

Radio's First Talent On Talent Study

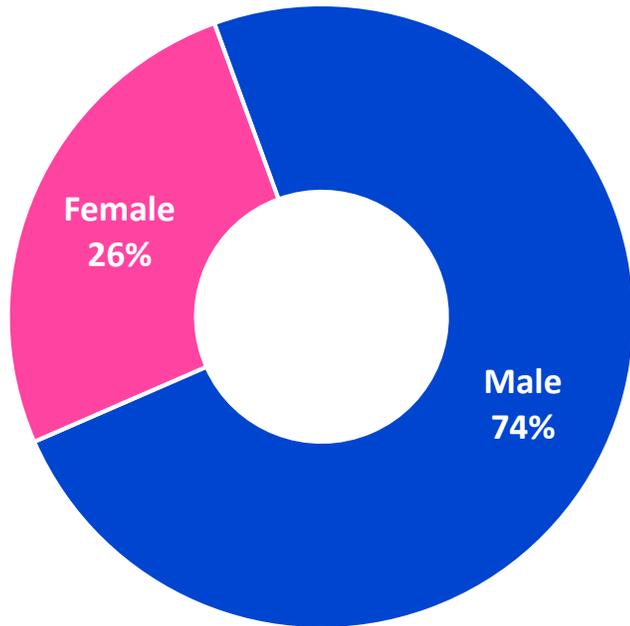


How the Study Was Done

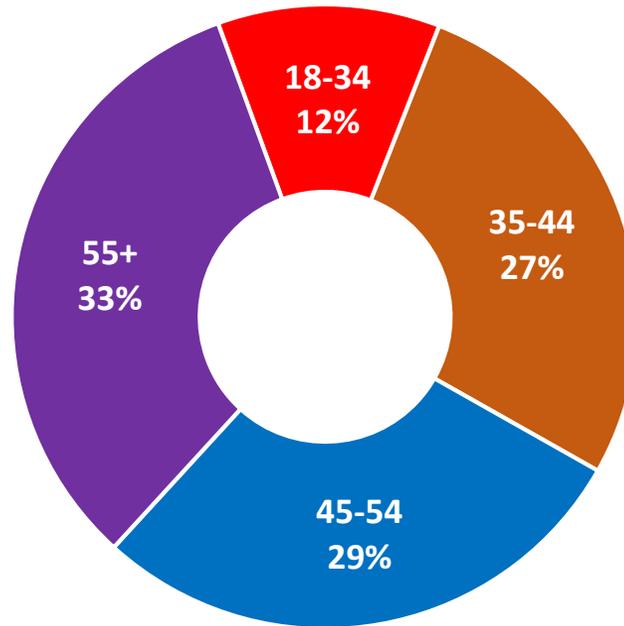
- **N = 1,035 respondents**
 - 988 commercial radio air personalities in the U.S.
 - 47 commercial radio show producers in the U.S.
- Interview dates: June 13 – July 8, 2019
- All responses were collected online via the Jockline Daily and Jacobs Media databases - and lots of word of mouth
- The data is unweighted
- This is a web survey and does not represent all radio air talent

