

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