

Radio's First Talent On Talent Study

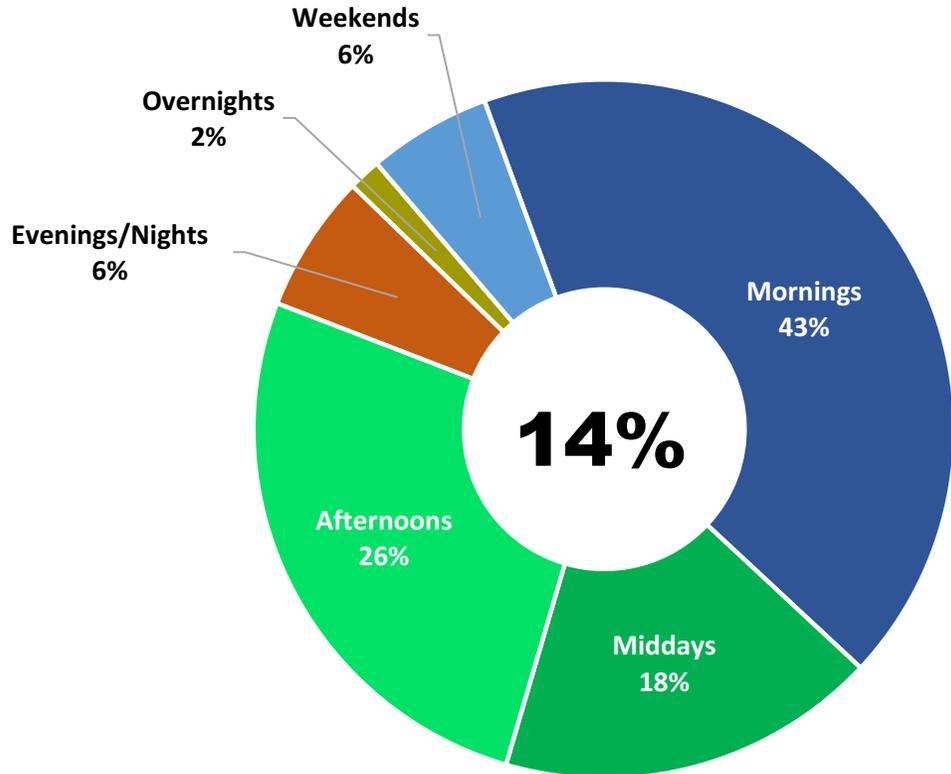


How the Study Was Done

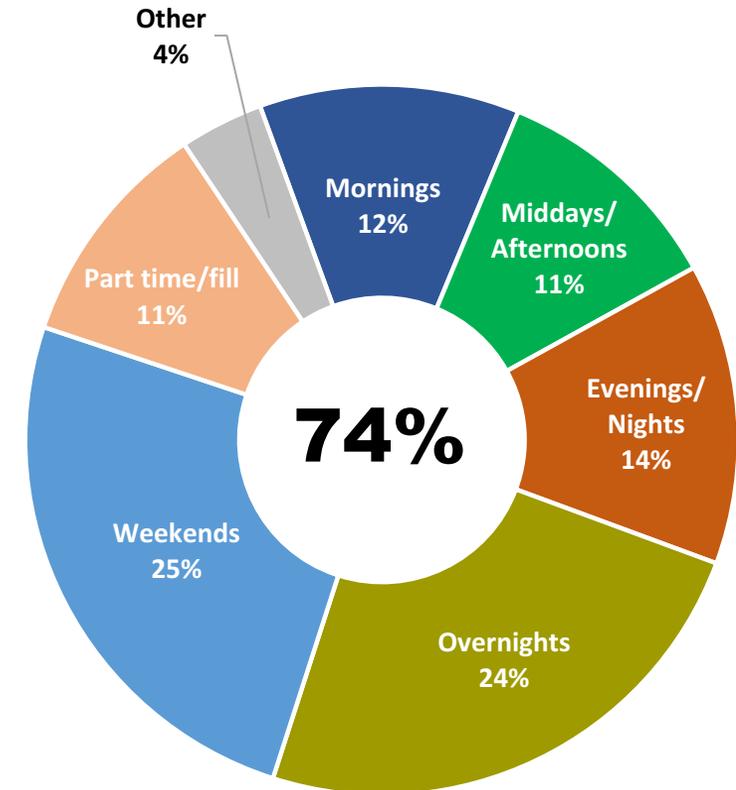
- N = 1,109 radio air personalities and 59 radio show producers in the United States
- Interview dates: June 13 – June 24, 2018
- All responses were collected online via the Jockline and Jacobs Media databases and word of mouth
- This is a web survey and does not represent all radio air talent

The Importance of Airshifts

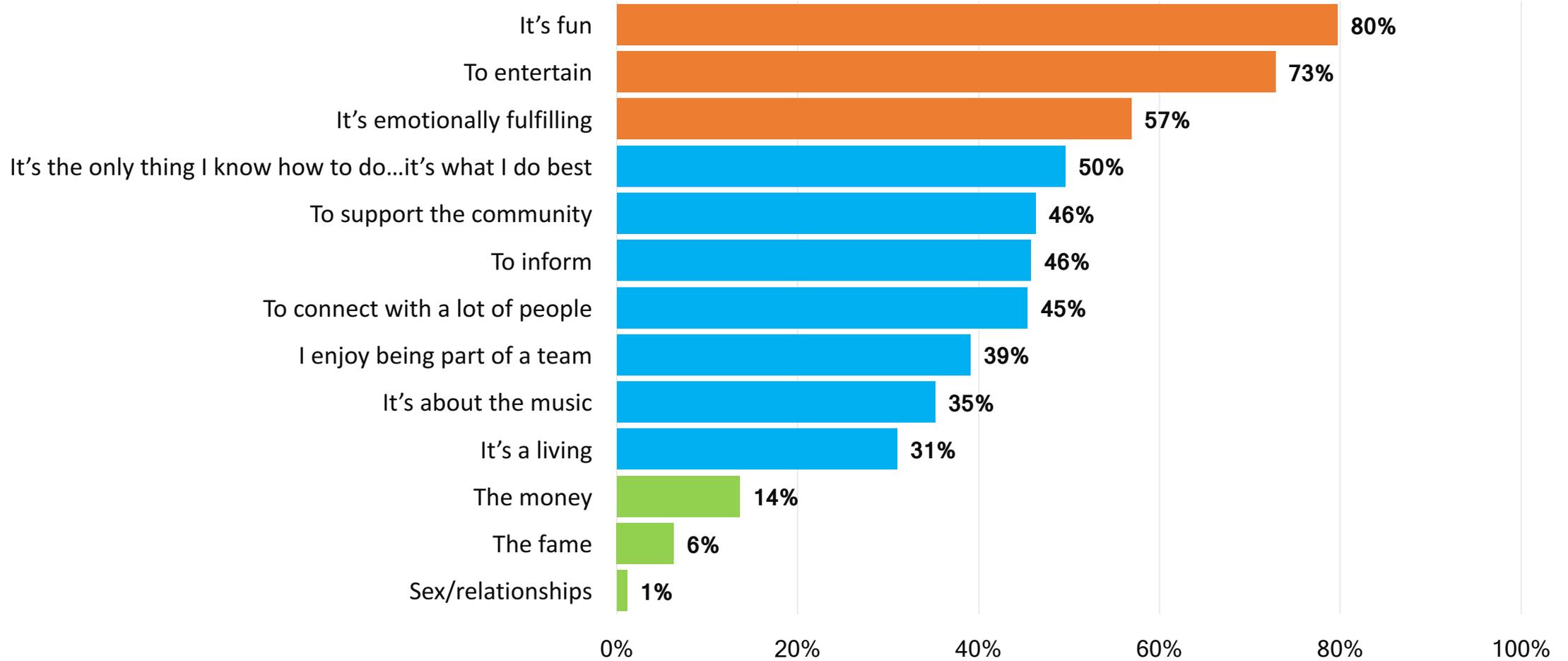
Current Airshift



First Airshift



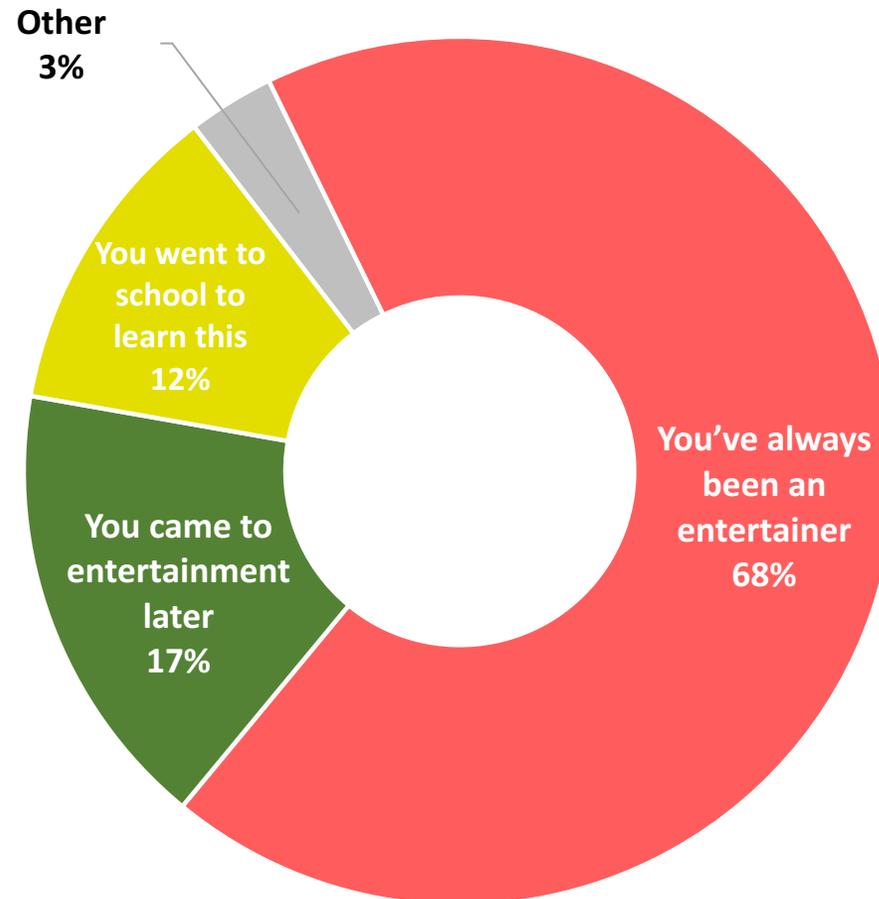
Main Reasons For Being on the Radio:



