



WWSP-90FM
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RADIOTHON

An explanation

The first weekend in December has been chosen as the weekend of Radiothon. It is an on air auction of goods and services that are donated by area businesses to 90FM. Each hour, at fifteen minute intervals, a new package is put up for auction. So, auction items begin, for example, at 9:00, 9:15, 9:30 and 9:45. Each item is kept up for auction one hour. During that hour, listeners can call in and bid on any of the packages. During the programming those days, we will break between each song to keep listeners up to date on what is being offered, and the current bids on those items. In addition, we encourage people to call and bid, we also describe the item, and the name and address of the business which contributed the item.

Prior to Radiothon, we mail out close to 2000 emails which include each of the packages and the name of the business which donated the items in the packages. The email tells the times at which each package will be auctioned. In addition, we promote Radiothon on air for 4 weeks building up to the weekend. During the final 2 weeks before Radiothon, each of the businesses is mentioned on the air during our regular programming. In addition, there is heavy publicity on the air and in the social media. It is the perfect weekend, coming after Thanksgiving and just before Christmas.

As the years have progressed, the quality of the items has increased. We have found that luxury items, meals, hotels, art work, etc. have been the most exciting and talk provoking. The staff of 90FM thanks you in advance for your consideration in this very important endeavor.

- 90FM Executive Staff