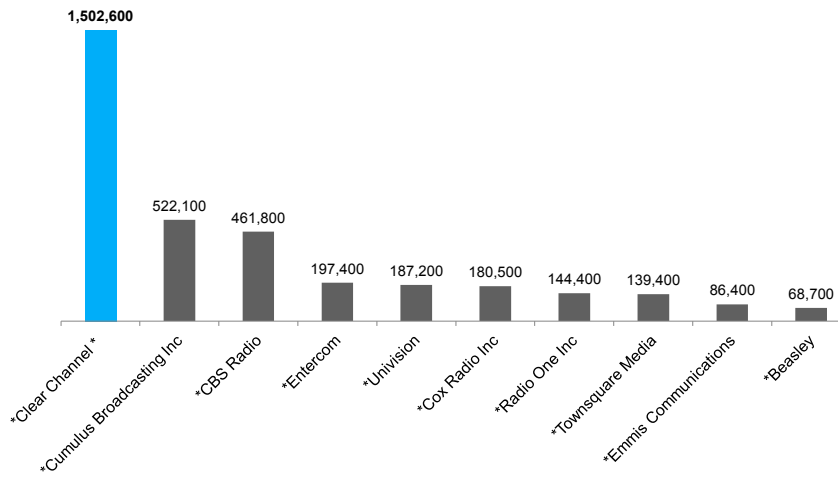


# Radio's Place in the Media Landscape I

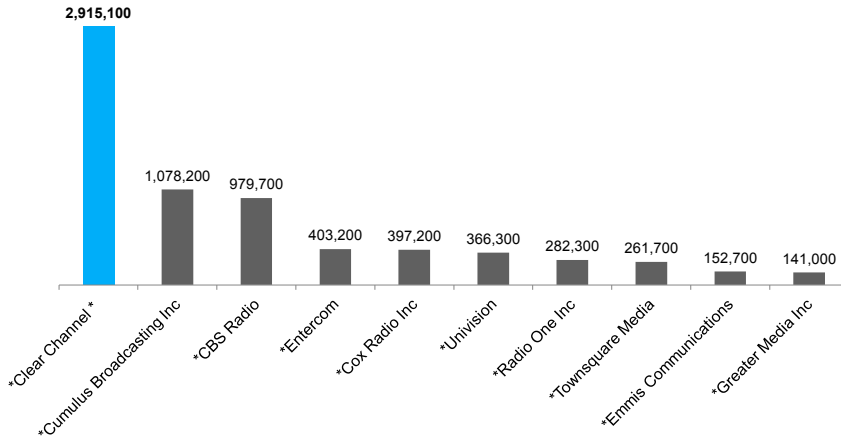
Radio's Sprint bill begins to take shape. About \$10,000 worth of inventory per station. That is what it will take for the radio industry to raise the \$15 million that's being pledged to Sprint in each of the next three years. In exchange for the money, the carrier guarantees to install and activate FM receivers in at least 30 million cell phones

Top 10 Radio Owners/Broadcast Groups – AQH Persons 18-34



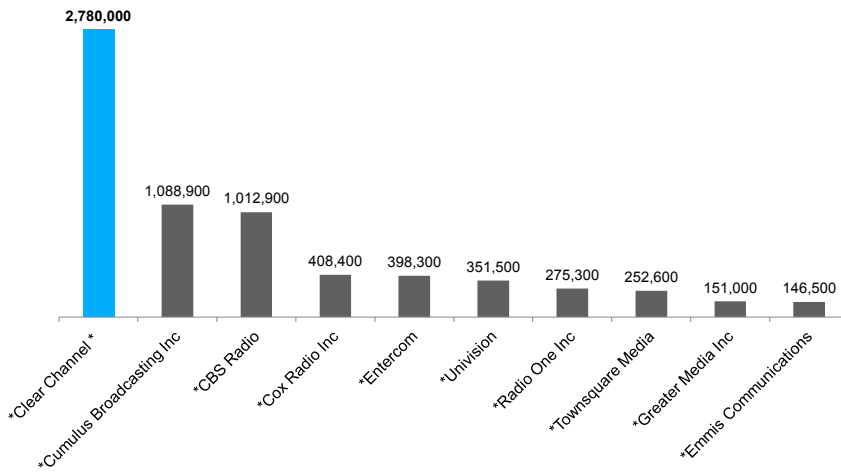
Source: Arbitron Spring 2012 NRD P12+ M-Su 12m-12m  
\*Clear Channel includes Aloha Trust

### Top 10 Radio Owners/Broadcast Groups – AQH Persons 18-49



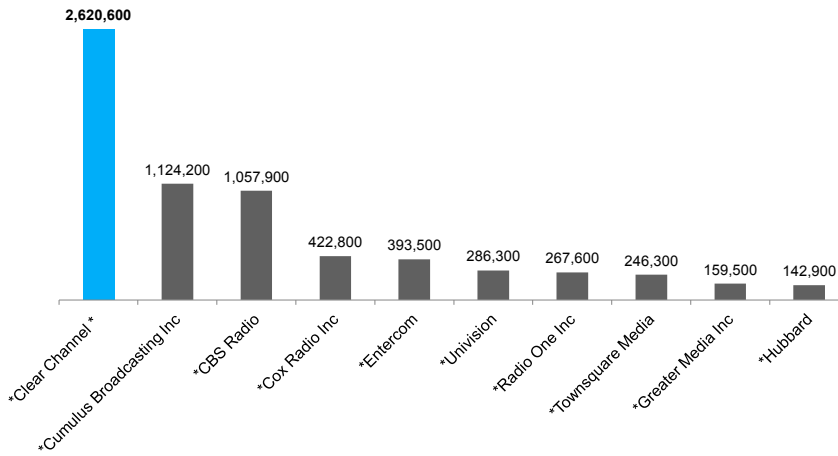
Source: Arbitron Spring 2012 NRD P12+ M-Su 12m-12m  
 \*Clear Channel includes Aloha Trust

### Top 10 Radio Owners/Broadcast Groups – AQH Persons 25-54



Source: Arbitron Spring 2012 NRD P12+ M-Su 12m-12m  
 \*Clear Channel includes Aloha Trust

**Top 10 Radio Owners/Broadcast Groups – AQH Persons 35-64**



Source: Arbitron Spring 2012 NRD P12+ M-Su 12m-12m  
 \*Clear Channel includes Aloha Trust

ALL2012: All Stations 2012 (11/12/12)

Overview

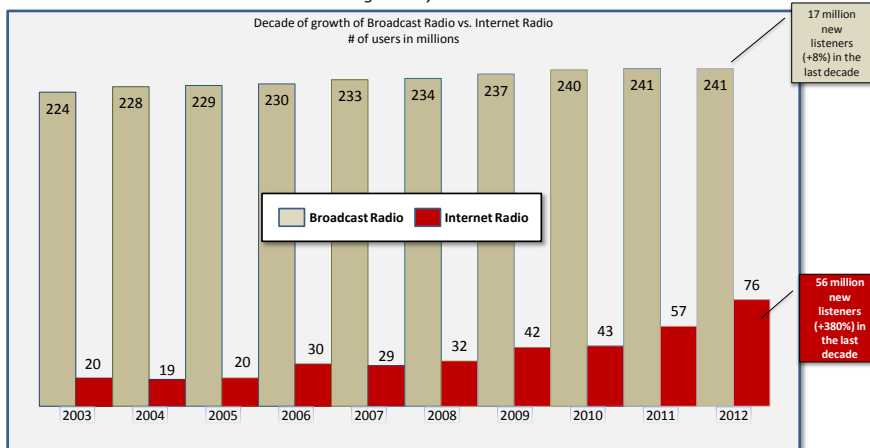
MSu 6a-12m

Demo	Pop.	In-Tab	AQH	AQH Rtg.	Dayparts Cume	Cume Rtg.
<b>Persons 18-34</b>	72,971,700	67,428	6,038,900	8.3	69,558,800	95.3
<b>Persons 18-49</b>	135,279,100	139,402	12,234,400	9.0	128,796,300	95.2
<b>Persons 25-54</b>	127,135,500	145,740	12,189,200	9.6	120,785,700	95.0
<b>Persons 35-64</b>	123,521,000	176,632	12,177,600	9.9	115,853,000	93.8

## Broadcast Radio: A GROWTH Medium

With the digital revolution's impact on media, new forms of audio enter the marketplace regularly. Many think that these new digital audio platforms have hurt Broadcast Radio's impact. *Nothing could be further from the truth.*

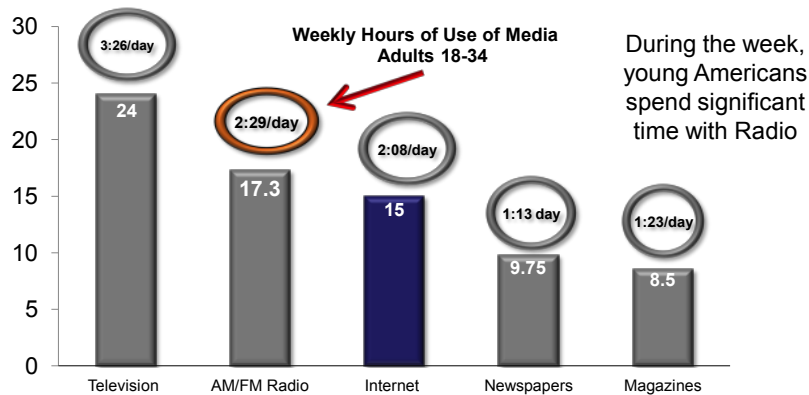
During the decade, Internet Radio added 56 million listeners. This growth did *not* occur at the expense of traditional Broadcast Radio which has also grown steadily during the decade ... with a gain of 8% and at the same time that Internet Radio has grown by 380%.



Sources: Arbitron RADAR Fall/December reports M-Su 6A-Mid - note, methodology for RADAR changed in 2008 to include PPM market transitions so trends may not be considered completely comparable until 2011; Arbitron/Edison Research for Internet/Online data; Weekly listeners for Broadcast Radio; Weekly listeners for



## Young People Spend More Time With Radio Each Day Than With The Internet



Note: TV includes time-shifted viewing; Internet includes via PC, mobile & tablet; Newspaper and Magazine includes digital readership.

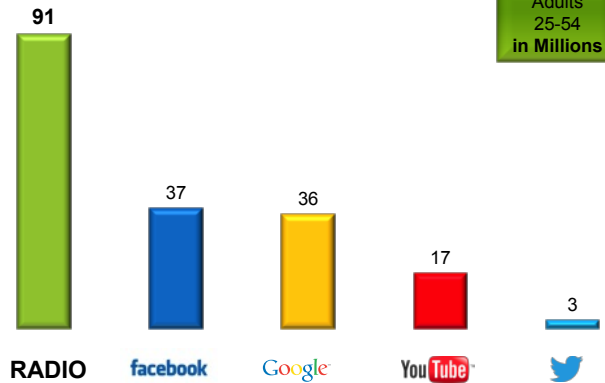
Source: 2012.2 USA TouchPoints



## Radio – The Original Social Network Connects with Adults

On a typical day in the USA, of people 25-54:

- **145%** more will use Radio than will go to Facebook
- **153%** more will use Radio than will go to Google Search
- **435%** more will use Radio than will go to YouTube
- **2933%** more will use Radio than will go to Twitter



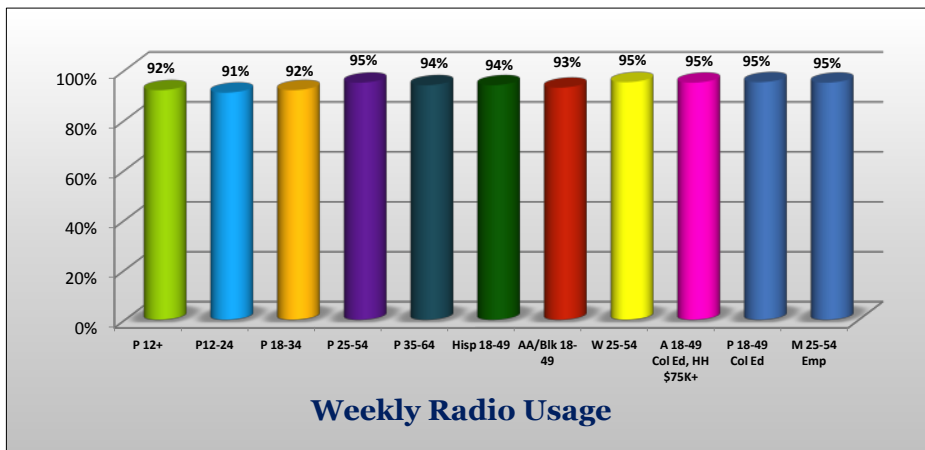
Adults 25-54 in Millions

Every day, about **72%** of people 25-54 invite Radio to be a major part of their lives

Source: comScore Inc Ratings for July - September 2012 Average Unique Visitors, RADAR 115 December 2012, P25-54, 6A-12M

## Nearly Everyone Uses Radio. In Real Time. Every Week.

Radio reaches over 90% of virtually every segment of the population. That that has been true year after year and remains true today.



Source: RADAR 115 December 2012, Mon-Sun 6A-Mid Weekly Cume

**More 18-34 Adults use Radio each week than any other medium.** (Scarborough USA+, Release 1 2012USA Adults 18-34, sample size 29,250)

**More 25-54 Adults use Radio each week than any other medium.** (Scarborough USA+, Release 1 2012USA Adults 25-54, sample size 88,248)

**Radio reaches more Adults 18-34 during the work day than any other medium.**

(GfKMediaDay 2012 (Fieldwork 11-12/Doublebase Respondents) weighted to population (000) Base A18-34, Mon-Sun 5A-5P, sample size 1214)

**The average person 12+ in the USA spends about 2 hours and 38 minutes**

**a day with Radio.** (RADAR 115 December 2012 Monday-Sunday 6AM-Midnight for Persons 12+, sample size 395,823)

**18-34 Adults spend more time each**

**day with radio than with the internet.**

(2012.2 MBI - USA TouchPoints smartphone enabled National probability sample of 2,000 persons aged 18-64, Nested within GfK/MRI's Survey of the American Consumer)

**Adults 18-34 are 52% more likely to be heavy users of radio than heavy users of**

**television in the USA.** (Scarborough USA Plus - Release 1, 2012, 12 Month Adults 18-34. Heaviest two quintiles of exposure, sample size 29,250)

**70% of people with favorite Radio personalities follow them on social media.**(USC Annenberg

School for Communication & Journalism, PSI Study released June 2012, Woodley, P.

and Movius, L. People With a Favorite Radio Personality in Los Angeles 617 respondents)

**More than half of people with favorite Radio personalities have considered or purchased a product/service advertised during their favorite Radio personality's**

**show.**(USC Annenberg School for Communication & Journalism, PSI Study released June 2012, Woodley, P. and Movius, L. People With a Favorite Radio Personality in Los Angeles 617 respondents)

---

**For the proof behind the facts and even more facts, refer to**

**[http://www.Arbitron.Com/home/radioToday\\_Insights\\_Library.htm#presentations](http://www.Arbitron.Com/home/radioToday_Insights_Library.htm#presentations)**

**More people of all ages would be more upset to go without their Radio station than to go without Facebook.**(Alan Burns/Triton Digital "The Future of Radio" September 2012 National Consumer Database; 25,000,000

Panelists; August & September 2012; All Ages, Genders and Format Fans; Total Polled = 41,252; Roughly in Line with 2010 Census; Heavily Caucasian)

**92% more Adults 18-34 use Radio on a typical day than Facebook.** (comScore Inc. Average Daily

Visitors Ratings July-September 2012, RADAR 115 December 2012, P18-34, 6A-12M)

**Only about 10% of Adults 18+ will**

**listen to satellite radio in a week.**

**Nearly 93% of Adults 18+ will listen**

**to Radio in a week.**(Scarborough Release 1 2012

(Feb 2011 – Feb 2012, Adults 18+, M-Su 6a-Mid)

**Radio reaches more than 90% of virtually any market segment**

**each week.** (RADAR 115 December 2012, Mon-Sun 6A-Mid sample size 395,328)

**On Radio, the audience listening level from the beginning to the end of a**

**6-commercial break is 93% of what it was before the break.**(Arbitron, Media Monitors

and Coleman Insights “What Happens When the Spots Come On?” study of 866 radio stations measured by Media Monitors and Arbitron across all 48 PPM markets in the United States during the months of October 2010 through September 2011 covering a total of 17,896,325 unique commercial breaks involving 61,902,473 minutes of advertising.)

**Virtually all Radio Listening happens LIVE, in real time, while more than half the Adult 18-49 top 10 TV shows’ ratings come from 7 day DVR viewing.** (MediaLifeMagazine.com October 2012)

**There are more than 11,000 commercial radio stations licensed in the US, more than ever before as radio continues to grow.** (FCC July 2012)

**Weekly time spent listening to radio declines by 28 minutes.** The average American aged 12+ spent 13 hours and 51 minutes listening to radio a week, according to Arbitron’s RADAR 113 report, which covers March 31, 2011–March 28, 2012. While that’s a healthy number – nearly two hours a day – it’s down 28 minutes a week from one year earlier: 14 hours and 19 minutes in Arbitron’s RADAR 109, which covers April 1, 2010–March 30, 2011. More alarming are year-over-year declines among young adults. **Men 25-34 spent 51 minutes less with radio per week in RADAR 113 (15 hours) than in RADAR 109 (14 hours, 9 minutes).** TSL among women 25-34 also fell by a significant amount, from 12 hours, 55 minutes to 12 hours, 13 minutes, a year-over-year drop of 42 minutes. **Men 18-24 are spending 36 minutes less per week with radio, women 18-24 are listening 38 minutes less.** Demos with smaller declines than the 12+ average include women 35-54 (down 21 minutes), men 45-54 (down 17 minutes), women 45-54 (down 26 minutes), men 55-64 (down 15 minutes) men 65+ (down 26 minutes) and women 65+ (down 18 minutes). **Teen listening declined only eight minutes but the demo already had the lowest listening level of any: about eight hours a week for teenage boys and nine and a-half hours for girls.** The biggest TSL surprise: a 43-minute weekly decline among women 55-64. Both RADAR 113 and RADAR 109 include data from all 48 Arbitron PPM markets.

## Entertainment and Radio Online

### Online Heavy Radio Listeners

Agree* with	Millennials	Generation X	Baby Boomers
Internet is Main Source of Entertainment	62%	50%	35%

### Ways Use Internet (Past 30 Days)

Music (Listen or Download)	55%	40%	23%
Listen to Radio	40%	33%	23%
Podcasts (Watch, Listen, or Download)	6%	7%	5%

\*Agree Completely or Somewhat, Index to Online Adults  
Source: Scarborough USA+ Study, Release 1, 2012 - Scarborough/GFK MRI Attitudinal Insights Data

Copyright © 2012 Scarborough.  
Confidential and proprietary.

12



## For radio, rolling with the changes

In 2012, ad spending was up and audiences grew

By Toni Fitzgerald

[MORE SHARING SERVICES](#) | [SHARE](#) | [Share on facebook](#) [Share on twitter](#) [Share on email](#) [Share on gmail](#)

To listen to all the moaning out there from some radio folks, one might think radio was being chased into an early grave, beset by ominous forces poised to gobble up listeners and advertisers.

One has to wonder where all that moaning comes from. It certainly isn't supported by the facts.



Even in this age of Pandora, SiriusXM and the iPod, radio remains a vital and growing medium, and it will continue to be so.

Radio audiences continue to grow, both online and off. A recent study found that, contrary to popular belief, those who listen to Pandora, the dominant internet radio network, do not listen to less terrestrial radio; in fact, they listen to more.

The point: Rather than signaling the death of traditional radio, these new platforms advance the cause of radio as a medium. That can only serve to benefit traditional over-air-radio.

Radio advertising has also held up remarkably well, certainly far better than that of magazines and newspapers, and it has done so through the worst economic recession since the Great Depression of the 1930s.

Ad spending increased slightly this year, spurred in part by advertisers who abandoned TV in the months before the election to avoid the crush of political ads.

Radio advertising offers the element of immediacy, whether it's a big sale or a movie about to open.

"Radio continues to be the choice medium of retailers, seasonal product producers and automotive, providing heavy frequency and drive to retail messages," notes the most recent ad spending forecast from ZenithOptimedia. "Fall and winter bring key sporting events that generate strong listener interest in basketball, college football and NFL."

ZenithOptimedia forecasts that in 2013 ad spending will grow 2.9 percent, to \$17.2 billion, following growth of 2.1 percent this year.

By 2014 radio will eclipse magazines as the No. 4 medium in ad revenue, behind TV, internet and newspapers.

Radio is not without its problems. It has been slow to move into digital, though it recent years it's picked up the pace. Case in point: Clear Channel's iHeartRadio app and festival.

Much of the medium's growth this year came from digital revenue.

Stations are devoting more sales reps to internet-only sales. They've developed innovative ways to combine online and radio and are increasingly reaching out to listeners via email marketing or local coupon deals similar to Groupon.

Though Pandora does not appear to be stealing listeners, terrestrial stations are concerned about its potential to woo away advertisers.

It's a real worry. Pandora offers two services, one premium and one ad-supported, and its ad revenue soared to an estimated \$240 million this year, quadruple what it generated in 2010.

Terrestrial radio also has the specter of satellite radio looming. Despite growth in subscribers over the past few years, satellite radio has never turned into the threat to traditional that many thought it would be upon its debut a decade ago.

Really satellite's biggest threat to terrestrial is in wooing away talent. Howard Stern, Martha Stewart and Bubba the Love Sponge are just a few who have moved to satellite over the past few years, and that list will continue to grow.

But all that said, satellite can't trump over-the-air radio when it comes to impact. Look no further than Rush Limbaugh, whose radio show draws 15 million listeners each week, more than many top TV shows.

When Rush speaks, America listens and often reacts, setting off furious public debate.

We saw that earlier this year when the conservative talker called a law student who testified about birth control before Congress a "slut." It was all over the nightly news. Dozens of advertisers yanked their ads from his show, and for days it seemed Limbaugh's career was in danger.

And then it was over.

Rush moved on. Radio moved on. America moved on.

Radio's great strength, ultimately—and in this case Rush's blessing—is that it moves in real time, in pace with the world and events that shape the world.

By [Carl Marcucci](#) on Dec, 20 2012 with [Comments 0](#)

- 
- 

Donations totaling \$1,007,364 were gained from the annual "Christmas is for Children" Radiothon which aired 12/7 and 12/8 on 103.7 Lite FM and MEGA 107.5.

During the Radiothon, on-air personalities from both stations shared heart-warming stories about the pediatric care provided to Children's patients every day, and listeners were encouraged to donate to the not-for profit hospital. The Radiothon also received promotional support from other local CBS Radio and CBS Television stations. In addition, special appearances by station personalities, including nationally-syndicated host

Delilah, at Children's throughout the event provided entertainment and encouragement for phone bank volunteers as well as patients and families.

"Taking care of our patients is our number one priority, and we could not do it without the support of our community and great partners like 103.7 Lite FM and MEGA 107.5," said Michael Frick, president of the Children's Medical Center Foundation. "We're grateful for the outpouring of support from the listeners as we continue to make life better for the more than 200,000 patients we serve each year."

The "Christmas is for Children" Radiothon was made possible by the support of local sponsors. Phone bank sponsor FairLease donated \$47,000, making them the largest Radiothon sponsor ever. Additional sponsors included Foresters, Primrose Schools and Neighborhood Credit Union

## KYXY SAN DIEGO RAISES NEARLY \$300K

12-20-2012

The station recently held its annual Holiday of Miracles Rady-O-Thon to benefit Rady Children's Hospital in San Diego. Along with local businesses in the City, the KyXy team raised nearly \$300,000 for the hospital. All the money will go directly to patient care, technology and equipment at the hospital.

**Cracker Barrel back on radio.** The restaurant chain Cracker Barrel is back on radio after its autumn hiatus as Americans – as the Christmas song puts it – travel over the hills and through the woods. The restaurant focuses advertising on high-travel periods like summer and the holiday season, spending most of the radio allocation in second and fourth quarters. "Our radio ads cover approximately 65% of our store base and highlight the brand, our retail selections and holiday promotions," CEO Sandy Cochran told investors. Cracker Barrel spends about 2% of its sales on advertising, about half of which goes to outdoor and the rest is split between radio, TV and digital. Cochran said they're "pleased" with their media mix and believe the combination is increasing foot traffic. "And our data show it's influencing attitudes about the brand in a positive way," she said.

**A "total radio" ratings product may not be optional much longer.** While Arbitron and its customers work to develop a "total radio" ratings service that would measure how listeners consume the medium across all platforms, the newspaper industry is already there. A three-year project between publishers and advertisers has resulted in a major overhaul in newspaper circulation numbers so that they combine print, digital and mobile audiences

By [Carl Marcucci](#) on Dec, 13 2012 with [Comments 0](#)

•

•

The latest in Nielsen's ongoing commitment to deliver end-to-end, cross-platform advertising measurement solutions worldwide: It's a measurement and optimization solution which allows advertisers, agencies and publishers to evaluate the resonance of their online campaigns with audiences in real time. The system uses classic 'brand lift' metrics – improvements in awareness, attitude, favorability, purchase intent, or preference – to quantify the resonance of branded ads.

It also identifies which attributes of an ad are driving performance, including creative execution, site delivery and impact of frequency of exposure. This is all done in real time, giving stakeholders the chance to optimize and make changes in flight to increase campaign performance.

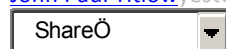
The launch follows the company's acquisition in July of Vizu, a market leader in real-time brand-impact-and-optimization measurement online. Vizu's ad effectiveness solution has been combined with other Nielsen capabilities to form the basis of the new offering. Nielsen Online Brand Effect is also available in the US and Australia. In the US, publishers using the system's unique collaborative optimization process with advertisers and agencies have generated on average 30% higher 'brand lift' for their sites.

"Ideally, brand advertisers would never spend a dollar on advertising they don't measure and optimize," explains Nielsen European lead for advertising solutions Claudia Pardo. "Now, Nielsen Online Brand Effect gives the industry the tools to measure and optimize many more online advertising campaigns than previously feasible. The underlying technology ensures the solution is easy to deploy and manage, making it cost-effective enough to be used on the majority of campaigns. Measuring an ad's impact once the campaign is over is too late. To gain the greatest benefit, advertisers, their agencies and online publishers need to understand the reach and resonance of their ads at each and every step of the campaign – they can then adjust the plan while there's still time to make a real difference. The boost to brand lift can be significant."

This rollout complements the October UK launch of Nielsen Online Campaign Ratings, which measures the ability of online ad campaigns to reach their intended audiences.

## *5 Companies That Will Define The Future Of Radio*

[John Paul Titlow](#) yesterday



Radio will never be the same. Like [books](#), [magazines](#), [music](#) and just about every other mass medium you can think of, the age-old format is being transformed by the Internet, mobile technology and a few very smart organizations.