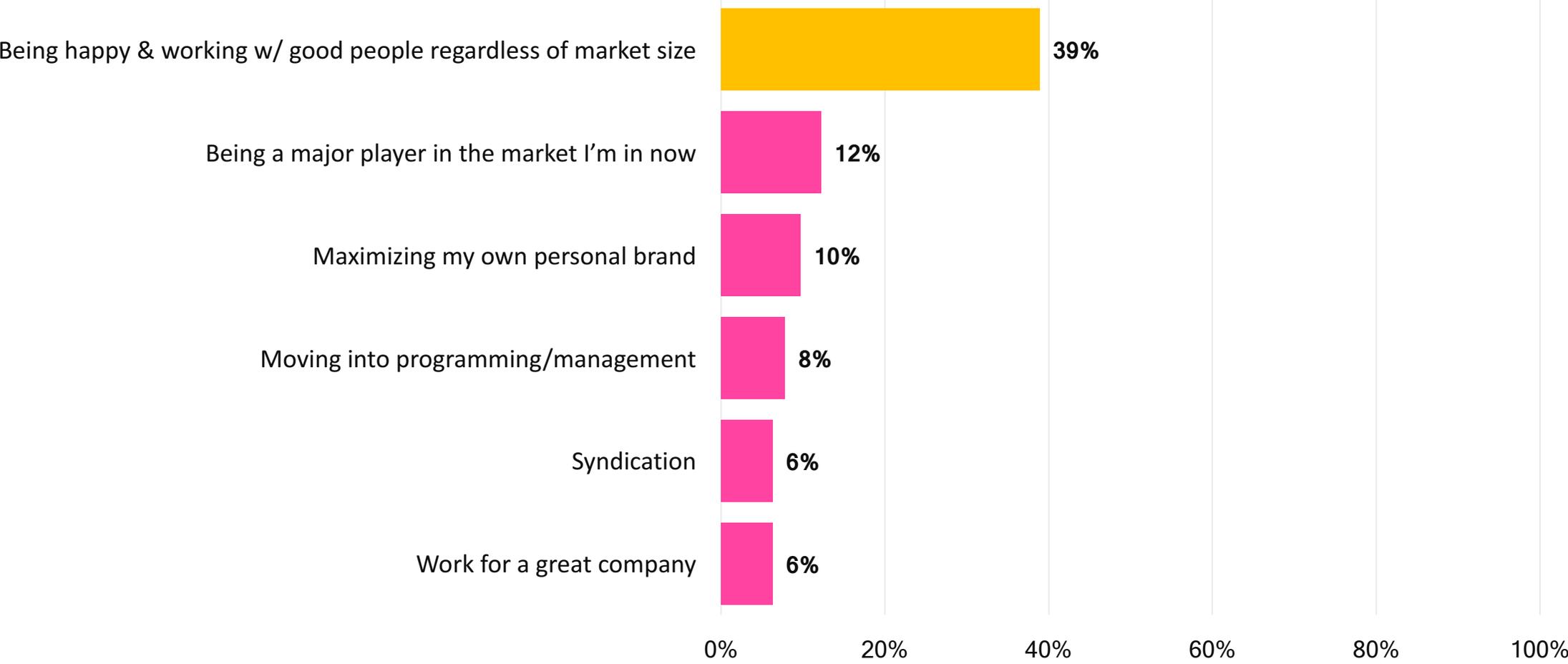
% who say this is a main reason they are on the radio

Two-Thirds of Radio Personalities Say They Were Born to Be An Entertainer

“When it comes to you as a person...”



Which One of the Following Is Your Ultimate Professional Goal?

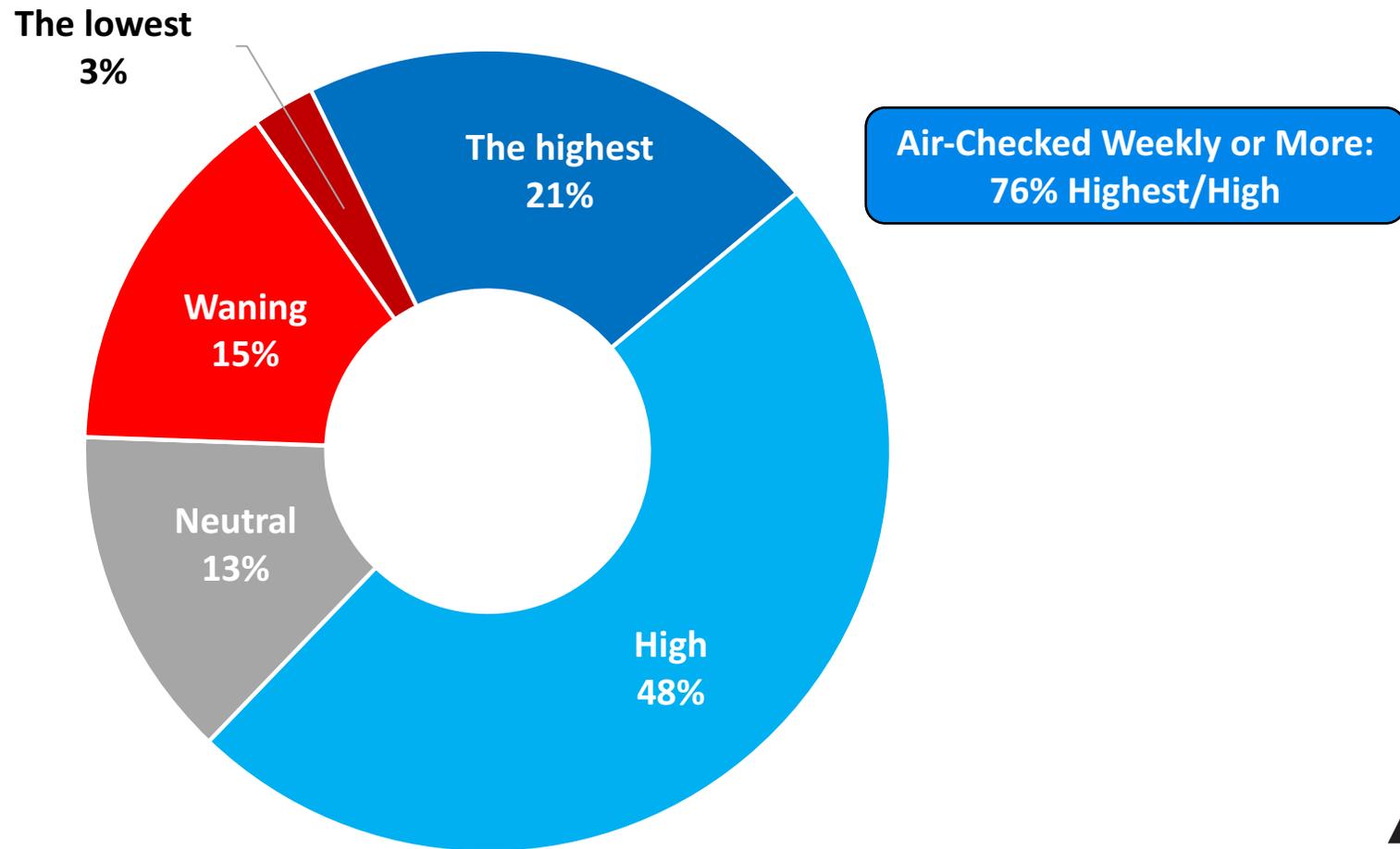


% choosing each as ultimate professional goal (single response, top 6 responses shown)



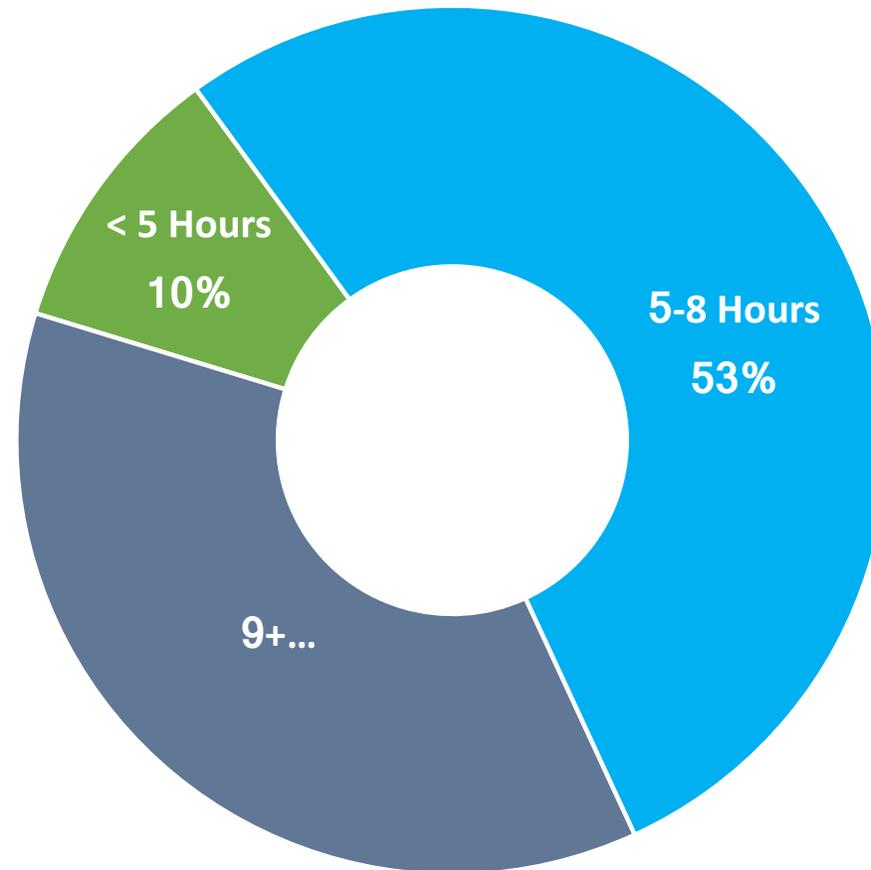
More Than Two in Three Radio Personalities Report the Highest or a High Level of Passion for Radio, But Some Admit it Is Waning

“Your current passion level for the broadcast radio business is...”



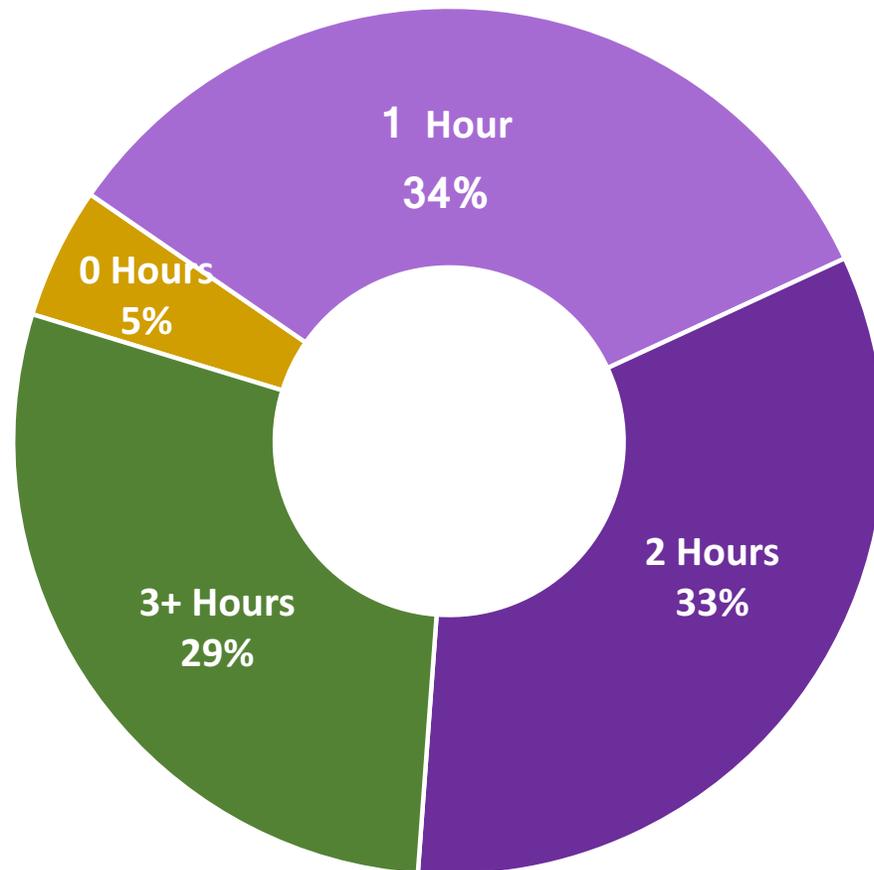
About Half Spend 5-8 Hours Per Day at the Station(s), While More Than One-Third Are There 9+ Hours a Day

“About how many hours per day do you physically spend at the radio station(s)?”

