

Radio World

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USER REPORT

Will the Real Caller 10 Please Stand Up?

Stations Use NeoWinners Software to Organize Contest Information and Weed Out 'Prize Pigs'

by Alex Byrne
Promotions Director
Springfield Rock Radio Group

SPRINGFIELD, Mass. When I joined the Springfield Rock Radio Group — WAQY(FM) “Rock 102” and WLZX(FM) “Lazer 99.3” — I was pleasantly surprised to find a piece of software the promotions department had at its disposal which was incredibly helpful in streamlining contests, liner scheduling and prize fulfillment.

In the past, the stations I had worked for had been handling contests manually with paper forms for years.

We had difficulty tracking winners to ensure they waited 30 days before winning again, and weeding out the “prize pigs,” the guys who try to fool the on-air staff and win several times a week. The station jocks would even occasionally skip over on-air contests because they didn’t have the information they needed right in front of them; or they simply didn’t have any reminder on the screen.

We also had some issues with winners showing up at the front desk looking for their prize, and their information had not

yet been processed, making us look unprofessional.

These problems would occur because there were so many people involved in the prize process, and there was no central point for the information to be housed.

Did I win?

Springfield Rock Radio Group found a product that seemed to contain all the necessary functionalities to help a radio team be more efficient: NeoWinners from **NeoGroupe**, which claims more than 100 radio station clients, including in the United States and Canada.

NeoGroupe helped with training and in establishing the database. Since then, any information regarding contest winners is found in NeoWinners.

Producing guest lists for events now only takes a couple of seconds. We just print the appropriate report and can e-mail this directly from the program with the embedded functions.

At a glance, jocks find their contest log together with instructions so they no longer need to look through a three-ring binder or on a printed log. Front-desk



Alex Byrne

employees can now immediately look for a name and find the appropriate winner instantly. There is even barcode management if necessary. Many useful functions are available that ease contests and follow-ups.

This program has saved us a lot of time — particularly myself as the promotions director — and allowed us to be less dependent on others in the office. I can be out of the office for meetings, or take a day off here and there, and feel comfortable knowing that contests, liners, promos and prize fulfillment will continue smoothly. NeoWinners helps the promotions department, and our stations as a whole, be more organized both on and off the air.

For more information, including pricing, contact NeoGroupe c/o Telos Systems at (210) 757-4700 or visit www.neogroupe.com.