Who We Surveyed

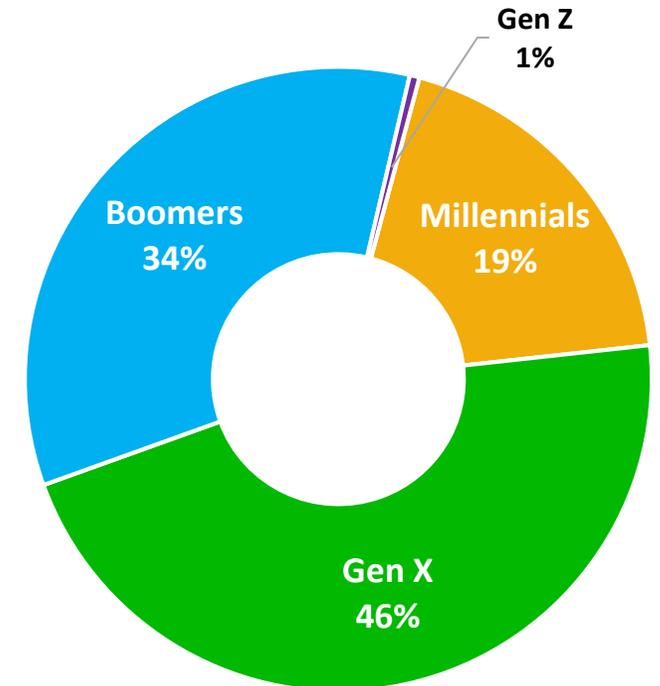
Gender



Age



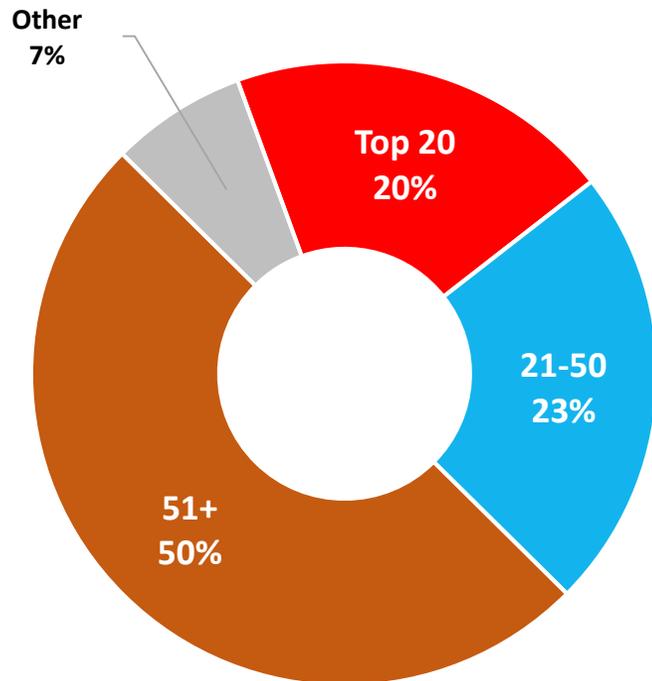
Generation



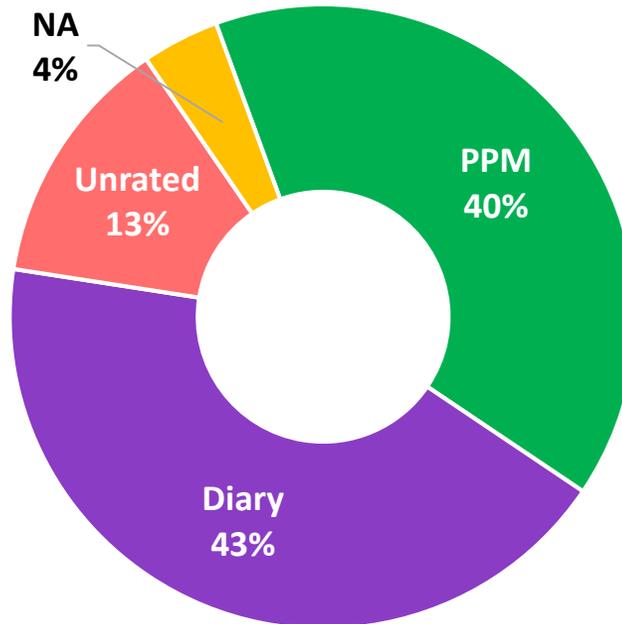
Average Age: 48.2

Who We Surveyed

