



TV INSIGHTS

LOCAL BROADCAST TV IS THE LEADING PLATFORM FOR POLITICAL AWARENESS AND REACH

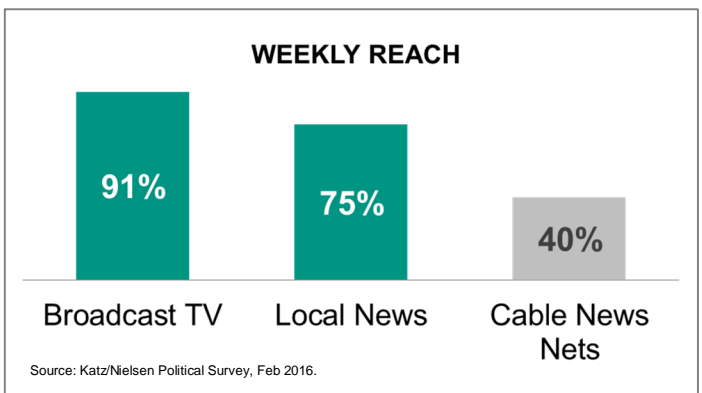
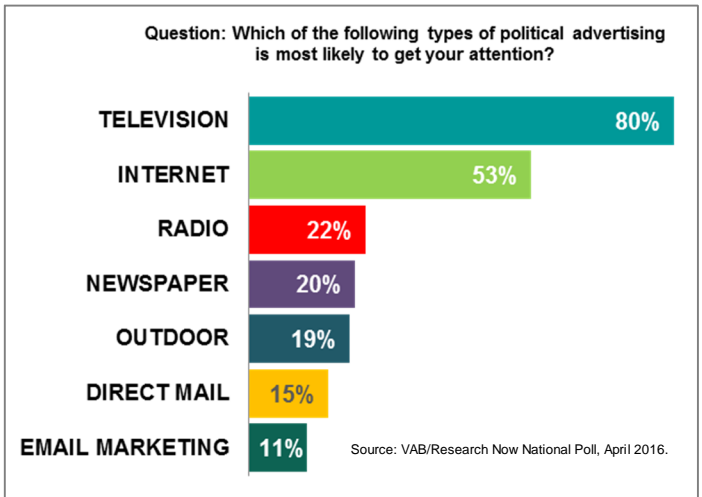
VOTERS PAY ATTENTION TO POLITICAL ADS ON TV

Television is the dominant platform for generating excitement and interest in political issues and candidates. Voters across the country were polled by Research Now on their choice of the best media platform to deliver political advertising and information. Television was #1 with 8 out of 10 picking it as their first choice.

Voters of all ethnicities, genders and party affiliations cite Local TV as the #1 platform to learn about, stay up-to-date and ultimately influence their final vote for local issues and candidates.

Local Broadcast TV reaches 9 out of 10 'Opportunity Voters' in the critical swing states.

Not all TV is created equal, as proven in Katz Media Group's Local Vote study; local television is the dominant platform for reaching critical "Opportunity Voters" in important swing states – far outpacing cable news networks.



Local TV Gets the Vote!

Rod

Rod Murray VP, TV Strategist