We don't know exactly what radio will look like in 20 years (or if we'll even still call it that), but it's safe bet that it would be utterly unrecognizable by the likes of [Edwin H. Armstrong, who was awarded the patent for FM radio in 1933](#). We'll always have audio, but transmission via radio waves will be augmented by wireless Internet standards like 4G mobile broadband and Wi-Fi. Those networks will carry much more interactive and smarter audio content, which will likely push traditional broadcasters toward a more personalized experience.

So who's forging this future? It's still early - and this space will undoubtedly be occupied by a few now-unfamiliar names by 2030 - but there are a handful of organizations already busy chiseling out that future. Keep an ear on these 5:

## ***Stitcher Radio***

[Stitcher Radio](#) is amazing. The four-year-old company blends terrestrial broadcasts with popular podcasts to let users build a highly personalized, lean-back radio experience. Since I started using Stitcher, I've spent a little less time in the NPR iPhone app (though I haven't abandoned it completely) and Instacast, which I had used to subscribe to podcasts. Stitcher also streams other local, non-commercial radio stations in your locale, which you might miss if you don't have an FM radio in every room in the house.

Like Pandora does with music, Stitcher builds smart radio stations based on your preferences, which are based on your listening history and the familiar thumbs up/down tapping. It's great. If I want to listen to audio hands-free, Stitcher will play back new episodes of my favorite podcasts and public radio shows without me having to fidget with a radio dial or smartphone app interface. Stitcher features content from CNN, NPR, BBC, Fox News and a host of providers large and small.

**How It's Looking Forward:** Earlier this year, [Stitcher Radio announced a partnership with Ford, who will build the service \(along with Pandora\) directly into its new cars. Smart.](#)

## ***Pandora***

This one might seem obvious, but [Pandora](#) has stayed on top of the personalized Internet radio market for years, despite challenges by everyone from Last.fm to Spotify. The company faces some significant hurdles. As a public company, Pandora now must deal with pressure from investors - and the ongoing battle over artist royalty payments will likely come to a head in the U.S. Congress next year. But Pandora isn't going away.

For my money, Pandora's Music Genome Project still provides some of the smartest semi-automated music recommendations out there. It doesn't yet rival the brain of a real live tastemaker, but it's getting there, thanks in large part to the human intelligence that heavily fuels Pandora's algorithm.

**How It's Looking Ahead:** Like Stitcher Radio, Pandora is finding its way into new cars. It's also begging Congress to rethink the unbalanced artist royalty payments that Internet radio providers pay. Not everybody loves Pandora's proposal, but something has to give for this model to remain viable.

## ***Spotify***

Not so long ago, you wouldn't have associated [Spotify](#) with Internet radio. That's because the on-demand streaming service never attempted to offer the type of functionality that Pandora, Last.fm and Slacker have long been known for. That all

changed last December, when the Swedish startup launched [Spotify Radio, which emulates Pandora's functionality](#) using [the Echo Nest, a competing music recommendation engine](#). Any doubts that Spotify was serious about this push were cast aside in July, when [Spotify Radio was made available for free in the service's mobile apps](#).

**How It's Looking Forward:** Spotify's most promising feature is its third-party app platform. The year-old store now boasts more than 60 apps focusing on discovery, social music, promoting individual artists and whatever else developers can cook up. The platform is still desktop-only, but once it starts to go mobile, it will fundamentally change the way listeners consume music on the go.

## ***National Public Radio***

If old media are supposed to be crusty and slow-to-innovate, you couldn't tell it by looking at [NPR](#). The public radio nonprofit first went on the air in 1971, but unlike some of its counterparts in print media, it hasn't been sitting out the digital revolution. NPR's [Digital Services](#) team has been busy creating application interfaces, Wordpress plugins and experimental Web radio products. Its social media presence is impressive and its podcasts are some of the most popular on iTunes.

Most importantly, NPR has invested heavily in its mobile strategy. It's got some immersive and content-rich apps for iOS, Android and Blackberry and has been proactive about using HTML5 to build a cross-platform, modern radio experience that works on just about any device.

**How It's Looking Forward:** NPR knows that it needs to be present on every platform its listeners might be using, and its done an impressive job of achieving that. By maintaining this spirit - especially when it comes to mobile devices - it pretty much guarantees itself a prominent role in radio's future. And NPR also knows the importance of partnering with car makers.

## ***Clear Channel***

NPR isn't the only industry incumbent that's thinking ahead. Terrestrial radio conglomerate Clear Channel sees the threat posed by innovative startups and has responded accordingly. [Its iHeartRadio service combines 1,5000 live broadcast stations with personalized channels fueled by the Echo Nest's music recommendation application programming interface](#).

The company's digital efforts are merely breaking even, but it hopes to change the equation by joining Pandora in its quest to get Internet radio royalties reduced. Digital may make up only about 5% of Clear Channel's total listenership, but the company knows where radio is headed.

**How It's Looking Forward:** By putting its massive weight behind Pandora's quest to reduce Internet royalty rates, Clear Channel helps make change more likely. [It also provides its own API that developers can use to bake iHeartRadio into other products, including cars](#).

## ***Other Players Forging Radio's Future***

Narrowing this list down to five organizations was tough. So many technology and media companies are working on things that will make up the future of what we today call radio. Satellite radio will play a key role alongside FM and Internet radio, presumably led by Sirius XM for the foreseeable future, at least in North America.

When I prop up my iPad and stream content from NPR, Stitcher or Spotify, it's a bit like using a futuristic radio. On my iPhone, smaller versions of those same apps let me bring the content with me in the car or when I'm walking down the street. Along with Samsung, Nokia and others, Apple is already building much of the hardware from which we stream audio content. Cupertino recently solidified this role by partnering with car makers to [tighten iOS integration in vehicles](#). The company is even rumored to be launching its own Pandora competitor in 2013.

It's not just giants that are jockeying for a spot in radio's future. Under-the-radar upstarts like [Shuffler.fm](#) and the [Hype Machine](#) turn music blogs into lean-back, mobile-friendly listening experiences. Even [SoundCloud](#) is growing more radio-like. Meanwhile, [The Echo Nest](#)'s complex music recommendation algorithm is woven throughout a long list of Internet radio products, each of them aiming squarely at Pandora.

## WHAT DO SMALL BUSINESS OWNERS THINK ABOUT RADIO?

12-13-2012

Over the past few days we focused on what big advertising firms want from radio in order for the industry to be taken more seriously. Today a new report from research firm Ad-ology sheds light on where local businesses rank radio in the pecking order of where they spend their money. The good news is that small business operators are more confident about the overall economy than they have been in the past five years. Here are some of the results from the Ad-ology research of over 1,400 small business owners across the country.

When asked about the best way to deliver their marketing message to customers, more than half responded "on a 1-to1 basis." 30% said they prefer marketing to smaller, targeted groups of people and 17.7% say they find it effective to attempt to reach as many people as they can. And, as we've been writing about for weeks now, fewer than four out of every ten small business owners say they are satisfied with their return on investment.

And, this piece of vital information may be very helpful to your salespeople when you gather for your next sales meeting to discuss how important R.O.I. is. Small business owners determine the success of an advertising campaign by the number of leads that are generated, an increase in foot traffic and an increase in sales, in that order.

Sticking to the Return on Investment topic, Ad-ology asked small business owners to tell them which media was most effective at delivering their message to customers. Direct Mail was ranked number one, followed by Trade Magazines, Newspaper, Yellow Pages and Online banner ads. Nearly 70% of small businesses in the survey say they have never even tried radio. Are we making enough sales calls?

What most frustrates a small business operator? Rates that go up without any justification. And, something we've heard many times before, business owners are not real happy when sales reps bring them proposals that are not relevant to their business. It's also important to note that clutter is ranked 4th in terms of what frustrates business owners, "My ad getting lost among many others." We've asked the question before, how can a poorly produced commercial in a pod of 10-12 ads produce any results for a local business? It doesn't!

[The Ad-ology research](#) is very detailed and informative and we'll share more of it over the next several days and weeks.

## DEBT FREE THANKS TO RADIO

12-14-2012

"I'm debt free thanks to radio." Those are the words of Roof Life of Oregon CEO Patrick Morin. When you listen to Morin speak, he makes you think he's a paid spokesman for the radio industry. Radio has done that much for his business and his life. Morin tells Radio Ink that eight years ago he started advertising on one station in Oregon with an annual budget of \$30,000. Today, he spends \$500K on up to nine stations. He has only one location and radio has propelled his business from 7 employees and \$1 million in annual revenue to 60 employees and \$6 million in sales.

Morin understands the power of radio. He understands how to use radio. And, most importantly, he understood the key to his success was the creative. If radio had more Patrick Morin stories, 7% of an advertiser's budget would never be an issue for the industry again. Morin will be featured in an upcoming issue of Radio Ink magazine. Here's part of his story.

**RI: What can you say to advertisers? The radio industry is having a hard time getting advertisers to believe in it the way you do. What would you say to people who say there is no way to tell how radio works or if they are getting their return on their investment?**

**Morin:** Everyone is going to start at some level. But, if you understand how it works, it's going to take 4 months for the marathon runner, called radio, to start bringing you constant, never-ending growth. Never go off, because if you go off, you have to go back down the mountain and start up a different one. Just add to it. Or hold the line.

It's a science. Marketing comes before sales. Sales come before production. Then it goes down the train. I see a lot of businesses that don't have an engine. They are thinking, "I do referrals. I have a store front." They come up with all sorts of reasons to fail. But, the reality is, if you are not consistently telling somebody how you can make their life better, more peaceful, more beneficial, all the things that you can do with your position, they are not going to call you.

**RI: You talk about how important creative is. It sounds like you spend a lot of time making sure the creative is right.**

**Morin:** I spend a lot of time finding someone who understands my position and knows where I want to go. Then, I let them go. I don't bug them. I don't talk to them. We meet once a year for 5 hours. We strategize and then I leave the creative people alone, because truly, creative people are odd. They are different. Creative people are not strategists. They are creative. I am not creative. I wrote the best commercials I could with what I could learn. Mastering the language, the art of persuasion, the art of the English



transference of emotion is what a good ad writer can do. I can't do it. I've been smart enough to learn that point right there and then go find them.

**RI: Give radio sellers advice on how they can be more confident about the power of radio?**

**Morin:** I think if you go to a business owner, you have to talk in the language of a business owner. They want to grow their business. If they would just go out with a consistent message of "we can help you grow your business by talking to your clients about relevant issues that you have to offer that will make their life better." When they get a business owner to consider, they cannot deliver crap. That's the reputation that I ran into. You have to have writers that understand the heart of each business.

With all the stuff that goes on in a radio station, you have to get good writers. Account reps are not writers. I would be a great account rep. I would go and I would dig in. But they wouldn't see me very often. I would have a team of writers that would know how to write. If you could do that consistently, it will help move the business owner's "who gives a rip" meter.

Morin says the fact that radio works is a "gimme". It's whether you are willing to use radio correctly and use it at a level that will bless your life, he adds. "It has changed my life. We are a 100% debt-free company. We have a lot of money in the bank. We plan for growth. We take care of our people. It's amazing how putting the train of marketing in front of your company and using radio and the power thereof has radically changed our company."

It's important to note that a big part of Morin's success is the fact that he's a student of the teachings of Roy Williams and credits a lot of his success to the path Roy and his extended team have put him on. More about that on Monday in the headlines.

## COX CONNECTICUT RAISES OVER \$162K FOR NEWTOWN KIDS

**During a radiothon last week, the Cox radio cluster in Connecticut held a radiothon to raise funds for the "Sandy Hook School Support Fund." Kristin Okesson VP/Market Manager CMG Connecticut tells Radio Ink \$162,051.20 in phone donations were raised and Internet and walk in donations are still being tabulated. "We are overwhelmed with the generosity of our listeners, unanimously we agree that although what led us to this radiothon was a terrible tragedy, we reflect on the day as one of the best days of our career."**

By [Carl Marcucci](#) on Dec, 3 2012 with [Comments 0](#)

- 
-

Arbitron announced highlights from its December 2012 RADAR 115 National Radio Listening Report. The report shows radio's audience holding steady year over year, reaching more than 241 million listeners, or more than 92% of the U.S. population, on an average weekly basis.

Adults 18 to 34 shows the largest gains among the major age demographics, adding more than 600,00 weekly listeners. Radio now reaches nearly 67 million adults aged 18-34 in an average week. Radio listening also remains steady across all other major demographics. Radio reaches nearly 126 million adults aged 18 to 49 and more than 119 million adults aged 25 to 54 in an average week.

Radio's diverse listener base continues to see large increases in the December 2012 RADAR study compared to the December 2011 study.

- Radio's Hispanic audience aged 12 and older rises by nearly 2.5 million listeners versus the December 2011 report. Radio reaches nearly 95% of Hispanics aged 12 and older.
- Hispanic adults aged 25 to 54 shows an impressive increase over the past year, rising by more than 1.8 million weekly listeners.
- The Black (non-Hispanic) audience also shows significant gains. Radio among Black (non-Hispanic) listeners aged 12 and older increases by more than 920,000 versus December 2011. Radio reaches approximately 92.4% of the Black (non-Hispanic) population.
- Black (non-Hispanic) adults aged 18 to 34 continues to show significant gains, adding nearly half a million average weekly listeners versus last year.

The December 2012 RADAR report illustrates radio's ability to attract affluent, educated consumers. More than 95% of adults aged 25 to 54 with a household income of \$75K or more and a college degree tune in to radio on a weekly basis, that's nearly 26 million listeners in this demographic. Also, nearly 70 million, or 94%, of Adults aged 18 to 49 with a household income of \$75K or more tune into radio on a weekly basis.

**Radio's biggest consumers more likely to use internet for entertainment.** In a new finding that represents a big digital opportunity for broadcasters, Scarborough says heavy consumers of radio are significantly more likely to use the internet and their mobile devices for entertainment than the general population. That means a station's most active users are ready, willing and able to engage with it online and on smartphones. The study finds that the extent of radio's digital opportunity among heavy listeners varies across the three biggest population segments. Two-thirds of Millennials (aged 18-29) and half of Gen X-ers (aged 30-44) that are heavy consumers of radio say the internet is a main source of entertainment for them. Only one-third of Baby Boomers (aged 45-64) agree with that statement. Not

surprisingly, the younger demos are the most digitally focused. Scarborough says Millennials are more likely to use the internet to listen to music and radio. Social networking is the top online activity of Millennials too — and it's closing in on search as the top online past time for heavy Gen-X radio users. "Social is so impotent to Millennials and Gen X-ers that it should be at the center of your audience acquisition strategy if you are targeting either group," Scarborough SVP of print and digital media services Gary Meo said. The digital focus means radio's biggest users may also not be in the places where programmers have traditionally targeted: at-work, in the car, or at-home. Scarborough says Millennials are most likely to access the internet on the go. In fact, 60% agree that their mobile phone is a source of entertainment compared to 45% of Gen X-ers and 27% of Baby Boomers. One thing all three groups agree on by an overwhelming majority: ads sent to them on their cell phones are annoying. But a large percentage of all three groups say they'd be willing to receive mobile ads for something valuable in return. In findings presented yesterday at Arbitron's client conference in Annapolis, MD, Scarborough said 40% of adults are considered to be heavy users of radio. Of that group, Baby Boomers make up the largest slice (40%) followed by Gen X-ers, who make up about a third and Millennials, who account for 20%. Only 10% of heavy radio listeners are aged 65+, the analysis shows.

**WHILE RADIO MIGHT BE AS IMPORTANT TO CERTAIN SEGMENTS OF THE POPULATION (SAME IS TRUE OF TV AND OTHER MEDIUMS), IT CONTINUES TO REMAIN IMPORTANT TO THE VAST MAJORITY OF CONSUMERS**

**Power of Radio: Kidd's Kids Day sends ill children to Disney World.** A one-day fundraiser last week by syndicated morning host Kidd Kraddick raised **more than \$533,000 — enough to send 55 terminally ill and physically-challenged children and their families to Walt Disney World in Orlando next month.** It was the first time in the event's 21-year history that the half-million-dollar mark was topped. "Every year our labor of love gets bigger and better," Kraddick says. A panel of doctors and nurses studies every "Kidd's Kids Day" application and selects the group of 5 to 12 year-olds who take part. Among the requirements is they must live in one of the 75 markets where Kraddick's show airs.

**More 18-34 Adults use Radio each week than any other medium.** (Scarborough USA+, Release 1 2012 USA Adults 18-34, sample size 29,250)

**More 25-54 Adults use Radio each week than any other medium.** (Scarborough USA+, Release 1 2012 USA Adults 25-54, sample size 88,248)

**Radio reaches more Adults 18-34 during the work day than any other medium.** (GfK MediaDay 2012 (Fieldwork 11-12/Doublebase Respondents) weighted to population (000) Base A18-34, Mon-Sun 5A-5P, sample size 1214)

**The average person 12+ in the USA spends about 2 hours and 40 minutes a day with Radio.** (RADAR 114 September 2012 Monday-Sunday 6AM-Midnight for Persons 12+, sample size 395,655)

**18-34 Adults spend more time each day with radio than with the internet.** (2012.2 MBI - USA TouchPoints smartphone enabled National probability sample of 2,000 persons aged 18-64, Nested within GfK/MRI's Survey of the American Consumer)

**Adults 18-34 are 52% more likely to be heavy users of radio than heavy users of television in the USA.** (Scarborough USA Plus - Release 1, 2012, 12 Month Adults 18-34. Heaviest two quintiles of exposure, sample size 29,250)

**70% of people with favorite Radio personalities follow them on social media.** (USC Annenberg School for Communication & Journalism, PSI Study released June 2012, Woodley, P. and Movius, L. People With a Favorite Radio Personality in Los Angeles 617 respondents)

**More than half of people with favorite Radio personalities have considered or purchased a product/service advertised during their favorite Radio personality's show.** (USC Annenberg School for Communication & Journalism, PSI Study released June 2012, Woodley, P. and Movius, L. People With a Favorite Radio Personality in Los Angeles 617 respondents)

**More people of all ages would be more upset to go without their Radio station than to go without Facebook.** (Alan Burns/Triton Digital "The Future of Radio" September 2012 National Consumer Database; 25,000,000 Panelists; August & September 2012; All Ages, Genders and Format Fans; Total Polled = 41,252; Roughly in Line with 2010 Census; Heavily Caucasian)

**85% more Adults 18-34 use Radio on a typical day than Facebook.** (comScore Inc Ratings April-June 2012, RADAR 114 September 2012, P18-34, 6A-12M, sample size 106,023)

**Only about 10% of Adults 18+ will listen to satellite radio in a week. Nearly 93% of Adults 18+ will listen to Radio in a week.** (Scarborough Release 1 2012 (Feb 2011 – Feb 2012, Adults 18+, M-Su 6a-Mid )

**Radio reaches more than 90% of virtually any market segment each week.** (RADAR 114 September 2012, Mon-Sun 6A-Mid sample size 395,655)

**On Radio, the audience listening level from the beginning to the end of a 6-commercial break is 93% of what it was before the break.** (Arbitron, Media Monitors and Coleman Insights "What Happens When the Spots Come On?" study of 866 radio stations measured by Media Monitors and Arbitron across all 48 PPM markets in the United States during the months of October 2010 through September 2011 covering a total of 17,896,325 unique commercial breaks involving 61,902,473 minutes of advertising.)

**Virtually all Radio Listening happens LIVE, in real time, while more than half the Adult 18-49 top 10 TV shows' ratings come from 7 day DVR viewing.** (MediaLifeMagazine.com October 2012)

**There are more than 11,000 commercial radio stations licensed in the US, more than ever before as radio continues to grow.** (FCC July 2012)

**15 Facts About Radio** October 23, 2012

If you read **Politico**, you're obviously a political geek who checks updated polls every day, follows every press conference, and knows precisely where Romney and Obama have been campaigning on a daily basis.

Last week, Politico's Josh Gerstein **wrote a great piece** about how radio has become the stealth weapon in this presidential campaign. Both the Obama and Romney teams have

increasingly turned to radio in the late innings for a variety of strategic and tactical reasons as each side anticipates a big win tomorrow.

Gerstein's article is a **sales piece for every radio station in America**, especially during the *next* campaign cycle where radio will hopefully be even more proactive in securing advertising dollars nationally, statewide, and in local markets.

Here are some of the highlights:

- **Radio's targeting ability** – Gerstein talks about how radio is the perfect medium to focus messaging for different constituencies, and for spots ranging anywhere from gay marriage to defense cuts. And as he writes, radio “lets them roll out edgier ads at a relatively low cost...”
- **Radio has a better advertising environment** – You read that right. Evan Tracey, whose company tracks political ad spending, notes that “there's less clutter on radio than on TV. It's a crowded room problem...In Las Vegas, there have been something like 73,000 political TV ads. That's a very crowded room.”
- **Radio is social** – Tracey also points out that radio is “kind of the original microtargeting and social media.”
- **Radio is effective** – Tracey again: “The reason people are still buying radio is because it works.” That sounds like a great political slogan.
- **Radio is below the radar** – Because it is less visible than TV and less likely to be covered by the media, Darrell West of The Brookings Institution notes that “candidates can often stretch the truth or use more outrageous claims on radio than they do in television.”
- **Radio finishes strong** – As Pat McGee, VP of political sales and strategy for the Katz Media Group, avers, “Radio tends to be the cavalry at the end.”
- **Radio reaches everyone** – An Obama campaign aide explains that radio “gets you a chance to reach voters that aren't overtly political...voters who aren't reading Politico every day or checking BuzzFeed every five minutes.”
- **Radio is big with women** – Gerstein notes that family-oriented women are especially likely to listen to radio because they are too time-pressured to watch a lot of TV – but they are in their cars.
- **Radio is personal** – This last point is a big deal. Elections and who one ultimately decides to vote for can be an intensely personal decision. Consumers are often alone when they're in their cars, and radio creates an intimate connection that you just don't get when you watch TV. We've pointed out this key “emotional trigger” from Techsurvey8, and this article underscores the value of a personal, direct message delivered via radio.

## • **Sandy Brings Back Prime Time for Original Wireless Network: Radio**

- **Amid Continuing Blackout, Medium Is the Only Game in Town**

• By: [Michael Learmonth](#) Published: [November 02, 2012](#)

- **435** share this page



- Batteries are drained, internet connections long-gone. For the nearly 5 million households muddling through a fourth day without power in the wake of Hurricane Sandy, there's really only one medium that matters, and that's radio.
- It's an incongruous feeling, in an era of status updates and hashtags, how quickly and how easily the tools that revolutionized communications -- indeed, even fomented revolution -- simply go poof! And what remains is a version of 1932: families gathered around the radio, waiting for a bit of information on where to go or what to do next.
- That's the reality this week for millions of residents of New Jersey, New York, Connecticut, Maryland, Delaware, Pennsylvania, Virginia and West Virginia. [Websites went down](#) and laptop charges ran down in hours. But most radio towers are built to withstand hurricane-force winds and have generator backups with 8 to 10 days of fuel on hand. And if your radio's batteries die, you can buy new ones at the store.
- Radio, the first electronic mass media, has become the only game in town.
- "It's almost comical -- I was watching some media and they were telling people to go to Facebook, and I thought, 'Wait a minute, when the power goes out, within 8 hours your charge is gone, your internet is out, your phone is probably out. What do you have to rely on? A battery-powered radio,'" said Eric Rhoads, publisher of Radio Ink, a radio-industry news publication.
- It will be weeks before Arbitron will tally readings from the electronic meters it uses to estimate audiences. Even then, some say it won't tell the full picture. Those electronic meters need power, so Arbitron will have to conduct phone surveys to get a full sense of who listened to what.
- "I don't know what the numbers are but I would imagine they are extremely high," said Michael Weiss, president of sales for CBS Radio. "The news stations become a utility in a time of emergency. We were talking today about where you can find gas."
- Like all local stations, CBS Radio prepared for the worst, expecting its WCBS broadcast facility on City Island was most vulnerable. Instead, it was the transmitter for 1010 WINS in Lyndhurst, N.J., that was inundated, forcing a switch to the FM dial. Both stations share a studio in lower Manhattan in the flooded zone and are running on backup power.
- **Not easily monetized**  
Large, unexpected surges in audience are notoriously difficult for media companies to turn into ad dollars. For radio stations and networks, bigger audiences can mean more ad revenue, but that's usually balanced out during major news events as stations run fewer ads. New York-area stations, for example, have been running statements from New York City Mayor Michael

Bloomberg and New Jersey Governor Chris Christie live this week, and have scaled back ads in favor of delivering emergency-related information.

- Their news-gathering costs have also gone up. ABC Radio rented 25 hotel rooms for staff and armed crews with generators and satellite phones to make sure they stayed on the air through the disaster.
- "We are the original wireless communication," said Steve Jones, VP of ABC Radio. "We are there in the house for most people and we became a critical lifeline of information during this storm."
- But some advertisers with schedules in place, such as Linda McMahon's Senate campaign in Connecticut, end up getting huge numbers of impressions they didn't pay for. "Any federal advertising, radio is required to run," said Mary Beth Garber, exec VP of radio analysis at Katz Media Group. "We cannot preempt or refuse it."
- Some advertisers, such as auto dealerships, would rather not run during a storm. But others flock to storm coverage. Huge insurance companies such as Geico and AllState, for example, have emergency ad budgets that they release to buy spots in affected areas. Geico changed its creative at the last minute to give information on how to file a claim. Automotive advertisers with four-wheel drive vehicles also like to buy around disasters, as well as snow storms and school closings.
- Then there are the local businesses looking to capitalize on the clean-up, such as water-damage experts, sellers of generators, tree surgeons, roofers and home-improvement chains such as Home Depot and Lowes. Some of these advertisers will keep it up for weeks after the disaster. And let's not forget Con Ed, which also relied heavily on radio this week.
- Most of Manhattan is expected to regain electricity by some point on Saturday but other parts of New York City and elsewhere are expected to remain without power for days longer.

