

**RADIO**

**Gets  
Out  
the  
Vote**

# Radio Delivers Potential Voters

**Registered  
to Vote  
in Their  
District of  
Residence**

**90% of General Market**

**91% of African-Americans**

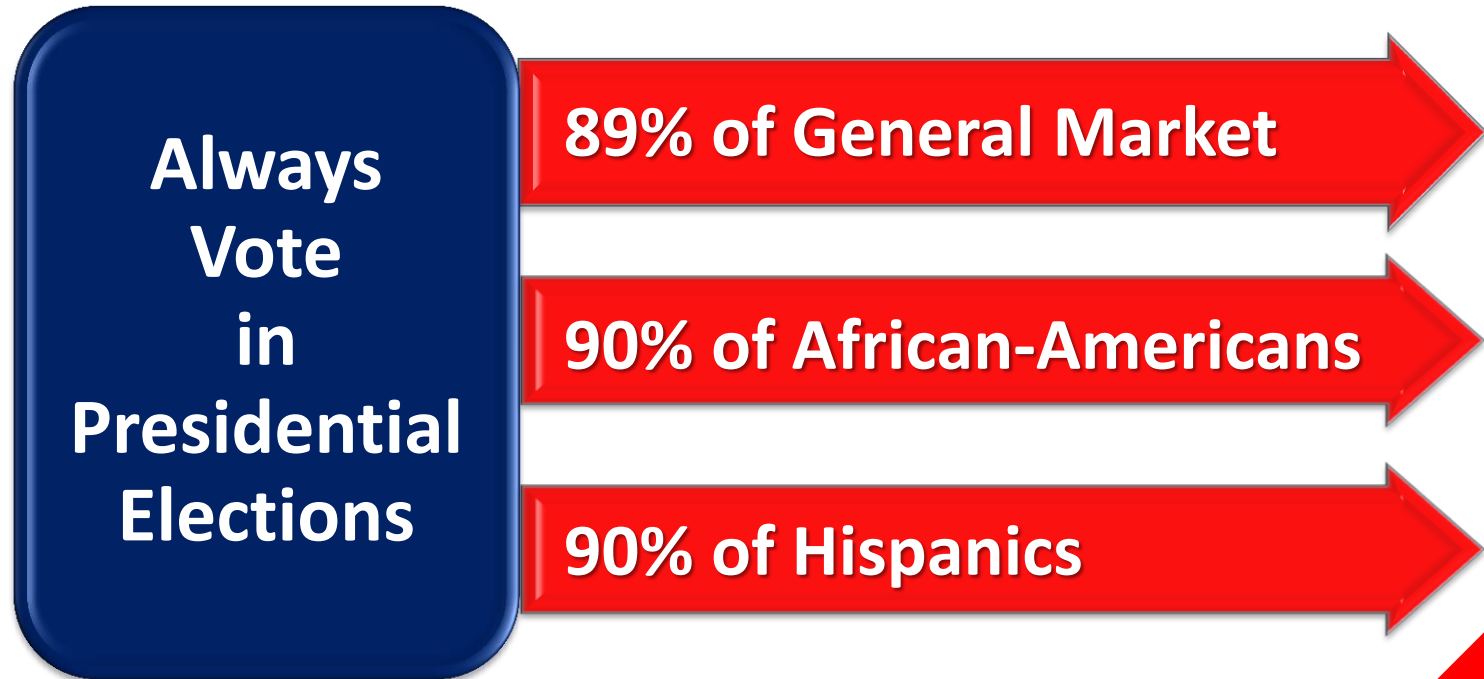
**91% of Hispanics**



Source: Scarborough USA+ 2014 Release 2 (February-September 2014), Adults 18+ weekly reach

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# Radio Delivers the National Electorate



