



# LBS WEBINAR SERIES

# 2nd

TUESDAY

Presented by: Mark Levy  
LBS Broadcast Expert

## POSITIONING THE ALL-IMPORTANT POLITICAL ADVERTISING FOR YOU AND YOUR STATION!



**THIS WEBINAR WILL  
BEGIN AT 12:01 ET**



On-Demand Broadcast Training  
And Revenue Development That Works!





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# POSITIONING THE ALL-IMPORTANT POLITICAL ADVERTISING FOR YOU AND YOUR STATION!



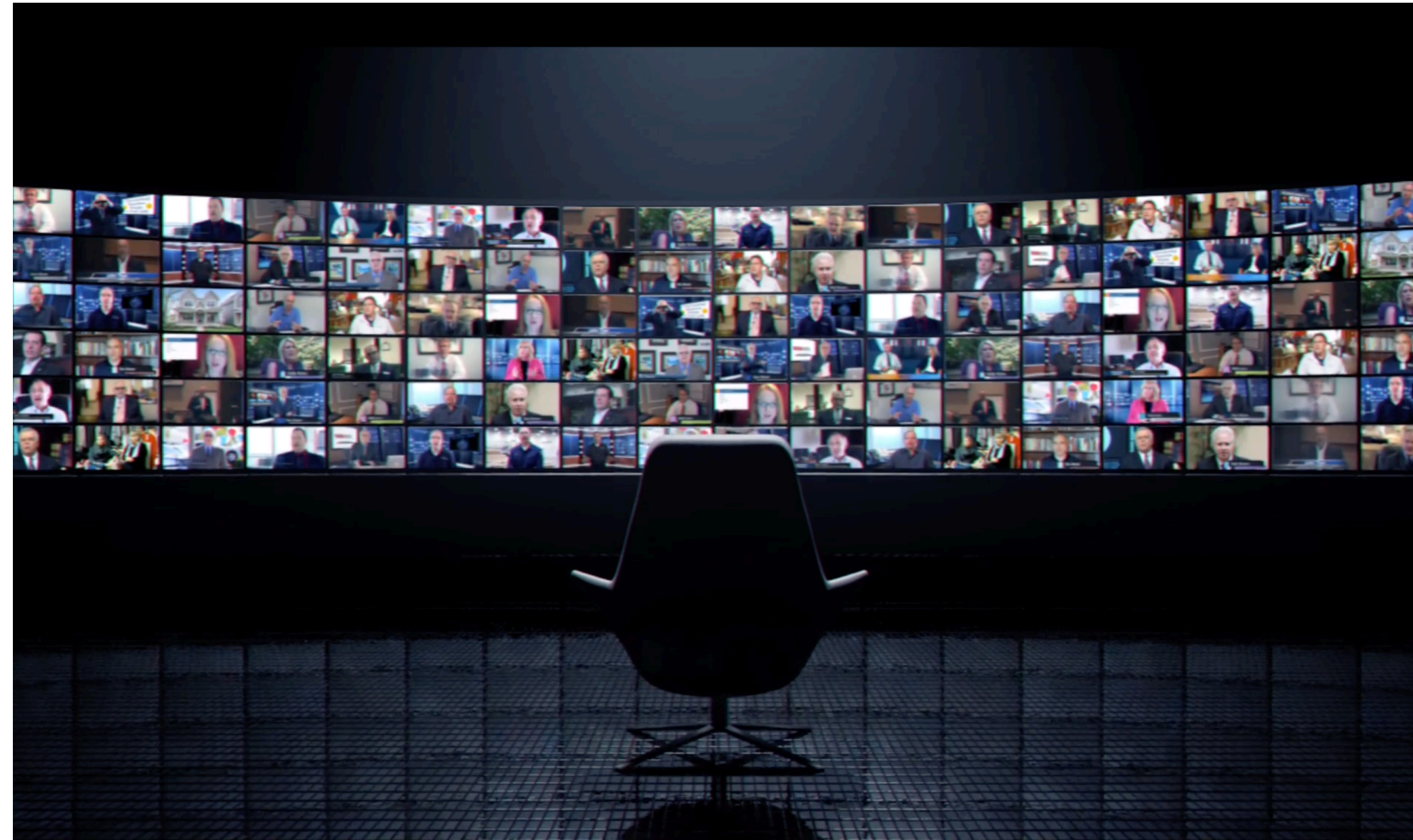
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And Revenue Development That Works!





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The broadcast industry's favorite webinars that focus on and provide street-ready skills!



# QUESTIONS?

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Questions

Type question here.

Send

GoToWebinar





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# POSITIONING THE ALL-IMPORTANT POLITICAL ADVERTISING FOR YOU AND YOUR STATION!



On-Demand Broadcast Training  
And Revenue Development That Works!

# Grow Your Revenue With Political Advertising Dollars

Mark Levy, President  
972-522-8570  
[Mark@RDRtoday.com](mailto:Mark@RDRtoday.com)



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## Who We Are



Married 35 years  
(33 years have been great)



Mark Levy  
President



Holly Levy, Esq.  
Vice President



2



## RDR helps you grow:

- ✓ Revenue
- ✓ Audience Engagement
- ✓ Relationships
- ✓ Seller & Leadership Skill Sets



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## *Our thanks to:*

- Gordon Borrell, Borrell Associates
- Tom Buono, BIA
- Matt Coen, Second Street
- Tom Edmonds, Edmonds Associates, Inc.
- John F. Garziglia, ESQ, Womble Carlyle Sandridge & Rice PLLC
- Gary Moore, LBS
- David Oxenford, ESQ, Wilkinson Barker Knauer, LLP
- Gary Rozynek, Vici Media
- The makers of Bayer Aspirin



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I am not an attorney.  
I am not an attorney.  
I am not an attorney.  
I am not an attorney.

