



Laura Myers <laura.myers@alphamediausa.com>

Fwd: New AM Radio Spots Now Available

1 message

Cary Camp <cary.camp@alphamediausa.com>

Mon, Feb 12, 2024 at 1:50 PM

To: Laura Myers <laura.myers@alphamediausa.com>, LaTasha Lewis <latasha.lewis@alphamediausa.com>, Jenny James <jenny.james@alphamediausa.com>

Please run 6 per day Monday - Sunday 12 mid - 12 mid on all stations. You have to click new radio spots in paragraph one. Now to the end of the month. Please label it so I can find it after the run if needed. (Saving AM Radio)

Thanks,

Cary

Cary Camp

VP/Market Manager

Shreveport, Tyler-Longview

318-222-4685 direct line

318-453-1634 cell



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From: **Bill McElveen** <bill@alphamediausa.com>

Date: Mon, Feb 12, 2024 at 1:44 PM

Subject: Fwd: New AM Radio Spots Now Available

To: Cary Camp <cary.camp@alphamediausa.com>, Steve Bearance <steve.bearance@alphamediausa.com>, Mary Lee Robinson <marylee.robinson@alphamediausa.com>, Ed Dorsey <ed.dorsey@alphamediausa.com>, Larry Gawthrop <larry.gawthrop@alphamediausa.com>, Ricky Mitchell <ricky.mitchell@alphamediausa.com>, Brett Beshore <brett.beshore@alphamediausa.com>, Debbie Patten <debbie.patten@alphamediausa.com>, Bryan Hendry <Bryan.Hendry@alphamediausa.com>, Nikki Hilton <nikki.hilton@alphamediausa.com>

Here are the NAB's updated spots for keeping AM in cars. Please use these as much as you can, even if you don't have an AM in your cluster---if they manage to get rid of AM in cars, they're coming after FM next!

Bill McElveen | Regional President & Chief Compliance Officer

1900 Pineview Drive

Columbia, South Carolina 29209

mobile 803-238-7400



----- Forwarded message -----

From: **National Association of Broadcasters** <nab@e.nab.org>

Date: Mon, Feb 12, 2024 at 2:00 PM

Subject: New AM Radio Spots Now Available

To: <bill@alphamediausa.com>



New AM Radio Spots Released

Today NAB is releasing **new radio spots in English and Spanish** to continue engaging listeners in the campaign to keep AM radio in cars. These spots, along with **digital ads** and **talking points**, are part of the successful Depend on AM campaign.

Thus far, your participation has led to listeners sending more than 376,000 emails and 47,000 tweets to Congress. Let's keep the momentum going!

More than 80 million Americans depend on AM radio and removing it from vehicles is a dire public safety risk. The new spots ask listeners to contact their members of Congress by texting AM to 52886, urging them to support legislation that ensures AM radio remains in cars.

Access your campaign tools [here](#).

In addition to the new spots released today, you'll find scripts, live reads, social tiles, sample texts and a letter to listeners that you can use to tout the benefits of AM radio.

DependOnAm.com is an information hub with a **grassroots call to action** where listeners can quickly and easily tell their members of Congress to advocate for AM radio in vehicles.

Thank you for your engagement in this campaign – it is vital that we make our voices heard on this critical issue.

Our records indicate that you have provided us with your email address.
We value our reputation and want to ensure that you receive only the information of interest to you.

We invite you to customize the information that you receive from NAB.
[Click here](#) to update your preferences.

Click [here](#) to unsubscribe from all future NAB emails.

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