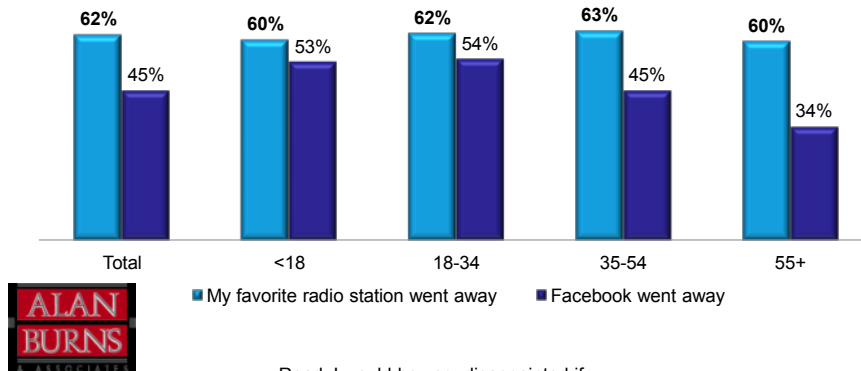
## Radio Is Always Available, Especially in Times of Crisis



people rely on radio

Source: Arbitron PPM

## People of All Ages Value Radio Over Facebook

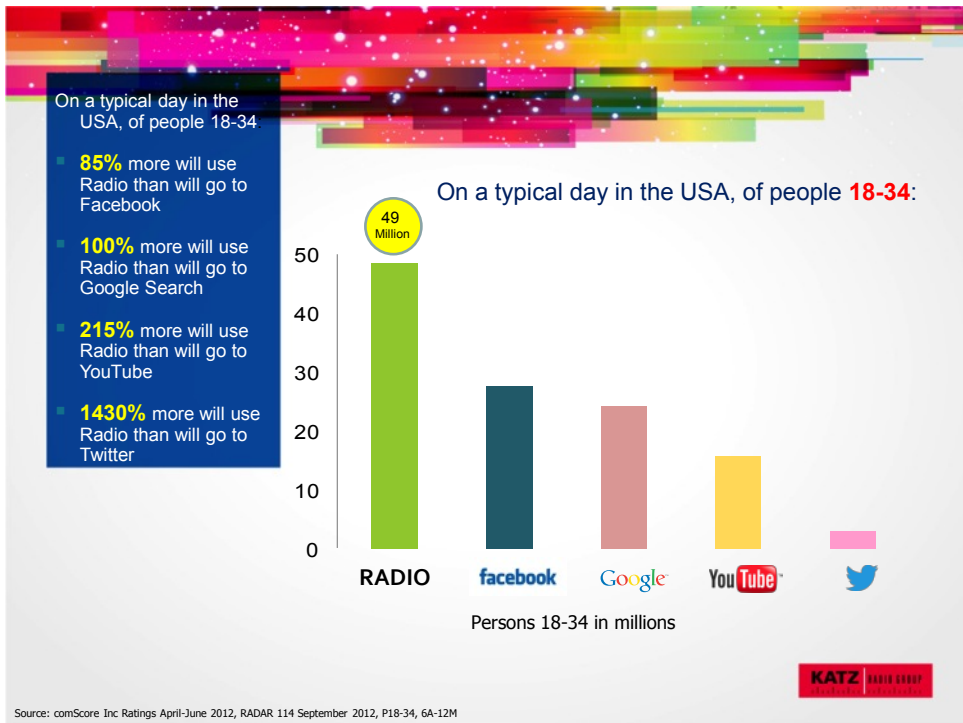


Source: Alan Burns/Triton Digital "The Future of Radio" September 2012 National Consumer Database; 25,000,000 Panelists; August & September 2012; All Ages, Genders and Format Fans; Total Polled = 41,262; Roughly in Line with 2010 Census; Heavily Caucasian

**Record labels testify to the power of radio to break hits.** CBS Radio says a day of meeting with record label executives yesterday brought a recurring acknowledgement of radio's role in artist promotion. That's a noteworthy shift back to the long-held position of the record companies, which in recent years publicly questioned radio's role in selling records as part of the fight over a performance royalty. "The power of radio has never been greater," said Azoff Music promotions consultant Richard Palmese, whose career began in the late 1960s in morning drive at rock KSHE, St. Louis (94.7) and who has held senior executive positions at MCA Records, J Records, Arista and RCA Music Group. He credited CBS Radio for



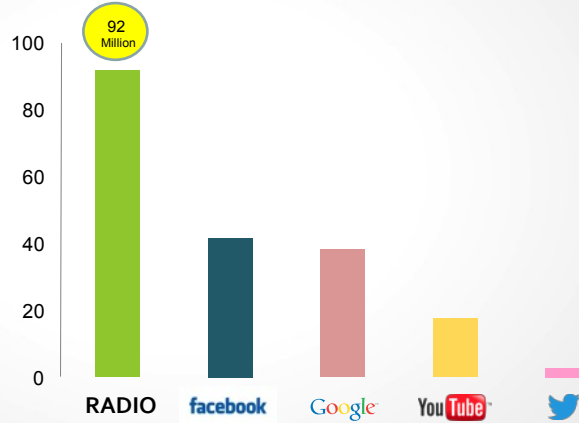
helping break several of the artists he’s worked with. “The airplay is everything and the power rotation is really special,” Palmese said. During a meeting with Columbia Records, VP of promotion John Borris drew a direct correlation to music sales. He pointed out that Rita Ora’s single “R.I.P.” posted a 5% boost in national sales this week — but the gains were five-times as big in markets where CBS Radio’s CHR stations have been spinning the record. CBS Radio executives and its senior programming team are continuing with a series of meeting with about one dozen record labels today in New York. The company says during yesterday’s conversations a recurring theme was a desire to create programs with radio that will help sell artists and their music. CBS says it expects to announce several new programming initiatives based on those discussions in the coming months



On a typical day in the USA, of people 25-54:

- 130% more will use Radio than will go to Facebook
- 135% more will use Radio than will go to Google Search
- 400% more will use Radio than will go to YouTube
- 3070% more will use Radio than will go to Twitter

On a typical day in the USA, of people 25-54:



Persons 25-54 in millions

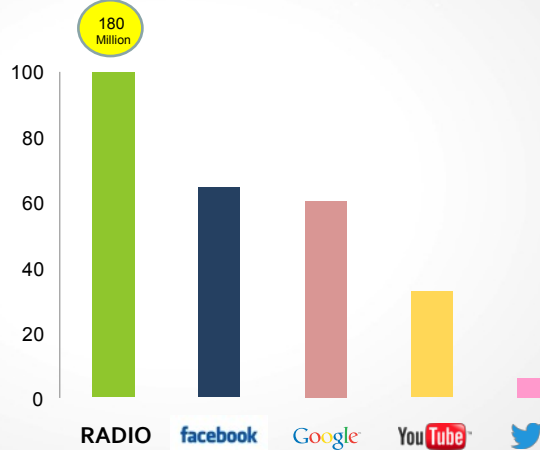


Source: comScore Inc Ratings for April-June 2012, Average Daily Unique Visitors 25-54; RADAR 114 September 2012, P25-54, 6A-12M

On a typical day in the USA, of people 12+:

- 180% more will use Radio than will go to Facebook
- 200% more will use Radio than will go to Google Search
- 455% more will use Radio than will go to YouTube
- 2000% more will use Radio than will go to Twitter

On a typical day in the USA, of people 12+:



Persons 12+ in millions

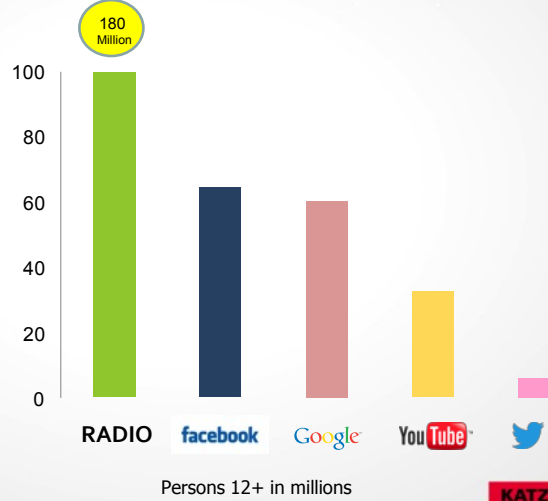


Source: comScore Inc Ratings for April-May 2012, Average Daily Unique Visitors 12+, RADAR June 2012, P12+, 6A-12M

On a typical day in the USA, of people 12+:

- 180% more will use Radio than will go to Facebook
- 200% more will use Radio than will go to Google Search
- 455% more will use Radio than will go to YouTube
- 2000% more will use Radio than will go to Twitter

On a typical day in the USA, of people 12+:

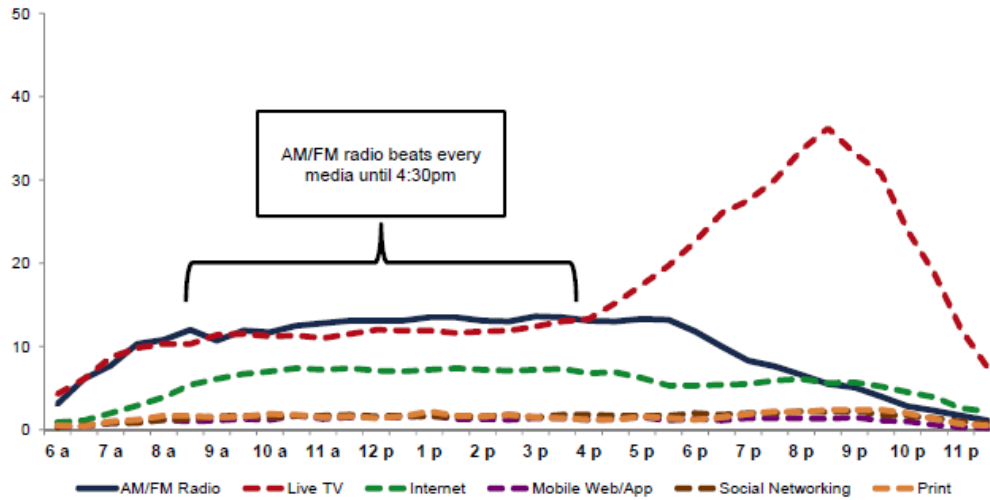


Source: comScore Inc Ratings for April-May 2012, Average Daily Unique Visitors 12+, RADAR June 2012, P12+, 6A-12M



## AM/FM Radio Leads Other Media During the Daytime Monday Through Friday

Average Day Reach by Half Hour During WEEKDAYS  
Persons 25-54

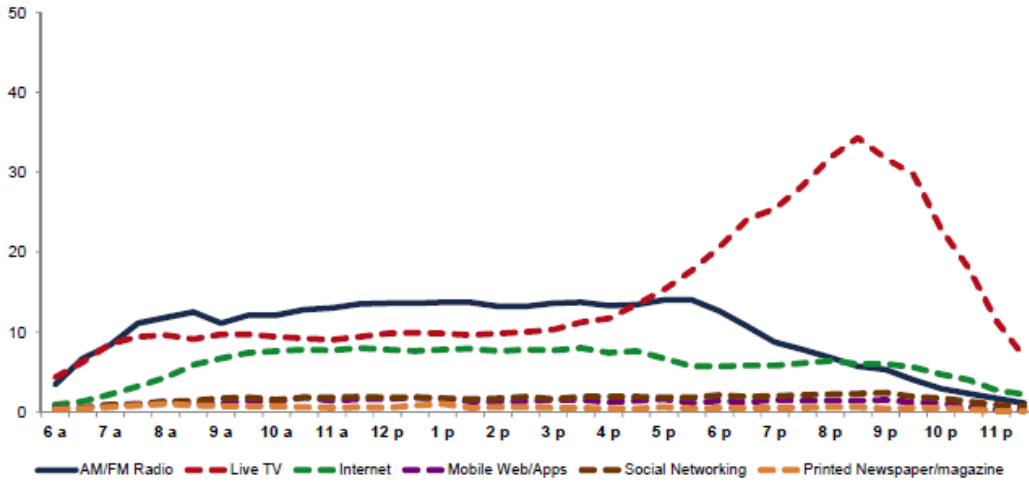


Source: MBI Touchpoints™

© 2012 Arbitron Inc. 20

# AM/FM Radio's Daytime Lead Expands Among EMPLOYED 25-54s During Weekdays

Average Day Reach by Half Hour During WEEKDAYS  
EMPLOYED Persons 25-54



Source: MBI Touchpoints™

© 2012 Arbitron Inc. 21

## AM/FM Radio Equals TV In Delivering Adults Who are Feeling Positive

% of Audience Feeling Positive\*  
Persons 25-54



\* Positive emotion includes confident, excited, happy, hopeful, interested, loving, or relieved.

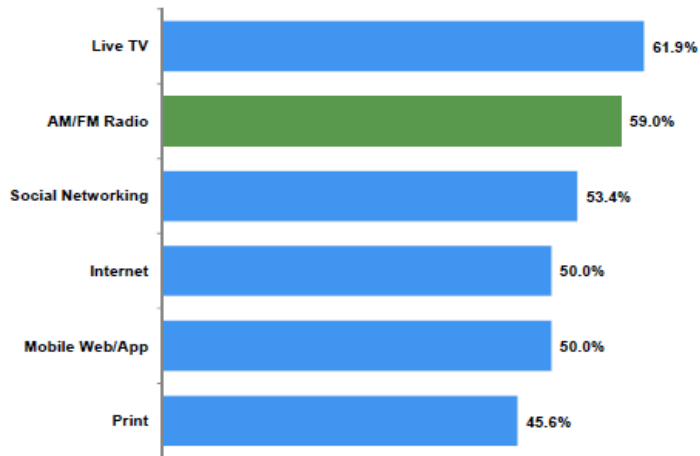


Source: MBI Touchpoints™

© 2012 Arbitron Inc. 32

## Six in Ten AM/FM Radio Listeners Feel Happy

% of Audience Happy  
Persons 25-54



Source: MBI Touchpoints™

© 2012 Arbitron Inc. 33

## Study Reveals Media Pros Have Digital Media Bias (And Explains Why You're Probably Reading This Via Email)

by [Joe Mandese](#), 47 minutes ago

Madison Avenue, directly or indirectly, allocates nearly a trillion dollars in advertising budgets to influence consumers via media, but how much does the personal media habits and interests of industry pros influence the media they use to do that? It's an old question that it taking on new impetus in the age of hyper accelerated digital media change, and some new research indicates that the personal media habits of industry pros isn't anything like that of the consumers they are charged with influencing.

The research, which was presented by the Media Behavior Institute Thursday night during MPG's Collaborative Alliance session during Advertising Week, indicates that media pros are much more likely to be heavy users of digital media –particularly mobile and social – and are much less likely to use traditional media such as TV and radio than average consumers.

The study, which utilized a mobile app-based diary that a small, non-projectable sample of industry executives used to self-report their media usage during one day in their working life, compared their behavior with MBI's ongoing USA TouchPoints study, which

captures the same daily usage data among the general consumer population for 10-day periods.

While the data is based on a small sample, the findings are striking, because the media pros reporting were so dramatically different than average consumers, especially when it came to their use of Internet-connected computers and mobile devices.

Amazingly, the media pros spent 53% of their waking day interacting with email, vs. 20% for the general population, and they spent 28% accessing the Internet vs. 15% for average consumers.

Their use of mobile apps and social networks were similarly distorted, which may go a long way toward explaining Madison Avenue's obsession with those media platforms.

Ninety-two percent of the media pros utilized mobile apps, and they used them for 11% of their waking day, on average. Only 25% of consumers utilize mobile apps, and use them for 6% of their waking time on average.

Exactly half of the media pros used a social network and accessed it for 19% of their waking time vs. 19% of consumers who used it for 7% of their waking time.

There obviously are many reasons why the media pros index so much higher in their use of digital media, including the fact that it is part of their job, but the data indicates they clearly are not representative of the overall population they are hired to influence with media.

The only digital medium where media pros appear to be in sync with consumers is in their usage, if not ownership, of tablet computers. While media pros were nearly three times more likely to own a tablet (25% vs. 9%), both pros and consumers who own a tablet use them an average of 7% of their waking time.

When it comes to "traditional media," consumers utilize all forms – especially radio – more than industry pros with the exception of print.

"The difference in radio usage was more marked," notes MBI's Mike Bloxham, explaining that, "42% of media professionals listened to the radio, but almost twice that (80%) of the general population sample tuned in.

"The percentage of waking time that listeners from either group spent with the radio was much closer however at 25% for media professionals and 23% for the general population sample."



While 85% of the general population watched TV, only 75% of the media pros did, and their waking time spent with TV showed similar disparities: 26% for consumers vs. 9% for pros.

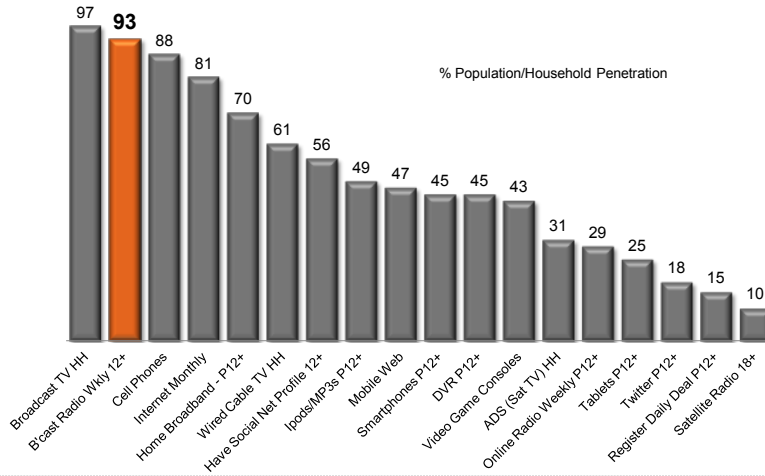
“The traditional medium that bucked the trend was print,” said Bloxham, noting that, “42% of our media professionals read some form of print on the day vs. 25% of our general population sample, with both groups spending 5-6% of waking time with the medium.”

Bloxham emphasized that the findings are largely anecdotal and that a larger scale study of media pros would need to be conducted before scientific conclusions could be drawn, but that based on the small subset of industry executives sampled, there does indeed appear to be a disparity between their media usage habits and the consumers they are responsible for influencing.

Bloxham said that while some of those skews represent “professionally appropriate biases” – the fact that media pros need to utilize new media in order to evaluate their potential impact, etc. – he said it’s reasonable to conclude that their behaviors and habits likely influence the way they think about consumer media usage too.

“We all view the world from our own eyes,” he said, “If we find as a community that we are markedly different from the communities that we are trying to communicate with and engage for our brand clients, that is a real challenge.”

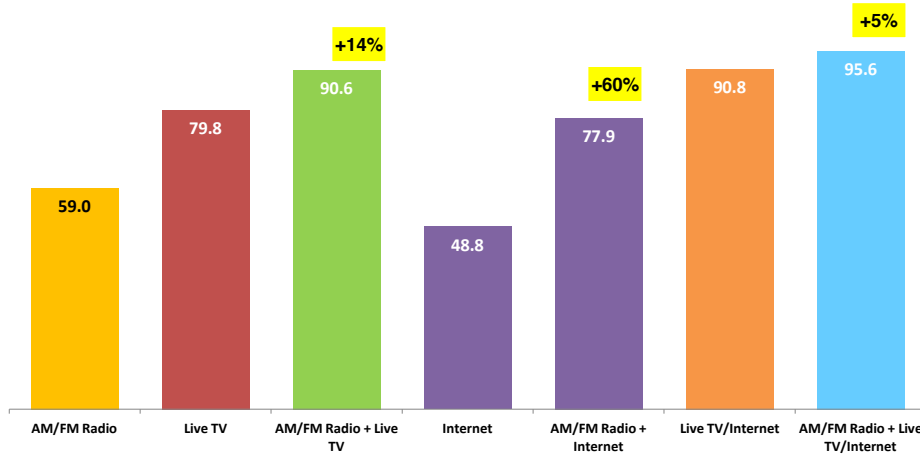
## The Second Most Used Platform Today



Source: TV HH, Nielsen May 2011; wkly Radio, Arbitron **RADAR March/June/September 2012** M-Su M-M; Internet, Pew Internet & Am Life Sept 2012 Study; Mobile Web comScore Feb 2011 via mobThinking; DVR, Nov. 2010 NielsenWire; Cable & ADS July 2011 Nielsen Report; iPods/MP3s and Social Net Usage Arbitron/Edison Infinite Dial: 2012; Video Game Consoles from Lichtman Research June 2010; Twitter comScore Dec 2011; Video Game Console, Wireless Cell Phone, High speed Internet Access from Pew Internet & American Life Project Dec 2010, May, June 2011; Tablets, Pew Internet & Am Life Oct 3, 2012; Scarborough USA + Release 2 2011 12 months

## AM/FM Radio Adds Considerable Reach When Used in Combination with Other Media

Average Day Reach, AM/FM Radio And Other Media Combinations  
Persons 25-54



Radio doesn't have you put your life on pause to consume. It takes a part in your life

As an "intimate" medium, radio affords the intimacy of magazines and the trust of a friend (personalities)

Pittman: But his pitch was more subtle, telling marketers that just because consumers are digitally connected, doesn't mean they've unplugged traditional media like radio and TV. In the past their "second screen" was a magazine, or perhaps a telephone conversation. Today it's a smartphone or iPad. "I think people do online what they already do, they just use online to make it more efficient," Pittman said, adding, "When you think about it in those terms you can find an opening for the dialogue with the consumer

Ongoing migration to digital radio platforms documented in new study. Offering the most dramatic snapshot yet of how quickly radio consumption is moving to internet-delivered platforms, nearly half of respondents (46%) to a new Alan Burns/Triton Digital poll say they listen daily to AM/FM radio on a computer. That's significantly higher than the 29% of Americans who said they listened to online radio in the last week in Arbitron & Edison's survey conducted in January and February of this year. The difference in methodologies — Burns/Triton used an online opt-in survey, Arbitron/Edson conducted a national telephone survey — may be as much of a factor as the ongoing shift to online listening. Burns/Triton also report nearly one in four smartphone owners (23%) say they listen to broadcast radio daily on their smartphone. The poll finds radio's smartphone audience is using both station-specific apps and ones offered by aggregators. The percentage of smartphone owners that have downloaded a specific radio station app (22%) is about the same as those who have downloaded the iHeartRadio app (21%). Aggregator TuneIn's app is further down the list, downloaded by 8% of the sample. The study finds nearly one in four (39%) listen weekly to music on their smartphones while one in four do so daily with 17% listening for an hour or more daily. Meanwhile, consumers with in-car internet access are not using radio significantly less — perhaps 7% less, the study suggests. Among the two in ten (19%) that report having internet access in the car, the vast majority (70%) say they listen most to AM/FM radio in the car. The study also calls into question industry theories that Pandora listening takes more time away from recorded music collections than radio. Of those who listen weekly to the

pureplay, 28% say they are listening less to CDs, MP3s and records — the same percentage that say they're listening to less radio. But the majority (52%) says they aren't listening less to other music sources or they just don't know. "Radio AQH may be nibbled at by other media but consumers don't sense themselves using it less," consultant Alan Burns says. More than half (55%) say they are listening to radio the same, 30% say more and 21% less.

## **CBS PHILADELPHIA RAISES OVER \$800K FOR KIDS**

9-27-2012

WOGL-FM and WIP-AM hosted Radiothons that raised more than \$881,000. The 98.1 WOGL Loves Our Kids Radiothon raised \$658,272 in two days for The Children's Miracle Network. In the past eleven years, 98.1 WOGL has raised \$5,514,604 for Children's Hospital. And, the WIP EYP/City Year Eagles Radiothon raised \$223,150 in two days. All donations raised are split equally between Eagles Youth Partnership and City Year Greater Philadelphia. This was the 12th year of the Eagles Radiothon.

CBS Radio Philadelphia Market Manager Marc Rayfied said, "We get to see first-hand the impact our radio stations have on the community. We are local business operators who feel it's our duty to support fine organizations like CHOP and the Eagles Youth Partnership. Like many, our families have been the beneficiaries of the services they provide, and we are very fortunate to have them in our back yard."

## **BURNS: "IT'S UP TO YOU TO WIN THE MEDIA BATTLE."**

9-27-2012

Last week at the Radio Show in Dallas, Alan Burns and Associates and Triton Digital released results of a poll that included 40,000 people. Burns has condensed the results into a top ten list and concluded, "Radio's future is not in the hands of Pandora or any other technology - it's squarely in the hands of consumers, who will react to what we give, or fail to give, them. Thus ultimately Radio's future is in Radio's hands.

Here is the Top Ten list from the Burns/Triton poll:

1. With consumers, Radio wins by large margins images such as the medium that energizes them; relaxes them; puts them in a better mood;

helps them have a good time; feels like a friend; and has honest and believable ads.

2. Television wins images for “annoying ads” and “ads you can skip.”

3. Internet services win images for being informative and connecting consumers to other people. Internet and Radio tied for “ads targeted to people like you.”

4. Newspapers did not win a single consumer image.

5. Radio is less strongly bonded to listeners under 35. Younger listeners want music control and fewer commercials.

6. There is demand for a cell phone Radio chip. 38% of all consumers, and 43% of under-35s, would be more likely to buy a specific phone if it had a radio tuner in it.

7. The radio usage of consumers who have internet access in their cars is virtually identical to that of consumers without in-car internet.

8. Advertising agency employees are less likely to name Radio, and more likely to name Television, for the positive images consumers hold of radio. They are less likely to come radio daily, and more likely to come a personalizable music stream.

9. However, Radio ranks #1 even among those agency professionals in all its basic areas of strength with consumers, plus it ranks #1 for targetable ads.

10. More consumers - including consumers under 35 - would be “very disappointed” to lose their favorite radio station than to lose Facebook.

# Radio Tomorrow



## Sample

Triton Digital National Consumer Database

25,000,000 Panelists

August & September 2012

All Ages, Genders and Format Fans

Total Polled = 41,252

Roughly in Line with 2010 Census

Heavily Caucasian



## Daily Media Usage

Use the Internet	84.7%
Watch TV	80.2%
Listen to AM/FM Radio	73.8%
Watch Local TV News	56.3%
Visit Facebook	52.0%
Get News on the Internet	50.7%
Read a Newspaper	35.9%
Listen to Customized Music Stream on the Internet	22.6%

### What Medium or Service....

Keeps You Company

<b>Radio</b>	<b>36.6%</b>
TV	30.3%
Internet	16.9%
None	12.0%
Newspaper	4.4%



### What Medium or Service....

Comforts You

<b>Radio</b>	<b>40.7%</b>
TV	22.1%
None	20.6%
Internet	12.2%
Newspaper	4.6%





## What Medium or Service....

Helps You Have a Good Time

Radio	41.0%
TV	21.1%
Internet	19.0%
None	15.0%
Newspaper	4.1%

## What Medium or Service....

Helps You Relax

Radio	46.8%
TV	25.4%
Internet	12.4%
None	9.2%
Newspaper	6.3%

## What Medium or Service....

Energizes You

Radio	49.1%
None	23.6%
TV	12.3%
Internet	10.3%
Newspaper	4.7%

## What Medium or Service....

Improves Your Mood

Radio	57.4%
TV	16.0%
None	11.4%
Internet	11.2%
Newspaper	4.1%

## Listening to Radio More, Less or the Same?

More	30.0%
Same	55.1%
Less	20.5%
Net	+9.5%

## Listening to Radio More, Less or the Same?

Total	+ 9.5%
Shoppers	+11.9%
Under 18	+18.0%
18-34	+ 8.5%
35-54	+12.5%
55+	+ 6.1%



## Streaming Music Usage on Smartphones Growing

Listening to All Music Sources – Radio streams, Pandora, Etc.