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A BIG Question To Start Us Off:  
Would You Trash A Station  
Advertiser On  
Your Own  
Social Media?

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## What Is Political Advertising?

### Political Advertising:

Advertising whose central focus is the marketing of ideas, attitudes, & concerns about public issues, including political concepts & political candidates. The essential task of political advertising is to gain the confidence of the people for their acceptance of ideas &, in the case of political campaign advertising, to influence their vote. Political advertising differs from commercial advertising in that the product is either a person or a philosophy rather than goods & services, &, in addition, the advertising objectives must be met within a specific time frame. Also, political advertising carries a moral implication, because the results have potentially far-reaching effects on the population at large. **Political advertising raises many controversial social questions concerning the funding of political campaigns, the truth or reality of political claims, & the likelihood of slanderous or libelous claims made by political candidates.**

allbusiness.com/barrons\_dictionary



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## What is a political ad?

- ✓ Content that promotes a cause or appeals for a candidate in an election.
- ✓ To be considered an “ad,” the content must be distributed or promoted in exchange for some mode of payment.

Axios PM written by [Sara Fischer](#)



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## *Well, maybe...*

Per [Sara Fischer](#) in Axios PM on 11-23-19:

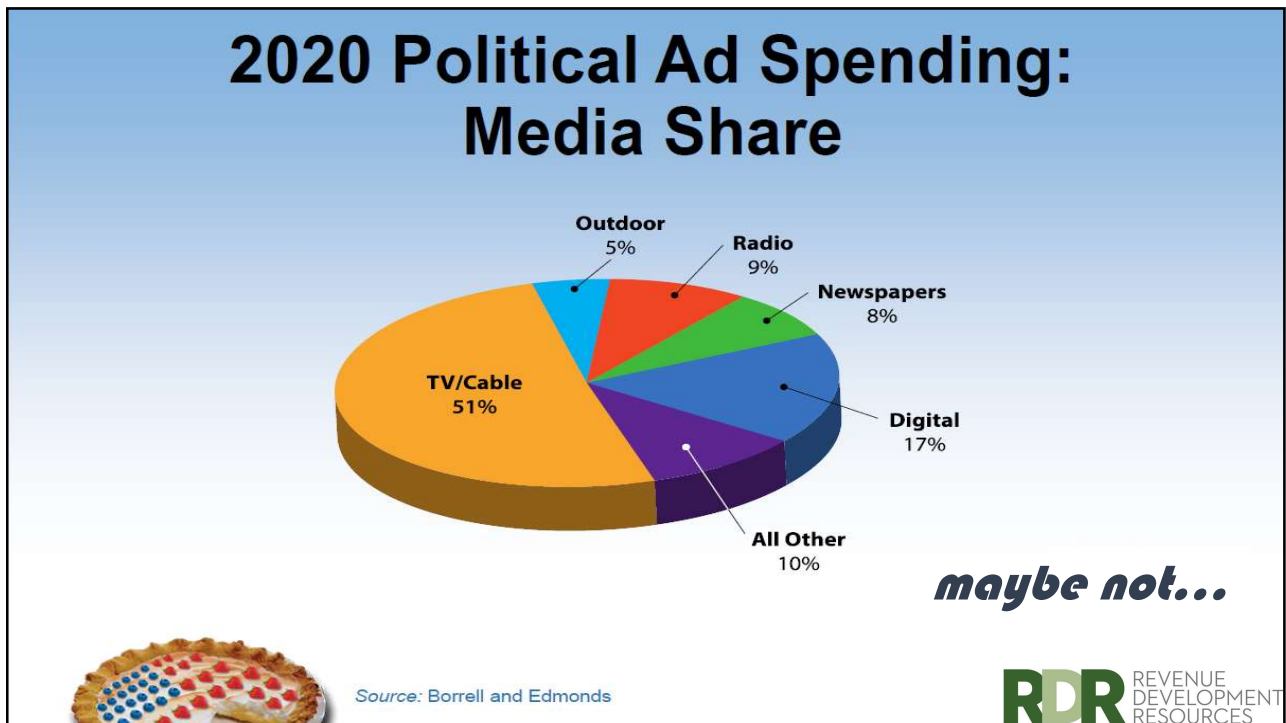
- Political ads are tricky to define in digital era.
- Political ads have become a [flashpoint](#) ahead of the 2020 election, in part because new technologies make it nearly impossible to apply a universal definition of them to all advertising channels.
- **Why it matters:** Without a commonly accepted definition of what a political ad is, efforts to regulate them have been challenging. Experts worry that without smart regulation of political ads, free speech – a tenet of democracy – can be “gamed.”

Projected  
2020 political ad spending:  
**\$12 BILLION.**

Edmonds & Associates



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## Digital Advertising Uncertainty

- ✓ Twitter
- ✓ Facebook
- ✓ Google/YouTube

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## Digital Advertising Uncertainty

SAMPLE of information that must be provided (there may be more):

- |                           |                                                                                             |
|---------------------------|---------------------------------------------------------------------------------------------|
| 1. Organization Name*     | 8. Email* ( <i>Must have same domain as website &amp; you'll need access to the inbox</i> ) |
| 2. Street address*        | 9. Website* ( <i>Must have same domain as the email</i> )                                   |
| 3. Street address 2       | 10. Treasurer Name                                                                          |
| 4. City*                  | 11. Director Name                                                                           |
| 5. State/Province/Region* | 12. Point of Contact                                                                        |
| 6. Zip code*              | 13. Committee ID                                                                            |
| 7. Organization phone*    | 14. Confirm your connection to your organization via email & phone                          |

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## Digital Advertising Uncertainty

