

# **BILLBOARD AND RADIO ADS RUN DURING DNC**

The Catholic League displayed a billboard and ran radio ads during the Democratic National Convention in Chicago.

The digital billboard is located just outside the United Center, the venue of the DNC. It ran from August 19 to August 25. Here is what it looked like.

*Welcome Democrats*

**DO WHAT IS MORALLY RIGHT**

**END GENDER TRANSITIONING NOW**

[Our logo, name, location and website address appeared below on the left side. Across the bottom it said, *Paid for by the Catholic League for Religious and Civil Rights.*]

The radio ads ran on WLS 890 AM. It is based in Chicago and has one of the largest radio signals in the world. It is also one of the top news talk stations in Chicago.

- 5 ads were run August 18 between 6 AM and Noon
- 5 ads ran through August 23, starting on August 19, between 6 AM and noon
- 20 ads ran through August 23, starting on August 19, between 6 AM and 7 PM

In addition, we periodically sponsored WLS's coverage of the events. For example, at the top of the hour, the radio station announced that it was covering the convention, acknowledging the Catholic League as a sponsor. We hope to draw new members as a result.

The text of the ad is the same as the text that ran during the RNC convention on WLS 890 AM.