# Radio Delivers Important Statewide Constituents

**Always  
Vote  
In  
Statewide  
Elections**

**89% of General Market**

**91% of African-Americans**

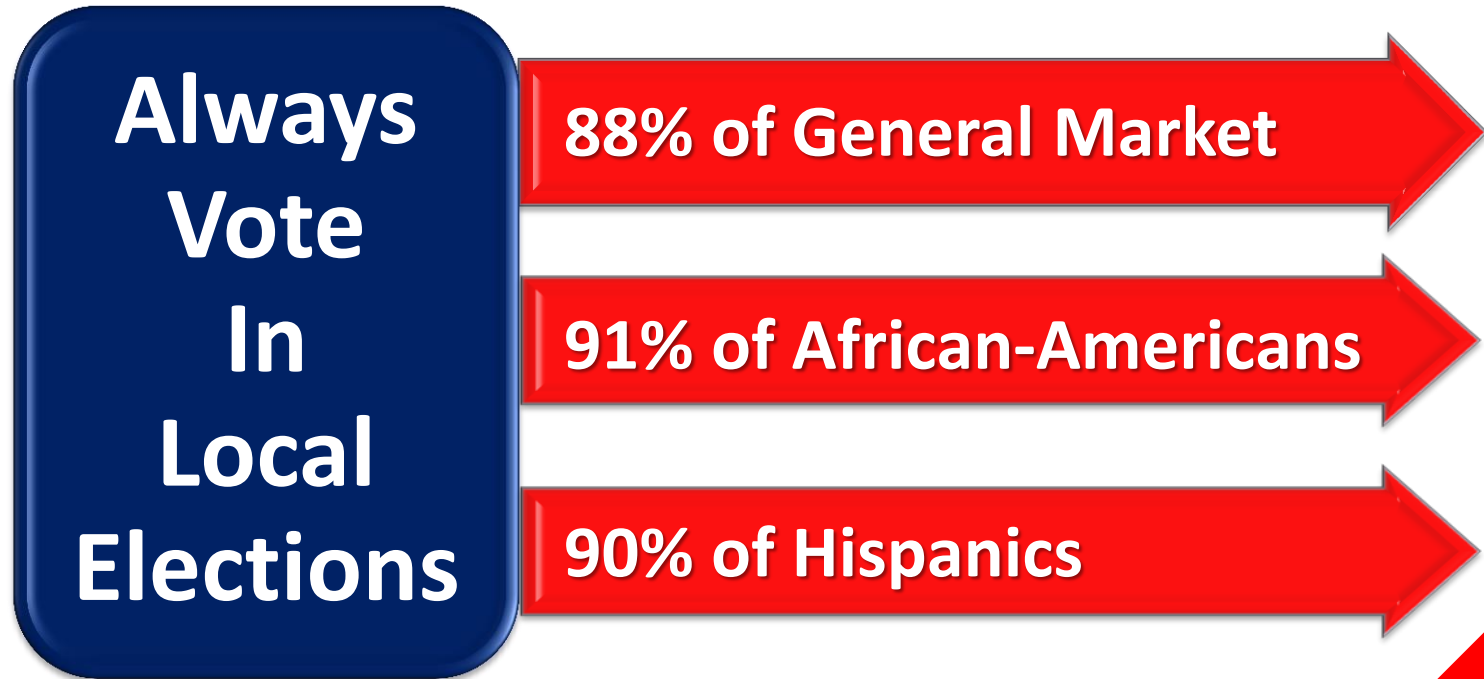
**90% of Hispanics**



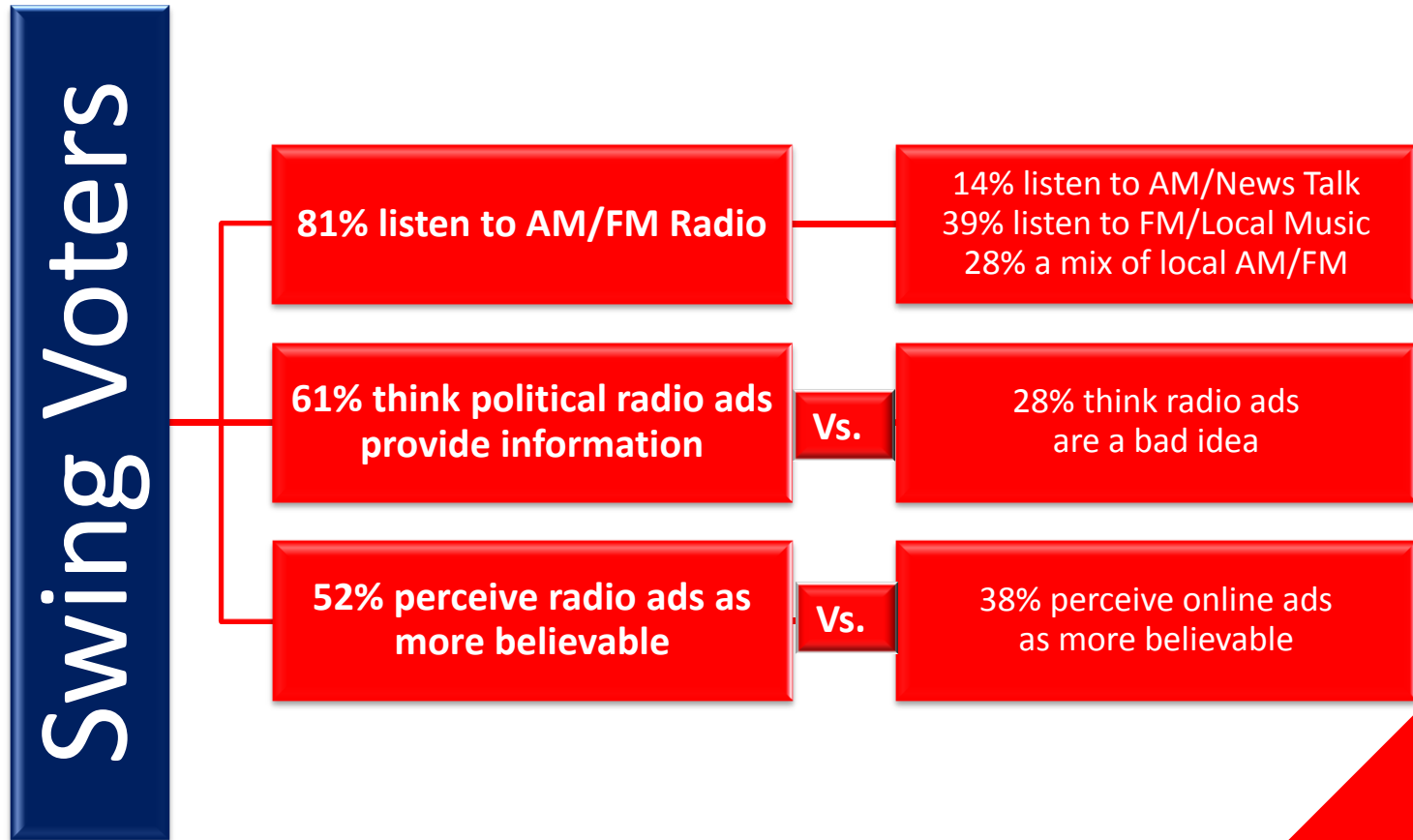
Source: Scarborough USA+ 2014 Release 2 (February-September 2014), Adults 18+ weekly reach

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# Radio Campaign to Get Out the Local Votes



# Radio Delivers Your Message to Swing Voters



Source: Vox Populi / Katz Radio Group poll , 2014, size for the survey was 1,059 active voters and the margin of error is +/-3.0%. 805 interviews were completed using automated telephone technology and 254 were conducted using mobile-based survey technology

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# Live and Local Radio Boosts Political Messaging

## The Power of Radio

- #1 reach medium<sup>1</sup> delivers more people than any other medium -- but also high targeting capability
  - Strong in all key 18+ demographic segments
  - Targeting by gender, age, lifestyle and language
- Delivers potential voters within their own communities – or across the nation
- Varied formats and personalities create personal connections, emotionally engaging environment for messages aimed at specific interest groups
- Creates theater and generates images within listeners' minds, personally unique to each



Source: 1) Nielsen Total Audience Report Q2 2015

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# Live and Local Radio Boosts Political Messaging

## The Power of Radio

- The original social medium
  - Highly personal – listeners relate one-on-one with favorite on-air personalities
  - Drives conversation and influence among loyal listeners
- The original mobile medium – now available on-air, online and on-demand
  - AM/FM reaches listeners on the go, at home, at work, in stores and offices
  - Streaming, mobile apps, etc. allow video extensions to campaign's audio text

