

OVERVIEW

Arabian Nights

ADVENTURE

Viewers in your market will be sure to tune in to the epic, four-hour miniseries, **Arabian Nights**, airing on ABC April 30-May 1, in order to win a grand prize trip to Morocco!



ABC's **Arabian Nights Adventure** gives viewers a chance to win a trip to see all the magic and wonder of Morocco, a location site of **Arabian Nights**, just by tuning-in to the miniseries and listening to their local radio station for a chance to win. It's that easy.

...and now all you need to do is negotiate a radio promotion carrying a minimum \$16,000 in media value and fax your response form **no later than April 7** in order to give-away this lavish trip

Need help negotiating a radio promotion? Just give Affiliate Marketing & Promotion a call...now that's a wish come true!

Please note: ABC's Arabian Nights Adventure radio promotion is open **only** to those stations participating in co-op for the month of May.

Any local third party tie-ins **must be pre-approved** by Affiliate Marketing & Promotion.



RADIO PROMOTION

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Program Description

Arabian Nights, a lavish four-hour miniseries from Emmy Award-winning producer Robert Halmi, airs on the ABC Television Network Sunday, April 30 and Monday, May 1.

During **Arabian Nights**, tales of magic are spun by the beautiful Scheherazade who seeks to win the love of the sultan of Baghdad. The sultan, betrayed by his former queen, has pledged that he will trust no woman.

Forced to marry again, he has vowed to have the new sultana, Scheherazade, executed before dawn...but Scheherazade has a plan. She seeks to stave off her execution—and win the sultan's love—by telling tales inspired by a master storyteller.

Promotion Flight Dates

April 25-May 2

(Grand prize giveaway on May 2)

Target Audience

Adults 18-49/Formats: CHR, AOR, AC

Program Air Dates

Arabian Nights airs on ABC April 30 and May 1.

Grand Prize

A week long trip for two adults (21 years of age or older) to Morocco. Trip includes airfare, hotel accommodations and a group tour of select cities in Morocco.

Media Value Requirement

\$16,000 or more

Creative Elements

A :30 radio spot will be provided, as well as sound-effect elements to use during contest execution.

PROMOTION IDEAS

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ABC's Arabian Nights Adventure radio promotion is designed to force tune-in to the miniseries. Below, please find a few suggested radio promotion ideas. Grand prize trivia questions will be provided to your local radio partner once a promotion is negotiated.

Aladdin, The King Of Thieves Trivia

ABC will provide your radio partner with trivia questions based upon this classic tale...a perfect promotional tie-in to the series.

1001 Minutes To Win

In the spirit of the legendary tale "1001 Arabian Nights," invite listeners to call in to recite "Arabian Nights" the most number of times within 101 seconds. Ask listeners to call in every day (total of 1001 minutes) for a chance to qualify to answer the grand prize trivia question.

Arabian Night Fantasies

Get a terrific look into the fantasies of your listeners by hosting an Arabian Nights Fantasy Marathon. Each day invite fantasies from your listeners by asking them to describe their ideal Arabian Night Adventure.

Invite listeners to call in (or log on) to vote for the best/raciest/funniest/most outlandish fantasy. Pick the best fantasies to air on Tuesday, May 2 while inviting listeners to call in for their last minute chance to enter to win. Award the grand prize trip to the best fantasy and correct answer to the grand prize trivia question.

Arabian Nights Master Storytelling

Just as Scheherazade sought storytelling skills from a master, invite your listeners to call in to create your own Arabian Nights tale. Each day/hour a listener calls in with the first sentence of a story. The second day/hour another sentence is called in by a listener, until an entire story (no matter how outlandish!) is created out of thin air.

On Tuesday, May 2 the lucky Morocco Trip winner must repeat the entire story (word for word, of course) and answer a grand prize trivia question correctly to win.



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Enclosed, please find the following materials needed to execute **ABC's Arabian Nights Adventure** radio promotion:

- ☐ **Execution Kit**—This kit contains a program description, promotion timeline, promotion execution details, grand prize trivia questions, and a Contest Performance Form.
- ☐ **Radio Spot/Sound Effects/Music reel**
- ☐ **Script** of the enclosed radio spot.
- ☐ **Live Copy Points**—To be used during live DJ mentions.
- ☐ **Winner Validation Packet**—To be completed by the local grand prize winner and returned to your radio station. Your local winner validation packet must be returned to The Concept Studio with the completed Contest Performance Form and Air Check tape. Local winners should not return their paperwork directly to The Concept Studio.
- ☐ **Grand Prize Certificate**—With grand prize details should be given to your grand prize winner. Travel arrangements will be made once the winner completes the Winner Validation Packet and is received by The Concept Studio with the completed radio Contest Performance Form and Air Check tape.
- ☐ **Hotel Brochure**—Use the enclosed brochure to talk about the beautiful cities of Morocco on-air or provide to your local grand prize winner with the certificate.



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ARABIAN NIGHTS

Radio Promo Script

Duration: :30

Music

CD: From Movie Maintitle

APRIL 30TH (SUNDAY) [TONIGHT], ABC BRINGS YOU THE MAGIC OF A THOUSAND AND ONE ARABIAN NIGHTS IN A WORLD PREMIERE TELEVISION EVENT.

EXPERIENCE THE MAGIC OF YOUR OWN ARABIAN NIGHTS ADVENTURE. A WEEK FOR TWO IN EXOTIC MOROCCO - BROUGHT TO YOU BY ABC, GEOPASSAGE.COM, AND ROYAL AIR MAROC, WITH NON-STOP SERVICE FROM NEW YORK TO CASABLANCA. LISTEN HERE FOR A CHANCE TO WIN; AND WATCH "ARABIAN NIGHTS" ON ABC.

GO TO GEOPASSAGE.COM AND CUSTOM-DESIGN YOUR DREAM VACATION; ALL ABC VIEWERS RECEIVE AN EXCLUSIVE TEN PERCENT DISCOUNT.