Weekly	39.3%
Daily	25.4%
1+Hour Daily	16.5%



## AM/FM Radio on Other Platforms

	<u>Daily</u>	<u>Hour or More</u>
On Computer (incl laptop/tablet)	46.4%	36.2%
On Smartphone * of Smartphone owners	23.0%*	18.1%

## Would Listen to Radio More If...

Absolutely + Very Likely	Total	< 18	18-34	35-54	55+
It Had Fewer Commercials	61.4%				
You Can Skip Songs You Don't Like	54.6%	64.1%	65.1%	54.7%	43.8%
You Can Control the Music	56.1%	61.5%	63.9%	56.5%	47.8%
Watch Videos of Songs as They Played	33.5%				
Favorite Personality Was on Longer/More Often	34.7%				
There was more/better News and Information	35.5%				
If You Could Rewind Commercials	21.0%				



## Which Are Important Parts of Your Community?

TV Stations	78.7%
Radio Stations	78.6%
Newspaper	67.6%
Internet Sites	59.3%

**Ever Purchased an Item or Shopped at a Location  
You Heard About First on...**

	<u>Yes %</u>
TV	69.2%
Radio	58.8%
Website	49.0%
Newspaper	45.6%
Facebook	22.2%

## What Medium or Service....

Has Ads That are Honest and Believable

Radio	23.3%
TV	18.9%
Newspaper	15.1%
Internet	9.5%
(None	33.2%)

## Show This to Your Agencies!

Total Agreement with the Statement	Total	<18	18-34	35-54	55+
I would be very disappointed if my <u>favorite radio station</u> went away	61.6%	60.0%	62.0%	62.7%	59.6%
I would be very disappointed if Facebook went away	44.7%	53.3%	54.2%	44.7%	33.9%



## Eric & Kathy WTMX/Chicago

After 36 hours, you helped us raise **\$1,722,153.36** for the **Ann & Robert H. Lurie Children's Hospital of Chicago**! Check out all of pictures in our **Photo Gallery** and don't miss any of the **Radiothon 2012 Videos**

Here are some thoughts about how broadcast radio might plan its next set of moves:

- This isn't about starting a personalized music service on your website. Pandora, Apple, and Spotify can and will do it better.
- It *is* about thinking how radio brands can provide a unique and welcome service that is different from what they get from pure-plays.
- This is yet another call for broadcasters to clean up and improve the streaming experience, whether it is cleaner ad insertion, less buffering, more commercial-free programming, higher bit rates, or other solutions that make radio brands more competitive – or at least on an equal footing in a streaming environment.

- Programmers need to be incentivized for their streams *and* they need to start monitoring them for quality and reliability.

And that leads to a series of questions that need to be asked at **The Radio Show** and other conferences, at company meetings, and inside every station and cluster in America:

1. What are radio's defining differences – today and down the road? What can a local FM radio station offer that consumers cannot get from a pure-play? What is broadcast radio's "why?"
2. What role does a personality/concierge play in the consumption of music – and how can radio brands leverage that advantage?
3. How can a local radio brand better cater to advertiser needs and produce results in ways that global pure-plays cannot?
4. How can radio better serve the *emotional needs* of the audience by providing programming, services, and even companionship that goes beyond what a pure-play can offer?
5. How can radio offer better *experiences* to its audience – unique opportunities to interface with the music and those who make it?
6. And finally, how can radio improve the overall *CX* – the customer experience – whether it's answering the phones, social media acknowledgement, or showing up for local civic and charitable events?

**Lee Clow is one of the great creative minds in last 25-35 years**

**From:** Lee Clow [mailto:lee@mediaartslab.com]

**Sent:** Wednesday, June 17, 2009 3:48 PM

**To:** McCurdy, Bob

**Subject:** Re: Mag Article

Hey, Bob.

Radio is:

It's intimate like Twitter.

It's conversational like Facebook.

It can produce humor and outrageousness (albeit in your mind) like YouTube.

It can be measured. And it can be cost effective. Seems like a no-brainer.

By [Carl Marcucci](#) on Sep, 18 2012 with [Comments 0](#)

- 
- 

Arbitron's September 2012 RADAR 114 report shows radio's audience increased slightly year over year by 249,000 persons aged 12+, representing nearly 93% of the population.

Young radio listeners were largely responsible for the YOY increase, with Adults aged 18-34 showing the largest gain in weekly listeners, adding more than 800,000. Persons aged 12-17 increased slightly also. Radio continues to reach 91% of this demo. Adults 18-49 and 25-54 showed YOY declines in weekly radio listening, largely due to shifts in the composition of the population versus last year. Radio attracts 126 million adults aged 18-49 and 119.6 million adults 25-54 on a weekly basis.

Radio's diverse listener base saw a big jump in the September 2012 RADAR study compared to the September 2011 study. The number of Hispanic weekly radio listeners saw impressive increases across most demographic segments.

Radio's Hispanic audience aged 12+ grew by more than 2.5 million versus the September 2011 report. Radio reaches nearly 95% of Hispanics aged 12+. Hispanic Teens aged 12-17 showed an impressive increase over the past year, rising by more than 300,000 weekly listeners.

The Black (non-Hispanic) audience also show significant gains. Radio among Black (non-Hispanic) listeners aged 12+ grew by more than 975,000 versus September 2011. Radio reaches 93% of the Black (non-Hispanic) population. Black (non-Hispanic) adults aged 18-34 showed the most gains, adding nearly half a million average weekly listeners versus last year.

The adult 25 to 54 Black (non-Hispanic) demo also showed impressive gains with an increase of more than 280,000 weekly listeners.

More than 95% of adults aged 25-54 with a household income of \$75K or more and a college degree tune in to radio on a weekly basis, that's 25.6 million listeners in this

demographic. Also, nearly 69.7 million, or 94%, of Adults 18-49 with a household income of \$75K or more tune into radio on a weekly basis.

*Radio's so-called "Money Demo" is also its biggest user. A fresh analysis of national listening habits finds nearly one-in-five radio listeners (18+) are heavy users of the medium. Heavy users are defined as spending 180 minutes a day or more during a typical day — or 21 hours or more per week — tuned to the FM/AM dial. While young adults (18-24) make up 11% of heavy radio users, in the 25-54 demo sought out by advertisers, three-fifths are categorized as heavy radio listeners. The report also shows there are some regional differences. The South makes up 31% of radio's heavy users, followed by the West (28%), Midwest (21%) and Northeast (20%). Along racial lines, whites under-perform the overall population but blacks and Hispanics both outperform. Research Director Inc.'s analysis of The Media Audit data also shows that in PPM-measured markets, P1 listeners represent 20% of a station's cume and 63% of a station's AQH audience. The results were laid over the top of The Media Audit's qualitative data to show such things as frequent fast-food consumers are 42% more likely to be heavy radio users. And mattress shoppers are 24% more likely to be heavy radio users. "We have always known that heavy users of any media product are important to that medium's long-term success," Research Director president Charlie Sislen says. "Now we can show — in great detail — what kinds of consumers these people are."*

## [Canadians up TV watching, radio listening and downloading from the Internet](#)

September 4, 2012. 12:45 pm • Section: [Digital Life](#), [STAFF](#)

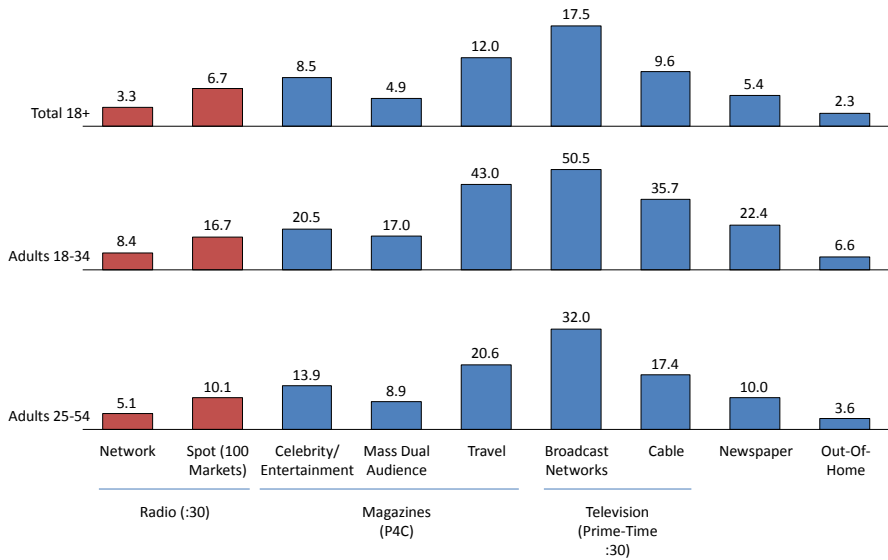
- *Posted on Jul 28, 2012*

Predictions about the death of traditional television and radio are greatly exaggerated — at least in Canada where consumers are spending more time watching TV and listening to the radio .

According to the Canadian Radio-television and Telecommunications Commission's annual Communications Monitoring Report released today, TV watching was up slightly at 28.5 hours a week in 2011 from 28 hours a week in 2010 and radio listening crept up a fraction, to 17.7 hours a week from 17.6.

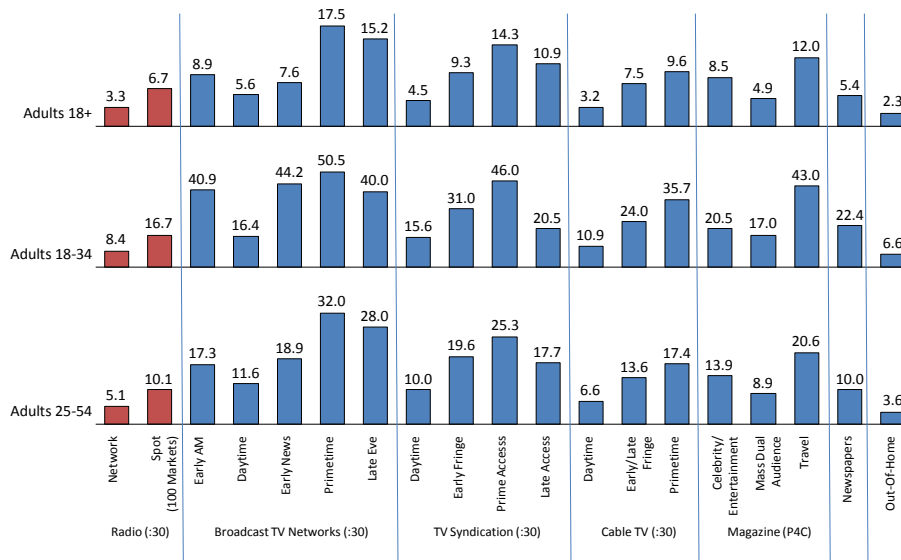
But all the same, Canadians are using the Internet more, upping the amount they download every month — whether it's watching movies or video chatting with the grandchildren. Last year Canadians downloaded more than 20 per cent more from the Internet every month than they did in 2010.

## Typical CPMs By Medium Dollars



Source: Media Dynamics, 2011  
 Note: TV figures are based on upfront estimates. Newspaper figures for B&W mag. size for top 40 market papers. OOH figures for 30-sheet poster in top 50 markets.

## Typical CPMs By Medium Dollars



Source: Media Dynamics, 2011  
 Note: TV figures are based on upfront estimates. Newspaper figures for B&W mag. size for top 40 market papers. OOH figures for 30-sheet poster in top 50 markets.



The Social Network Called Radio is **85%** Bigger Than the Social Network Called Facebook Among Adults 18-34

**On a typical day in the USA, of people 18-34:**

- **85%** more will use Radio than will go to facebook (49.0 vs 26.4 million)
- **100%** more will use Radio than will go to Google Search (49.0 vs 24.3 million)
- **215%** more will use Radio than will go to Youtube (49.0 vs 15.6 million)
- **1430%** more will use Radio than will go to Twitter (49.0 vs 3.2 million)

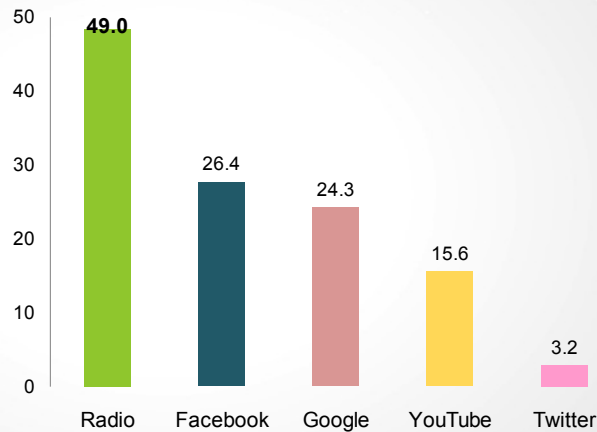
*Every day, about **70%** of people 18-34 invite Local Radio to be a major part of their lives. Let Radio connect you with our listeners.*

Sources: comScore Inc Ratings for April-June 2012 Average Unique Visitors 18-34; RADA June 2012, persons 18-34, 6A - Mid

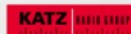


On a typical day in the USA, of people 18-34

- **85%** more will use Radio than will go to Facebook
- **100%** more will use Radio than will go to Google Search
- **215%** more will use Radio than will go to YouTube
- **1430%** more will use Radio than will go to Twitter



Persons 18-34 in millions



Source: comScore Inc Ratings April-June 2012, RADAR June 2012, P18-34, 6A-12M

The Social Network Called Radio is **130%** Bigger Than the Social Network Called Facebook Among Adults 25-54

**On a typical day in the USA, of people 25-54:**

- **130%** more will use Radio than will go to facebook (92.1 vs 40.1 million)
- **135%** more will use Radio than will go to Google Search (92.1vs 39.0 million)
- **400%** more will use Radio than will go to Youtube (92.1 vs 18.5 million)
- **3070%** more will use Radio than will go to Twitter (92.1 vs 3.0 million)

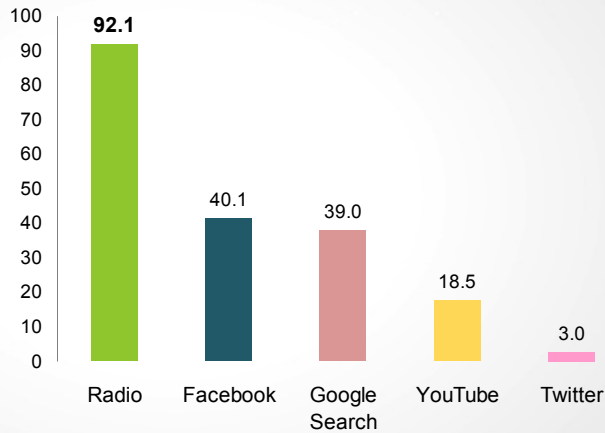
*Every day, **73%** of people 25-54 invite Local Radio to be a major part of their lives. Let Radio connect you with our listeners.*

Sources: comScore Inc Ratings for April-June 2012, Average Daily Unique Visitors 25-54; RADAR June 2012, persons 25-54, 6A-Mid



On a typical day in the USA, of people 25-54:

- **130%** more will use Radio than will go to Facebook
- **135%** more will use Radio than will go to Google Search
- **400%** more will use Radio than will go to YouTube
- **3070%** more will use Radio than will go to Twitter



Persons 25-54 in millions



Source: comScore Inc Ratings for April-June 2012, Average Daily Unique Visitors 25-54; RADAR June 2012, P25-54, 6A-12M

The Social Network Called Radio is **180%** Bigger Than the Social Network Called Facebook Among People 12+

**On a typical day in the USA, of people 12+:**

- **180%** more will use Radio than will go to facebook (179.9 vs 64.6 million)
- **200%** more will use Radio than will go to Google Search (179.9 vs 60.6 million)
- **455%** more will use Radio than will go to Youtube (179.9 vs 32.5 million)
- **2000%** more will use Radio than will go to Twitter (179.9 vs 6.0 million)

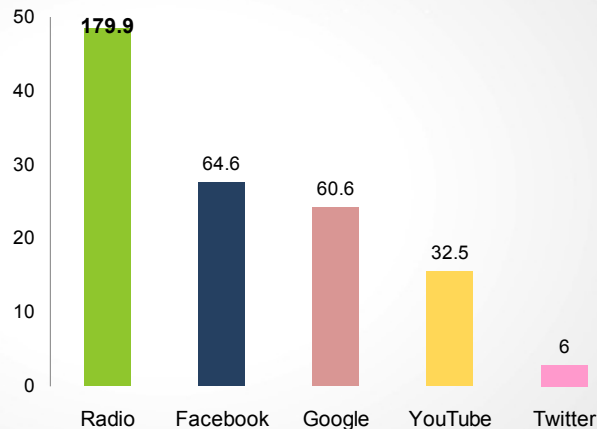
*Every day, about **70%** of people 12+ invite Local Radio to be a major part of their lives. Let Radio connect you with our listeners.*

Sources: comScore Inc Ratings for April-June 2012, Average Daily Unique Visitors 12+; RADAR June 2012, persons 12+, M-Su 6A-Mid;

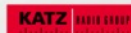


On a typical day in the USA, of people 12+:

- **180%** more will use Radio than will go to Facebook
- **200%** more will use Radio than will go to Google Search
- **455%** more will use Radio than will go to YouTube
- **2000%** more will use Radio than will go to Twitter



Persons 12+ in millions



Source: comScore Inc Ratings for April-May 2012, Average Daily Unique Visitors 12+, RADAR June 2012, P12+, 6A-12M

**Clearly, Dunkin' is pushing into mobile and social media. How is your marketing strategy for 2012 and 2013 changing?**

**A:John Costello Dunkin CMO:** Dunkin' is fortunate, because we're still getting a strong ROI on traditional media like television, radio, outdoor and in-store POP. We're

somewhat different than some other marketers who shifted into interactive marketing because it no longer works. We conduct fairly sophisticated analyses across all media, and then adjust our plans based on that ROI. So while interactive, mobile and social are growing at a faster rate than traditional marketing tools, they're earning their way into the marketing plan through the ROI that they provide. You won't see a wholesale shift to those media. Traditional media still represent over half of our total marketing budget.

## **The Whole Story: Moms, Radio And Recency**

by [Mike Bloxham](#), 6 hours ago

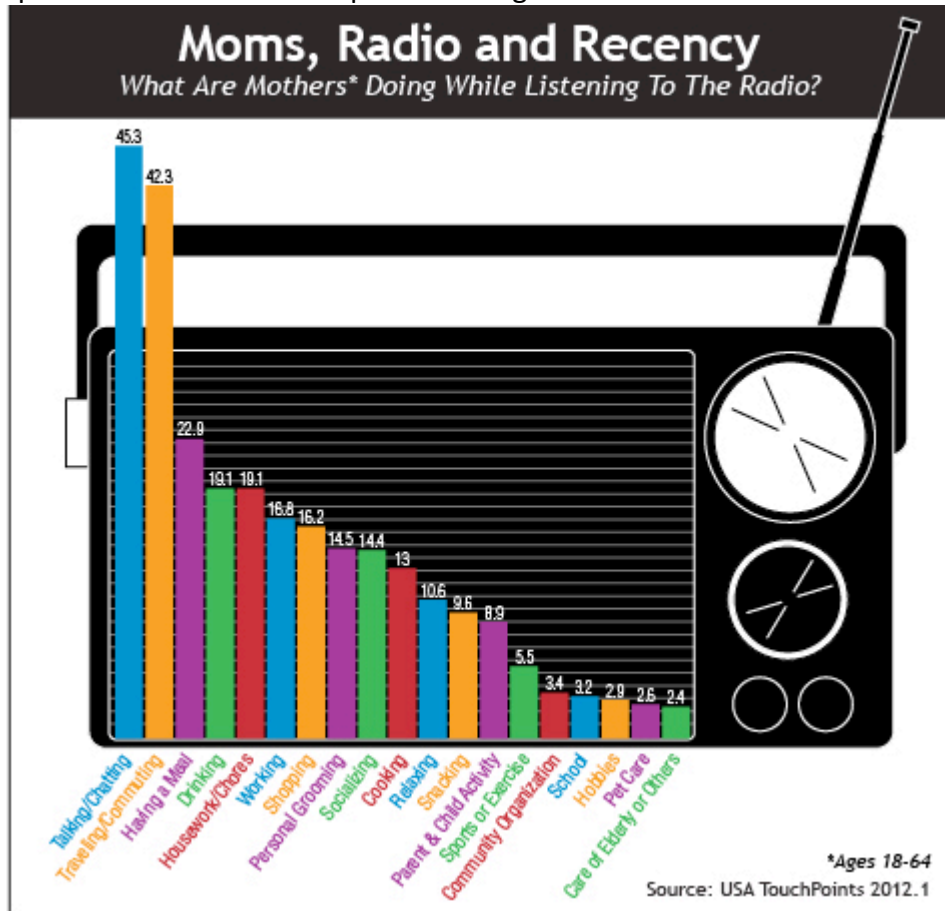
Radio has been such a major part of our lives for so long that it's easy to take it for granted. This USA TouchPoints analysis looks at how exposure to radio correlates with a range of life activities throughout an average day of American moms. The findings tell a long tail indeed.

The cross-section of activities accompanied by radio listening by at least some moms illustrates the extent to which daily life is led to its own soundtrack. Whether talking and chatting with others, commuting, eating, working, doing housework, radio has a presence.

This ubiquity of location and social setting is perhaps matched only by mobile media, where it is almost certainly more readily expected to be found. This proximity to such an array of activities provides a platform for leveraging the recency effect in relation to things like shopping, time with children etc.

This analysis clearly supports other research that points to the correlation between time

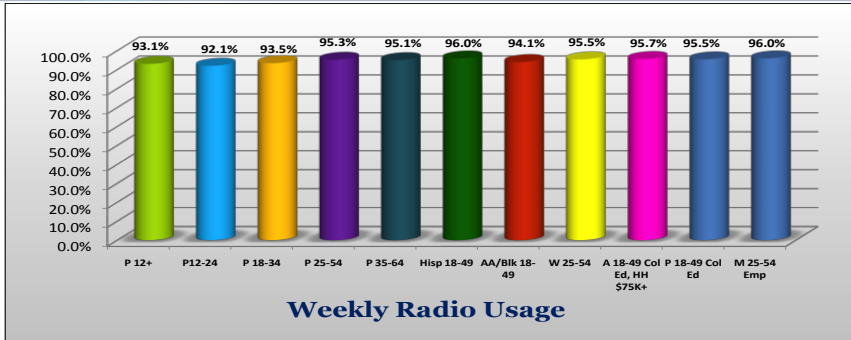
spent in the car and time spent listening to the radio.



An analysis of radio listening data from Arbitron shows the medium is holding up very well, particularly over the past 3 years in spite of digital audio alternatives. From 2009 to 2011, weekly reach is over 95% for advertisers' most important demographics (A18-49 and A25-54), and usage is over 2 hours per day.

## Nearly Everyone Uses Radio. In Real Time. Every Week.

Radio reaches over 95% of virtually every segment of the population. That has been true year after year and remains true today.

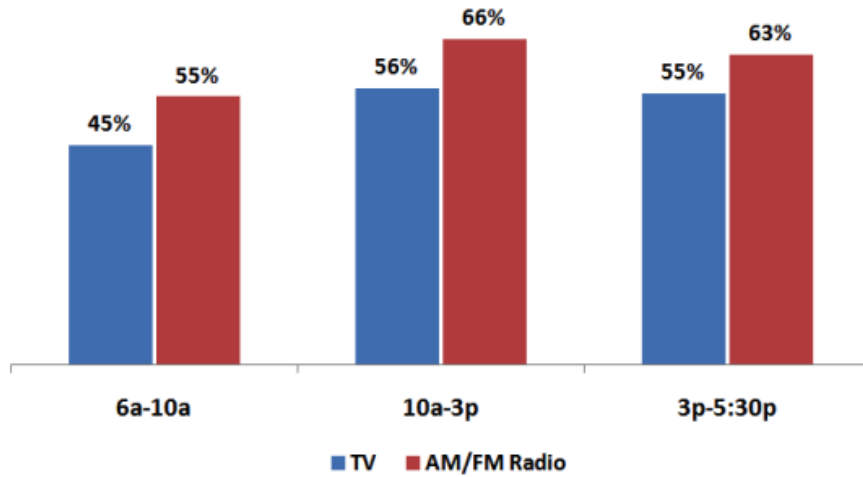


Source: RADAR December 2011

**KATZ** RADIO GROUP

## Radio is #1 reaching medium from 6a-5:30p among Employed Adults 18-34

% Weekly Reach by Medium Mon-Fri

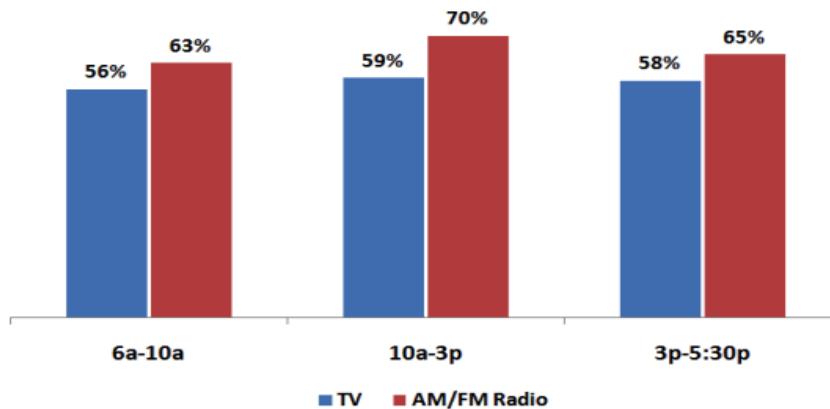


TV includes live and time-shifted

Source: 2012 USA TouchPoints

## Radio is #1 reaching medium from 6a-5:30p among Employed Adults 25-54

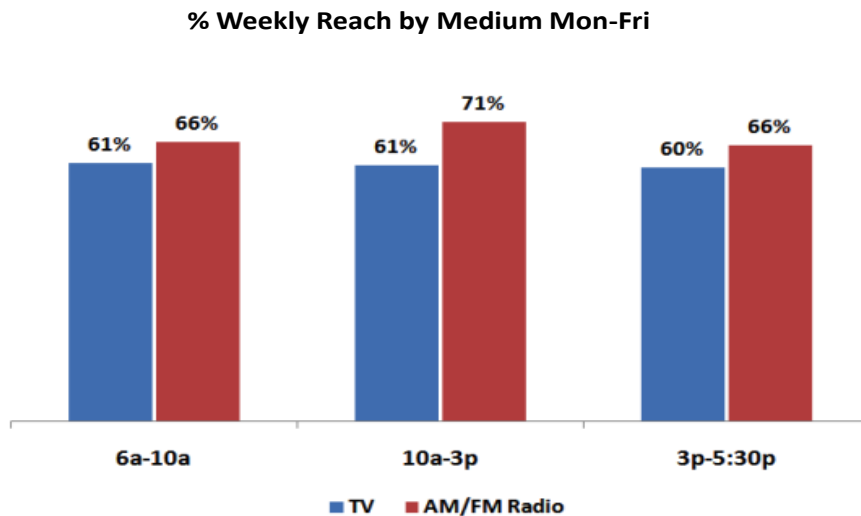
% Weekly Reach by Medium Mon-Fri



TV includes live and time-shifted

Source: 2012 USA TouchPoints

## Radio is #1 reaching medium from 6a-5:30p among Employed Adults 35-54



TV includes live and time-shifted

Source: 2012 USA TouchPoints

(COMMENT: THIS IS IMPORTANT DUE TO BOTH THE AUTHOR AND THE RESEARCH. MIKE BLOXHAM IS A MUCH RESPECTED RESEARCHER. KEY TAKEAWAY HERE IS THAT RADIO IS ABLE TO TARGET-IN-TIME AND REACH LISTENERS WHEN THEY ARE CLOSE TO PURCHASE- RECENCY AND PROPINQUITY)

### 7/12 The Whole Story: Breakfast Media

by [Mike Bloxham](#)

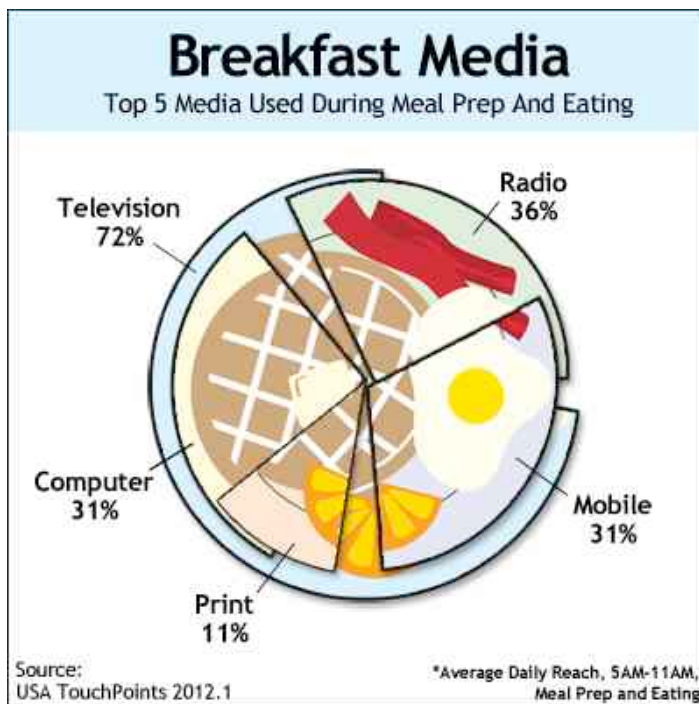
Breakfast in America has changed beyond recognition since the '50s and '60s. This USA TouchPoints analysis (see below) shows the reach of different media while people are preparing or eating a meal between 5:00 and 11:00 a.m. throughout the week.

