



QUESTIONS: DEMO

1. *What is your station's branding statement?*
2. *What teams matter most to your listeners?*
3. *How about high school sports?*
4. *Do you air any play-by-play broadcasts? Which teams?*
5. *Do you have "sister" stations that also carry play-by-play broadcasts? If yes, do you want us to cross-promote those broadcasts on your station?*
6. *What's your station's web address?*
7. *How do you envision using our reports? Mornings? Afternoons? Throughout the day?*
8. *Is there anything else that's important for us to know in creating this demo?*

QUESTIONS: CONTRACT

1. *General Contact Information: Station Calls; Address; Phone; Fax*
2. *E-Mail for General Manager; Program Director; Traffic*
3. *How are you going to put the updates into your system? Manually download or automation?*
4. *If automation, let them know that we'll come up with a file name that we'll use each weekday when we deliver the updates. Ask if there are any other special instructions for naming the files. For example, is there a restriction on the number of characters for the file names?*
5. *We'll create the web address on our server and upload files for them to test the download of the reports. We'll also provide them with the web address and FTP login and password for the downloading of the updates.*
6. *How often do they plan on airing the updates? What day parts?*



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