- ✓ Organization or candidate must have a website to advertise on FB or Instagram
- ✓ To run political ads on FB or Instagram, a disclaimer must be stated that cites who paid for the ad.
- ✓ Must provide information to confirm your connection to an organization to use its name.
- ✓ Once ad runs using disclaimer, the information & ad will be publicly available for 7 years in FB Ad Library

## Digital Advertising Uncertainty

- ✓ Political ads are not permitted in certain areas depending on the ad topic. It's important to have a "paid for by" disclaimer to get the ad approved. Otherwise, you can run political ads within Google as long as you comply with regional policies. The restrictions are (\* indicates a mandatory field):
- ✓ WA: no ads due to a campaign finance law with stringent reporting guidelines.
- ✓ NV, NJ, MD: ads related to ballot measures & candidates for state & local elections cannot be run.
- ✓ NY: info required:
  - ✓ Name of your registered independent expenditure committee. \* This must match the name on the registration document that has been filed with the NY State Board of Elections.
  - ✓ Name of authorized representative\*
  - ✓ Contact email\*
- ✓ "Issue ads, PACs, & other dark money groups might still have access to a larger range of targeting options. If this is the case, then that is a large loophole in Google's attempts to limit microtargeting & political ads." Damon McCoy, New York University.



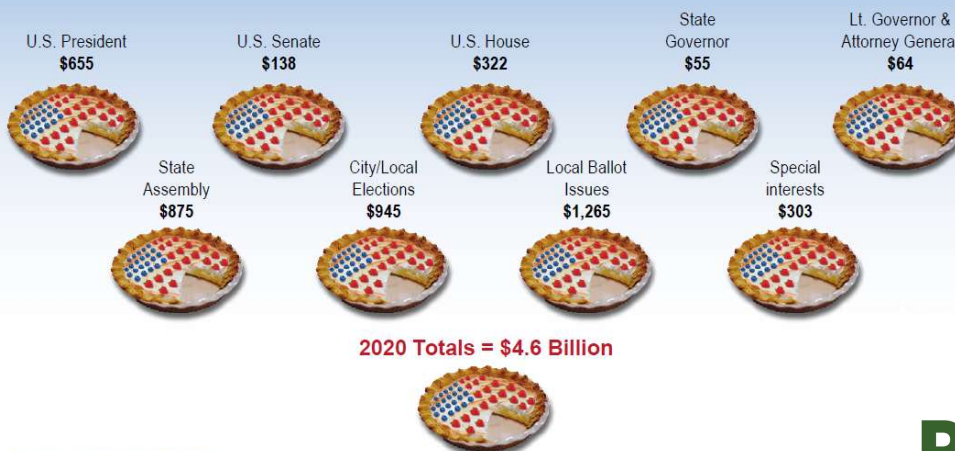
Could digital advertising uncertainty cause...



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Projected 2020 Ad Spending on Broadcast TV in Millions

(39% Share) +?



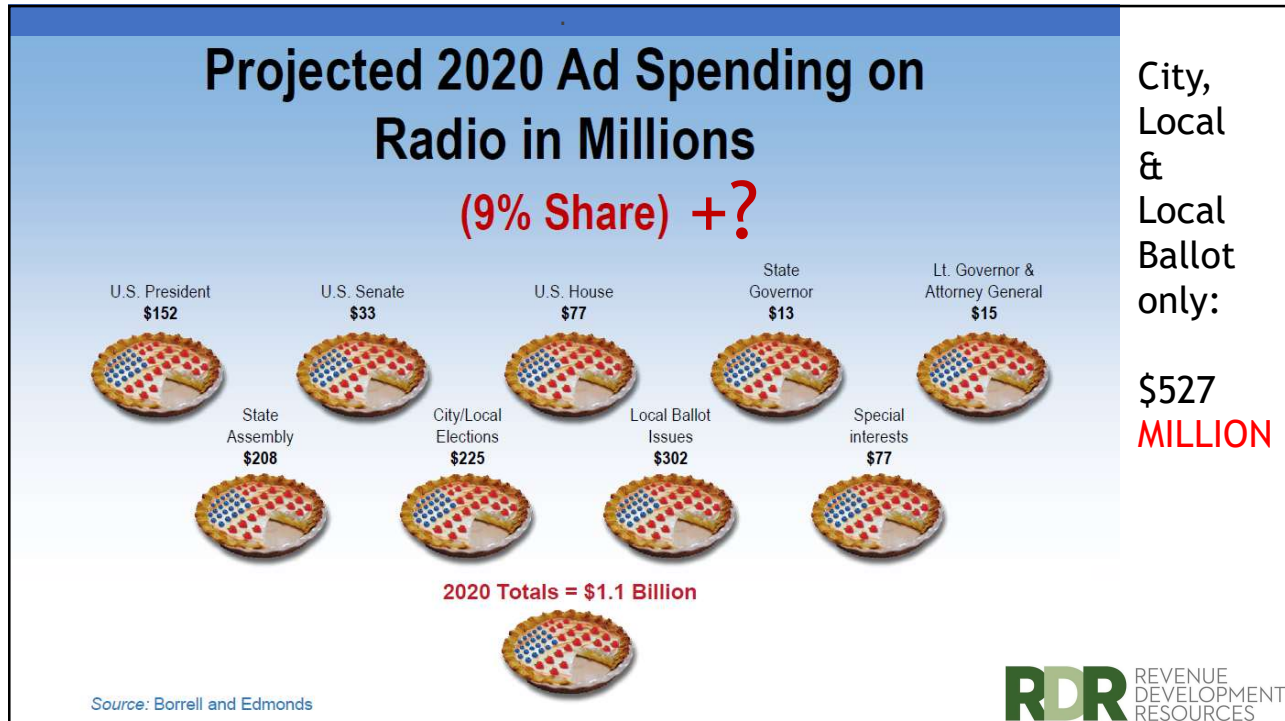
City, Local & Local Ballot only:

\$2,210 MILLION

Source: Borrell and Edmonds



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### Projected Spend By Medium in Millions: State/Local Only

	U. S. Senate	U. S. House	State Governor	Other State Officials	State Senate	State House	Local Judiciary	School Boards	Municipal Gov	Ballot Issues	PACs Committees	U.S. Totals	Share
Broadcast TV	\$119.40	\$343.09	\$227.20	\$168.55	\$637.33	\$379.50	\$51.03	\$15.21	\$169.23	\$308.15	\$1,056.35	\$3,475.03	39.8%
Share by Office	3.4%	9.9%	6.5%	4.9%	18.3%	10.9%	1.5%	0.4%	4.9%	8.9%	30.4%	100%	

Borrell 2018 © 2018 Borrell Inc.