What, where and when we eat breakfast today could not be more different from the domestic idyll of yesteryear. Breakfast is no longer confined to the home and it certainly isn't a whole family affair. More often it is a meal eaten in shifts by different family members as they pass through the



kitchen. Others eat at work or on the way there. Starbucks is as much a part of the breakfast landscape as the cereal box and the desk is as important as the breakfast table.

With that in mind we looked at the 5:00 to 11:00 a.m. window and correlated media use with when people reported preparing or eating a meal. The chart below illustrates the top five media as expressed in terms of daily reach (including weekdays and weekends).



- The mix of media and their reach is most likely heavily influenced by the range of locations in which people eat breakfast. From the more traditional home setting to the office, the coffee shop or even in the car, each provides a different media microclimate of its own where different media hierarchies prevail with corresponding opportunities to deliver contextual relevant messages to a more receptive (food-oriented) consumer.
- TV dominates the home, which will be especially relevant for weekend breakfasts but also for weekdays as people catch news, weather and lifestyle programs before leaving the house. Kids TV will also play a role here. This dominance means that TV delivers 72% of people who are preparing or eating breakfast.

- Radio, Computer and Mobile Phones all come in a distant second to TV but with Radio (36% Reach) just ahead of Computer (31%) and Mobile Phone (31%). While all of these are strongly associated with media use while working and can probably be linked to breakfast consumption at the workplace – whether in the communal eating area or as a bowl of cereal at the desk – Radio also benefits from being strong in the home and particularly in the car for those taking advantage of the drive through QSRs, Coffee Shops etc.
- Finally, Print with 11% Reach of this group maintains a respectable showing. As a medium that requires more direct attention than some others and much of which is news oriented, it is well-suited as a breakfast medium – particularly in situations where the reader is relatively undistracted and able to absorb editorial and advertising.

#### Data From Alan Burns Study titled, “Here She Comes 2012”

(COMMENT: THE KEY TO THIS ARTICLE IS THE TITLE. WE MUST COMMUNICATE THIS FAR AND WIDE AND CORRECT THE INCORRECT PERCEPTION THAT LISTENERSHIP IS DECREASING)

**Survey: radio listening isn’t decreasing, it’s just shifting devices.** From movies to TV to books, products enjoy increased consumption when they become available in more places. New data from a national survey of female radio listeners aged 15-54 shows a similar scenario for radio. While self-reported *cume* and Time Spent Listening to broadcast radio on *an-over-the-air receiver* fell from last year’s level, both metrics rose for listening to broadcast streams online and on cell phones. The online study conducted by Alan Burns and Associates in May among a sample of 2,010 women concludes that radio listening isn’t decreasing, it’s just shifting devices. Listening to radio on cell phones is becoming significant with 13% of women reporting listening to AM/FM radio on their cell phone virtually every day, up from 8% last year. One in four listen daily to broadcast radio online, the same number that listen daily to online custom music streams. Seven in ten say they tune in daily via an over-the air receiver. On a weekly basis, listening to radio on a cell phone nearly doubled from 15% to 26%

while usage of broadcast streams via computer or laptop rose from 34% to 43% and weekly over-the-air tuning declined from 95% to 87%.

Alan Burns Study below:



## Sample

Women 15-54  
AC & Top 40 Cumers  
Age Proportionate to Combined Cumers

N=2,010

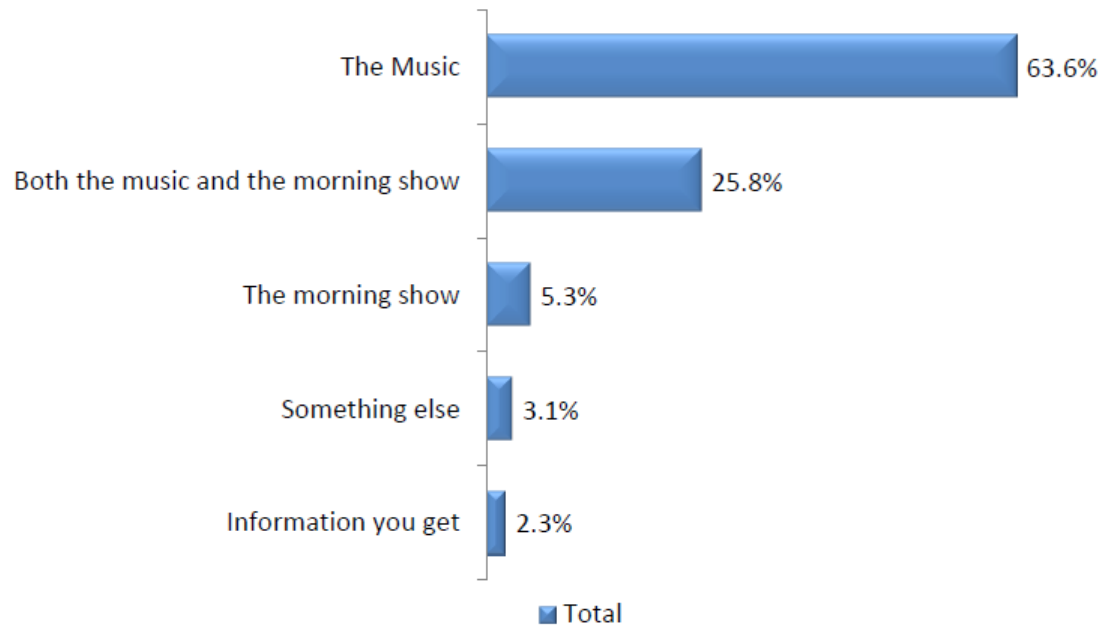
Interviewed May 2012  
Online via SSI National Panel

(COMMENT: IN THE SLIDE BELOW, RADIO, A 100 YEAR OLD MEDIUM IS OUTPERFORMING A NEWDIGITAL DARLING, TWITTER)

## Usage Compared to a Year or Two Ago

"More" minus "Less"	Net
Facebook	+18.0%
Internet Music Streaming	+15.5%
Radio (Air or Online)	+6.7%
Twitter	+3.8%

## What is the Main Reason You Listen to Your Favorite Radio Station?



©2012 Alan Burns & Associates

Extremely important slide:

# Weekly/Daily Media Usage

	Weekly %		Daily %
	2011	2012	2012
Listen to Radio on a Radio	94.6%	86.6%	68.7%
Listen to Custom Music Streams Online	39.2%	48.8%	25.8%
Listen to Radio on a Cell Phone	15.4%	26.2%	13.4%
Listen to Online Stream of a Radio	33.9%	42.7%	24.8%

© 2012 Alan Burns & Associates

(COMMENT: SLIDE BELOW- WHILE LISTENING TO THE RADIO IS DOWN 15 MINUTES FROM LAST YEAR LISTENING TO RADIO ONLINE OR ON A CELL IS UP AN HOUR EACH)

# Media Usage

*Time Spent Average Quarter Hour*

	2011	2012
	TSL	TSL
Watch Television	3:30	3:30
Use Facebook	1:45	2:00
Listen to AM/FM Stations on a Radio	2:00	1:45
Listen to Online Stream of AM/FM Station	:30	1:30
Listen to AM or FM Radio on Your Cell	:15	1:15



©2012 Alan Burns & Associates

(COMMENT: SLIDE BELOW- 13% OF RESPONDENTS TO THE BURNS SURVEY INDICATED THE LISTEN TO RADIO ON THEIR CELL DAILY)

# Cell Phone Listening Becoming Significant

- Ever downloaded any app 89.9%
- Ever downloaded radio station app 49.3%
- Listens to radio on cell weekly+ 26.2%
- Listen to radio on cell ~ daily 13.4%
- TSL by daily cell listeners 1:15

Of those who've ever downloaded any app. All others = total sample.

©2012 Alan Burns & Associates

COMMENT: SLIDE BELOW- OVERALL RADIO LISTENING IS UP IN SPITE OF LISTENING TO RADIO ON A RADIO BEING DOWN A BIT)



# Radio Listening is Not Decreasing It's Just Shifting Devices...

## Daily Listening to AM/FM Radio

	2011	2012	
On a Radio	79.6%	68.7%	
	<u>X8qh</u>	<u>X7qh</u>	
	= 637	= 481	
<hr/>			
Online	19.3%	24.8%	
	<u>x2qh</u>	<u>x6qh</u>	
	= 39	= 149	
<hr/>			
On a Cell Phone	8.2%	13.4%	
	<u>x1qh</u>	<u>x5qh</u>	
	= 8	= 68	
<hr/>			
Totals	= 684	= 697	<u>up 1.9%</u>

©2012 Alan Burns & Associates

### The Radio medium is Rock Solid:

**(COMMENT: RADIO'S AUDIENCE CONTINUES TO REMAIN STRONG, REACHING EVERY AMERICAN REGARDLESS OF RACE ACCORDING TO THE RADAR JUNE 2012 REPORT)**

*242.1 million persons aged 12 and older tune to radio each week*

COLUMBIA, MD; June 12, 2012—Arbitron Inc. (NYSE: ARB) announced today highlights from its June 2012 RADAR® 113 National Radio Listening Report. **The report shows radio's audience increased slightly year over year**

by 590,000 persons aged 12 and older, representing nearly 93% of the population.

In addition to increasing its audience of persons aged 12 and older, young radio listeners also increased slightly with persons aged 12 to 17 at 22.8 million weekly listeners. Adults aged 18 to 34 showed the largest increase year over year, adding 845,000 weekly radio listeners. Adults aged 18 to 49 and Adults aged 25-54 showed year over year declines in weekly radio listening. Radio attracts 126.3 million adults aged 18 to 49 and 119.9 million adults aged 25 to 54 on a weekly basis.

### **Radio's Diversity**

Radio's diverse listener base saw a big jump in the June 2012 RADAR study compared to the June 2011 study. The number of Black (non-Hispanic) and Hispanic weekly radio listeners saw impressive increases across most demographic segments.

- The June 2012 RADAR report shows a significant increase in Hispanic weekly listeners. Radio's Hispanic audience aged 12 and older grew by more than 2.5 million versus the June 2011 report. Radio reaches nearly 95% of Hispanics aged 12 and older.
- Hispanic Adults aged 25 to 54 increased the most over the past year, adding more than 1.8 million weekly listeners.
- Black (non-Hispanic) listeners also grew year over year, gaining 1 million weekly listeners aged 12 and older. Radio reaches approximately 93% of the Black (non-Hispanic) population.

### **Radio Delivers Affluent, Educated Adults**

The June 2012 RADAR illustrates radio's ability to attract affluent, educated consumers. More than 95% of adults aged 18 to 49 with a household income of \$75K or more and a college degree tune in to radio on a weekly basis, that's 22.5 million listeners in this demographic. Also, nearly 34 million, or 93%, of Adults aged 18 to 34 with a household income of \$75K or more tune into radio on a weekly basis.

The RADAR June 2012 Report includes data from all 48 Arbitron PPM™ markets. The survey dates for RADAR 113 were from March 31, 2011 to March 28, 2012.

(COMMENT: ONE WAY TO VIEW THE 3 MAJOR MEDIUMS)

TV is America's hobby: If you do anything for 4 hrs/day, it is your real hobby, not something else you might do a couple of times/week

Radio America's companion: sharing the same moment in time with another living breathing human being....being connected to the outside world. Allows you to be alone without being lonely

Internet: "manage my life box"

Radio very easy to use. "Easy" will always win. Just turn on the button and its there. Thumbing up or down and creating your own playlist is often not as satisfying as a curated station- it is just not worth the effort to a lot of people

(COMMENT: MEANS SEVERAL THINGS. WE NEED TO POSITION THE MEDIUM MORE AGRESSIVELY WITH KEY DECISION MAKES THAN EVER BEFORE. SECOND, WE NEED TO BE CONVERSANT WITH HOW PLANNERS CHANNEL PLAN. BE FAMILIAR WITH THE CHANNEL PLANNING TAB OF THE PRIMER)

### **Ad Industry Media Options Explode: From 8 in The 1970s To 100+ Today**

"In the 1970s, there were eight choices," according to Patrick Quinn, founder and CEO of PQ Media. "Today there are more than 100, and 17 from mobile alone," he added.

Quinn said that fragmentation of options, and the problems it has caused in manpower, workflow, thinking and comparing media options, is the No. 1 challenge cited by PQ Media's panel of industry leaders that it surveys

periodically. But Radio continues to be a very important part of people's lives:

(COMMENT: RADIO IS A GREAT WAY TO REACH ON-THE-GO MOM'S AS THEY TRANSITION FROM THEIR WORKS LIVES TO THEIR LIVES AS MOMS)

**Connected, multi-tasking moms balance digital media with radio and other traditional media.** Nearly nine in ten (86%) say they listened to AM/FM radio in the last week. And radio is still the winner for new music discovery but it's a much closer race with the web now. More than four in 10 (42%) say they turn to radio first to learn about new music, compared to 38% for the internet. With a demanding lifestyle, moms choose media they can multitask with in morning drive. For one third, that means radio, while another third prefer TV in the morning and 28% pick the internet. Just 5% use newspapers in the morning. Radio consumption rises for moms when they get to work. Nearly half (45%) of moms employed full- or part-time listen to the radio at work. Of them, nearly seven in ten (66%) do so on a regular radio. But about two in 10 listen on their computer (18%) and another 15% listen on a mobile device at work. "Mobile devices are changing the way moms listen to radio at work in 2012," Edison VP Melissa DeCesare says. A case study conducted by the Media Behavior Institute last fall showed how interwoven radio is in the media habits of moms. According to that study, radio reaches moms at several activation points during the day: prior to shopping (late morning hours until early evening), during meal prep (one of moms' most consistent and prevalent activities throughout the day) and while out socializing. In fact, radio has 12% daily reach during meal prep time among Millennial and Gen X moms and 13% among Boomer moms

**Study: Single parents married to radio- 2011.** At an Advertising Week event a Wal-Mart marketing executive said the nation's top retailer has tweaked some of its advertising to spotlight single moms and dads, who now make up 11% of the population. It's an attitude family-focused formats like adult contemporary may want adopt. That's because The Media Audit says its analysis of media usage patterns show single parents are heavier radio users. The study found single moms and dads spend 16% more time

listening to radio during a typical day compared to the general population.

Put another way, single parents listen to radio on average 2 hours, 49 minutes per day. That's nearly one-quarter their total daily media exposure. The Media Audit says it's not just radio — single parents also spend more time watching television and using the internet. One reason is single parents tend to be younger — more than half are in the 18-34 demo.. Surveys were conducted among almost 7,000 single parents across The Media Audit's 80 measured markets.

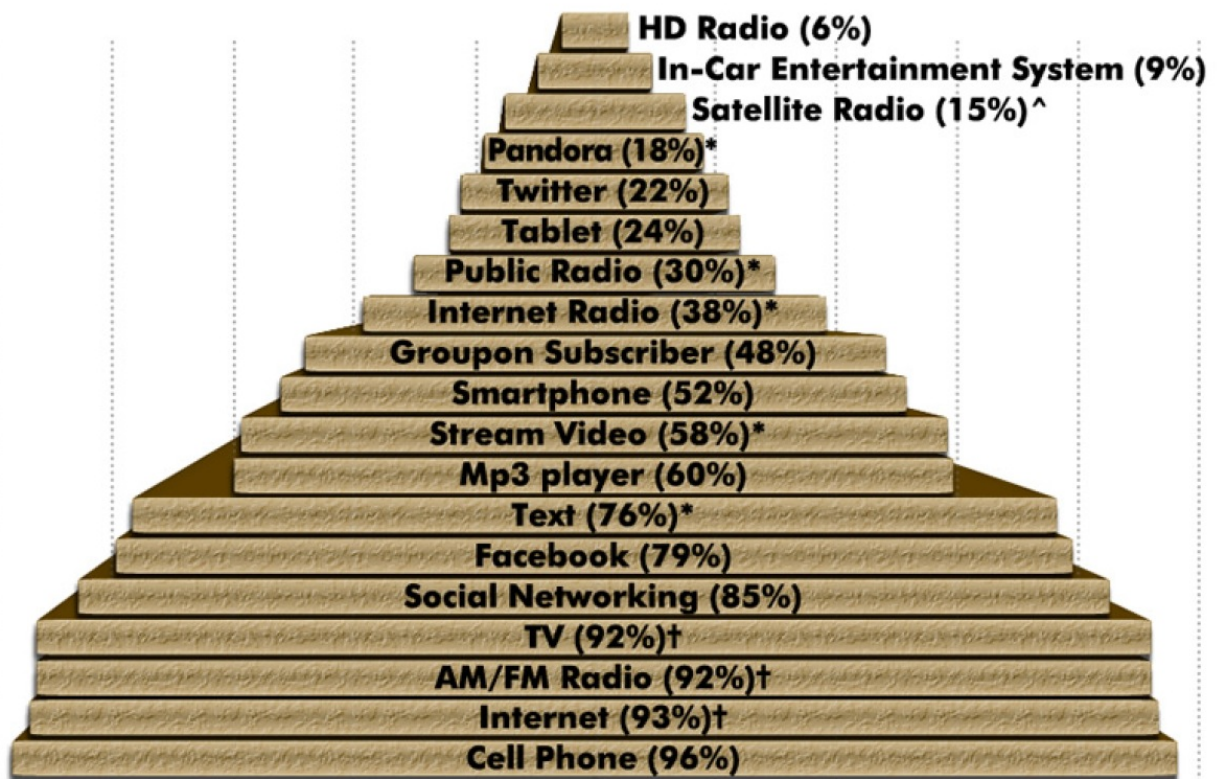
(COMMENT: ACCORDING TO JACOBS TECH SURVERY 8, RADIO REMAINS A KEY PART OF PEOPLE'S LIVES)

jacobs media's  
**techsurvey8**  
ALL FORMATS

## Radio's Digital Landscape Study

170 stations | 12 radio formats | 57,358 radio listeners

# Media Usage Pyramid 2012



Using medium weekly or more • †Using medium 1+ hour per day • ^Paid & trial users • No Canadian stations included in the Pandora values

(COMMENT-RADIO LISTENERS DON'T HAVE TO BE BRIBED TO "LIKE" STATIONS ON FACEBOOK. THE "LIKE" A STATION SIMPLY BECAUSE THEY LIKE IT)

## 5/12 For Radio Listeners, Liking is Literal

May 1, 2012

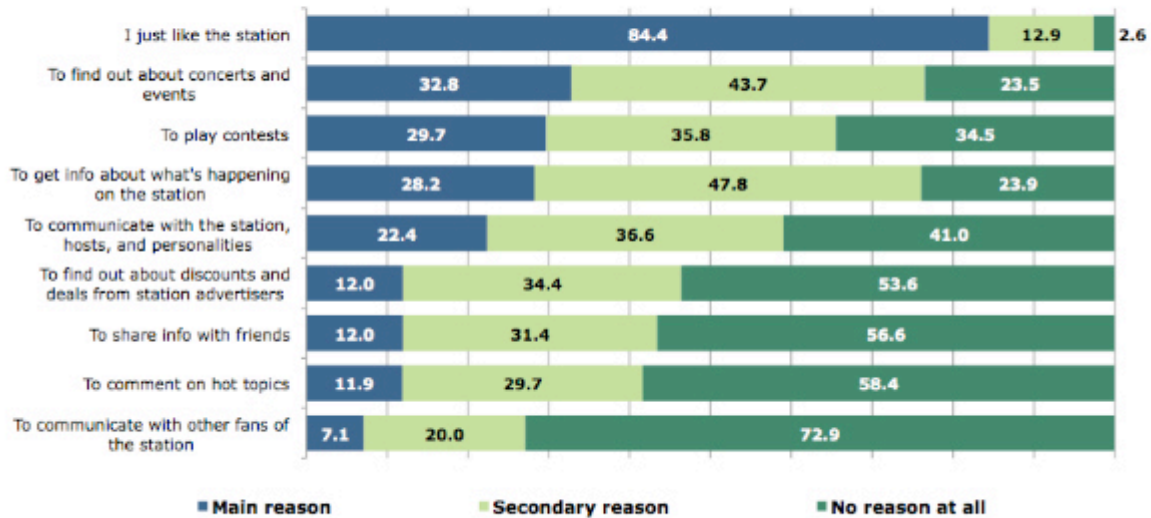
[inShare5](#)

Radio listeners who like their stations on Facebook overwhelmingly do so out of a simple affinity for the station, [finds Jacobs Media](#) in a survey of about 57,000 radio listeners in the US and Canada released in April 2012. Out of the 45.9% of respondents who had liked the stations that sent them the survey on Facebook, an impressive 84.4% said their main reason for **doing so was because they just like the station**. The next-closest primary reasons given were to find out about concerts and events (32.3%) and to play contests (29.7%). By comparison, data from a Market Force study also released in April 2012 indicates that among [US respondents who regularly like the Facebook page](#) of restaurant, retail, travel, entertainment, and financial services businesses, **the chief reason for doing so is to take advantage of discounts and other incentives (79%), followed by seeing details on sales and events (70%)**. (highlights unique relationship with listeners.

## Reasons for Liking a Radio Station on Facebook

(% of radio listeners who have liked the Facebook page of their radio station)

May 2012



MC MARKETINGCHARTS.COM

Source: Jacobs Media

(COMMENT- WHO SAYS PEOPLE AREN'T ENGAGED WITH RADIO?)

**The Power of Radio: More than \$1 million raised by Radio One for kids' charity.** From local gospel stations to its syndicated programs, Radio One says a one-day radiothon raised more than \$1 million during its fifth annual Radio Cares for St. Jude Kids national event. The company says 11 of its gospel stations took part in the April 5 event as well as Syndication One's "Yolanda Adams Morning Show" and "CoCo Brother Live" programs — the latter raising a record \$250,000 **during his four-hour evening show.**

(



(COMMENT: SLIDE BELOW- THE MEDIAN AGE OF THE HEAVY RADIO USER MATCHES THE MEDIAN AGE OF THE U.S. MORE CLOSELY THAN THE INTERNET OR TV)

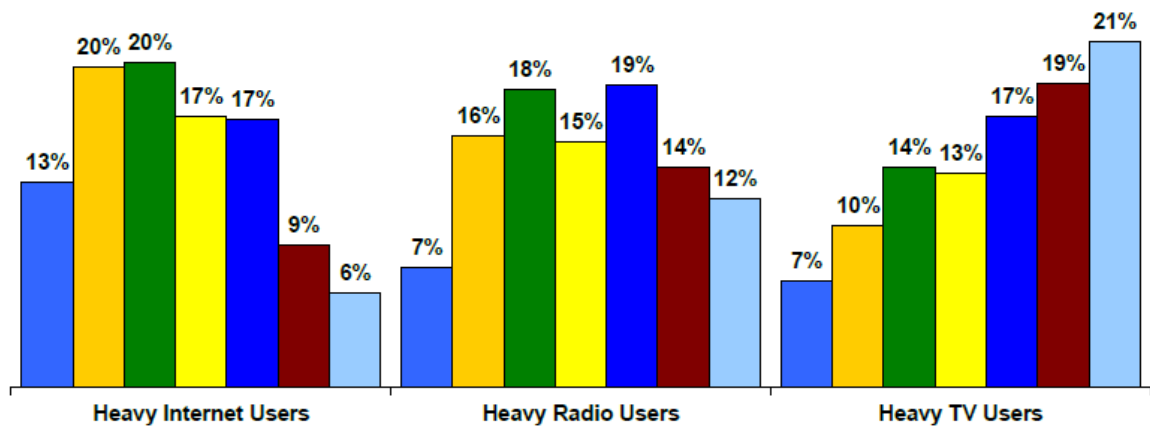
## Ages of Heavy Radio Users Closest to Population; Heavy Internet Users Skew Younger, Heavy TV Users Lean Older

### Age Composition of...

**Heavy Internet Users**  
Median Age = 36

**Heavy Radio Users**  
Median Age = 42

**Heavy TV Users**  
Median Age = 47

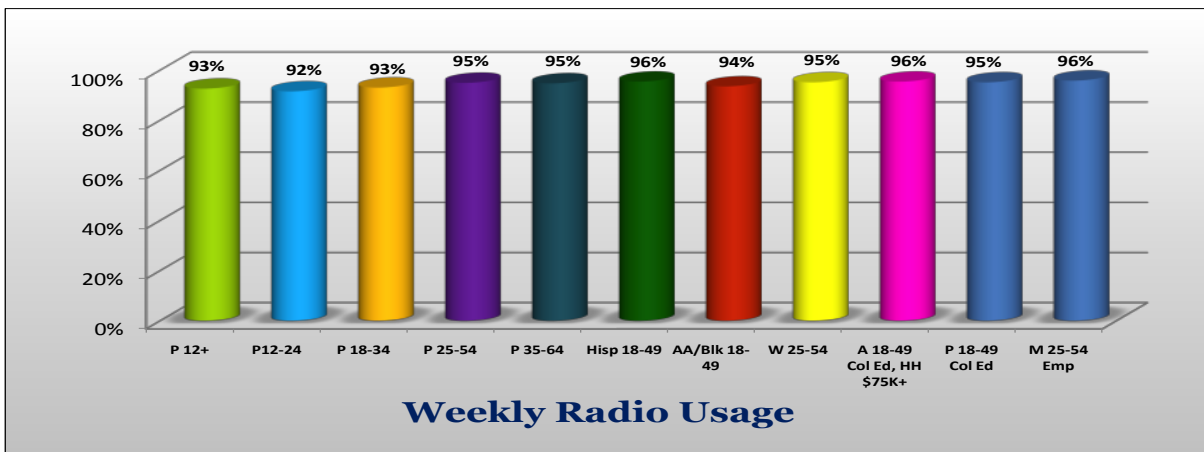


■ 12-17 ■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+



## Nearly Everyone Uses Radio. In Real Time. Every Week.

Radio reaches over 92% of virtually every segment of the population. That that has been true year after year and remains true today.

