

Pham, Scott

From: Time and Temperature Carter <carter@45bucks.com>
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To: MU KBIA-News
Subject: ADV: Time and Temp Callers Hate Rap Commercial, 100s Call To Voice Opinion

St Louis Time & Temp Goes Crazy Over Rap Commercial

July 17, 2013 - ST LOUIS MO -- St Louis' Time and Temperature Service 314-321-2522 Struggles to remain relevant in the 21st century with cell-phone weather apps at everyone's fingertips. But it's caused quite a stir when it recently changed its advertising message to a rap song peddling Traffic Law Services.

"As soon as I changed it, folks started calling; mostly complaining. I then put a message on asking for feedback and have gotten 100s of calls-- mostly against the rap. I couldn't believe it since the service is free, right? They don't have to call it at all," said Mike Carter, operator of the service and owner of 45BUCKS.com a/k/a Traffic Law Counselors that runs the rap ads before you get to hear the "time and temp."

Carter continuously runs rap song commercial ads on local top-40 station Z107.7 for his DWI and Traffic Law firms -- DidYouBlow.com and 45BUCKS.com. He says it dawned on him that he could also play portions of the ads on his 500,000-caller-per month time & temp service too at 321-2522. Callers get a short weather prediction during the free call as well.

The service started in 1939 but Bank of America retired it in 2002 when it was determined the service didn't comport with their marketing plans. Carter bought the number and rejuvenated the service in early 2005.

Carter says he is not sure what to do but loves how involved his audience actually is. "I love providing the free service for something I grew up calling -- FA1-2522 -- but the origins of the service make it inherently skew toward an older generation's use and I guess they aren't rappers."

Sent from mobile release platform (please excuse spelling errors)

Contact Mike Carter or Felicia Dixon 314-895-4040 for more info



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