



# NABOB

National Association of  
Black Owned Broadcasters

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Monday, April 2, 2018

Press Release

## NABOB LAUNCHES AFRICAN AMERICAN AWARENESS BUYING CAMPAIGN

The National Association of Black Owned Broadcasters, Inc. (NABOB) is pleased to announce the creation and launch of our "Use Your Power" campaign. The campaign is directed at the listeners of NABOB member and African American targeted radio stations. The campaign is designed to educate our audiences about the \$1.2 trillion dollar consumer buying power of African Americans and to encourage them to use that power wisely. The campaign will have two goals. First, we will encourage our audiences to patronize establishments that support our stations. Second, to encourage our audiences to vote in every election in which they are eligible to vote.

The "Use Your Power" campaign is being initiated to recognize that 2018 has already proven to be a year of great change. The "[March to Save Our Lives](#)," which took place in cities around the country on March 24<sup>th</sup> is just one indicator that young people are going to be involved and active in the 2018 elections. Following up on 2017's "[Black Lives Matter](#)" demonstrations, and the "[Women's March](#)," NABOB broadcast stations are eager to have a major role in the political movement that is sweeping our country. As we approach on April 4<sup>th</sup>, the 50<sup>h</sup> anniversary of the assassination of Dr. Martin Luther King, Jr., we believe the "Use Your Power" campaign is a fitting way to acknowledge that date.



In phase one, we have developed a series of 30-second public service announcements showcasing African American buying power, and we are

encouraging stations to air these important messages both over the air and through their digital platforms. Stations may access phase one of the campaign [here](#). Phase one amplifies the enormous purchasing power of African Americans in a wide variety of categories from food, clothing and phone services to cars and trucks. Consumers will be directed to [NABOB's website](#) for more information. In phase two, we will urge our listeners to get out and vote.

**“As business owners, we recognize that educating our consumers is as important as educating our electorate. It is important that our audiences understand that there is a direct link between economic strength within our communities and political strength. The “Use Your Power” campaign will educate our audiences about that link.”**

Jim Winston, NABOB President

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**CONTACT:**

NABOB is here to serve you. Please don't hesitate to contact us.

**James L. Winston**

President

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