	U. S. Senate	U. S. House	State Governor	Other State Officials	State Senate	State House	Local Judiciary	School Boards	Municipal Gov	Ballot Issues	PACs Committees	U.S. Totals	Share
Digital/Online	\$51.82	\$142.72	\$90.10	\$71.84	\$283.62	\$195.64	\$37.04	\$12.80	\$118.87	\$172.46	\$616.45	\$1,793.35	20.1%
Share by Office	2.9%	8.0%	5.0%	4.0%	15.8%	10.9%	2.1%	0.7%	6.6%	9.6%	34.4%	100%	

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	U. S. Senate	U. S. House	State Governor	Other State Officials	State Senate	State House	Local Judiciary	School Boards	Municipal Gov	Ballot Issues	PACs Committees	U.S. Totals	Share
Radio	\$6.51	\$21.47	\$16.17	\$18.52	\$119.41	\$85.92	\$21.63	\$11.80	\$123.31	\$142.54	\$121.70	\$688.97	7.7%
Share by Office	0.9%	3.1%	2.3%	2.7%	17.3%	12.5%	3.1%	1.7%	17.9%	20.7%	17.7%	100%	

Borrell 2018 © 2018 Borrell Inc.

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**Projected Spend By Medium in Millions:  
State/Local Only**

	U. S. Senate	U. S. House	State Governor	Other State Officials	State Senate	State House	Local Judiciary	School Boards	Municipal Gov	Ballot Issues	PACs Committees	U.S. Totals	Share
Cable	\$17.57	\$56.50	\$44.24	\$41.96	\$247.17	\$188.05	\$24.64	\$7.84	\$88.03	\$139.45	\$260.62	\$1,116.07	12.5%
Share by Office	1.6%	5.1%	4.0%	3.8%	22.1%	16.8%	2.2%	0.7%	7.9%	12.5%	23.4%	100%	

X

	U. S. Senate	U. S. House	State Governor	Other State Officials	State Senate	State House	Local Judiciary	School Boards	Municipal Gov	Ballot Issues	PACs Committees	U.S. Totals	Share
Print Media	\$5.56	\$18.56	\$16.77	\$15.96	\$97.82	\$75.99	\$22.95	\$11.80	\$129.30	\$163.60	\$165.06	\$723.35	8.1%
Share by Office	0.8%	2.6%	2.3%	2.2%	13.5%	10.5%	3.2%	1.6%	17.9%	22.6%	22.8%	100%	

X

	U. S. Senate	U. S. House	State Governor	Other State Officials	State Senate	State House	Local Judiciary	School Boards	Municipal Gov	Ballot Issues	PACs Committees	U.S. Totals	Share
Telemarketing	\$6.96	\$19.51	\$14.05	\$14.40	\$79.16	\$63.56	\$16.14	\$7.15	\$72.20	\$71.18	\$136.37	\$500.66	5.6%
Share by Office	1.4%	3.9%	2.8%	2.9%	15.8%	12.7%	3.2%	1.4%	14.4%	14.2%	27.2%	100%	

	U. S. Senate	U. S. House	State Governor	Other State Officials	State Senate	State House	Local Judiciary	School Boards	Municipal Gov	Ballot Issues	PACs Committees	U.S. Totals	Share
Out of Home*	\$1.78	\$6.49	\$6.10	\$7.12	\$53.28	\$40.25	\$13.36	\$7.85	\$89.68	\$123.19	\$56.94	\$406.06	4.5%
Share by Office	0.4%	1.6%	1.5%	1.8%	13.1%	9.9%	3.3%	1.9%	22.1%	30.3%	14.0%	100%	

\* Includes Concessions  
Source: 2018  
© 2018 Bioroll Inc.

**Postage & handling only**

	U. S. Senate	U. S. House	State Governor	Other State Officials	State Senate	State House	Local Judiciary	School Boards	Municipal Gov	Ballot Issues	PACs Committees	U.S. Totals	Share
Direct Mail	\$1.17	\$4.65	\$4.01	\$3.75	\$23.68	\$17.61	\$5.53	\$3.46	\$35.85	\$47.91	\$77.77	\$225.41	2.5%
Share by Office	0.5%	2.1%	1.8%	1.7%	10.5%	7.8%	2.5%	1.5%	15.9%	21.3%	34.5%	100%	

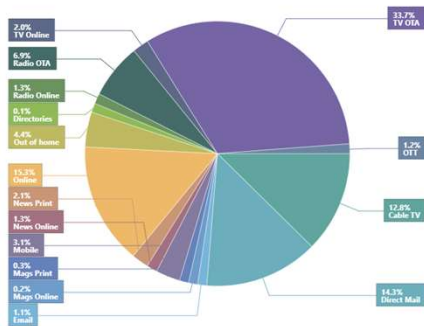
Source: 2018  
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# Estimated 2020 Political Advertising in Anytown, USA