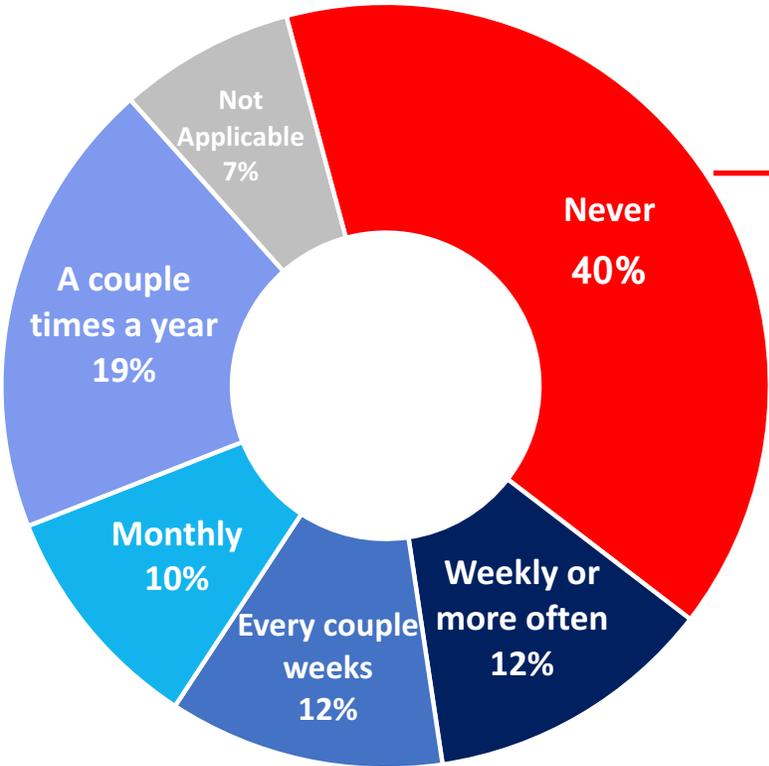


Most On-Air Talent Spend 1-2 Hours Prepping the Next Show

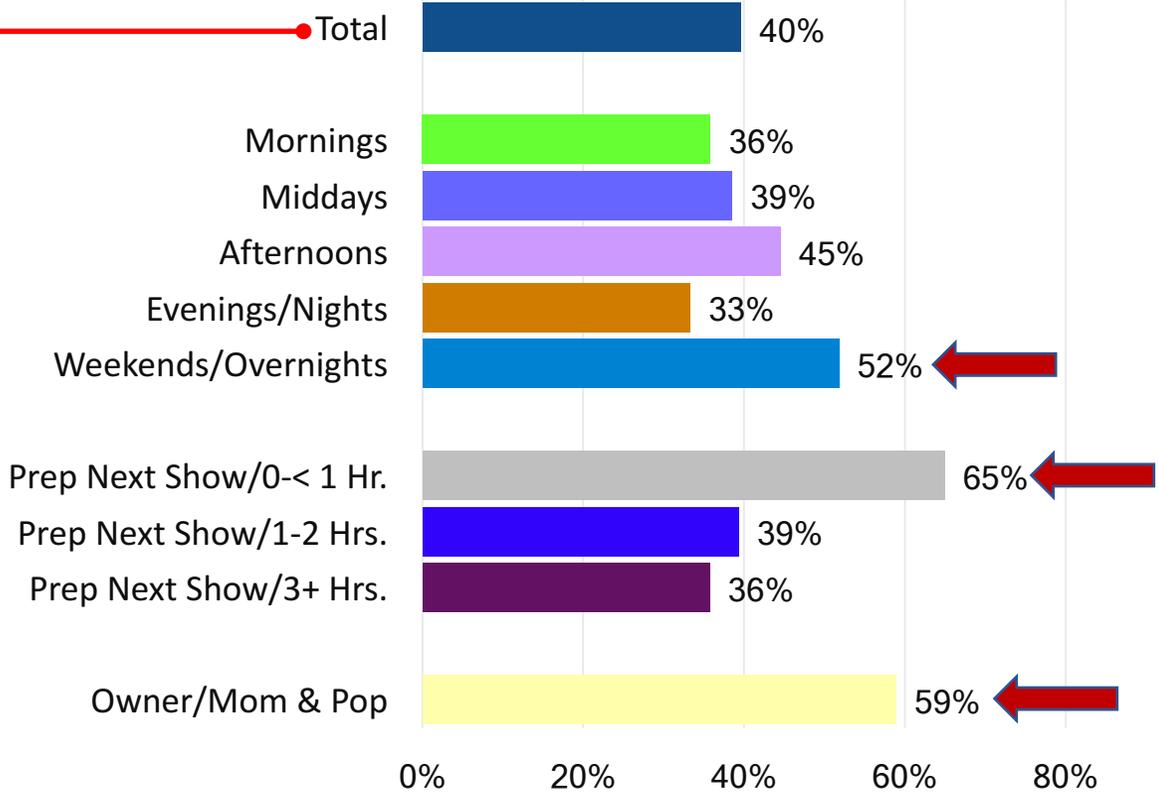
“About how many hours per day do you spend prepping the next show (including writing, producing, setting up interviews, planning, etc.)?”



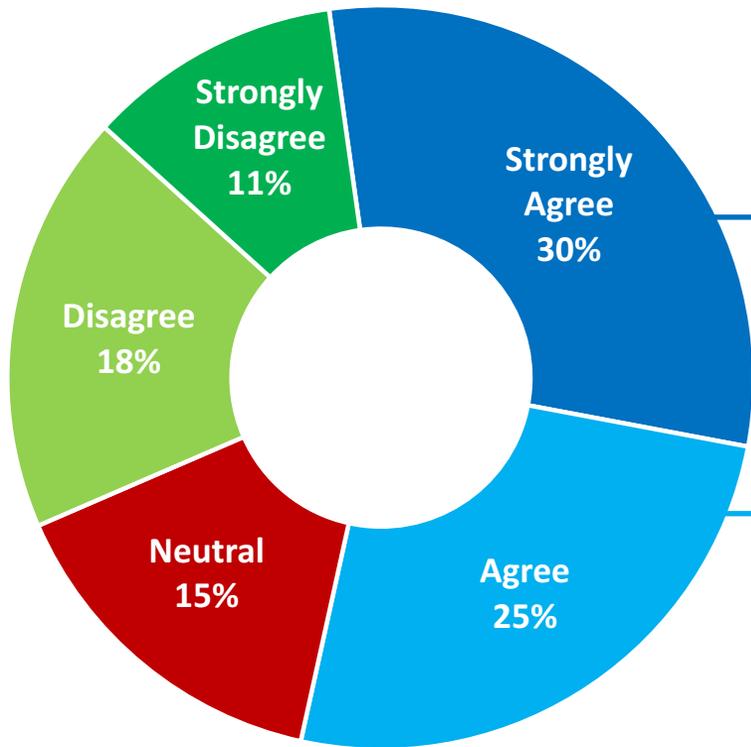
Four in Ten Say They Are Never Air-Checked – Led By Weekend/Overnights, Mom & Pop Owners, and Those Who Do Little Prep



% Who Say They Are Never Air-Checked

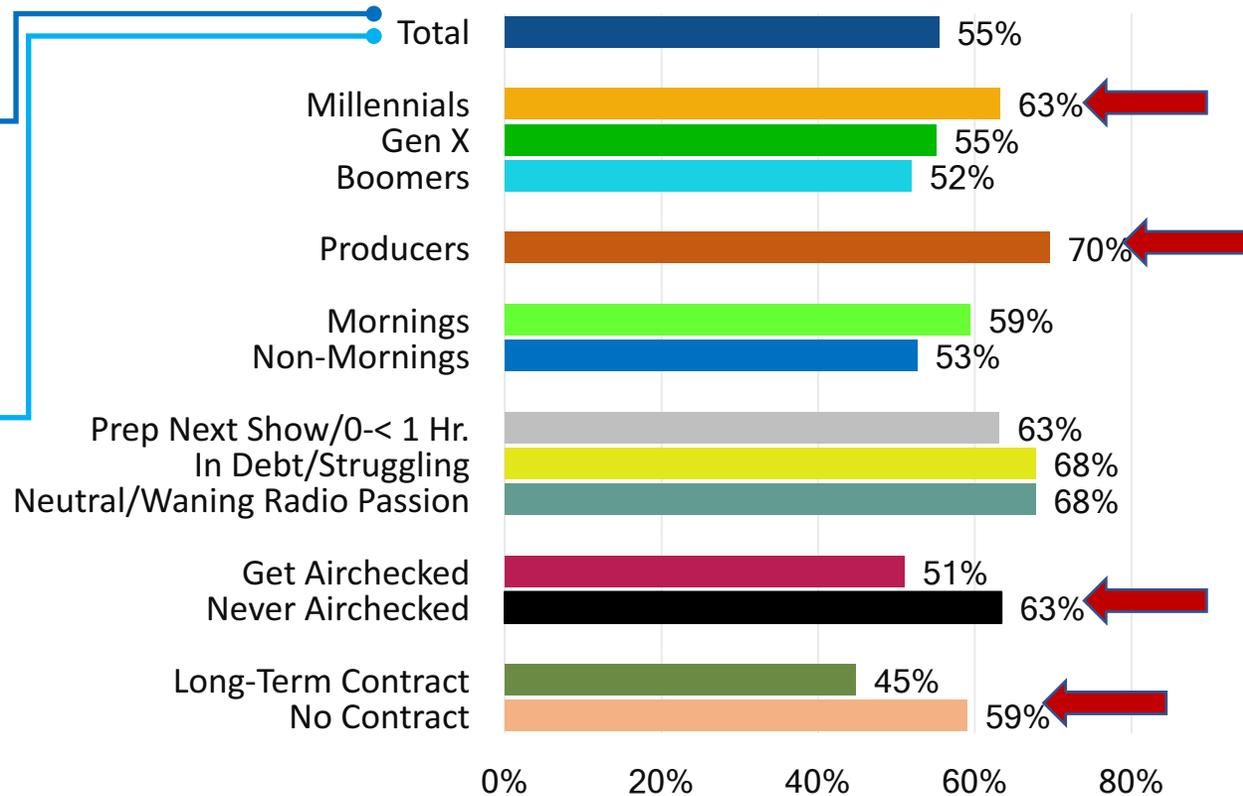


More Than Half Say They Often Feel Underappreciated by Station Management/Ownership

