion

- Greenbelt Exxon, Greenbelt, MD
- July 12th from 8:00-10:00 pm
- 2-hour remote appearance
- First 102 listeners received 10 gallons of gas at \$0.86/gallon
- Station distributed Clean Air Partners brochures to participants



Observations

- Events were well coordinated
- Most were well attended
- Participants seemed to enjoy themselves...many are loyal listeners of the radio stations
- The radio stations are very supportive
- The activities reinforce messaging