

So, you decided to air *NASCAR* from MRN...now what?



- 1) *Electronically sign your contract and send it back through ARC*
 - a. This allows us to activate your receiver and authorizes you to air our programming.
 - b. No matter the length of the agreement, we assess programming with you on an annual basis to keep up with the ever changing radio environment.

- 2) *Technical Requirements*
 - a. If you have a Westwood One Wegener i6420 or i8640 satellite receiver, we will contact Westwood One to assign and authorize a port for our broadcasts.
 - b. If you don't have a receiver, depending upon the level of programming you've committed to, we can provide one. Talk to your Radio Partnerships rep about this.
 - c. Please make sure to install using our quick start guide. Keep the [Westwood One technical support](#) number (888-435-7450) close to the receiver for troubleshooting purposes. It is their equipment and they know it best.
 - d. Broadcast schedules will be updated weekly and come from [Lisa Holman](#) in our office. Race format sheets are emailed approximately 10 days prior to the event. Race lengths vary, so there is a different format sheet for each race.
 - e. Affidavits are emailed on a monthly basis through our customer management system (ARC). The email will include an online link to fill out any outstanding proof of performance for all of your contracted programming.

- 3) *Sales Tools*
 - a. Contact [Bob Quick](#) for help with best practices for building packages and pricing options.
 - b. Schedule a local sales webinar for a NASCAR 101, prospecting, and common sales objections discussion with your sales staff.

- 4) *Promotions*
 - a. [Valerie Gladden](#) is our promotions liaison with the tracks, if there is a ticket giveaway opportunity for your station she will contact you.
 - b. Identify what tracks might make sense for promotional opportunities for your station, we will add it to our lists. We can also provide you with the correct track contact for you to build your own relationship for opportunities outside of our purposes.

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5) *Marketing Tools*

- a. Make sure to get the password for the MRN Radio Partners Only section of MRN.com from your Radio Partnerships rep. There you will find produced promos and driver liners, approved logos and other materials you can use to promote and sell our programming, plus an operations manual, and format sheets.
- b. Ask about our affiliate tune-in TV commercial for promotion of racing on your air. It's formatted for television broadcast and for website video pre-roll opportunities.
- c. White label audio content is sent multiple times a week and social media messaging is provided to help you drive listening.
- d. Custom station MRN Announcer recorded liners for promoting our programming on your station are available to you, contact your Radio Partnerships rep.
- e. MRN Announcers will record commercials for your clients. They are independent contractors so there are additional fees. Contact your Radio Partnerships rep for specific talent pricing.
- f. Your rep will send you the code for tune in banners for your websites that update automatically.
- g. It is highly recommended that you sign up for your free NASCARmedia.com account. There is a wealth of information and NASCAR content on it. Photos, press releases, track schedules, driver and team PR contacts, etc. all available to you for free and updated constantly.
- h. Follow [@4MRNAffiliates](https://twitter.com/4MRNAffiliates) on Twitter for rain delay information and other timely broadcast information.