

Act and React Quickly with Radio

Radio's flexibility and quick turnaround make it easier for you to adapt to situations and make the most of opportunities that come your way. You can change strategies, answer charged, or quickly take advantage of an opponent's mistake.

Radio Speaks to Non Ad Readers

To reach every voter, your campaign needs Radio. Only 11% of males and 19% of females read less than half of a full-page newspaper ad. On Radio, you can speak with voters one-on-one to explain your position on the issues of interest to them.

Radio Leads With the News

Radio beats all other media as the source of news most people turn to first thing each day. Your message gains force and credibility when delivered within this environment.



In the Delta, only Delta Radio Network offers 8 unique formats - Country (WKXY-FM and WMYQ-FM), News-Talk (WNIX-AM/FM), Oldies (WBYB-FM), Urban Contemporary (WIBT-FM), Urban AC (KZYQ-FM), Contemporary Hits/Top 40 (WIQQ & WZYQ), Classic Country (WDTL-FM) and Black Gospel (WNLA-AM). Our stations can reach the audiences you need!

For complete information on using Radio to reach voters, contact us at 662-394-8865.



- ✓ POWERFUL
- ✓ INEXPENSIVE
- ✓ IMMEDIATE



Reach Your Voters on **Radio**

The most important element in winning an election is telling the public what you will do for them if elected. You have to constantly tell potential voters how they will benefit from electing you to office. But unless they know about you, your competition will win their vote.

Radio advertising helps make you a household name. 99% of all households have radios and the average adult listens over 3-hours each day. Shouldn't you be talking to those who can make you a winner?

Radio's intimacy (the powerful emotional appeal of the human voice in one-on-one communications) gets people interested in you, your message, and voting in general. Two out of every five people don't vote in national elections, but 93% feel they should. If "getting out the vote" is important to you, **Radio** should be important to you.

Radio Pinpoints Special Groups

As a politician, you need to reach out to all people. Different issues are important to different groups of people and **Radio** is the perfect way to talk to all of them.

Radio lets you position specific messages to specific groups of people, as well as address issues of interest to your entire constituency.

Radio Outperforms Other Media

Your message is worthless if it doesn't reach your constituents. **Radio** delivers more voters than newspaper, and without wasted coverage.

People listen to **Radio** throughout the day—at home, at work, and in their cars, giving you more opportunities to reach them with your message.

Dear Candidate:

On behalf of the management and staff of Delta Radio Network, I congratulate you on your candidacy in the upcoming election.

As your political campaign gains momentum, I invite you to learn more about what Delta Radio does. Put simply, we talk to your constituents using Radio.

Using our Radio stations (WKXY, WIQQ, WZYQ, WMYQ, WBYB, WNIX, WIBT, WDTL and WNLA), you can reach the ears of our listeners with your campaign message.

Beyond that, I want to personally tell you the most powerful advertising formula in the world. It's so powerful, that I have made it the center of every advertising campaign I've been involved in in the past 10 years. To make your campaign advertising successful, it must do all of the following:

- #1 – It must reach enough people.*
- #2 – It must be repeated enough times.*
- #3 – The message must be compelling.*

At Delta Radio, we specialize in helping people with those three items and we look forward to helping you, too. Once again, congratulations on your candidacy and we wish you the best of luck with your campaign.

Sincerely,

Delta Radio Network

P.S. We have assembled a wealth of information to help you get the most from your advertising, as well as answer questions you may have about political advertising. Just call us and we'll gladly supply it upon request.