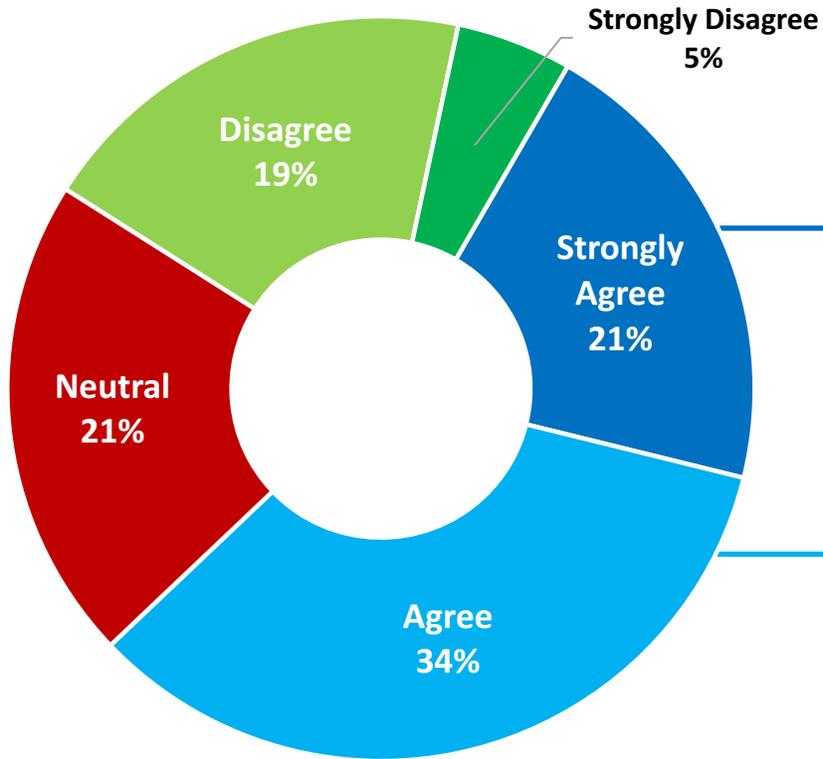


"I often feel a sense of underappreciation by station management and/or ownership"

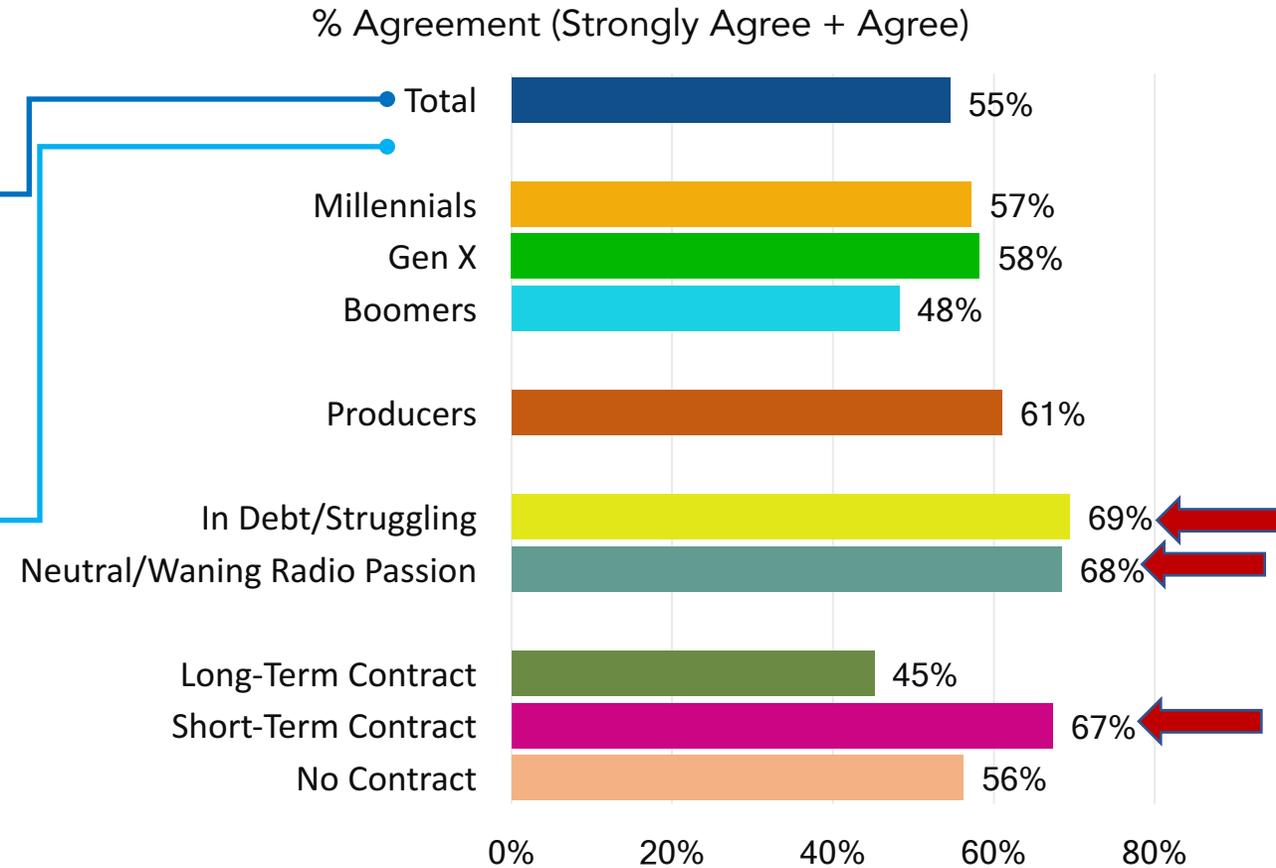
% Agreement (Strongly Agree + Agree)



As Stations Employ Fewer Personnel, Many Report Feeling Angst and Insecurity

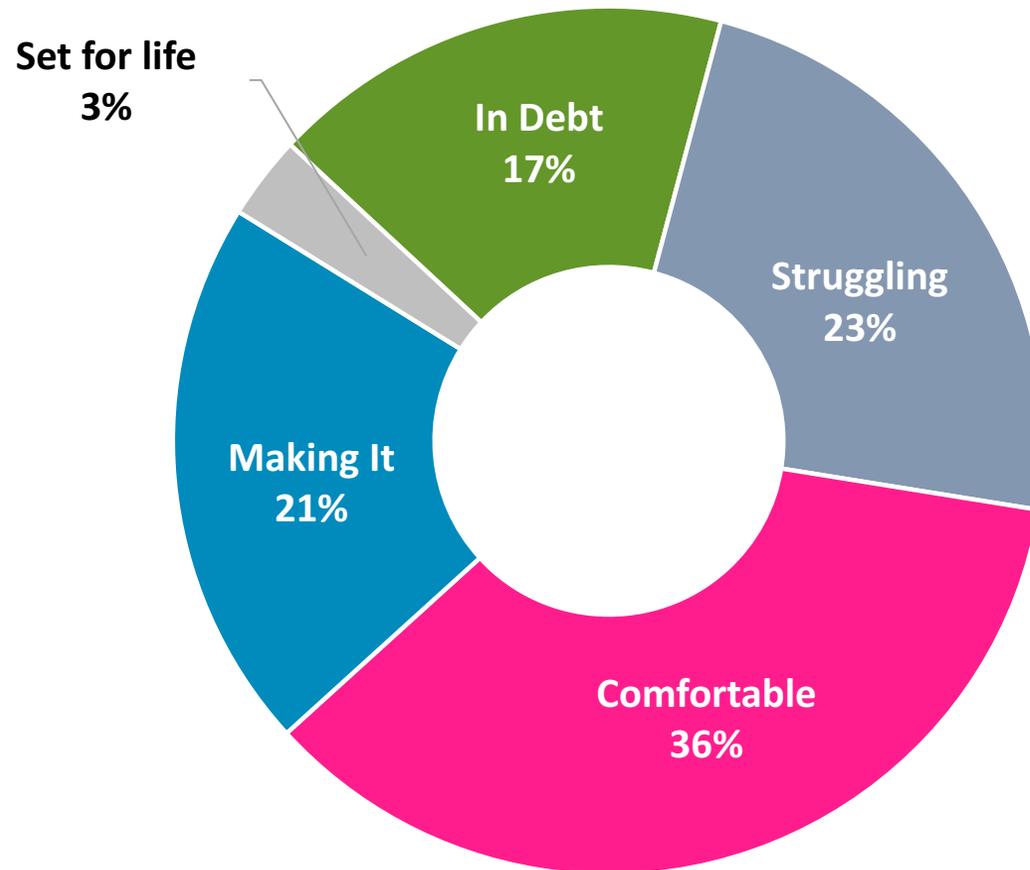


"As stations employ fewer people, I feel a great sense of angst and insecurity"

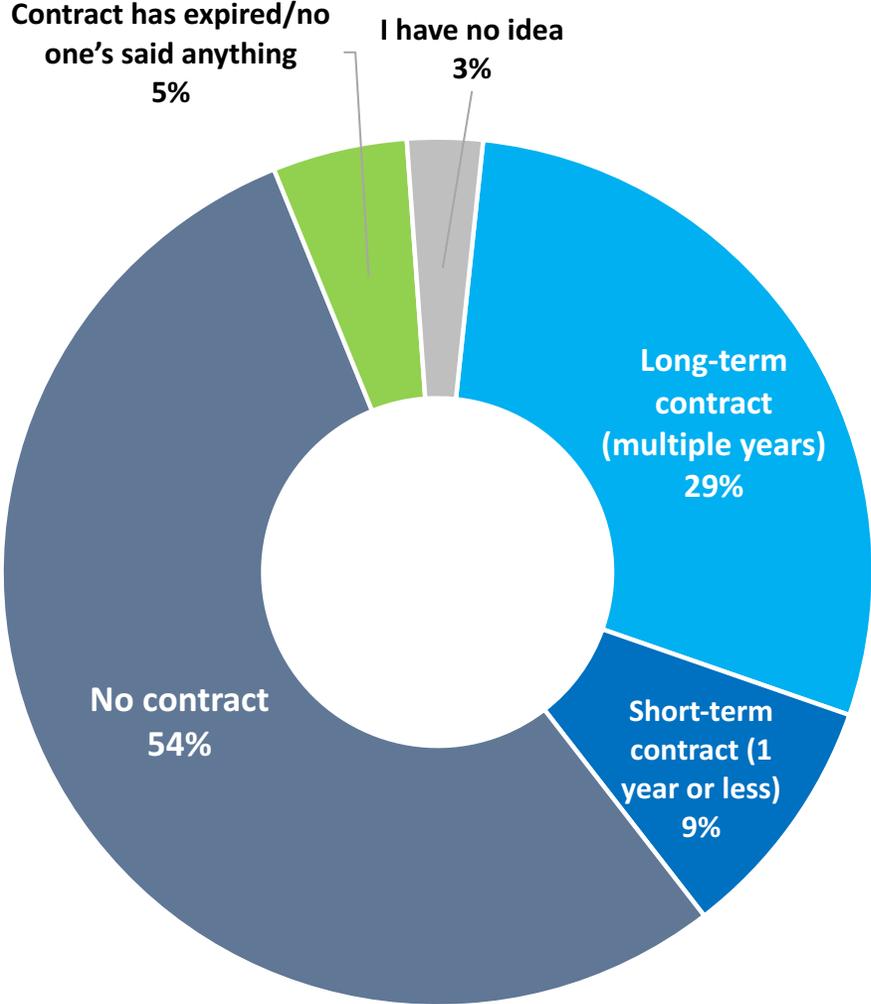


A Majority Says They Are At Least Comfortable Financially, But Four in Ten Report They Are In Debt or Struggling

“Financially, are you...”