2020 Political : \$39,215 (000)s  
TV Market: TV Market: Baltimore, MD



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Media Type	Amount (000)s	Percentage
TV OTA	\$ 13,200	33.7%
Online	6,000	15.3%
Direct Mail	5,618	14.3%
Cable TV	5,000	12.8%
Radio OTA	2,710	6.9%
Out of home	1,725	4.4%
Mobile	1,200	3.1%
News Print	838	2.1%
TV Online	800	2.0%
News Online	524	1.3%
Radio Online	510	1.3%
OTT	480	1.2%
Email	413	1.1%
Mags Print	114	0.3%
Mags Online	62	0.2%
Directories	21	0.1%
<b>Total</b>	<b>\$ 39,215</b>	<b>100.0%</b>

For information contact  
**Tom Buono**  
703.802.2960



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**2020 PRESIDENTIAL ELECTION** [DEMOCRATS](#) [REPUBLICANS](#) [OVERVIEWS](#) [DEBATES](#) [ISSUES](#)

Americans will elect the next president of the United States on November 3, 2020. Nineteen notable elected officials and public figures—15 Democrats and four Republicans—are running for president.

**Democrats**

- [Michael Bennet](#) (D)
- [Joe Biden](#) (D)
- [Michael Bloomberg](#) (D)
- [Cory Booker](#) (D)
- [Pete Buttigieg](#) (D)
- [Julián Castro](#) (D)
- [John Delaney](#) (D)
- [Tulsi Gabbard](#) (D)
- [Amy Klobuchar](#) (D)
- [Deval Patrick](#) (D)

- [Bernie Sanders](#) (I)<sup>[1]</sup>
- [Tom Steyer](#) (D)
- [Elizabeth Warren](#) (D)
- [Marianne Williamson](#) (D)
- [Andrew Yang](#) (D)

**Republicans**

- [Roque De La Fuente](#) (R)
- [Donald Trump](#) (R)
- [Bill Weld](#) (R)
- [Joe Walsh](#) (R)

**2020 Presidential Election**  
Date: **November 3, 2020**

**Presidential candidates, 2020**

- [Important dates](#) • [Democratic primary](#) • [Republican primary](#) • [Candidates on the issues](#) • [Ballotpedia pageviews by campaign](#) • [Ballotpedia's Daily Presidential News Briefing](#)

[Democratic presidential primary debates](#) • [Democratic debate \(November 2019\)](#) • [Democratic debate \(December 2019\)](#)

**Democrats** • [Bennet](#) • [Biden](#) • [Bloomberg](#) • [Booker](#) • [Buttigieg](#) • [Castro](#) • [Delaney](#) • [Gabbard](#) • [Klobuchar](#) • [Patrick](#) • [Sanders](#) • [Steyer](#) • [Warren](#) • [Williamson](#) • [Yang](#) • **Republicans** • [De](#)

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## Gubernatorial elections, 2020

PRESIDENTIAL ELECTION CONGRESS ELECTIONS STATE ELECTIONS LOCAL ELECTIONS VOTER INFORMATION

**Beyond the Headlines**

Eleven states will hold elections for governor in 2020. Of those eleven states, only Montana features a term-limited incumbent.

Thirty-six states held gubernatorial elections in 2018. Following those elections, [Republicans](#) held 27 gubernatorial seats to [Democrats](#)' 23. [Click here](#) for more information on the 2018 gubernatorial elections.

Three states ([Kentucky](#), [Louisiana](#), and [Mississippi](#)) are holding elections for governor in 2019. [Click here](#) for more information on these elections.

**Seats up for election**

There are seven Republican and four Democratic seats up for election in 2020. The table and map below show what seats are up for election and the current incumbent in each race.

**State Executive Officials**

State executive elections by position and year:

SELECT A POSITION:

SELECT YEAR:

Reset

State	Current Incumbent	Term-limited (Y/N)
Delaware	John Carney Jr.	No
Indiana	Eric Holcomb	No
Missouri	Mike Parson	No
Montana	Steve Bullock	Yes
New Hampshire	Chris Sununu	No
North Carolina	Roy Cooper	No
North Dakota	Doug Burgum	No
Utah	Gary Herbert	No

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## Remember:

- ✓ Boards of Elections
- ✓ Municipal & County Party Committees
- ✓ Local Issues

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Edmonds Political Contacts Database  
 Access via Box.com online file sharing service,  
 making updates available immediately.

Easily contact all candidates & political consultants to  
 ensure they understand benefits of running with you!

Data can be viewed in Excel format, either online or downloaded.

