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Radio on Main Street Podcast Featuring Brad Deutsch and Erwin Krasnow, Creators of RAB's Political Advertising Handbook

10.04.17 Radio Impact Reports - A blog from RAB

In this episode of Radio on Main Street, Annette Malave, who leads RAB's Insights team, speaks with Brad Deutsch and Erwin Krasnow. Brad and Erwin are also the two attorneys that recently updated the Political Advertising Handbook and created the Political FAQ housed on RAB.com and available to RAB members.

With political advertising now a standard and consistent ad category, it is more important than ever for salespeople in radio to be completely aware of and familiar with political advertising rules. During this podcast, Annette discusses with Brad and Erwin some of the nuances of those political ad rules and share what radio stations and sellers need to know.

Listen to the podcast on the [RAB Radio Impact Reports blog](#).

Featured People

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