

Act and React Quickly with Radio

Radio's flexibility and quick turnaround make it easier for you to adapt to situations and make the most of opportunities that come your way. You can change strategies, answer charged, or quickly take advantage of an opponent's mistake.

Radio and TV Reaches Everyone

By combing **Radio** advertising with a **TV** campaign, you can reach practically everyone in the territory, including those who don't read a newspaper. **Radio** and **TV** advertising also affords you the opportunity to speak with voters one-on-one to explain your position on the issues of interest to them.

Radio Leads With the News

Radio beats all other media as the source of news most people turn to first thing each day. Your message gains force and credibility when delivered within this environment.



In American Samoa, **93KHJ**, **V103**, **Island Television**, **the Island Info Channel** and **talanei.com** combine to reach more people than any other media in the territory.

For complete information on using **Radio** to reach voters, contact us at 684-633-7793, or stop by our office in Tafuna.



- ✓ **POWERFUL**
- ✓ **INEXPENSIVE**
- ✓ **IMMEDIATE**



Reach Your Voters on Radio

The most important element in winning an election is telling the public what you will do for them if elected. You have to constantly tell potential voters how they will benefit from electing you to office. But unless they know about you, your competition will win their vote.

Radio advertising helps make you a household name. 99% of all households have radios and the average adult listens over 3-hours each day. Shouldn't you be talking to those who can make you a winner?

Radio's intimacy (the powerful emotional appeal of the human voice in one-on-one communications) gets people interested in you, your message, and voting in general. Two out of every five people don't vote in national elections, but 93% feel they should. If "getting out the vote" is important to you, **Radio** should be important to you.

Radio Pinpoints Special Groups

As a politician, you need to reach out to all people. Different issues are important to different groups of people and **Radio** is the perfect way to talk to all of them.

Radio lets you position specific messages to specific groups of people, as well as address issues of interest to your entire constituency.

Radio Outperforms Other Media

Your message is worthless if it doesn't reach your constituents. **Radio** delivers more voters than newspaper, and without wasted coverage.

People listen to **Radio** throughout the day—at home, at work, and in their cars, giving you more opportunities to reach them with your message.

Dear Candidate:

On behalf of the management and staff of South Seas Broadcasting, I congratulate you on your candidacy in the upcoming election.

As your political campaign gains momentum, I invite you to learn more about what South Seas Broadcasting does in our community. Put simply, we talk to your constituents using Radio and television.

Using our Radio stations (93KHJ & V103) and television channels (Island Television Ch.10/30 & Island Info Ch.13), you can reach the eyes and ears of our viewers and listeners with your campaign message.

Beyond that, I want to personally tell you the most powerful advertising formula in the world. It's so powerful, that I have made it the center of every advertising campaign I've been involved in in the past 10 years. To make your campaign advertising successful, it must do all of the following:

- #1 – It must reach enough people.
- #2 – It must be repeated enough times.
- #3 – The message must be compelling.

At South Seas Broadcasting, we specialize in helping people with those three items and we look forward to helping you, too. Once again, congratulations on your candidacy and we wish you the best of luck with your campaign.

Sincerely,

Joey Cummings
Vice-President/General Manager

P.S. We have assembled a wealth of information to help you get the most from your advertising, as well as answer questions you may have about political advertising. Just call us and we'll gladly supply it upon request.