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News

Brad Deutsch Comments on How Political Advertising on Radio Can Reach More Registered Voters in InsideRadio's Article

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With radio's ability to better segment a target audience and reach more voters versus TV advertising, Brad Deutsch sees a significant opportunity for broadcasters looking to cash in on this year's election cycle. He adds that advertising on radio is a great solution for live events and door-to-door campaigning which have mostly been cancelled due to the COVID-19 pandemic.

Read the full article on *InsideRadio*'s website.

Featured People

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Related Areas

- Communications, Telecom & Media
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