



Press Release
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NABOB, NAACP and AURN Announce "Get Out the Vote" Joint Radio Campaign

Washington, DC-The National Association of Black Owned Broadcasters (NABOB) American Urban Radio Networks (AURN) and the NAACP have partnered to produce and distribute a national radio campaign encouraging African Americans to both register and vote in the upcoming mid-term elections. "It's important we build on the momentum from the 2012 presidential election when record numbers of African Americans showed up at the polls to vote," said Jerry Lopes, President of Program Operations and Affiliations for AURN.

NAACP Board Chair Roslyn Brock and President and CEO Cornell William Brooks voice the 30 second messages encouraging African Americans to register to vote up through October 6, 2014 registration deadline and then vote on Election Day November 4, 2014.

"Voting is not a social luxury, it is our civic responsibility," stated NAACP President and CEO Cornell William Brooks. "Ensuring that all Americans have access to the ballot box protects the bedrock of our democracy. For the 2012 election, the NAACP registered more than 374,000 new voters and mobilized 1.2 million citizens to the ballot and we have no intentions of taking these 2014 mid-term elections off. We are excited to partner with AURN and NABOB in galvanizing a strong turnout from communities of color this November" said Brooks.

"We are pleased to be part of this important campaign," said James Winston, Executive Director of NABOB. "We will use our considerable influence to make sure every urban formatted radio station in the country airs these messages and will make them available to stations at our upcoming conference in Washington, DC."

Stations may access the radio messages by going to <http://webftp.aurn.com> (user name GOTV/ password vote 2014). Phase one of the campaign will be available up through

October 6, 2014, and phase two will be available October 7, 2014 through the November 4, 2014 elections. Each phase of the campaign will contain six separate 30 second messages.

About American Urban Radio Networks

American Urban Radio Networks (AURN) is the only African-American owned RADAR rated radio Network Company in the United States. It is the largest network reaching Urban America with nearly 20 million listeners each week. Through four programming networks and its marketing division, American Urban Radio Networks reaches more African-Americans than any other medium in America and produces more programming than all other broadcasting companies combined. American Urban Radio Networks broadcasts 200 weekly news, entertainment, sports, and information programs to more than 300 radio stations nationwide. It is the only African-American broadcaster with a bureau in the White House. AURN has offices and bureaus in New York, Pittsburgh, Atlanta, Chicago, Detroit, Los Angeles, and Washington, D.C.

About the NAACP

Founded in 1909, the NAACP is the nation's oldest and largest nonpartisan civil rights organization. Its members throughout the United States and the world are the premier advocates for civil rights in their communities.

About NABOB

NABOB is the only trade association representing the interests of African-American owners of: commercial radio and television stations, radio and television networks, and other telecommunications facilities, around the country. As the voice of the Black broadcast industry, NABOB has been instrumental in shaping national government and industry policies since 1976. NABOB has two principal goals: to increase the number of African-American owners of telecommunications facilities and to improve the business climate in which they operate.

PRESS CONTACT

James L. Winston
Executive Director and General Counsel
National Association of Black Owned
Broadcasters, Inc.
1201 Connecticut Avenue, N.W.
Suite 200
Washington, DC 20036
PHONE: (202) 463-8970
FAX: (202) 429-0657
EMAIL: jwinston@nabob.org
NABOB: www.nabob.org