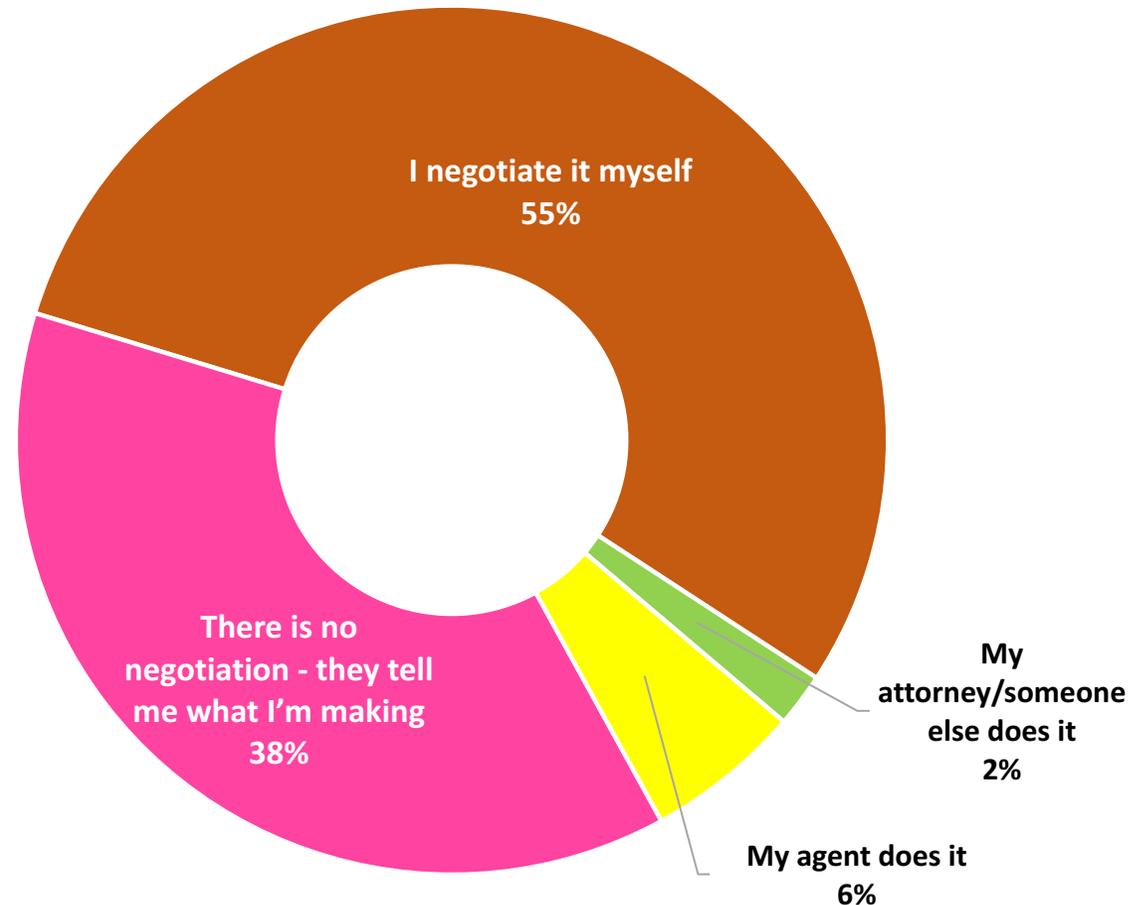


About Six in Ten Radio Personalities Are Working Without a Contract; Less Than Three in Ten Have a Long Term Contract

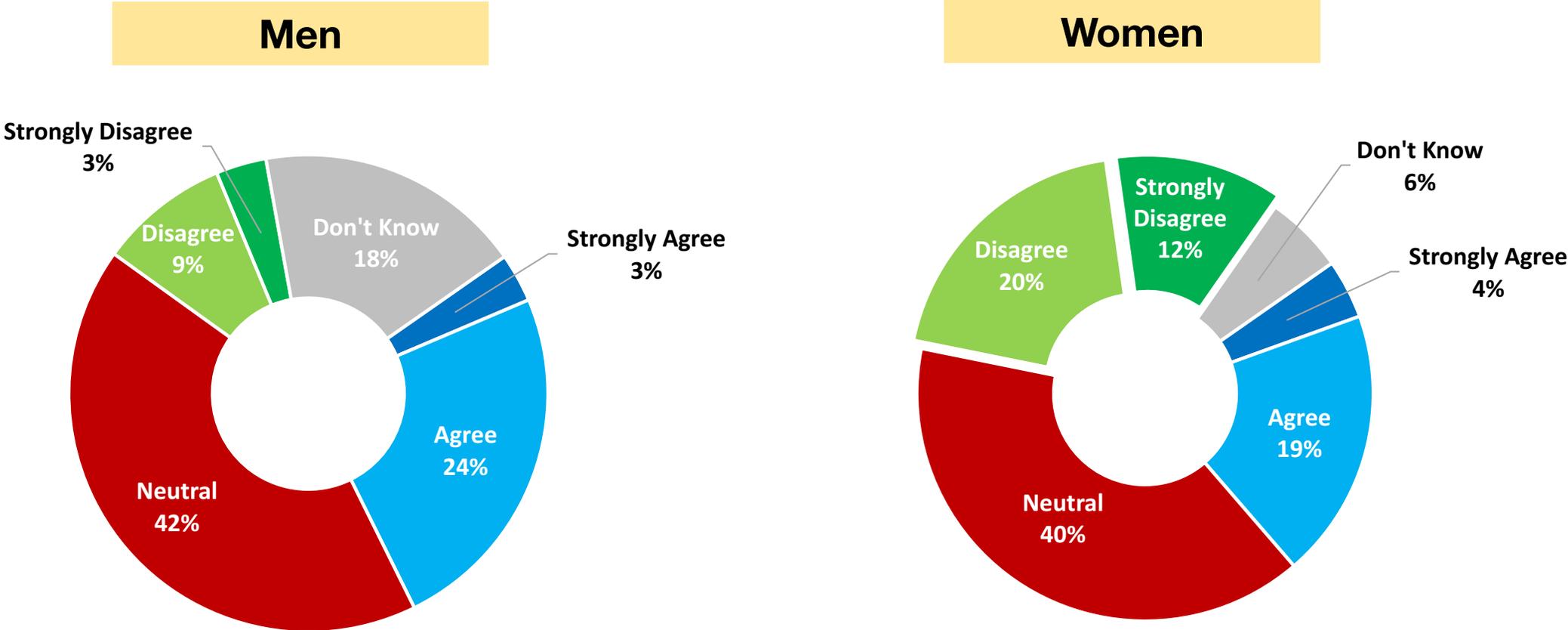


More Than Half Negotiate Their Own Deals; Another Four in Ten Say There Is No Negotiation

“When it comes to negotiating your deal:”

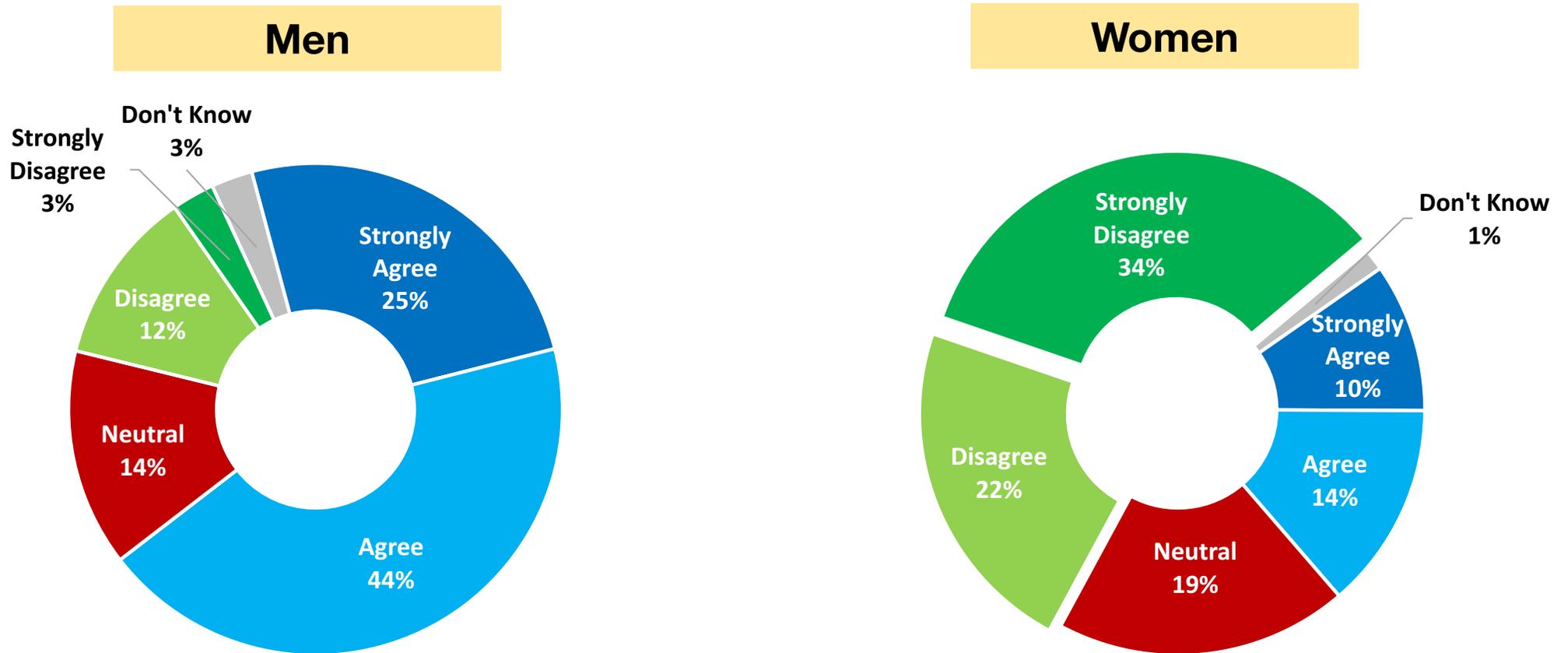


One-Third of Women Say the #MeToo Movement Has *Not* Made Radio a Safer Place for Them