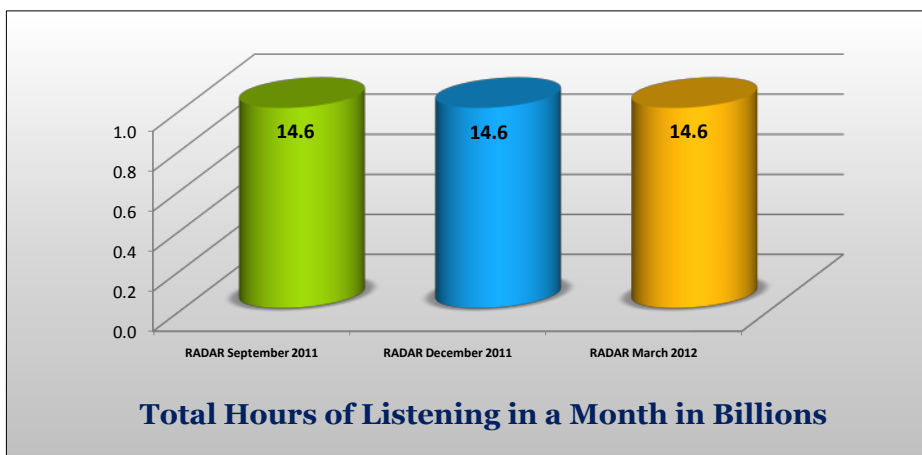


Source: RADAR March 2012, Mon-Sun 6A-Mid

**KATZ** | RADIO GROUP

## Nearly Everyone Uses Radio. In Real Time.

Total Hours Spent Listening to Radio Remains  
Massive and Consistent



Source: RADAR September 2011, December 2011, March 2012, Persons 12+, Monday – Sunday 6A-Mid

**KATZ** | RADIO GROUP

(COMMENT: PUTS FACEBOOK USE IN PERSPECTIVE IN RELATIONSHIP TO RADIO- NOT CLOSE)

The average Facebook user spends seven hours per **month** using the social network, according to new **comScore data**. *That's half as much time as the average person listens to radio in a **week**, according to Arbitron.* Looked at another way, the average person spends **eight-times more** time per month listening to the radio than interacting on Facebook.

(COMMENT: STUDY AFTER STUDY SHOWS THAT PEOPLE OVERSTATE THEIR USAGE OF THE NEW AND COOL DEVICES. THERE'S A MAJOR DIFFERENCE BETWEEN WHAT PEOPLE ACTUALLY DO VS WHAT THEY SAY THEY DO)

We've seen the same thing in the 2008 Nielsen Council of Research Excellence \$3.5 million media study: people grossly over-report their usage of new technology and media alternatives and under-report their use of traditional media- Sanford C. Bernstein & Co. senior analyst Todd Juenger notes that while the perception is that young people are abandoning television, "everybody over-reports usage of Internet and mobile video and under-reports usage of traditional television." (We can substitute "radio" for "television" and above would still be true)

(COMMENT: USA TOUCHPOINT DATA IS SOPHISTICATED AND RICH DATA AVAILABLE TO MARKETERS AND SALES ORGANIZATIONS. THE AVERAGE TOUCHPOINT RESPONDER FILLED OUT THE APP ON THEIR SMART PHONE 16X/DAY- EXTREMELY ACCURATE. WHAT IS PARTICULARLY INTERESTING ABOUT THIS DATA IS THAT IN SPITE OF ALL OF THE TECHNOLOGICAL AND AUDIO OPTION PROLIFERATION OVER THE PAST 4 YEARS, THE RADIO DATA IS VERY SIMILAR TO THE ETHNOGRAPHIC MEDIA STUDY CONDUCTED BY THE COUNCIL FOR RESEARCH EXCELLENCE IN 2008)

**New research enables us to get a deeper glimpse into how people use broadcast radio. USA TouchPoints: The media industry's newest and most sophisticated research confirms Radio's importance.**

In 2010, the Coalition for Innovative Media Measurement chose Media Behavior Institute as its partner in developing an innovative, consumer-centric cross-media contextual planning initiative. CIMM, as it's known, is comprised of many of the nation's largest and most sophisticated advertisers and agencies. Media Behavior Institute was chosen primarily due to its methodology, the USA TouchPoints 10 day eDiary, which utilizes a smartphone app that had been used for successfully for several years in the UK. As managing director of CIMM Jane Clark stated, "We searched the globe to find the most consumer-centric platform approaches---UK TouchPoints is by far the most comprehensive and provides the best way to link cross media measurement and provide an understanding of media usage in context."

The primary goal of the study was to enable advertisers and agency planners to gain a greater understanding and appreciation of the entire consumer media experience, i.e. what mood and mindset the consumer had while consuming media and encountering advertising as well as where and with whom it being consumed

The USA TouchPoints pilot ran 10 days from October 1, 2010- March 1, 2011, and consisted of a sample of 1,000 adults ages 18-64, with the average participant interacting with the app 16 times per day.

The USA TouchPoints findings support the results of both Middletown studies conducted by the Center for Media Design at Ball State University in 2004 and 2005, as well as the Council of Research Excellence Video Consumer Mapping Study, conducted in 2008 from which Nielsen's 360 Degree View of Audio Usage in America was extracted in 2009. All three studies utilized ethnographic methodology and all three concluded that radio remains an extremely vital and valued part of many people's day. A brief recap of some of the initial findings follow:

**\*Radio reaches more Millennials, Gen-Xers and Boomers each day and throughout the week than the four television networks, NBC, CBS, ABC and Fox, combined.**

**\*Radio is the #1 medium with Millennials, Gen-Xers and Boomers who are employed full-time Monday-Friday 6:00 AM-5:30 PM, far out-distancing TV, not just the 4 major networks.**

\*Other digital audio alternatives remain supplements rather than substitutes. Typically 85%+ of those that use them also listen to AM/FM radio

\*Radio's appeal within the A18-34 demo is rock solid and approximately equal to that of the general population with A18-34's listening 2:21 minutes/day to radio versus 2:34/day for A18-64.

\*Almost one-quarter (23%) of the average A18-64's daily time with media is spent with radio, 19% with the internet, 2% with the newspaper, 1% with magazines and 55% with television.

\*Radio remains the solid #2 medium with the A18-64 AND the A18-34 demographic.

\*Radio dominates newspaper (online + printed) and magazines (online + printed).

\*Mobile phone apps and mobile web usage ranges anywhere between 1/4 to 1/3 of radio daily usage.

**Despite the nearly three year difference between the data collection for the Nielsen Audio study in 2008 and the USA TouchPoints study in 2012, radio's metrics remain extremely impressive and consistent.**

(GREAT PERSPECTIVE FROM ANTONY YOUNG CEO MINDSHARE. WE SHOULD POSITION THE RADIO MEDIUM THIS WAY EVERY CHANCE WE GET)

# How to Package Traditional Media to New-Age Marketers

In my last article for Ad Age, I wrote about how new-media companies were [successfully employing very traditional media tactics](#) to gain a larger share of ad spending.

I thought I'd flip that on its head this week, as the tech, media and marketing worlds converge at the Consumer Electronics Show in Las Vegas.

One could argue traditional media too have been too "traditional" in how they pitch themselves, making it too easy for advertisers and others to peg them to the past. Perhaps they've been doing themselves a disservice. What if we relooked at a medium such as radio, using the sizzle employed by the very best of Silicon Valley to promote this 90-year-old advertising medium?

Here's what a sales pitch for radio could look like.

Let me introduce you to a groundbreaking media channel, a medium with the potential to rival Facebook as a new-media darling...

## **A powerful mobile medium**

This medium is available on just about every mobile device, including those running Android and iPhone operating systems. It is accessible in 100% of today's cars. This medium is a powerful channel to engage very desirable, hard-to-reach and mobile millennials. Its distribution also extends to out-of-home venues including retail outlets, fast-food restaurants, car dealerships and sports venues, making it a powerful medium at point of purchase.

## **Drives word of mouth**

We can incorporate personalized brand messages to our audience to create buzz and word of mouth. We use the credibility of our celebrity announcers to drive the conversation around your brand, retail events and promotional offers. We also will generate consumer participation and engagement via brand-based competitions.

### **Hyper-local targeting**

No need for wasteful national campaigns that can't be customized based on your local retail-store distribution. Our medium gives you the flexibility to target at a hyper-local level. We can also deliver specific localized messaging.

### **Delivers across multiple platforms**

We distribute across broadcast, online and mobile devices. Our medium is always on.

### **Provides scalable campaigns**

Our advertiser promotions can deliver programs across literally millions of consumers in a short period of time. Our medium has a reach of nearly 300 million uniques in the U.S. across a month. That makes this medium bigger than Facebook.

### **A viable revenue model**

We operate a free-content, ad-supported model that ensures high uptake and that our research confirms consumers prefer over a paid-subscription model. Advertiser units provide marketers with 100% control of the message. We also offer advertisers a branded content model. We will work with advertisers to deliver customized content that brands can be integrated with or associate with.

Yes, that's right, I'm talking about radio ... a unique mobile, hyper-local, multi-platform channel that delivers scalable brand marketing campaigns for advertisers.

Now doesn't that make radio seem just a little more interesting!

### **ABOUT THE AUTHOR**

**Antony Young** is the CEO of [Mindshare](#) North America, a WPP media strategy and investment agency. He recently published "Brand Media Strategy," a Palgrave MacMillan and Advertising Age publication about integrated communications planning in the Google and Facebook era.

(COMMENT: LIKE THE COMMUNICATION CONTINUUM ANALOGY...RADIO BRIDGES TV AND POINT OF PURCHASE. ALSO LIKE CONTEXT OF USE AND MOMENT OF RECEPTIVITY. PEOPLE ARE MORE OPEN TO RECEIVE COMMERCIAL MESSAGING WHEN THEY ARE RELAXED THAN WHEN THEY ARE IN A TASK FOCUSED MODE WHICH THEY ARE SO OFTEN WHEN ENGAGING WITH THE INTERNET)

## Radio - Deserving Of More Attention?

by Mike Bloxham

I've written before about my view that no medium innately "deserves" any particular share of ad spend based on the amount of time people spend with it. Nor should the simple matter of audience size be the sole determinant that drives budget allocation.

Other variables such as the **context of consumption** (where and when the medium is accessed, **the social setting**, the user experiences and the **inter-relationship with other media by day part** etc.) all go to informing the allocation of media budgets and yielding a higher return on investment.

Then there's the simple fact of how well a given sector does in building and retaining its share. This, of course, is the ultimate determinant of success. In the arena of media sales, its devil take the hindmost and anyone who can achieve a share that is apparently disproportionate to their relative position as a medium (or property) is free to do so -- all credit to them. The notion of proportionality has no place in this particular mix.

But even taking into such points into account, I still find it curious radio has -- for the most part -- become an over-looked medium for many brands relative to TV and even to much smaller (but perhaps newer and more shiny) media opportunities, such as social and mobile.

The point of course isn't that radio -- or any of the others -- are "better" than the rest. Any medium can only be fully maximized for an advertiser



when approached as part of a joined up media mix. But when you consider the near-ubiquity of radio in many consumers' lives, it is surprising that the medium has to fight so hard for its share of the pie.

For example; with 79% of American adults using a car in any one day and 39% of AM/FM radio listening taking place in the car (where the medium far out-paces CDs, satellite and mp3s), there is clearly a significant opportunity to reach many audiences at key moments of receptivity and decision making.

Add to this the fact that radio outstrips all other media combined in terms of reach in an average weekly morning (6a-12noon) among adults making purchases in a QSR between 12-12.30 p.m., and it's not difficult to justify the medium's inclusion on a campaign plan in that sector.

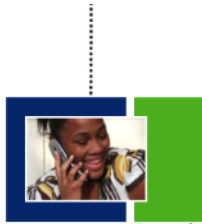
Similarly (and this is another example, as above, taken from USA TouchPoints data), in the hour before the early afternoon peak shopping time of 1:30 p.m., a full 34% of shoppers are listening to the radio for at least some of that hour -- significantly more than any other medium.

Does that mean that those other media don't have a role to play in targeting shoppers with relevant messages in key moments of receptivity? Of course not. But there's a *communications continuum* for any brand targeting a given consumer group, and while TV might be further from the point of purchase and mobile may be at the point of purchase, radio makes a pretty strong case as the medium that *bridges the two*.

These are just a few examples, but as I look at the data -- data that has much more to do with *context of use* and likely *moments of receptivity* than with simple measure of time spent or reach alone -- I can't help wonder why more brands aren't making better use of a medium that can get them to the right place at the right time.

Has the industry been seduced by things that are simply newer and more shiny? Or is the absence of video sufficient to justify a brand's absence at key times in the day?

The following details USA Touchpoints methodology that Mike Bloxham referenced above:



## Background

In April 2010, the Coalition for Innovative Media Measurement selected Media Behavior Institute as its partner in developing innovative cross-platform insights and metrics



## Current Members

A+E Networks	Gannett	P&G
AT&T	GroupM	PepsiCo
Belo	Hearst	Publicis Groupe
Carat	Interpublic Group's	Scripps Networks
CBS Corporation	Mediabrand	Interactive
Comcast Networks	Microsoft	Time Warner
ConAgra	NBC Universal	Unilever
Discovery	News Corporation	Viacom
Communications	Omnicom Media Group	The Walt Disney Co.

# Introducing Life Context



5

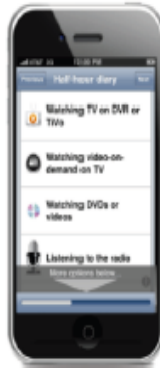
# USA TouchPoints 10-Day eDiary



4 USA TouchPoints

**What Is USA TouchPoints?**

- USA TouchPoints is a rich, multi-dimensional study of American consumers' daily lives – including their moods, emotional states and media consumption.
- Captures behavior in real time throughout the day, helping marketers identify the contextual factors that impact consumers' receptivity to their message.
- Provides unrivaled insights with which to develop more precise and relevant marketing plans and communications
- Innovative foundation for fusing other media research services



**USA TouchPoints Life Context Measures**

**Who** they're with ... 9 different social settings

**Where** consumers are ... 14 different locations

**How** they feel ... mood and 18 emotional states

**When** they are doing it ... all waking hours of the day in ½ hour increments

**What** they're doing ... 19 life activities

**What** media they're exposed to

**What** they buy, own, use ... based on their answers to MRI's survey of the American Consumer

**What** kind of people they are ... psychographics and lifestyle from MRI

**Syndicated Study Plans**

- National probability sample drawn from GFK MRI's Survey of the American Consumer
- Fielded Oct 2010 - Mar 2011 and Aug 2011-Dec 2011
- Sample size: 21,000 based on 2,000+ respondents

**Using USA TouchPoints for Campaign Planning**

Data available through IMS, Telmar and Pointlogic

- Cross-tabbing and mapping
- Schedule R/F will be available after currency fusions are complete

**What can you do with USA TouchPoints?**

- Paint a complete picture of the consumer landscape
  - The "who, what, what, where and when" of consumer behavior and the interplay of media exposure in time
- Uncover details about contextual factors that influence receptivity
- Target consumers in specific "need states" or moods
- Enhance custom databases and segmentation studies
- Understand actionable and quantitative ethnographies

**USA TouchPoints Media Covered**

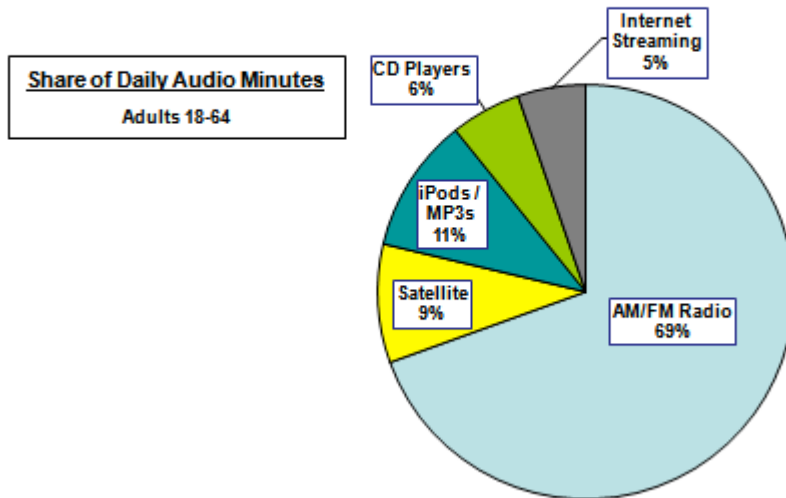
- 54 Broadcast and cable nets
- 15 Website genres
- 11 Program types
- + Word of mouth
- 11 Radio formats
- 16 Magazine genres
- 8 Local/Nat'l newspapers



COMMENT: THE SLIDE BELOW HIGHLIGHTS THE FACT THAT VIRTUALLY 70% OF THE AVERAGE 18-64'S TIME IS SPENT WITH AM/FM RADIO. NOTE THAT THIS DOES NOT INCLUDE STREAMING OF AM/FM CONTENT SO IT ACTUALLY UNDERSTATES RADIO'S TRUE AUDIENCE)

Below is taken from 2012 USA TouchPoints- AM/FM radio continues to dominate the audio landscape-

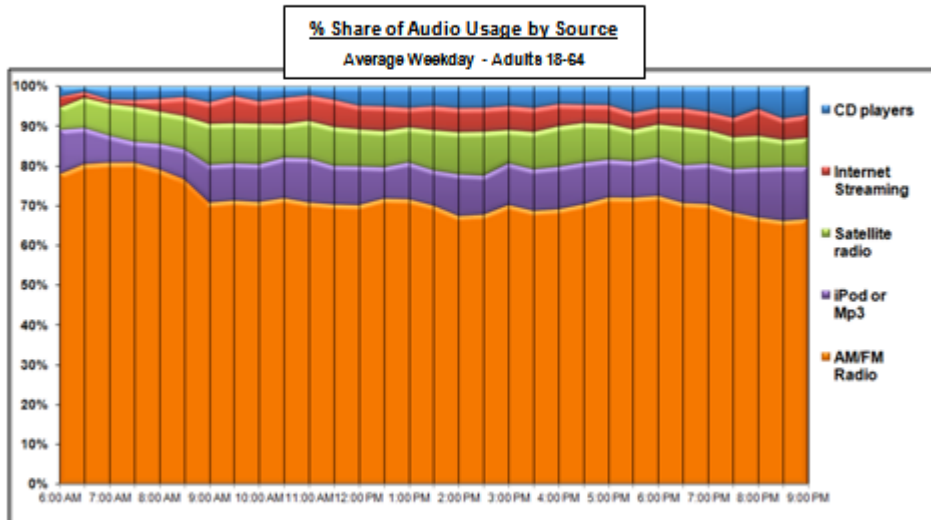
**AM/FM Radio comprises over two-thirds of the time Americans spend with audio**



12

Source: 2012 USA TouchPoints

**AM/FM Radio's share of audio usage remains dominant through the day**

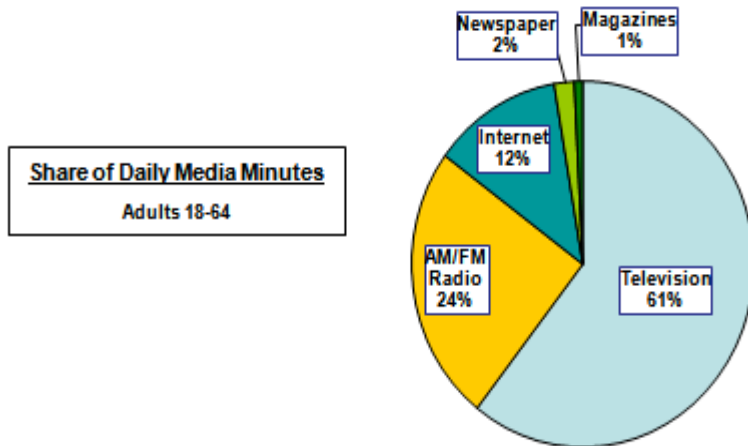


15

Source: 2012 USA TouchPoints

(COMMENT: ALL TOO OFTEN STUDIES INCLUDE EMAIL IN THE INTERNET USAGE #'S. THIS SLIDE DOESN'T BUT INCLUDES ALL OTHER ONLINE FUNCTIONS. FACTOR OUT EMAIL USE AND RADIO'S SHARE OF THE DAILY MEDIA UNIVERSE IS DOUBLE THE INTERNET, WHICH BTW INCLUDES USAGE ON MOBILE, TABLETS AND COMPUTERS)

**AM/FM Radio comprises 1/4 of the time Americans spend with media each day**



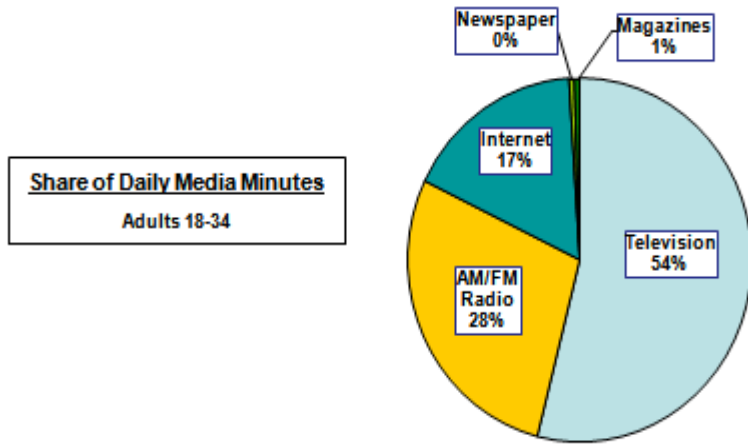
Note: TV includes time-shifted viewing; Internet excludes email, but includes internet usage via PC, mobile or tablet; Newspaper and Magazine includes digital readership.

19

Source: 2012 USA TouchPoints

(COMMENT: RADIO IS A STRONG #2 IN DAILY TIME SPENT TO TV IN SLIDE BELOW)

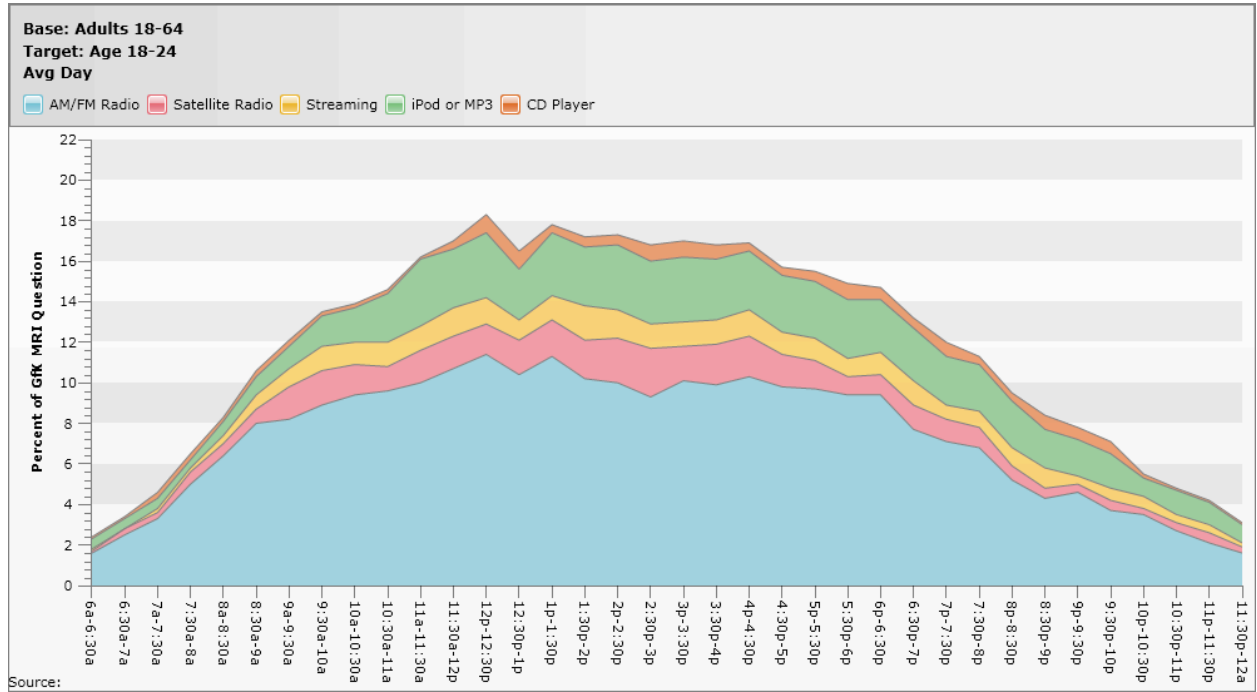
**Among young Adults 18-34,  
AM/FM Radio represents nearly 1/3<sup>rd</sup> of their media day**



Note: TV includes time-shifted viewing; Internet excludes email, but includes internet usage via PC, mobile or tablet; Newspaper and Magazine includes digital readership.

