

ROTARY RADIO DAY
June 11, 2011
FACT SHEET

1. The selling period for Radio Days will start on May 4 and end on June 8. **ALL ADS AND MONEY MUST BE TURNED IN BY JUNE 8. HOWEVER – WE PREFER THAT ADS BE TURNED IN AS SOON AS THEY ARE SOLD!!!**
2. Ads should be written by the Rotarian selling each ad and should be no more than 4 lines in length. You can use the previous year's ads as guidelines and change or amend to the advertiser's preference.
3. Ads are to be sold as follows or in multiples thereof:
 - 1 ad - \$15
 - 2 ads - \$30
 - 4 ads - \$50
 - 10 ads - \$100
4. Turn in your money and your ads to your team captain, who will then give it to Carole Bradshaw.
5. We encourage each Rotarian to sell at least \$100 worth of ads – remember team who sells the most gets first choice of time slots!
6. **IMPORTANT** – even if you do not sell an ad to the advertiser, please give the cover sheet and ad copy with explanation on why ad was not sold to team captain. This way we can always update our data base for businesses no longer operating or those who do not wish to be contacted.
7. Your team captain has a master list of all businesses assigned to teams. If you want to contact a business not assigned to you, please see your team captain to determine if that business has been assigned to someone else. If so, you may make a trade. Businesses not listed on master list are “fair game” for anyone.
8. We will have our usual trivia questions and prizes throughout the day. If you or any of your advertisers want to donate a trivia prize, please either bring it to a Rotary meeting or leave it at WBBA.
9. Time on duty at WBBA will be in two-hour shifts from 6am to 6pm on Saturday, June 11.
10. There will be a news release in the local papers and spots on WBBA announcing Rotary Radio Day.
11. We will have a work day on Thursday, June 9. We welcome anyone who can help.
12. **LET'S MAKE THIS ANOTHER RECORD YEAR FOR RADIO DAYS – Do your part – sell ads, be on the radio, donate time before hand to help get everything together**
13. **There are 35 businesses assigned to each team – 210 total. If we sold an average of \$50 – 4 ads to each business, we could gross a total of \$10,500!!!!**

LIVE THE ROTARY MOTTO – SERVICE ABOVE SELF