

# Radio Gets Results

**We asked Paul Surapine of the Claflin Symphony...**

**How do you measure the success of advertising with WMRC???**

“People coming up to me on the street and saying they heard me on the radio again and yet again...that’s the most important measurement of them all.”

**What separates WMRC from other advertising medium???**

“WMRC is forward thinking. It’s not just buying advertising, it’s beyond just selling tickets to a concert, it’s about helping to educate the public about the mission of Claflin Hill.”

**Would you consider advertising an event without using WMRC???**

“No, absolutely not. WMRC, I think virtually everybody listens to at some point in their day if they live within these growing communities...I mean where else do you find out everything that’s going on.”

**Any other thoughts???**

“I think everything we do starts right here at WMRC.”

# Ideas—Creativity—Success