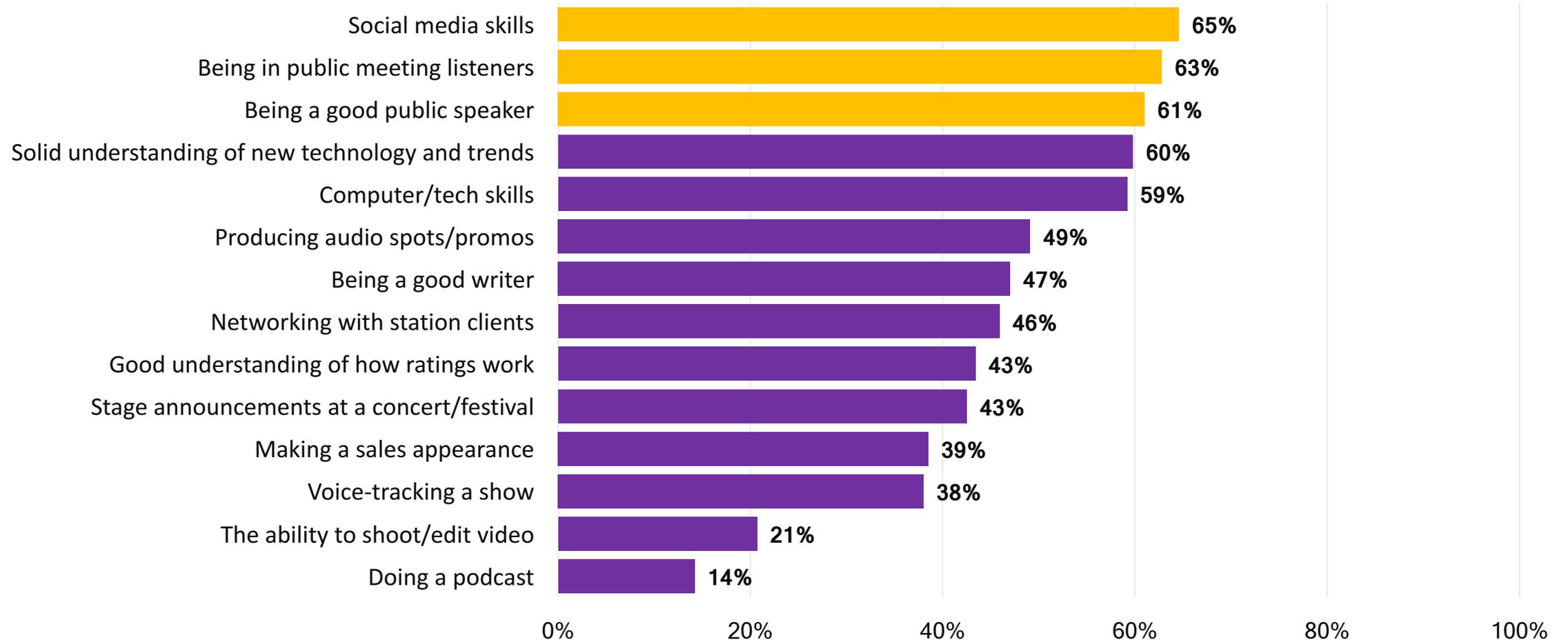
“The #MeToo movement has helped make radio a safer place for women”

Men and Women Hold Distinctly Different Views on Gender Equality in the Air Studio



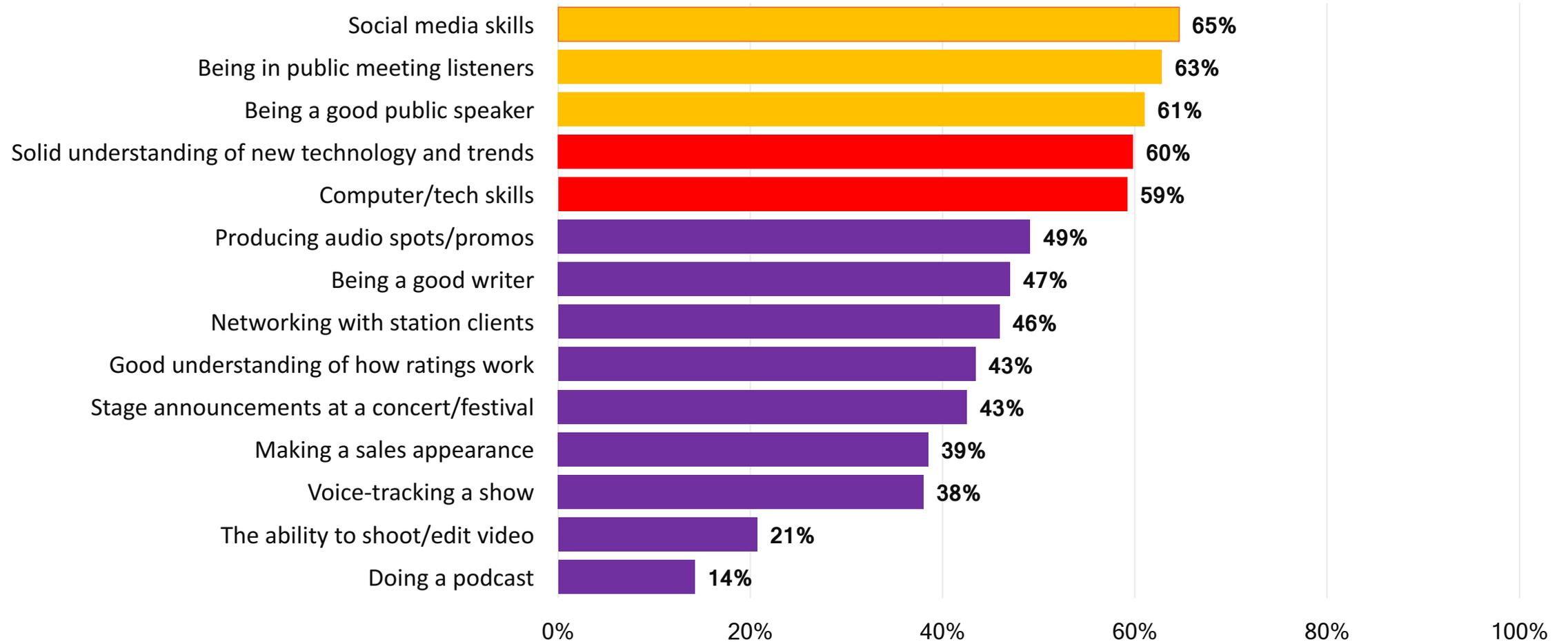
“Women have as good a chance as men to advance in the air studio”

Very Important Skills for Being Successful on the Air



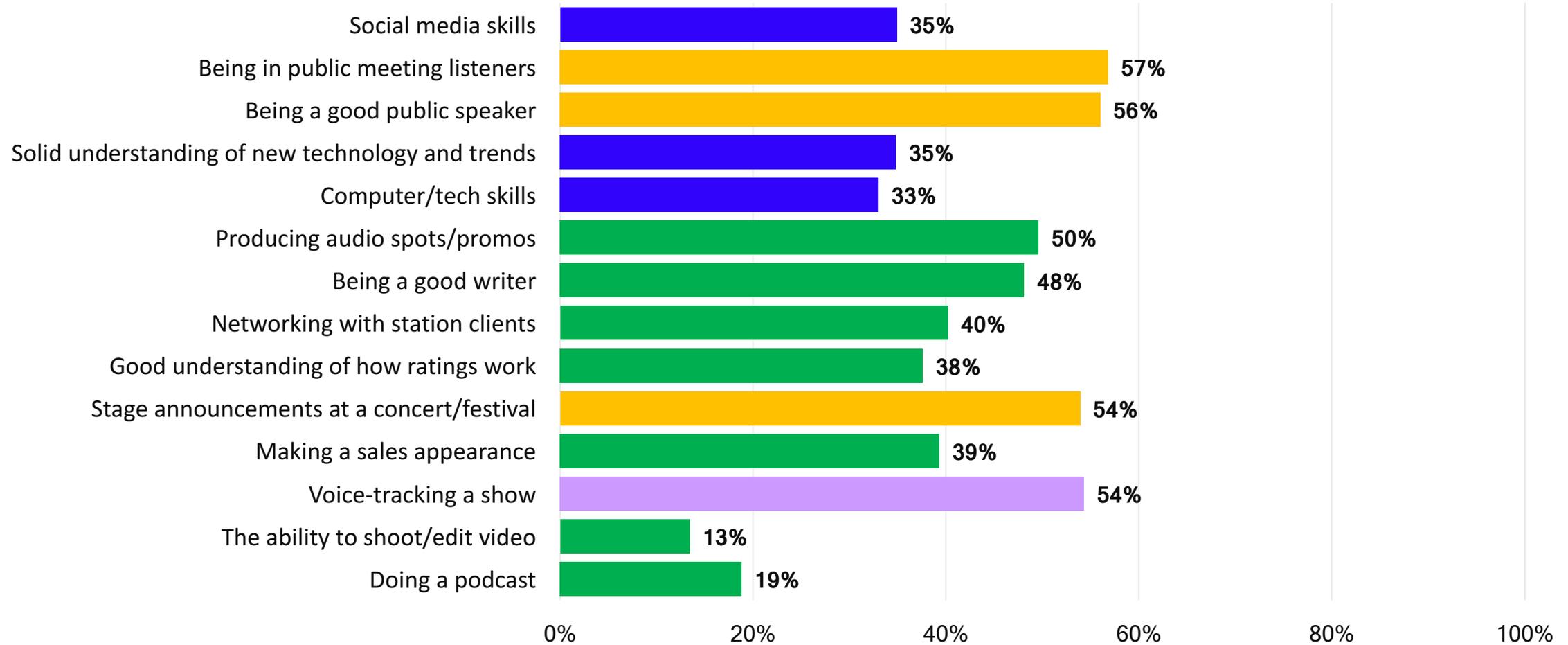
% who say each skill is "very important" in being successful on the air in 2018

