

# Holland Cooke Media **Time Bomb**

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## **The Contest:**

- Objective: Recycle listeners from syndicated longform hours & Rangers to local shows.
- How:
  1. Weekdays 6-8AM and 4-6PM, contestants call-in to play the game.
  2. How to win: Contestant says "STOP" to win last prize mentioned in produced Episode, unless explosion SFX happens first.
- Important: This has to be conspicuous – unlike business-as-usual -- and understandable.

## **Tue4/25 – Fri4/28:**

- Ted and Bill read "Time Bomb Pre-Promo" (over "Time Bomb" music) once per hour.
- Produced :30-TimeBomb-PREPROMO.mp3 airs once per hour in longform shows & Rangers.

## **Sat4/29 – Sun4/30:**

- Produced :30-TimeBomb-PREPROMO.mp3 airs once per hour in longform shows & Rangers.

## **WEEKDAYS Mon5/1 - Wed5/31:**

In live weekday 6A/7A/4P/5P hours:

- Ted/Bill deliver Tease (Time Bomb Format, attached) at the beginning of each local hour.
- Later in hour: Solicit (also on Format sheet) into a commercial break, during which call is screened.
- After break: Play (same sheet) contest, using produced Episode designated ("Game Sheet" attached).

:30-TimeBomb-Concept.mp3 airs once/hour in longform shows & Rangers.

## **WEEKENDS Sat5/6 – Mon5/29:**

:30-TimeBomb-Concept.mp3 airs once/hour in longform shows & Rangers.

# TIME BOMB FORMAT

## *Tease:*

AT NINETY TWO POINT ONE THE TEAM, WE'VE GOT A **PILE** OF PRIZES, AND **YOU** COULD WIN, LATER THIS HOUR...**IF** YOU KNOW-WHEN-TO-SAY-WHEN. NOT YET...KEEP LISTENING. AT ANY MOMENT, IT COULD BE YOUR TURN TO BEAT..."THE TIME BOMB."

## *Solicit (over "Call Now" music):*

AT NINETY TWO POINT ONE THE TEAM, WE'VE GOT A **PILE** OF PRIZES, AND **RIGHT NOW** IS YOUR CHANCE TO CALL-IN-AND-WIN. [number] THAT'S [number]. WE'RE CLEARING THE LINES, AND IF YOU'RE THE-THIRD-CALL-WE-ANSWER, IT'S YOUR TURN TO TRY-TO-BEAT "THE TIME BOMB!"

## *Play:*

[name] FROM [town]: AT NINETY TWO POINT ONE THE TEAM, WE'VE GOT A **PILE** OF PRIZES, AND YOU ARE ABOUT TO HEAR THEM LISTED WHEN WE ACTIVATE "THE TIME BOMB." AT ANY MOMENT, ONE-OF-TWO-THINGS WILL HAPPEN. YOU QUICKLY SAY "STOP" AND YOU WIN **THE LAST PRIZE YOU HEARD**. OR...IF YOU WAIT TOO LONG, THE BOMB GOES OFF, AND YOU LOSE. ARE YOU READY?

# TIME BOMB GAME SHEET

Date: \_\_\_\_\_ Hour: \_\_\_\_\_ Episode #: \_\_\_\_\_

Contestant: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

*Circle Prize Won – OR -- LOSER*

\$1	\$10 Fuzzy's Tacos gift card	3-bottle gift box from The Winery at Kiepersol
\$3	\$10 Wing Stop gift card	Free buffet & drink from Sweet Sue's Family Restaurant
\$4	\$10 Burger King gift card	Free oil change + tire rotation Quick Lane Tire & Auto
\$9.21	\$10 El Charro on the Ridge gift card	Free inspection and treatment from Rid-X Pest Control
\$15	\$15 Republic Ice House gift card	Private tour & tasting for 4 at the Winery at Kiepersol
\$21	\$15 Wade's Place gift card	Nikon One mirrorless digital camera from Competitive Cameras
\$50	\$20 Daniel Boone's Grill & Tavern gift card	Free air conditioning inspection & tune-up from the Original Evans Air Conditioning Company
\$92.10	\$25 The Diner gift card	Complete PC system tune-up from Inline Networks
\$100	Admission for 2: Six Flags Over Texas	Tickets for 2 "The Bodyguard" at Dallas Summer Musicals
3 pound lobster	Admission for 2: Splash Kingdom Water Park	Tickets for 2: East Texas Symphony concert of your choice
2 Texas Rangers tickets	Admission for 2: Schlitterbahn Water Park & Resort	Tix for 2: 2017-18 Cowan Center season event of your choice
Dinner for 2 at Kiepersol Estates	Free oil change from Donnybrook Automotive	<b>LOSER</b>