

We Get Voters: Nevada



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

“People watch cable news to hear what they want to hear; **they watch local news for THEIR news.**”
— Mike Slanker, November Inc.

“**Local TV** talks about things **you don't see elsewhere.**”
— Steve Sebelius, 8NewsNow

“We supplement [TV buys] with digital, **using TV video on digital platforms** to help target.”
— John Ocegüera, Strategies360

“I love the 65 inch **TV ads that capture people's hearts** and then like to reach them again on their phones.”
— Mike Slanker, November Inc

“Political interviews on **station websites** offer **credible reporting** (no misquoting) and the **opportunity for viewers to follow up** on information about candidates' views.”
— Steve Sebelius, 8NewsNow

“**Campaigns** have to **define their candidates** with **paid and earned media** earlier than ever.”
— John Ocegüera, Strategies360

“**TV is most compelling**; digital provides frequency.” — Mike Slanker, November Inc.

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

WeGetVoters.com



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