State	Office	Dist	Primary	Election Date	First	Middle	Last	Address	City	State	Zip	Lat	Email
MD	Cumberland City Council	9242014	11/2014	11/2014	Seh	D	Bernard	702 Heisterglen Ave	Cumberland	MD	21502	39°46'55.2695	sehb@bernsd7@gmail.com
MD	Cumberland City Council	9242014	11/2014	11/2014	Mark	A	Fisher	28 E Union St	Cumberland	MD	21502	39°47'22.2224	allegan.vinspector@gmail.com
MD	Cumberland City Council	9242014	11/2014	11/2014	Dustin	M	Frees	535 Washington St	Cumberland	MD	21502	39°47'22.9875	drees@careertunes.com
MD	Cumberland City Council	9242014	11/2014	11/2014	David	F	Kaufman	227 Sargeant St	Cumberland	MD	21502	39°47'24.1951	dkaufman@bloomberg.com
MD	Allegheny County	9242014	11/2014	11/2014	Sylvester	Young	Shaffer	418 E Second St	Cumberland	MD	21502	39°47'25.2957	vsyoung@gmail.com
MD	Allegheny County	9242014	11/2014	11/2014	Kevin	M	Shaffer	920 National Hwy	Lafayette	MD	21502	39°47'25.2957	kevinshaffer80@gmail.com
MD	Allegheny County	9242014	11/2014	11/2014	Tom	Shelin	Shade	1308 Bald Knob Road NW	Mt Savage	MD	21545	39°47'34.3191	tom.shelin@cloudcc.com
MD	Allegheny County	9242014	11/2014	11/2014	Creede	Brooks	Shade	1207 Sandsping Road SW	Frostburg	MD	21552	39°47'38.9075	cbrooks@baltimorecc.com
MD	Allegheny County	9242014	11/2014	11/2014	Mark	L	Wichrye	891 Camden Ave	Cumberland	MD	21502	39°47'42.0202	shad@commissioners.com
MD	Allegheny County	9242014	11/2014	11/2014	Bill	L	Valentine	1803 Orleans Road NE	Little Orleans	MD	21066	39°47'42.0703	bill@valentinelap.com
MD	Allegheny County	9242014	11/2014	11/2014	Charles	Taylor	Shade	1043 Butler Drive NW	Cumberland	MD	21502	39°47'38.2033	kingch@baltimorecc.com
MD	Allegheny County	9242014	11/2014	11/2014	Edward	C	Crossland	1430 Bald Knob Rd NW	Mt Savage	MD	21545	39°47'34.3223	edwardcrossland@baltimorecc.com
MD	Allegheny County	9242014	11/2014	11/2014	Billie	J	Gilpin	413 S Cedar St	Cumberland	MD	21502	39°47'34.8436	mescher@hotmail.com
MD	Allegheny County	9242014	11/2014	11/2014	Pen	L	Levasseur	104 Veterans Avenue	Lafayette	MD	21502	39°47'29.6703	pen@levesseur.com
MD	Allegheny County	9242014	11/2014	11/2014	Gary	L	Logan	130 Potomac St	Cumberland	MD	21502	39°47'22.6229	garylee.logan@hotmail.com
MD	Allegheny County	9242014	11/2014	11/2014	Dennis	F	May	2307 Gap Rd NE	Flintstone	MD	21502	39°47'30.1655	dennis@renton.net
MD	Allegheny County	9242014	11/2014	11/2014	Tom	K	Talcino	517 N. Medicine St	Cumberland	MD	21502	39°47'22.4563	tom@talco.com
MD	Allegheny County	9242014	11/2014	11/2014	Dan	Whitzel	Shade	PO Box 376	Companville	MD	21524	39°47'22.4563	alcedon@hotmail.com
MD	Allegheny County	9242014	11/2014	11/2014	Shari	K	Ginn	315 Bedford St	Cumberland	MD	21502	39°47'22.4563	shari@baltimorecc.com
MD	Allegheny County	9242014	11/2014	11/2014	Jeffrey	M	Grogg	410 Decatur St	Cumberland	MD	21502	39°47'22.4563	jmrogg@baltimorecc.com
MD	Allegheny County	9242014	11/2014	11/2014	Gregory	C	Milneberger	518 Valentine Ave	Cumberland	MD	21502	39°47'24.9702	gregm@baltimorecc.com
MD	Anne Arundel County	9242014	11/2014	11/2014	Robert	P	Duckworth	1726 Trent Street	Crofton	MD	21114	39°47'23.2876	robduckworth@bahco.com
MD	Anne Arundel County	9242014	11/2014	11/2014	Gregory	D	Headline	560 Elmfield	Churchton	MD	21033	39°47'33.7417	greg@headline.com
MD	Anne Arundel County	9242014	11/2014	11/2014	Smith	P	Smith	PO Box 787	Severn	MD	21144	39°47'33.7417	smith@severnmd.com
MD	Anne Arundel County	9242014	11/2014	11/2014	Bill	Horne	Severn	7991 Crossbay Dr	Severn	MD	21144	39°47'33.7417	william.a.horne@gmail.com
MD	Anne Arundel County	9242014	11/2014	11/2014	Andy	Wiemer	Severn	425 Lincoln Ave	Glen Burnie	MD	21041	39°47'29.2425	andy@wiemer.com
MD	Anne Arundel County	9242014	11/2014	11/2014	Derrick	D	Young	540 Millstone Drive	Millersville	MD	21108	39°47'29.2425	derrickyoung@renton.net
MD	Anne Arundel County	9242014	11/2014	11/2014	Joseph	Fink	Severn	P O Box 146	Glen Burnie	MD	21041	39°47'29.2425	joseph@severnmd.com
MD	Anne Arundel County	9242014	11/2014	11/2014	Theresa	Belinda	Severn	8341 Catherine Ave	Passadena	MD	21132	39°47'29.2425	theresa@renton.net
MD	Anne Arundel County	9242014	11/2014	11/2014	Derek	Fink	Severn	P O Box 120	Passadena	MD	21132	39°47'29.2425	derek@severnmd.com
MD	Anne Arundel County	9242014	11/2014	11/2014	Bob	Legge	Severn	35 South Carolina Ave	Passadena	MD	21132	39°47'29.2425	VOTEBOBLEGGE@gmail.com
MD	Anne Arundel County	9242014	11/2014	11/2014	Milard	T	Snowden	353 Dublin Dr	Glen Burnie	MD	21088	39°47'29.2425	mtsn@severnmd.com
MD	Anne Arundel County	9242014	11/2014	11/2014	Scott	Hames	Severn	841 Oak Trail	Crownsville	MD	21032	39°47'29.2425	scott@hames.com
MD	Anne Arundel County	9242014	11/2014	11/2014	Andrew	C	Pluski	PO Box 674	Gambells	MD	21054	39°47'29.2425	andrewpluski@gmail.com
MD	Anne Arundel County	9242014	11/2014	11/2014	Devon	F	Tucker	8403 Woodland Manor Drive	L Laurel	MD	21024	39°47'29.2425	DevonTucker@outlook.com
MD	Anne Arundel County	9242014	11/2014	11/2014	E. Chikie	Aranyaru	Severn	270 Fresh Water Way	Odenton	MD	21113	39°47'29.2425	aranyaru_chi@severnmd.com
MD	Anne Arundel County	9242014	11/2014	11/2014	Patrick	Armstrong	Severn	512 Norton Ln	Arnold	MD	21012	39°47'29.2425	patrickarmstrong@gmail.com

