

## Eric Oesterle

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**From:** Scott Michaels <smichaels@radiochicocomm.com>  
**Sent:** Tuesday, July 30, 2013 3:01 PM  
**To:** Eric Oesterle  
**Subject:** RE: Would You Rather Follow Up...KALF Chico Ca

Eric

This is What KALF Chico, Ca ran for the weeks of Contesting on our Homepage w/link to Spin master Site....Morning Show would tag to check out webpage and click on the link each day they played the game for 7/15-7/26

Daily Question posted on or FB and to Text members "What Would You Do?"

Picked daily winner(s) from all responses from both platforms

Let me know if u need anything else



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**From:** Eric Oesterle [<mailto:Eric.Oesterle@Mindshareworld.com>]  
**Sent:** Friday, July 26, 2013 8:31 AM  
**Subject:** Would You Rather Follow Up...

Hi there...

I just wanted to take a quick moment to thank you for your stations support in promoting the Would You Rather board game giveaways for Spin Master Games. Hopefully it's been a success and your listeners love the game as much as we do! As the promotion draws to a close at the end of this week I was hoping that you could forward me an air check or screen capture of your stations activities. I'm going to begin building a recap for the client next week and I'd love to showcase your stations great work on this promotion.

Any questions or concerns please let me know and thanks again for your efforts on this promotion!

**Eric Oesterle**  
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