ONE EVENT · FOUR CHANNELS

- Phone dial-out
- Live TV
- Streaming website
- YouTube

35,000

ON THE LINE FOR LIVE Q&A

CASE STUDY | COUNTYWIDE TELEPHONE TOWN HALL

One call put local leaders in front of *35,000 constituents* at once.

A countywide Telephone Town Hall that reached constituents where they already are — their phones — and kept them listening long enough to hear the message.

01
THE PROBLEM

Reaching a large audience at once — and making sure constituents actually hear from their local leaders, not just about them.

02
THE SOLUTION

A live dial-out to nearly 142,000 households — landlines and cell phones — simulcast on live TV, a dedicated streaming site, and YouTube.

03
THE AUDIENCE

County constituents and community members — reached on the phone they actually answer, including mobile.

HIGHLIGHTS

34,865	**8,153**	**70%**	**160+**
constituents joined the call	peak attendees at one time	of those who answered joined the event to listen in	voters virtually raised their hand to ask a question

> *"We've tried other vendors and have never had these types of numbers."*

THE OPPORTUNITY

Target universes have grown. *So has the reach.*

The same live dial-out can carry a leader's voice into tens of thousands of homes in the final stretch — a direct, conversational GOTV touch alongside SMS, digital, and mail.

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