

We Get Voters: Arizona



Experts from national and state politics, the press, and Arizona TV stations discuss how TV & digital advertising work together.

“TV is the **original targeting mechanism**...candidates have long known that they can **reach different voters** with **different messages**. And **reporters pay attention to that**. When we see a lot of money on TV, we take a candidate seriously.”
— Julie Bykowicz, *The Wall Street Journal*

“You see a **lift in searches** when **candidates** go on **TV**; that’s one way that **TV and digital** work together.”
— Kyle Roberts, *Smart Media Group*

“The **trust issue for digital** is getting larger and larger; local broadcast **TV** has a **huge advantage**.”
— Kurt Davis, *First Strategic*

“TV is the **fundamental anchor** in persuasion.”
— Catherine Alonzo, *Javelina*

“There is truly a **commitment** from **viewers** to **local news**.”
— Julie Bykowicz, *The Wall Street Journal*

“If you’re **not on TV**, you’re **not going to be** a tier one **candidate**.”
— Kurt Davis, *First Strategic*

“**For campaigns** without a lot of tools and research, you’ll have **success with 100%** on **broadcast TV**.”
— Kyle Roberts, *Smart Media Group*

“I think **TV** has a **role** in **buzz building** all the way to the end when you are doing **GOTV efforts**.”
— Catherine Alonzo, *Javelina*

TVB’s political advocacy campaign communicates the benefits of advertising on local broadcast television.

WeGetVoters.com



Cronkite Theater, ASU 2018