(COMMENT: THIS IS ANOTHER WAY TO VIEW AUDIO USAGE ACROSS THE DAY. RADIO IS LIGHT BLUE DOMINATES ALL HOURS)

### A18-24



### A25-34

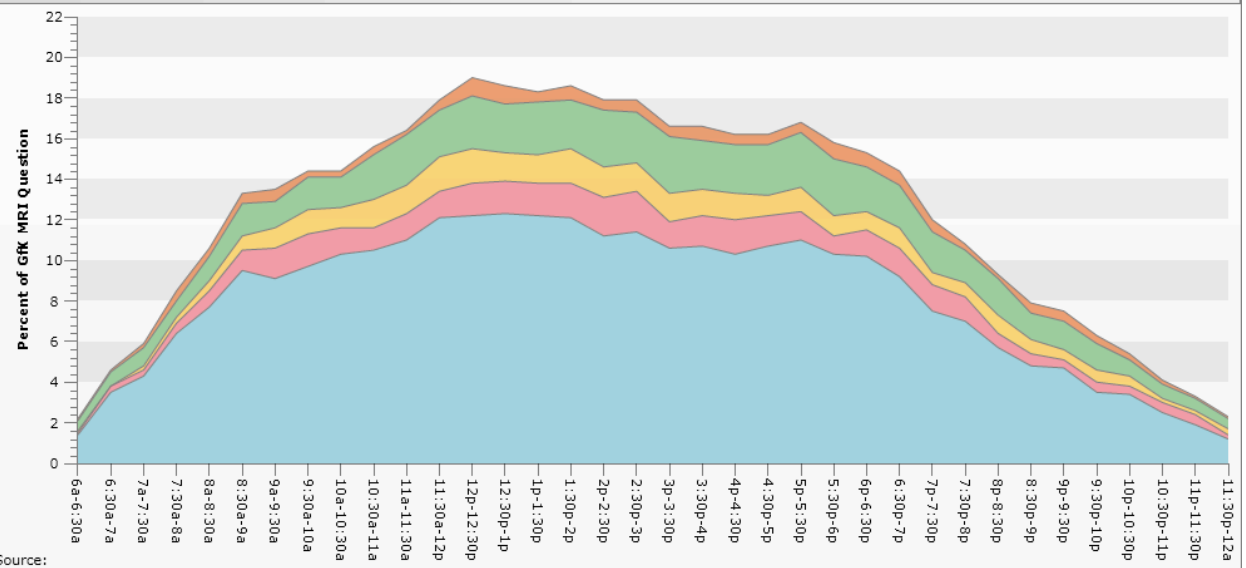


Base: Adults 18-64

Target: Age 25-34

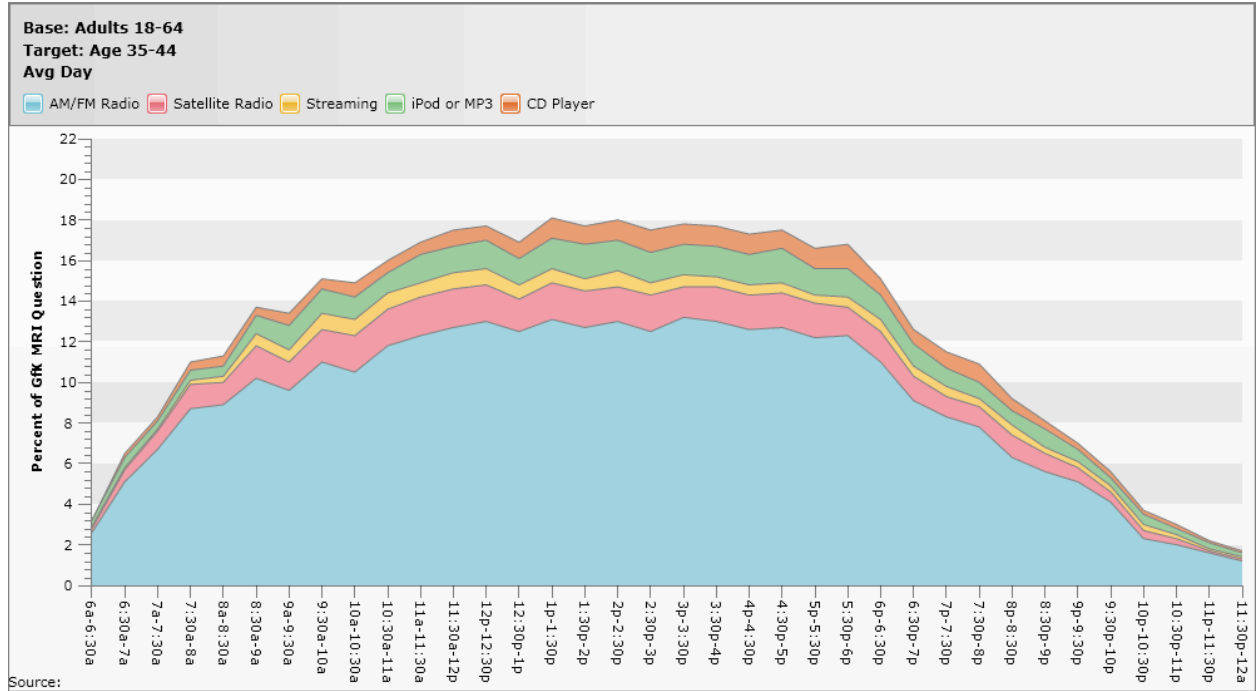
Avg Day

AM/FM Radio Satellite Radio Streaming iPod or MP3 CD Player

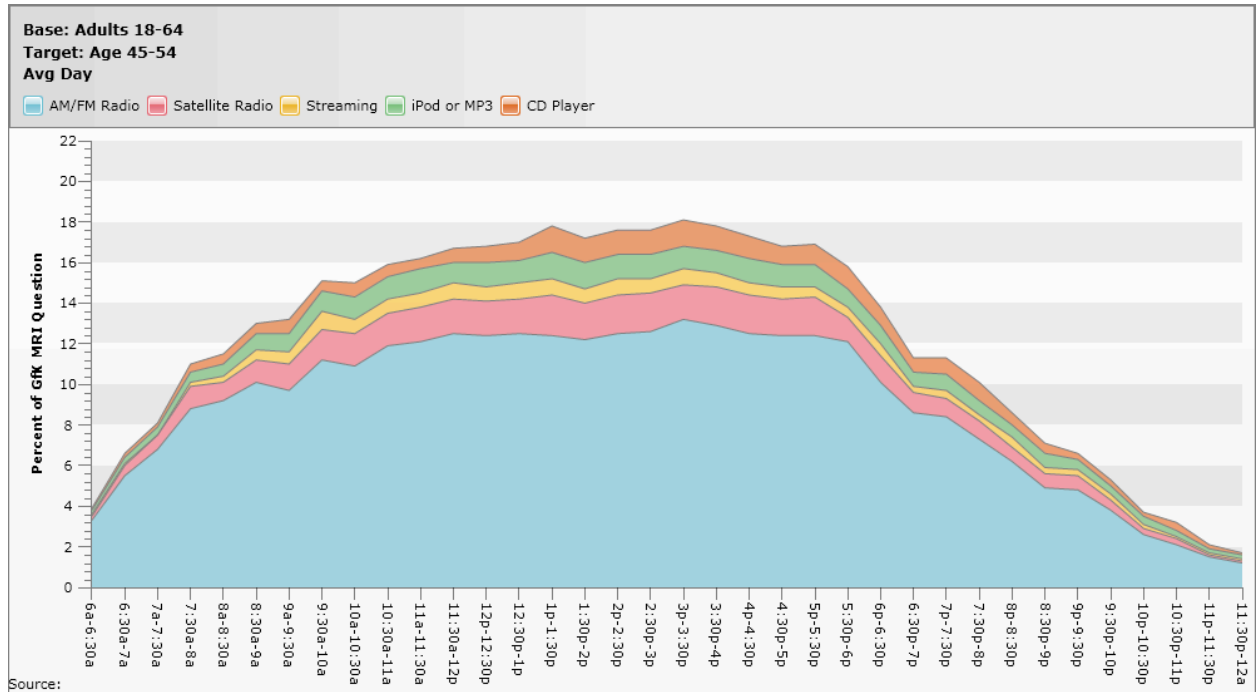


Source:

## A35-44

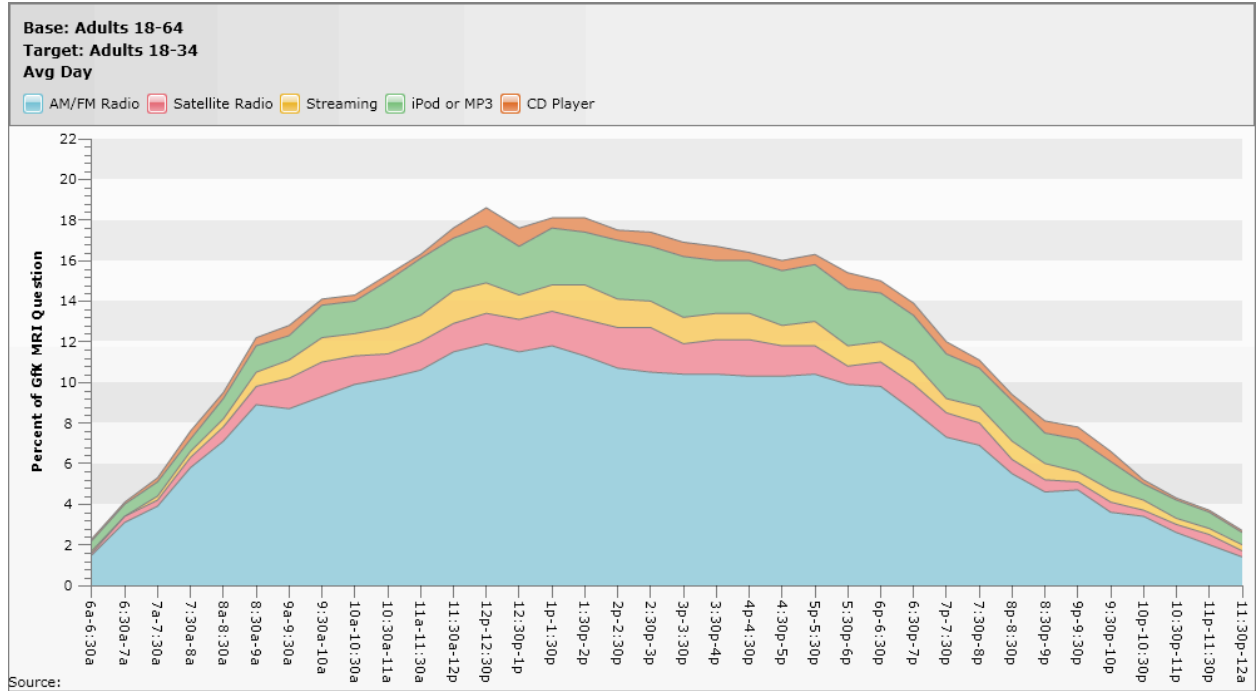


## A45-54

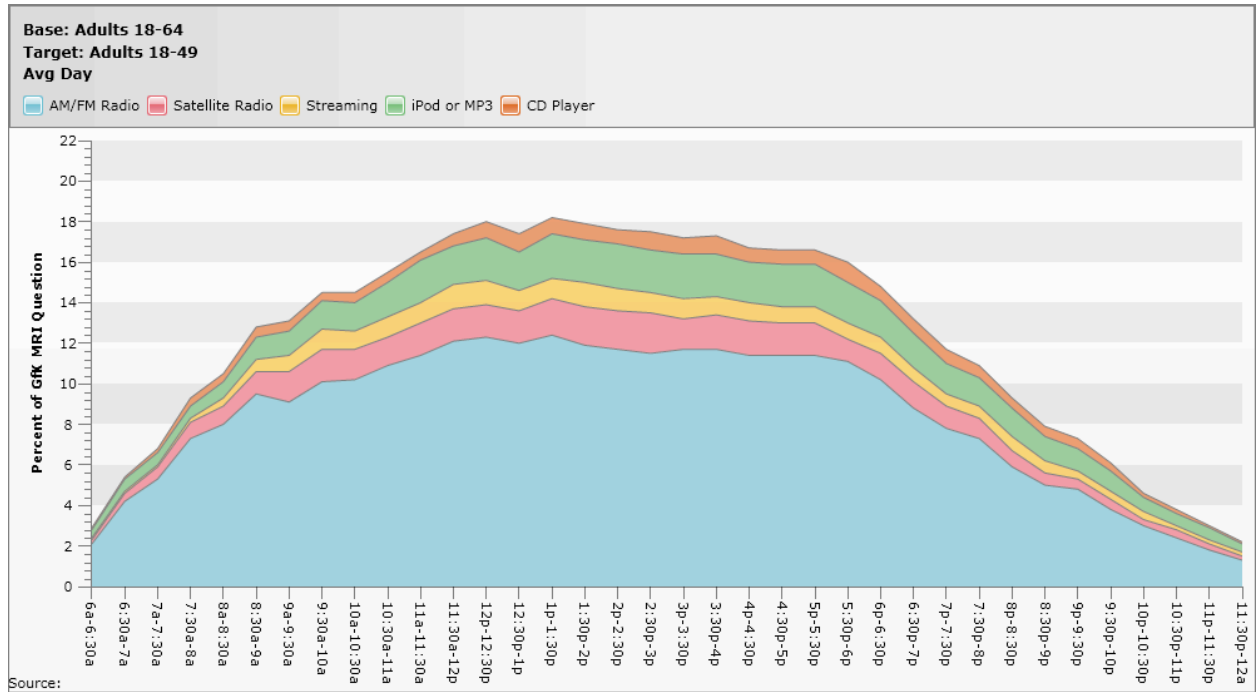




## A18-34

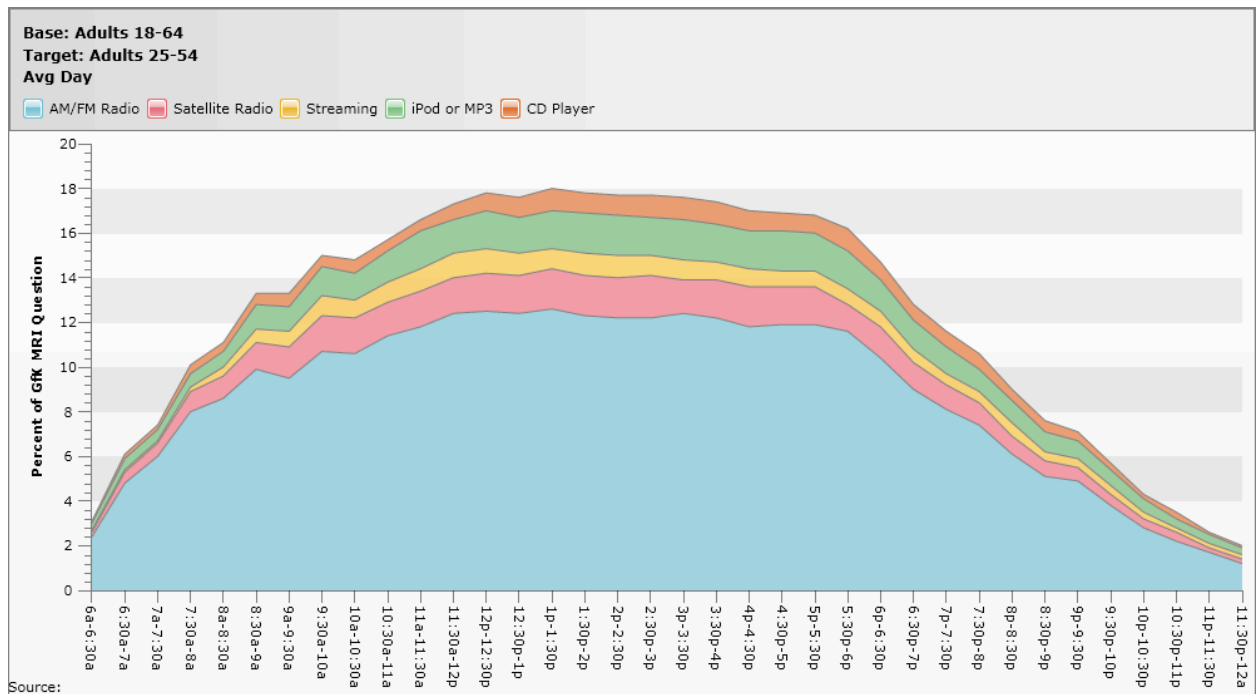


## A18-49





## A25-54



(COMMENT: MONDAY-FRIDAY RADIO'S REACH EXCEEDS THAT OF THE 4 MAJOR TV NETWORKS AND ALL OF THE CABLE NETWORKS COMBINED (FACTORING OUT UNIVISION). CUME AUDIENCE BELOW EQUATES TO MON-FRI. 6A-12MID. THE SECOND COLUMN IS MON-FRI. 6A-6P. THIS IS A HUGE POINT.)

Age Summary: 18-24 Avg Mon-Fri Percent of GfK MRI Question	Cume Audience	6:00 AM-6:00 PM
Which TV Networks were you watching, live or via DVR or Tivo?: ABC, NBC, CBS, Fox	48.2	27.2
All Cable Nets live or via DVR or Tivo EXC Telemundo, Univision	60.1	37
How were you listening to the Radio or other Audio?: AM/FM Radio	53.5	47.9
Source: USA TouchPoints 2012.1 - Base: Adults 18-64		

<b>Age Summary: 18-34 Avg Mon-Fri Percent of GfK MRI Question</b>	Cume Audience	6:00 AM-6:00 PM
Which TV Networks were you watching, live or via DVR or Tivo?: ABC, NBC, CBS, Fox	49.9	28.6
All Cable Nets live or via DVR or Tivo EXC Telemundo, Univision	57.1	34.3
How were you listening to the Radio or other Audio?: AM/FM Radio	55.8	50.7
Source: USA TouchPoints 2012.1 - Base: Adults 18-64		

<b>Age Summary: 25-34 Avg Mon-Fri Percent of GfK MRI Question</b>	Cume Audience	6:00 AM-6:00 PM
Which TV Networks were you watching, live or via DVR or Tivo?: ABC, NBC, CBS, Fox	51.2	29.5
All Cable Nets live or via DVR or Tivo EXC Telemundo, Univision	55	32.3
How were you listening to the Radio or other Audio?: AM/FM Radio	57.5	52.8
Source: USA TouchPoints 2012.1 - Base: Adults 18-64		

<b>Age Summary: 35-44 Avg Mon-Fri Percent of GfK MRI Question</b>	Cume Audience	6:00 AM-6:00 PM
Which TV Networks were you watching, live or via DVR or Tivo?: ABC, NBC, CBS, Fox	63.9	42.1
All Cable Nets live or via DVR or Tivo EXC Telemundo, Univision	60.3	36.4
How were you listening to the Radio or other Audio?: AM/FM Radio	66	61.3
Source: USA TouchPoints 2012.1 - Base: Adults 18-64		

<b>Age Summary: 45-54 Avg Mon-Fri Percent of GfK MRI Question</b>	Cume Audience	6:00 AM-6:00 PM
Which TV Networks were you watching, live or via DVR or Tivo?: ABC, NBC, CBS, Fox	69.1	47.1
All Cable Nets live or via DVR or Tivo EXC Telemundo, Univision	62.9	38.5
How were you listening to the Radio or other Audio?: AM/FM Radio	63.1	58.8
Source: USA TouchPoints 2012.1 - Base: Adults 18-64		

<b>Age Summary: 18-49 Avg Mon-Fri Percent of GfK MRI Question</b>	Cume Audience	6:00 AM-6:00 PM
Which TV Networks were you watching, live or via DVR or Tivo?: ABC, NBC, CBS, Fox	57.3	35.7
All Cable Nets live or via DVR or Tivo EXC Telemundo, Univision	58.8	35.4
How were you listening to the Radio or other Audio?: AM/FM Radio	60.4	55.6
Source: USA TouchPoints 2012.1 - Base: Adults 18-64		

Age Summary: 25-54 Avg Mon-Fri Percent of GfK MRI Question	Cume Audience	6:00 AM-6:00 PM
Which TV Networks were you watching, live or via DVR or Tivo?: ABC, NBC, CBS, Fox	61.7	39.9
All Cable Nets live or via DVR or Tivo EXC Telemundo, Univision	59.5	35.8
How were you listening to the Radio or other Audio?: AM/FM Radio	62.2	57.7
Source: USA TouchPoints 2012.1 - Base: Adults 18-64		

**Fact:** Americans Listen to 14.6 Billion Hours of Radio Each Month and according to Arbitron, listeners tune into radio on average 5 days per week... on average 3.4x per day.

**Fact:** Many broadcast radio audio competitors involve more solitary and introspective listening experiences, where the fan picks only the music he or she likes. When listeners want more social listening experiences, they still turn to radio.

**Wall Street's view of radio may be slowly turning.** Briley analyst Nick Capuano says he thinks radio remains “undervalued” by the markets. Capuano says radio has been “wrongly lumped in” with the fading newspaper and directory business — even though it remains a “very relevant advertising medium” worth a fresh look. Radio’s reach and time spent listening are still strong compared to other media, and Capuano says the audience size and reach for Pandora and Sirius XM Radio pale in comparison to broadcast radio. “They are dwarfed by the reach and time spent listening to radio,” he tells clients. “Also, they lack the ability to offer advertisers the capability to cost effectively target specific demographics in a scalable way.”



Several quotes of interest that succinctly position why radio remains so popular. Do not know the source:

“Radio is life with a microphone, used to ignite a conversation with as many influencers as possible, at one time. On radio, spoken words create a brief sense of personal connection with each listener, in a way newer media can't really match.”

“A lot of people don't have fascinating lives. Many do their jobs for the health insurance benefits, their jobs don't speak to their souls...with radio you can have fun listening, alone in the world without being alone...**turn on the radio and your world gets expanded.**”

**Fact:** Super Sunday for Radio too. Nearly 8% of Americans caught the Super Bowl on radio. For 23.1 million people the Super Bowl was also a radio event. That's how many listeners tuned into at least part of the game on the radio, according to Dial Global's Edison Research study.

(COMMENT: TRADITIONAL MEDIA- THE BEST WAY TO GET A MESSAGE OUT QUICKLY AND UNIFORMLY)

(COMMENT: WHILE THE WORLD MIGHT BE MORE DIGITAL HUMAN NATURE AND HUMAN WANTS AND NEEDS HAVE NOT CHANGED....IT IS STILL ABOUT FULFILLING THESE NEEDS. DIGITAL IS NOTHING MORE THAN ANOTHER TO FILL THEM. NOTHING MORE, NOTHING LESS)

(COMMENT: LIKE THIS POINT)

**Fact:** Radio consumption is perceived positively- unlike TV: Interestingly, of all media, TV in particular is seen by some as a potentially “harmful” medium: people often feel apologetic or defensive about the amount of time they spend watching TV. Radio on the other hand is often seen as

having a positive role in people's lives - keeping them company, giving them information and allaying feelings of loneliness or isolation. **No one has ever said too much radio might be harmful.**

**Fact:** Radio is different from Print: Rather than being like newspapers and magazines, radio is far more like television. Similar to TV, **radio is ad-supported and free to consumers**, whereas print, while ad-supported, also charges subscription fees, which has contributed to their problems. Additionally, **unlike print and newspapers drastic decrease in penetration, radio has suffered no audience decline.**

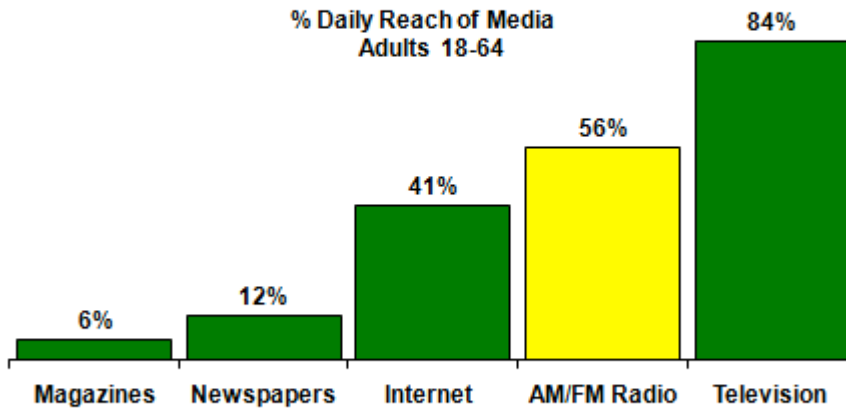
(COMMENT: THERE IS VALUE TO LETTING PEOPLE SOAK IN THE CONTENT AND MESSAGING. STUDIES HAVE SHOWN THAT PEOPLE WHO ARE MORE RELAXED ALLOW MESSAGING THROUGH THEIR DEFENSES. THIS MESSAGING IS ABSORBED PASSIVELY AND IMPLICITLY. FOR MORE ABOUT THIS TYPE OF LISTENING CHECK OUT THE CHAPTER TITLED, "THE SCIENCE OF SOUND".)

**Fact:** As advertiser spending continues to more closely reflect the amount of attention consumers give to individual media, each will fare differently. For example, TV and radio are holding on to their audience. **One reason for this is that television and radio remain the only mediums where the message is still sit back, relax and let us entertain you- "soak in rather than seek out".** This is incredibly appealing proposition to many people in this fast paced society.

The following quote by Michael Link, VP of Methodological Research at The Nielsen Company might be several years old, but the 2012 USA TouchPoints data and other research confirm its validity today: "There are a lot of critics out there who want to write off broadcast radio, but this analysis of real-time media consumption shows that it continues to play a very strong role".

Several 2012 USA Touchpoint slides follow. Radio is powerful...note how Newspaper and Magazine fare:

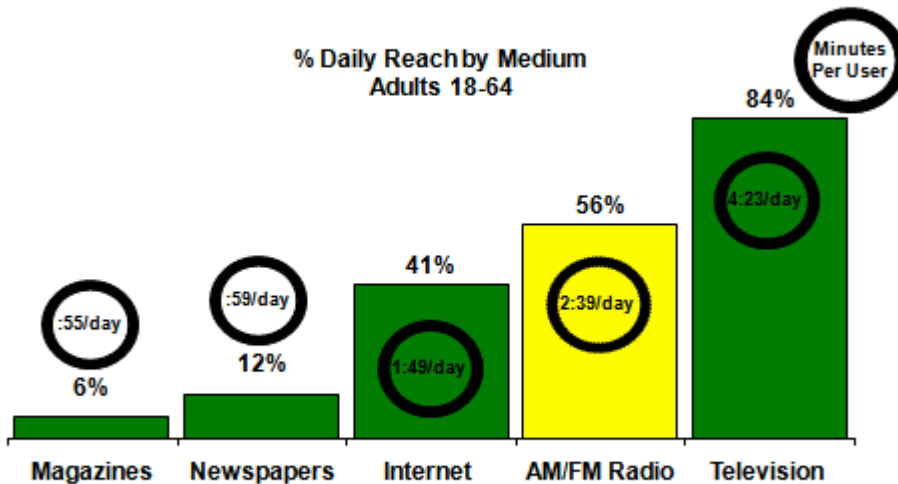
**Radio is the #2 reach medium  
...ahead of the Web, Newspapers and Magazines**



Note: TV includes time-shifted viewing; Internet includes via PC, mobile & tablet; Newspaper and Magazine includes digital readership.