Very Important Skills for Being Successful on the Air



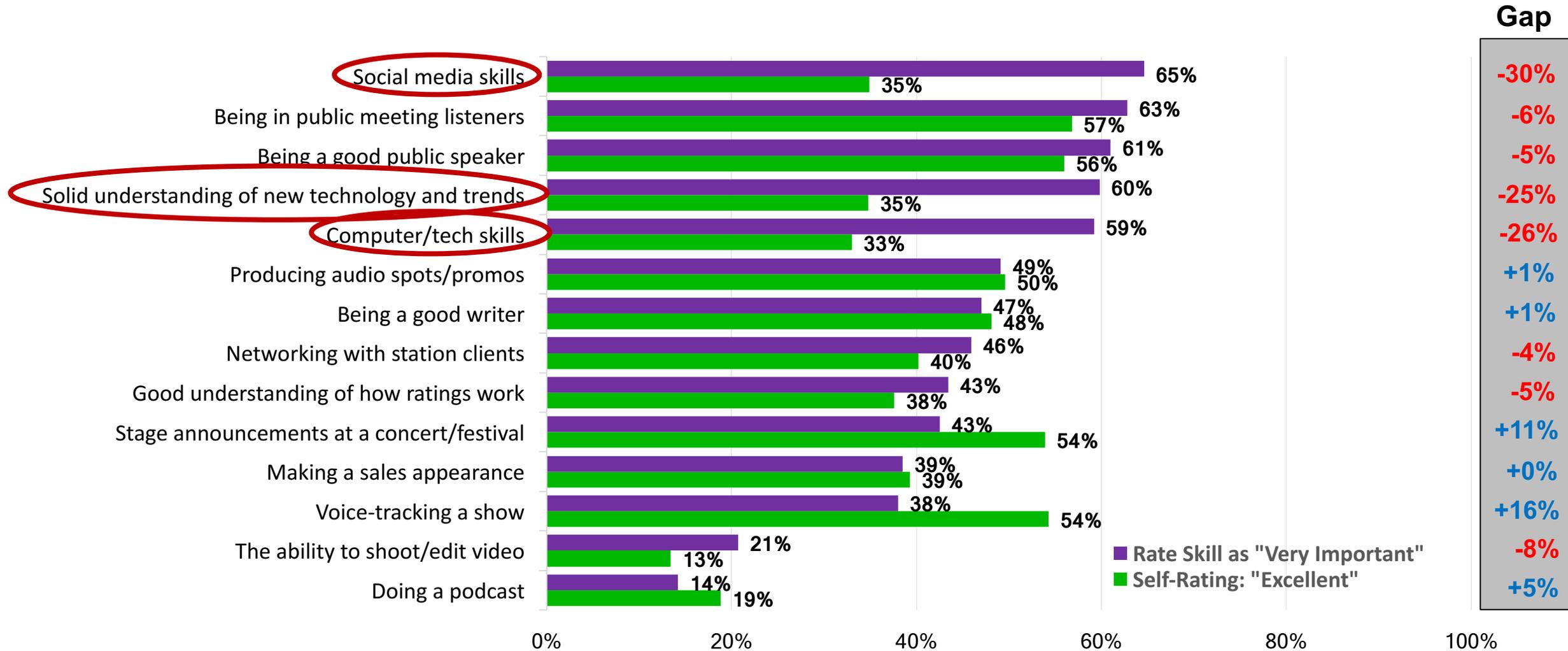
% who say each skill is "very important" in being successful on the air in 2018

Self-Rating for Skills Needed to Be Successful on the Air

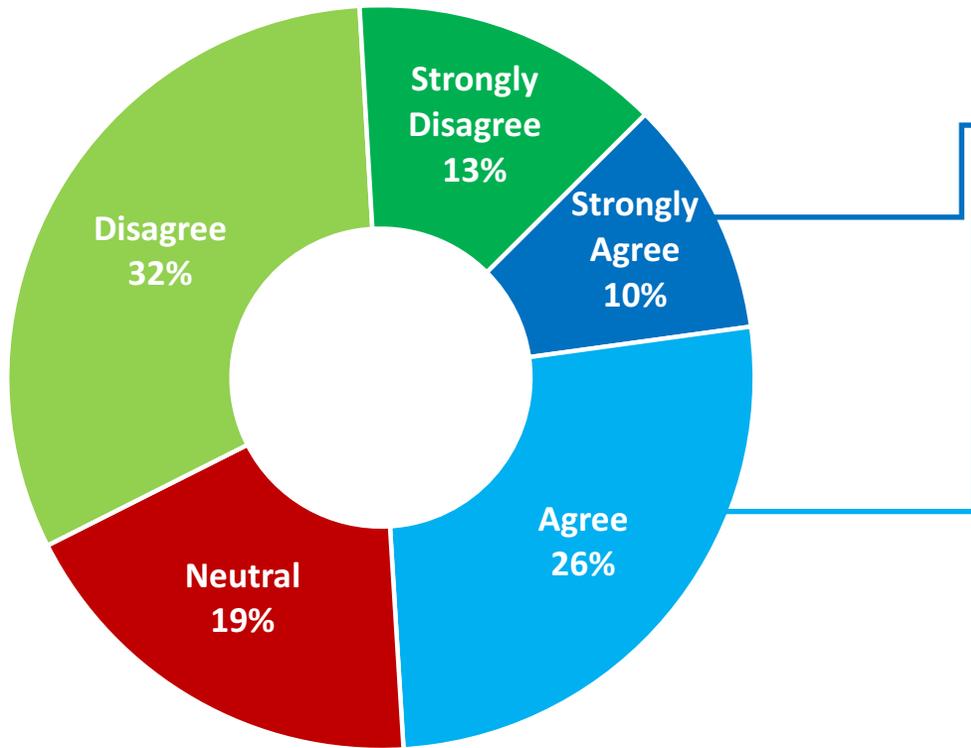


% who rate themselves as "excellent" for each skill/ability

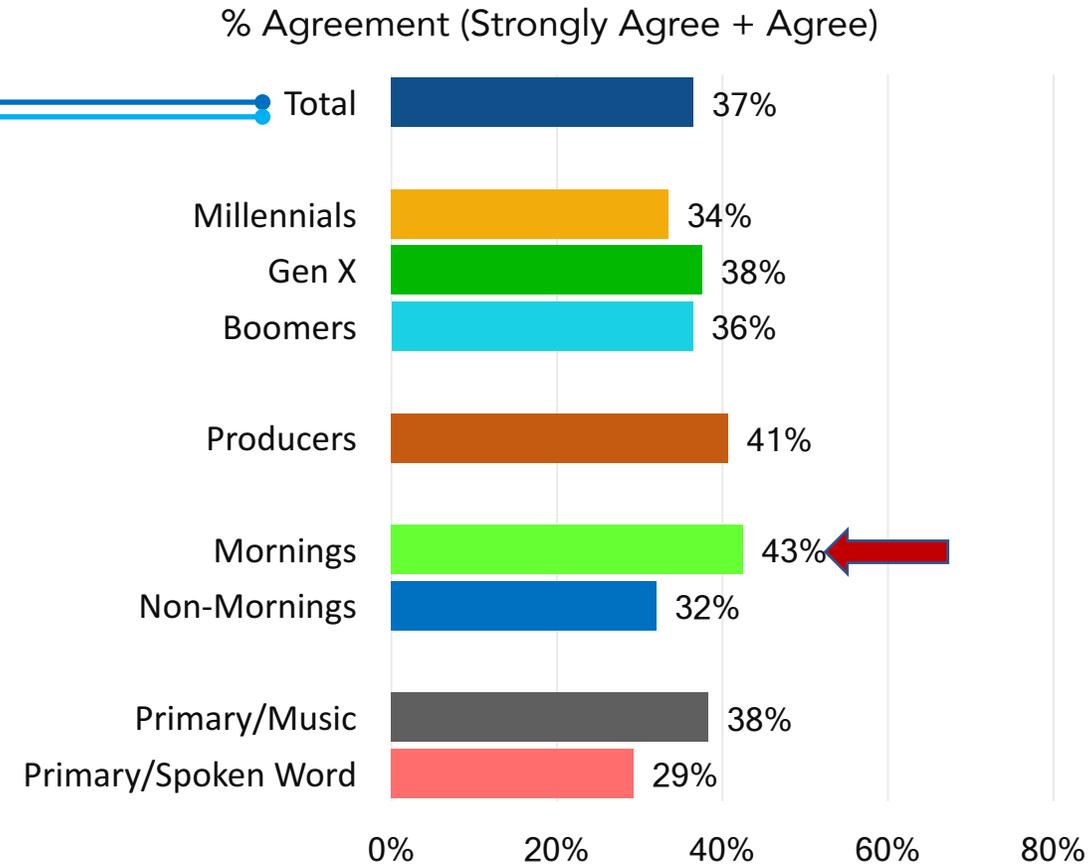
Skills for Being Successful on the Air: Importance vs. Self Rating



More Than One-Third Feel Social Media Takes Time Away From Doing Their Shows - Morning Talent, in Particular

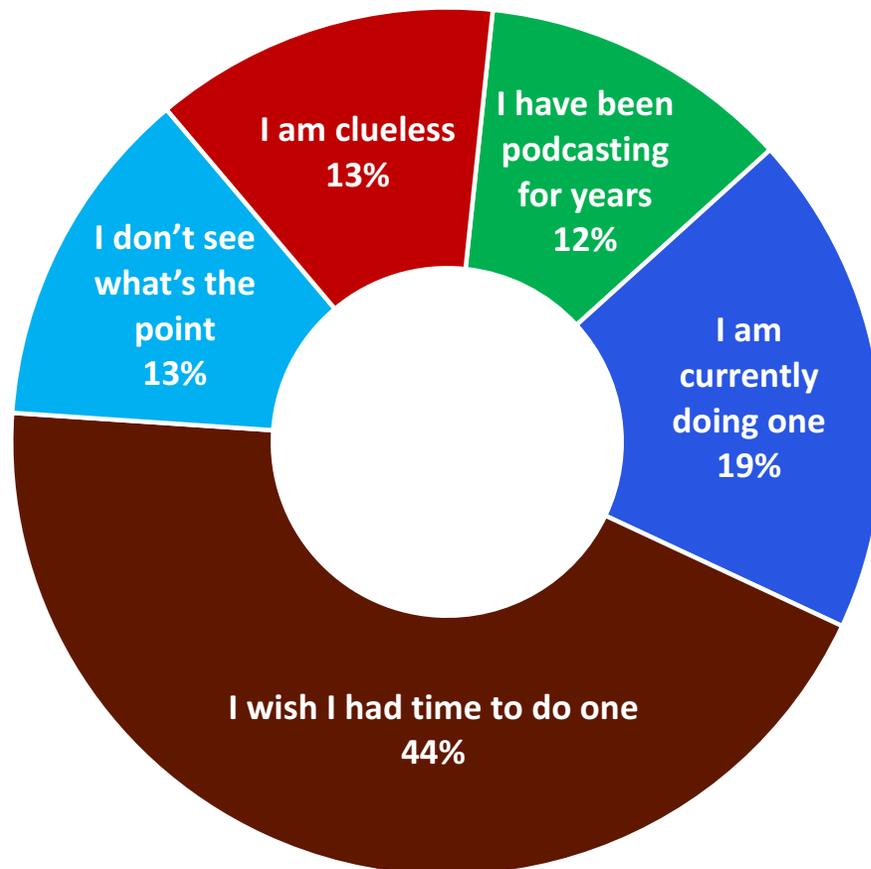


"Social media often takes away time from me doing my show"