For Information Contact  
 Bob Lawrence  
 316.613.8752



Edmonds Issue Groups Buyers 2015-2016 SAMPLE EDIT - Microsoft Excel

Name	Website	Type	Conservative / Liberal	Purpose	Amount
18-29 PAC	<a href="http://18-29pac.com/">http://18-29pac.com/</a>		Conservative	Online Advertising	Targeted Victory
314 PAC	<a href="http://314pac.com/">http://314pac.com/</a>		Liberal	Media production and airtime purchasing	Jill Gran
350 ORG ACTION FUND	<a href="http://350action.org/">http://350action.org/</a>		Liberal	Media Relations Services	Fitzgibbon Media Inc.
60 Plus Association	<a href="http://60plus.org/">http://60plus.org/</a>	501c	Conservative	Media Buy	Member Media
80-20 National Asian American PAC	<a href="http://www.80-20initiative.net/">http://www.80-20initiative.net/</a>		Liberal	print	direct
A Bright Future	<a href="http://www.alaskademocrats.org/">http://www.alaskademocrats.org/</a>	SUPERPAC	Conservative	Media production and airtime purchasing	Jill Gran
Action Liberty	<a href="http://actionliberty.com/main/">http://actionliberty.com/main/</a>	SUPERPAC	Conservative	media	
Alaska Democratic Party	<a href="http://www.alaskademocrats.org/">http://www.alaskademocrats.org/</a>		Liberal	Radio Production	Summit Day Media
Alaska's Energy / America's Values	<a href="http://www.guardianfundpac.org/">http://www.guardianfundpac.org/</a>	SUPERPAC	Conservative	Media	Hackney & Hackney
Alien West Guardian Fund	<a href="http://www.guardianfundpac.org/">http://www.guardianfundpac.org/</a>	Leadership PAC	Conservative	Direct Mail	Diversified Direct, Inc.
				Radio Buy	Group
				Online Media	Strategic Partners & Media
				Direct Mail	Pound Feinstein & Associates
Alliance for a Better Minnesota	<a href="http://abetterminnesota.org/">http://abetterminnesota.org/</a>	SUPERPAC	Liberal	Online Media	Bully Pulpit Interactive
				Media Buy	Waterfront Strategies
					Dixon/Davis Media



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## The Edmonds Political Contacts Database saves you a lot of time!

You get:

- ❖ Candidate Contact Information at all levels... Over 30,000 files nationwide
- ❖ Candidate Contact Updates
- ❖ Natl Issue/Advocacy groups, PACs, Super PACs, & their Media Buying Firms
- ❖ Periodic Updates, Inside Info & Best Practices
- ❖ State Party Chairs contact information
- ❖ Political Advertising PowerPoint presentation customizable for your local use

For Information  
Contact  
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316.613.8752



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## Qualitative/Survey your audience

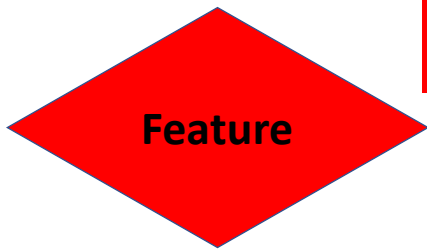
- ✓ Have you voted in the past?
- ✓ Do you plan on voting?
- ✓ What issues are most important to you?

*But keep it legal!!*



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## “Features” vs. “Benefits” What’s the difference?

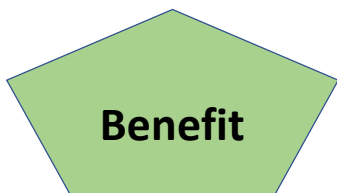


Attribute of your business  
from *your* point of view

Usually begins with  
“*We*” or “*Our*”

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## “Benefits” vs. “Features” What’s the difference?



Attribute of your business from  
the *candidate’s* point of view

Usually begins with  
“*You*” or “*Your*”

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Real Progress is going from

“...which means that you will...”

to

“You will \_\_\_\_\_ because we...”

**LEAD** with the Benefit,  
**SUPPORT** with the Feature




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## Syndicators too!

**THE TELEVISION SYNDICATION CO.**  
Station Support

Home | [KIDS E/I](#) | [WEEKLY SERIES](#) | [SPECIALS](#) | [CONTACT](#)

SPORTS STARS OF TOMORROW



**TV Rating: G**  
 26 episodes x 30 minutes  
 26 repeat broadcasts  
 Age group: 13-16  
 Barter Split : 4/4  
 Closed Captioned

Inspirational and motivational series profiles the top rookie, college and high-school talent in sports. Also features some of the biggest names in sports who share their experiences, advice and personal impressions of the road to stardom.

[-Formats](#)



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**LEAD with Benefit**  
**&**  
**SUPPORT with Feature!**

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**And remember:**

**Different candidates, issues, etc. value  
varying audiences differently,  
as do opposing sides of the same race.**

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So...

?

?

??



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# Who do we target/reach?



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## Go get this money!

- Tailor your presentations based on each race
- What do you know about your audience & how did you find out about it?
- Do you collect info from websites/apps/etc. that can help a candidate/issue generate insights about your audience behaviors & interests, which can help campaigns better use broadcasting for ad targeting?
- Do you have permission to share it?
- Consider your own direct mail piece mailed to “hot zips” that will also carry regular broadcast advertisers’ print ads?