Source: 2012 USA TouchPoints

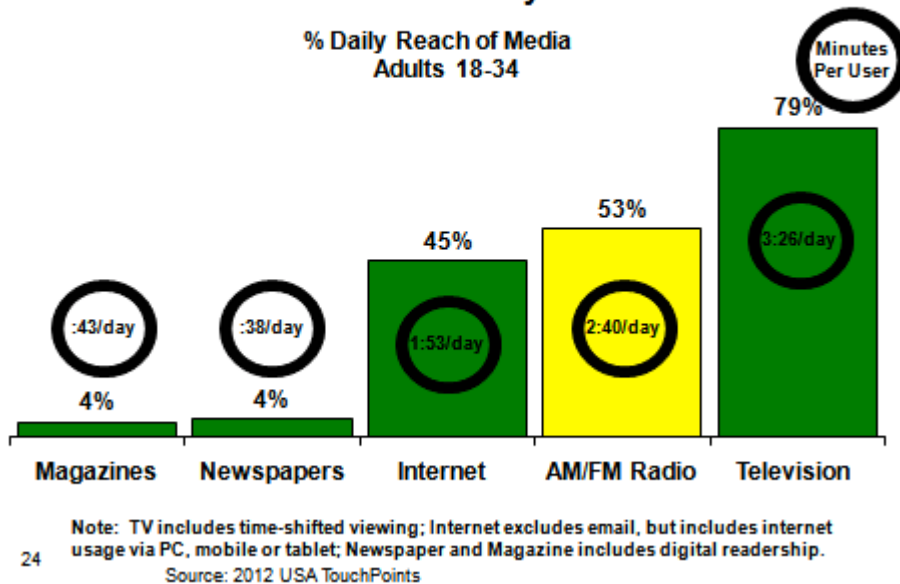
**Radio listeners spend significant time with it daily**



Note: TV includes time-shifted viewing; Internet excludes email, but includes internet usage via PC, mobile or tablet; Newspaper and Magazine includes digital readership.

Source: 2012 USA TouchPoints

**Even among young adults 18-34,  
Radio is #2 in daily reach**



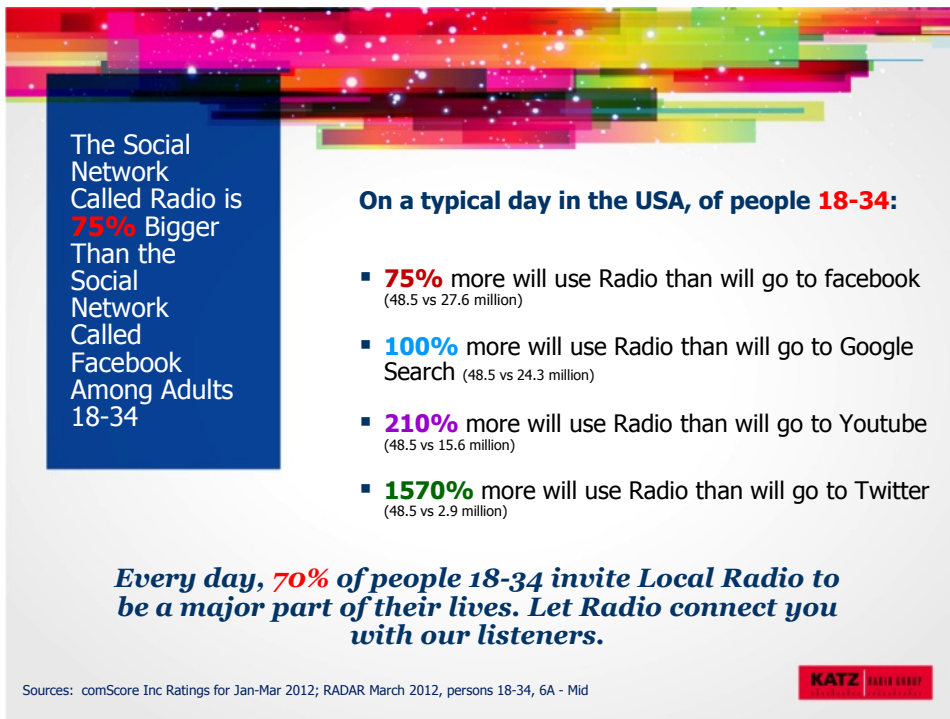
(COMMENT: CONFIRMS 2012 ALAN BURNS STUDY- MORE OUTLETS LEADS TO MORE CONSUMPTION. WHILE RADIO TSL IS HIGHER IN THE MRI RESEARCH RADIO'S RELATIVE RANK AS THE #2 MEDIUM TO TV REMAINS CONSTANT)

The Infinite Dial 2011 study: Navigating Digital Platform showed that Americans are spending **more time with media- an hour and 21 minutes more per day with media today than in 2001**. All of the new technology is making it easier to consume media and the 2011 estimates from Mediamark Research shows radio's significance in the media landscape continues to be strong. It's the #2 reach medium with daily listening over 3 hours/day. The Mediamark research showed lower daily reach for radio than the Nielsen CRE study did but appreciably longer TSL. (Newspaper and Magazine daily reach far higher than any other study we've seen. One reason could be that GfK MRI is the print industry's equivalent of Arbitron- all other studies show much lower usage.)

## Gfk MRI Media Day (2011)

	Television	Radio	Internet	Newspaper	Magazines
% Daily Reach (A18+)	81%	63%	57%	41%	27%
Minutes per user	305	182	201	72	74
Hrs:Min/Day	5:05	3:03	3:22	1:13	1:15

(COMMENT: While social media continues to garner a lot of attention, broadcast radio's popularity continues to dwarf some of the internet's and social media's "biggest" players)



The Social Network Called Radio is **75%** Bigger Than the Social Network Called Facebook Among Adults 18-34


**On a typical day in the USA, of people 18-34:**

- **75%** more will use Radio than will go to facebook (48.5 vs 27.6 million)
- **100%** more will use Radio than will go to Google Search (48.5 vs 24.3 million)
- **210%** more will use Radio than will go to Youtube (48.5 vs 15.6 million)
- **1570%** more will use Radio than will go to Twitter (48.5 vs 2.9 million)

*Every day, **70%** of people 18-34 invite Local Radio to be a major part of their lives. Let Radio connect you with our listeners.*

Sources: comScore Inc Ratings for Jan-Mar 2012; RADAR March 2012, persons 18-34, 6A - Mid

**KATZ** 100.1 FM




The Social Network Called Radio is **120%** Bigger Than the Social Network Called Facebook Among Adults 25-54


**On a typical day in the USA, of people 25-54:**

- **120%** more will use Radio than will go to facebook (91.9 vs 41.5 million)
- **140%** more will use Radio than will go to Google Search (91.9 vs 38.1 million)
- **470%** more will use Radio than will go to Youtube (91.9 vs 17.6 million)
- **3280%** more will use Radio than will go to Twitter (91.9 vs 2.7 million)

*Every day, **73%** of people 25-54 invite Local Radio to be a major part of their lives. Let Radio connect you with our listeners.*

Sources: comScore Inc Ratings for Jan – Mar 2012; RADAR March 2012, persons 25-54, 6A-Mid






The Social Network Called Radio is **180%** Bigger Than the Social Network Called Facebook Among People 12+

**On a typical day in the USA, of people 12+:**

- **180%** more will use Radio than will go to facebook (179.6 vs 64.4 million)
- **210%** more will use Radio than will go to Google Search (179.6 vs 57.8 million)
- **505%** more will use Radio than will go to Youtube (179.6 vs 29.7 million)
- **3550%** more will use Radio than will go to Twitter (179.6 vs 4.9 million)

*Every day, **70%** of people 12+ invite Local Radio to be a major part of their lives. Let Radio connect you with our listeners.*

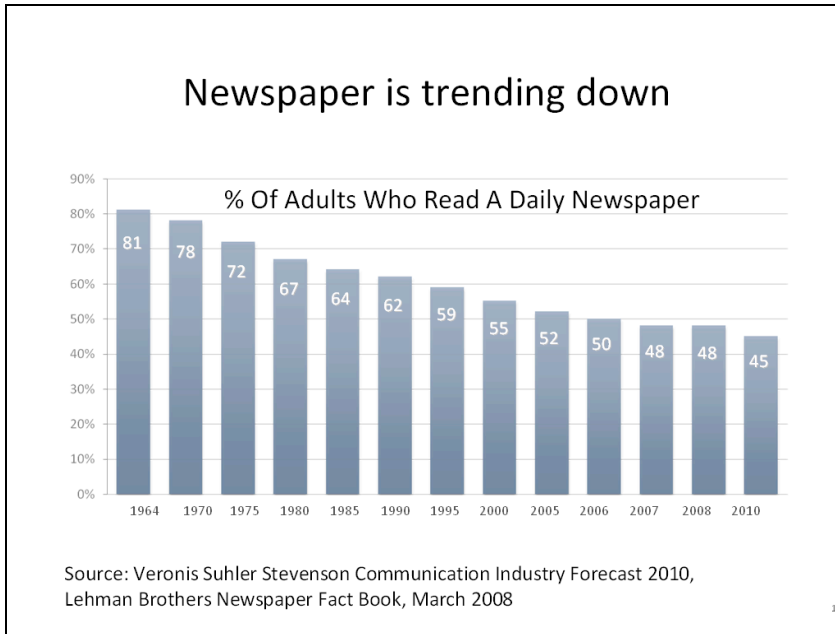
Sources: comScore Inc Ratings for Jan – Mar 2012; RADAR March 2012, persons 12+, M-Su 6A-Mid;



Newspapers in the 2012 Media Universe are threatened and continues to lose readers. **Daily newspaper circulation is down -44% over the past 46+ years.**

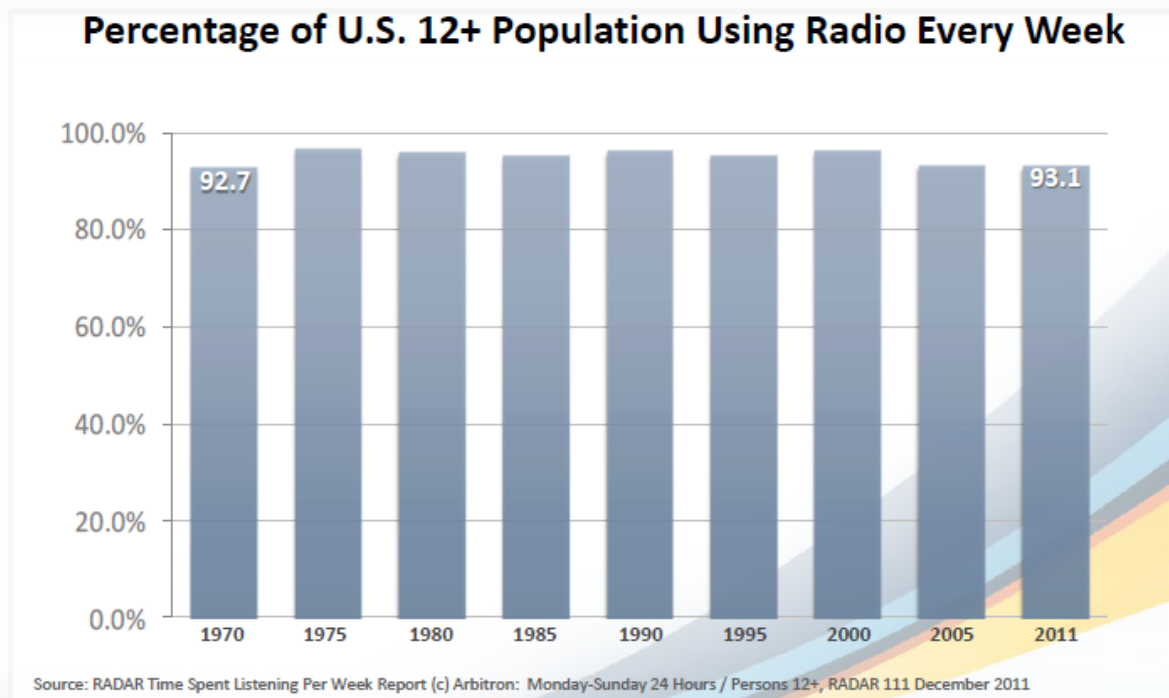
Network TV's top 20 shows are also down quite steeply, -45%, over the past 16 years.

(COMMENT: THE EXACT OPPOSITE OF RADIO. NO DECLINE IN SIGHT)



(COMMENT: RADIO'S WEEKLY REACH IS HIGHER THAN 1970!- TREMENDOUS STAYING POWER. NOTE THAT MEDIA OPTIONS OVER THE PAST 30 YEARS HAVE INCREASE MORE THAN 10 FOLD)

## Weekly Radio Reach: 2011 Higher than 1970!



Per highly respected research company, Millward Brown, Radio is:

- More intimate/personal than TV
- Less limited to home with listening occurring in many places
- Listeners often more loyal to specific stations
- Benefits from "Imagery transfer" from TV commercials
- Usage is less seasonal

(COMMENT: AMAZING STUDY. OF ALL THE GADGETS INVENTED, RADIO IS #2)



**Fact:** Radio ranked #2 in Popular Mechanics list of the **101 Gadgets That Changed The World**- behind the smartphone and ahead of TV. A 2011 A&E produced show, in partnership with **Popular Mechanics**, rated all of the most important, innovative, and incredible devices in history.

**Popular Mechanics'**  
**101 Gadgets That Changed the World**

**Radio scores as the second greatest gadget of all time!**

1. Mobile/Smartphone	26. Crescent Wrench	51. Push Lawnmower	76. Chain Saw
<b>#2 RADIO</b>	27. Blackberry	52. Kindle E-reader	77. DVD players
3. Television	28. Electric Guitar	53. Car Jack	78. Can Opener
4. Hypodermic Syringe	29. Camcorder	54. Ballpoint Pen	79. Swiss Army Knife
5. Personal Computer	30. CD Player	55. CB Radio	80. Spincast Fishing Reel
6. Portable Air Conditioner	31. LED	56. Tape Recorder	81. Leaf Blower
7. Telephone	32. Computer Mouse	57. Hair Dryer	82. Flashlight
8. Phonograph	33. Microwave Oven	58. Outboard Motor	83. Toaster
9. Alarm Clock	34. Digital Camera	59. CD-ROM	84. Drip Coffeemaker
10. Light Bulb	35. Microphone	60. Moog Synthesizer	85. Sunglasses
11. Dry Cell Battery	36. 8mm Camera	61. Smoke Detector	86. Hearing Aid
12. Bicycle	37. Wristwatch	62. Charcoal Grill	87. Ginsu Knife
13. Match	38. Digital HDTV	63. Lunchbox	88. Flash Drive
14. Typewriter	39. Electric Drill	64. Derringer	89. Teflon Pan
15. Modem	40. Wi-Fi Router	65. Zipper	90. Zippo
16. Transistor Radio	41. Pocket Calculator	66. Tape Measure	91. Digital Video Recorder
17. Handheld GPS	42. MP3 Player	67. Binoculars	92. Picnic Cooler
18. Vacuum Cleaner	43. Polaroid Camera	68. Coleman Lantern	93. Bra
19. Brownie Point and Shoot Camera	44. Floppy Disk	69. Electric Toothbrush	94. Blender
20. Remote Control	45. Sony Walkman	70. Boombox	95. Super Soaker
21. Answering Machine	46. Fire Extinguisher	71. Kodak Carousel	96. Quick-Release Ski Binding
22. VCR	47. Leatherman	72. Stopwatch	97. Aerosol Spray Can
23. Laptop	48. Game Boy	73. Printer	98. Roomba
24. Sewing Machine	49. Circular Saw	74. Safety Razor	99. Stapler
25. Hi-Fi	50. Cassette Tape	75. Electric Blanket	100. Fiberglass Fishing Rod
			101. Duct Tape

\* To make this list a *Gadget* had to be something one could hold in their hands, mechanical or electric, and be a massed produced personal item. Finalists were selected by a panel of judges assembled by Popular Mechanics™.

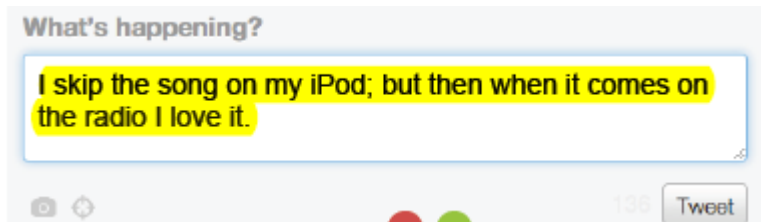
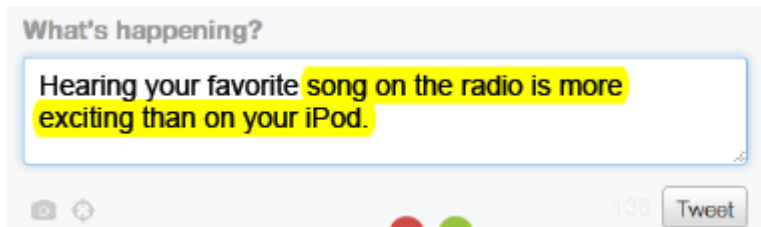
Source : [www.popularmechanics.com](http://www.popularmechanics.com) June 2011

(COMMENT: WHEN WE LISTEN TO THE RADIO WE ARE SHARING THE SAME MOMENT IN TIME WITH THOUSANDS. THERE IS SOMETHING SPECIAL ABOUT THAT. BEING PART OF A TRIBE IS IMPORTANT TO HUMAN. HAVING A HUMAN CONNECTION IS IMPORTANT. WE CAN BE ALONE WHEN LISTENING TO THE RADIO BUT NOT BE LONELY. LISTENING TO THE RADIO

MAKES US PART OF SOMETHING BIGGER THAN OURSELVES. PART OF AN EXPERIENCE THAT OTHERS SHARE THAT CAN BE DISCUSSED WITH THEM)

Broadcast Radio also possesses a “multiplying” effect:

There really is something almost magical about radio’s ability to make music sound more exciting, satisfying and bigger than life. That’s a huge benefit of “broadcasting”. We call this **radio’s music “multiplier” effect**. It’s when you listen, enjoy, and sometimes turn up the volume of a song on the radio that you’d normally click past on your iPod or “thumb down” on your personalized internet station. Two actual tweets follow- taken from the 2012 Radioscope study:



Songs played on air seem to resonate differently due to a combination of **serendipity and surprise**. Maybe this is why many of us are more likely to crank up the music when it comes on the radio than our iPod. Have you ever noticed that a movie viewed in a theatre is usually a more powerful viewing experience than when viewed alone at home on TV? The same phenomenon is at play when listening to music on the radio. **The contextual and social environment in which a product is consumed does make a difference.**

The act of downloading songs to iPods/MP3's or liking/disliking songs on internet stations **eliminates any semblance of surprise. And without surprise it's difficult to experience delight.** Is it possible that we're personalizing and “thumbing” our music up or down to the point of emotional detachment? **Radio on the other hand, due to its serendipitous**

nature, has the ability to delight far beyond that of other musical alternatives.

Social bonding or a para-social kind of relationship is also at work and exclusive to radio. It revolves around the kinship listeners believe they share with the personalities, which leads to a “he/she gets me” response from a personal and musical standpoint, which enhances the enjoyment that leads to a richer listening experience.

But there’s got to be more to radio’s magic than this music “multiplier” phenomenon. No matter how hard the online audio pureplays try they will never be able to match radio’s ability to provide an intimate shared experience—another human being sharing the same moment in time with the listener, offering up tidbits of new information about an artist or song, while introducing them to new music being played in the context of their favorite station’s playlist. This is radio and this is will always be special- the ability to provide “social currency”.

***Thinking of online music options as radio simply because both play music is analogous to categorizing billboards, skywriting, magazines and newspapers as similar mediums because all four are dependent upon the written word.*** While radio and the internet audio alternatives both play music there’s a cavernous difference between the two audio options and why and how often they are utilized.

Online music services certainly have a place in the new audio world but there is a certain soullessness about them, a sterility that is absent from broadcast radio. Both Clear Channel and CBS are now playing in this space to round out their audio assets, having created iHeartradio and Last.fm respectively. But no matter how it might be sliced, diced or rationalized that these internet playlists are radio, it is difficult to not to feel like Will Smith, in the movie, “I am Legend”- isolated, disconnected and alone if you are exposed to them for too long.

(COMMENT: Radio's ability to influence frame of mind which is key to commercial receptivity. LIKE THE ICE CREAM ANALOGY)

A 2011 study commissioned in the U.K. by the [Radio Advertising Bureau](#) concluded that listening to the radio makes people happier than watching TV or surfing the Internet. 1,000 Britons participated in [the study](#), using their smartphones to respond to questions about their media consumption and emotional mindset at various times of the day.

"On average, when consuming radio, happiness & energy scores increase by 100% and 300% compared to when no media is being consumed," the study found. But happiness increased most when that media was the radio. Radio is a kind of "lifestyle support system," the authors wrote, that helps people feel better as they go about their days. Many respondents didn't realize how important radio was in their lives until they had participated in the exercise.

To Michael C. Keith, a professor at Boston College and a leading scholar in history and electronic media, these conclusions come as no surprise. "Why else do people listen to music radio, other than to get enjoyment out of it?" he asked HuffPost in an interview last week. "People don't listen to radio to be depressed, certainly not when it comes to entertainment radio or music radio. The whole idea of listening to radio is to gain companionship and, at the same time, enjoyment."

Indeed, the study's participants claimed to experience "peaks and troughs" while consuming TV and online media, but radio provided a "consistent environment themed and shaped" to suit their needs at any given moment. Generally, we can all agree, people like listening to music. We all have a station we prefer with music we know we'll like, and unless we just broke up with our significant others, for the most part we're choosing music that will make us feel good.

"Radio is like ice cream," Keith said. "You choose the station that tastes best to you -- the flavor you like the best is going to give you enjoyment." Whereas trolling online might occasionally present you with an uncomfortable activity -- checking your bank statement perhaps, looking

for jobs or watching a really non-cute cat do something awful -- television has always been considered the ultimate in escapism. However, many respondents claimed they experienced a low after watching their favorite programs, as they were suddenly plunged back into "real life."

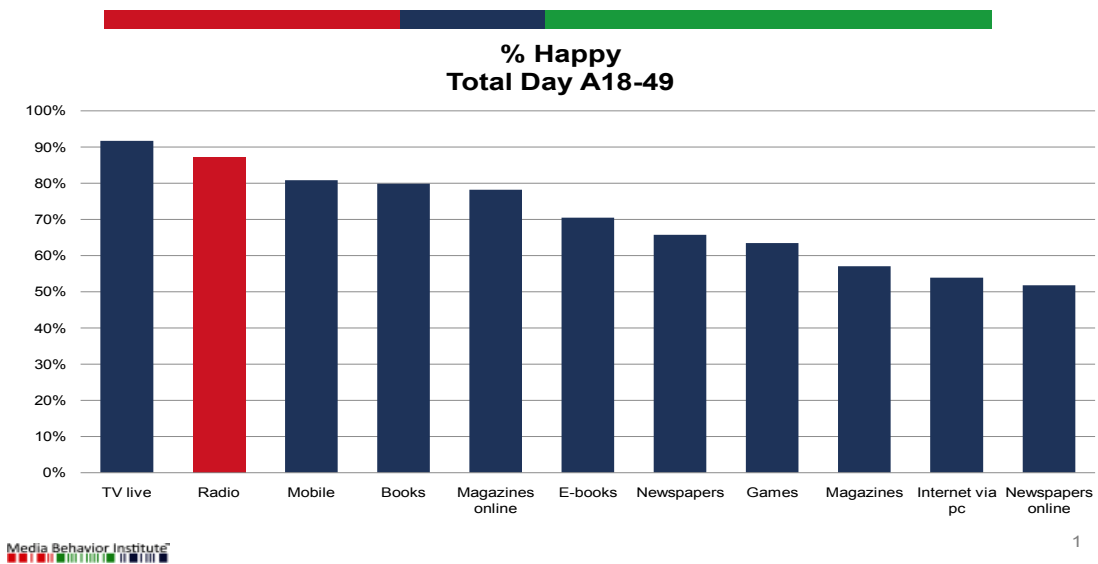
Radio, on the other hand only improved and supported peoples' daily activities, like cleaning up around the house, or getting ready in the morning. Many respondents also listened to the radio while they did other work online.

"More than anything else," Keith said. "[Radio] is used to provide companionship, to soothe, to reassure, to make happy."

Radio is such an integral part of our daily lives that perhaps we've forgotten how it truly affects us."A lot of the new media gets more press, more buzz, more attention," Bill Rose of Arbitron explained. "But people use radio more year over year."

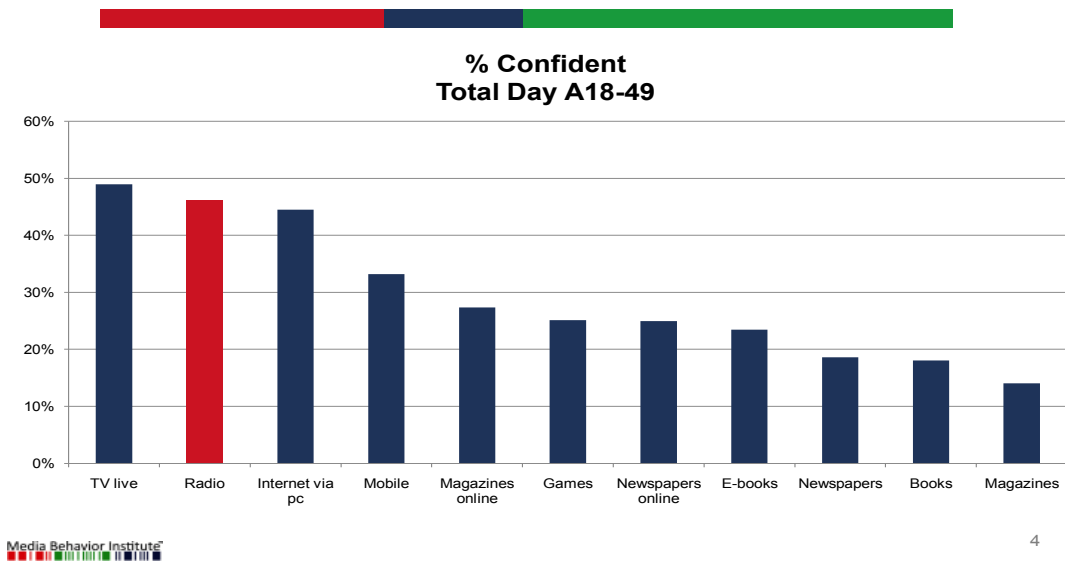
CIMM: the Coalition for Innovative Media Measurement is using TouchPoints methodology from the U.K. Smartphones were given to the respondents who were prompted every 30 minutes to fill in their media usage as well as mindset. The USA TouchPoint results parallel the U.K. findings re: radio's ability to positively affect people's moods:

## “Happy” audiences flock to Radio



1

## Audiences are “Confident” while listening to Radio



4

Survey results released in February 2012 by BrandSpark International (below) in partnership with Better Homes and Gardens.

