	It means	So more hours	Therefore
OR=1	(Odds when Hour=1) = (Odds when Hour=0)	do not change the odds (of winning)	Perhaps, but not sure if campaign helps (or not)
OR>1	(Odds when Hour=1) > (Odds when Hour=0)	increase the odds (of winning)	Campaign is a good idea
OR<1	(Odds when Hour=1) < (Odds when Hour=0)	reduce the odds (of winning)	Campaign is a bad idea