## Go get this money!

- ✓ Your audience is a must buy!
- ✓ Class President example
- ✓ [mentalfloss.com/article/59873/10-elections-decided-one-vote-or-less](http://mentalfloss.com/article/59873/10-elections-decided-one-vote-or-less)

## Lowest unit rates



**RDR** REVENUE  
DEVELOPMENT  
RESOURCES

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## “No Charge” Danger

The lowest amount in contract for spot will determine lowest unit charge for that class of time.

Assign a value to every spot within a contract at the time it is entered into, including bonus spots; otherwise zero-value bonus spots may cause your lowest unit charge for an entire class of spots to be valued at **\$0**.



**RDR** REVENUE  
DEVELOPMENT  
RESOURCES

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## How is lowest unit rate calculated?

- Note: **even if none of the bonus spots air during a pre-election window**, the lowest unit charge is affected by bonus spots **if any portion of the contract** airs during a pre-election window.
- But could you...??



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Rates Quoted Are (30", 60" Etc) Based								
STATION RATES ARE BASED ON INVENTORY AVAILABILITY AT THE TIME OF INSERTION AND ARE SUBJECT TO CHANGE ON A WEEKLY BASIS. RATES MUST BE VERIFIED WITH THE STATION!								
	MON	TUES	WED	THUR	FRI	SAT	SUN	
6:00A-10A	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$8.00	\$5.00	
10A-3P	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$5.00	
3P-8P	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00	\$5.00	
8P-MID	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	
MID-6:00A	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	\$2.00	
<b>DAYPART COMBINATION RATES:</b>								
MON-FRI 6:00A-10A	\$10.00			SAT 6:00-10A	\$8.00		SUN 6:00-10A	\$5.00
MON-FRI 10A-3P	\$10.00			SAT 10-3	\$10.00		SUN 10-3	\$5.00
MON-FRI 3P-8P	\$10.00			SAT 3-8	\$10.00		SUN 3-8	\$5.00
MON-FRI 8P-MID	\$5.00			SAT 8-MID	\$5.00		SUN 8-MID	\$5.00
MON-FRI MID-6:00A	\$2.00			SAT MID-6:00	\$2.00		SUN MID-6:00	\$2.00
<b>TAP PLANS (ALL TAP PLANS ARE EQUAL DISTRIBUTION)</b>								
MON-FRI 6:00A-8P	\$10.00			SUN-TUES 6:00A-8P	\$8.33		WED-SUN 24HR	\$6.72
MON-FRI 6:00-MID	\$8.75			SUN-TUES 6:00A-MID	\$7.50		SAT- MON 24 HR	\$6.27
MON-FRI 24 HR	\$7.40			SUN-TUES 24 HR	\$5.40		WED-FRI 6:00A-8P	\$10.00
MON-SAT 6:00A-8P	\$8.83			WED-SAT 6:00A-8P	\$8.83		WED-FRI 6:00A-MID	\$8.75
MON-SAT 6:00A-MID	\$8.67			WED-SAT 6:00-MID	\$8.63		WED-FRI 24 HR	\$7.40
MON-SAT 24 HR	\$7.35			WED-SAT 24 HR	\$7.30		SAT-TUES 6:00A-8P	\$8.58
MON-SUN 6:00A-8P	\$3.19			SAT-SUN 6:00A-8P	\$7.17		SAT-TUES 6:00A-MID	\$7.63
MON-SUN 6:00-MID	\$8.14			SAT-SUN 6:00A-MID	\$6.63		SAT-TUES 24 HR	\$6.55
MON-SUN 24 HR	\$6.86			SAT-SUN 24 HR	\$5.70			
MON-FRI 6A-8P + SAT 10-3	\$10.00			SAT-SUN 10A-8P	\$7.50			

How it works...



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# How The Spreadsheet Works

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**DANGER!**

**DANGER!**

**DANGER!**

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- ✓ Political rules don't apply to non-broadcast sales when sold alone.
- ✓ May need to allocate package price if sold as part of package with broadcast spots.
- ✓ Potential issues:
  1. whether they must be thrown in as a value-added if commercial advertisers receive them with an over-the-air buy?
  2. Equal opportunity issues if one candidate gets them & another doesn't?

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## Hold your own Political Seminar?

[www.onlinecandidate.com/free/online-campaign-tips.pdf](http://www.onlinecandidate.com/free/online-campaign-tips.pdf)



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## Upsells & Ideas

Voter  
registration  
ads\*

Election  
Results


Blogs

\*Huge for closed primary/caucuses

Polling place  
map

Mobile  
ads/polling  
places

\*factcheck.org/2008/04/caucus-vs-primary/



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## Upsells & Ideas


1<sup>st</sup> time “How  
to Vote Video”  
on website

“Future Public  
Official” Baby  
Contest

Absentee Vote  
info by unusual  
clients

Early voter reminder  
ads by unusual  
clients

“Get Out & Vote”  
ads by unusual  
clients



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## Upsells & Ideas

A web page on  
your website?

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## Sponsor ID - *You must listen*

- Complete sponsor ID must be included in each ad. Stations may insert sponsor ID into any ad (if ad fails to include it) even if insertion causes spot to be modified.
- A sponsorship ID is insufficient unless it fully & fairly discloses true ID of the person, corporation, committee, association, or other unincorporated group that paid for the ad.
- Spots by federal candidates that refer to their opponent must include audio statement by the candidate identifying himself/herself & the office sought, & stating that the candidate approved the broadcast. A federal candidate is not entitled to the lowest unit charge unless he/she certifies compliance with these requirements.

## When you sell one candidate



**Ask for referrals**



## Referral Script (Political)

“Congratulations on a great decision & *thank you* for your trust.

You know, your election & my business both depend on our telling as many people as we can about the benefits of “us.”

My guess is that you may have some other friends running who can benefit from the same type of program that you & I are doing.

Would you have some suggestions as to who I might call? Anyone else?”



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