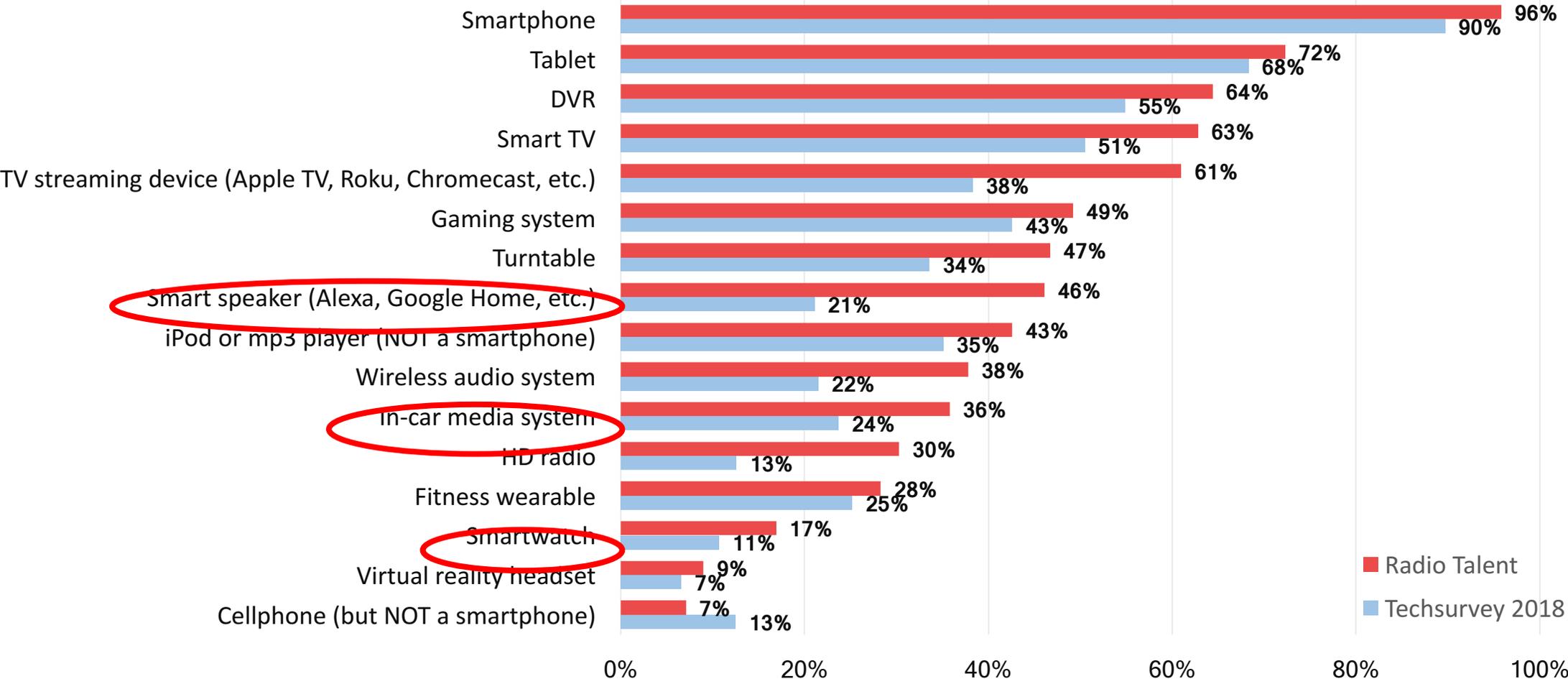


While Nearly One-Third of Radio Talent Are Doing a Podcast, Many Say They Don't Have the Time

"When it comes to podcasting:"



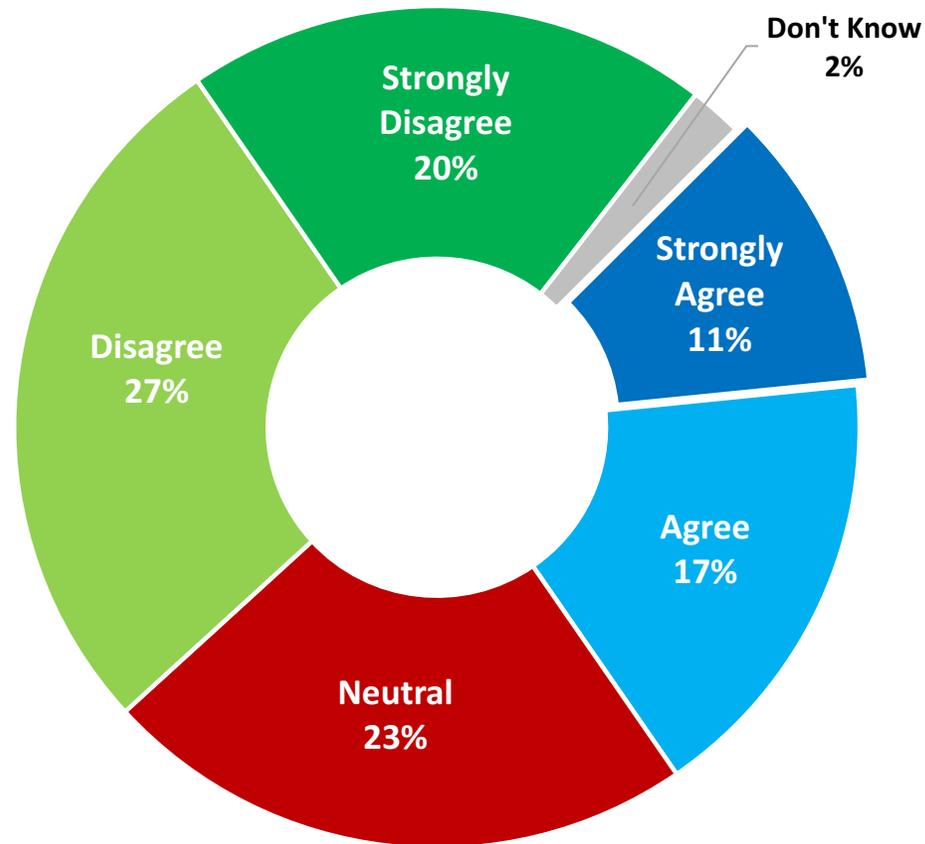
Gadgets/Devices Owned:



% who own each gadget/device

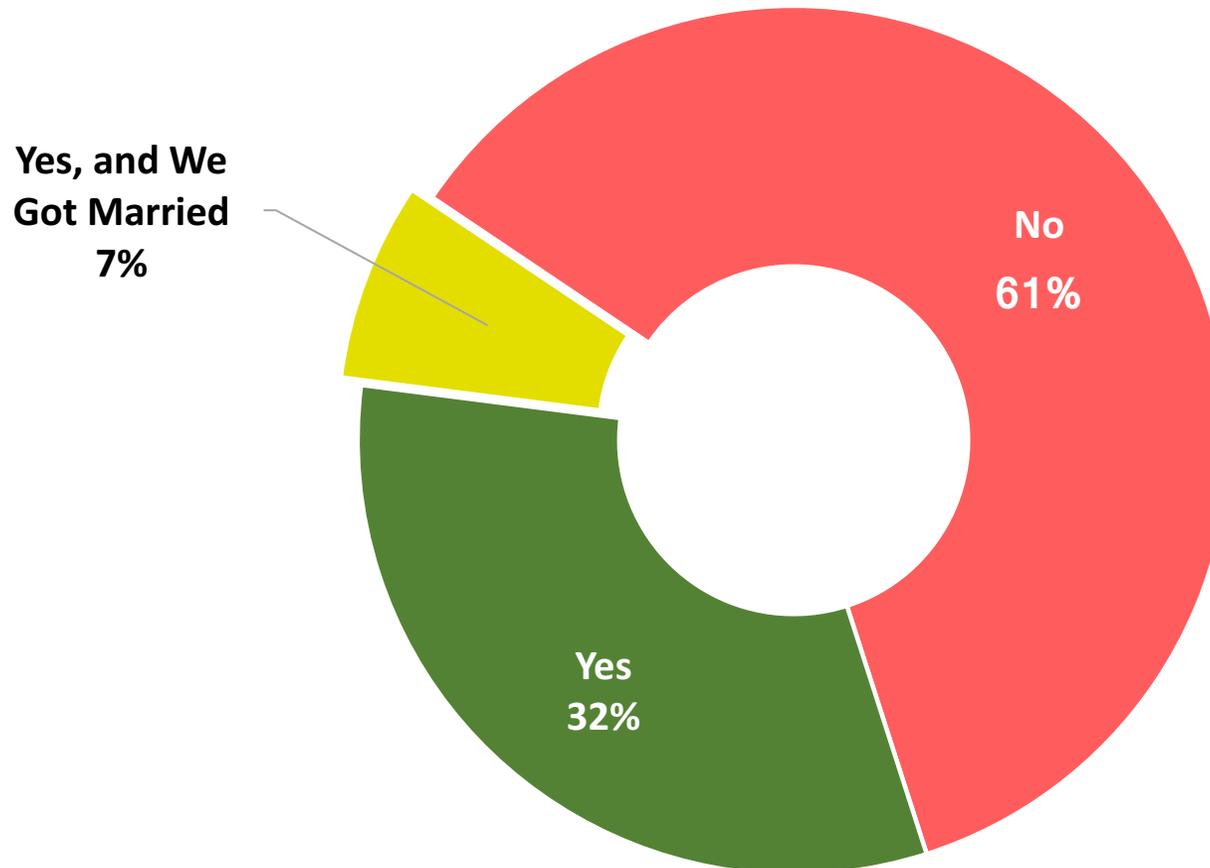
While Almost Half Disagree They “Have a Face for Radio,” Many Admit They (Probably) Do

“I have a face for radio”



Four in Ten Radio Personalities Have Ever Dated a Listener, and Some Even Married Them

“Have you ever dated one of your listeners?”



Takeaways



A Dozen Takeaways

1. Most love broadcast radio & are still passionate about the business
2. The industry is not especially diverse & women feel there's not a level playing field
3. Most of the shifts where DJs got their first jobs are disappearing
4. Most talent want to be happy & work in a great atmosphere – especially Boomers
5. Many prep a lot & spend a lot of time at the station(s) every day
6. Many are not airchecked & that lack of attention impacts attitude
7. Spoken word morning shows have more “drama” than music morning shows
8. Many have feelings of angst & insecurity; many others are struggling financially
9. Most don't have an agent (but want one), negotiate their own deals, or don't get that chance
10. Social media is considered the #1 skill, but many say they have time constraints
11. Most agree they are strong at personal skills, but lack computer/tech knowledge
12. Talent is more likely to own smart speakers, connected cars, & smartwatches than the audience
13. Be careful about answering those studio lines – your next partner may be on the other end of the phone



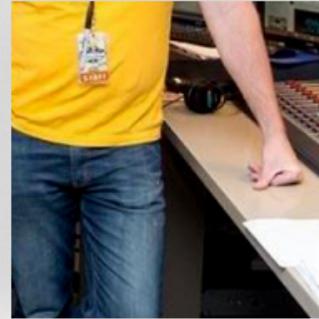
Fred@JacobsMedia.com

www.jacobsmedia.com/blog

@fnjacobs

www.jacapps.com

www.jacobsmedia.com



Radio's First Talent On Talent Study

