



CASE STUDY

RADIO MEDIA TOUR

| SUMMARY STATISTICS | |
|----------------------|-----------|
| Time Frame | 12 Months |
| Radio Shows | 122 |
| Radio Stations | 1,492 |

TRADE ASSOCIATION

Keybridge Communications conducted a radio campaign for a large trade association whose members were facing a sustained legislative attack on Capitol Hill. In 12 months, Keybridge booked the organization’s top executives on 122 different radio shows, which were broadcast on 1,492 radio stations.

