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 Oceguera, 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 Oceguera, 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