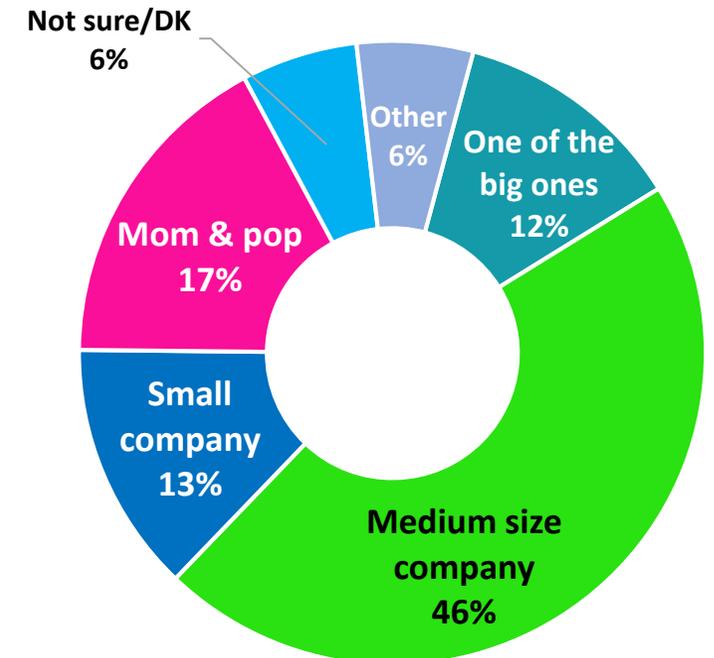
Market Size



Ratings Methodology

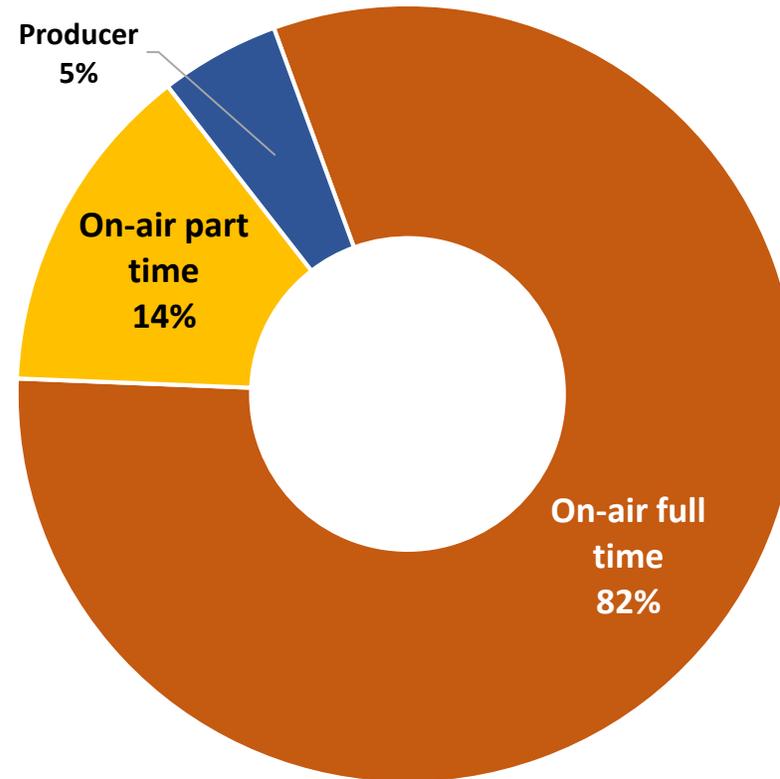


Ownership



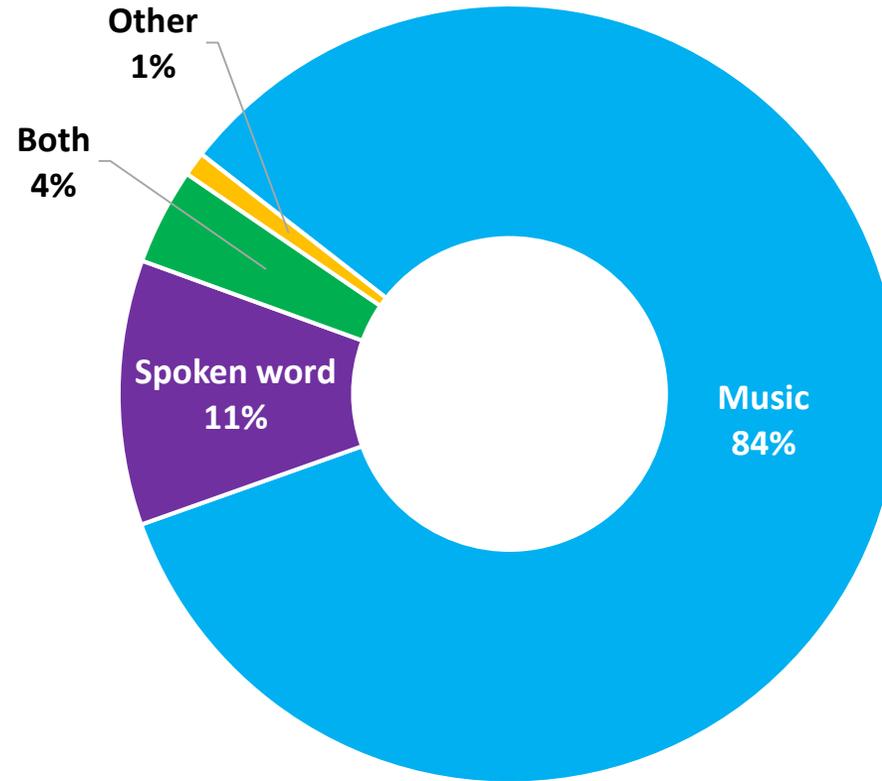
Who We Surveyed

Role

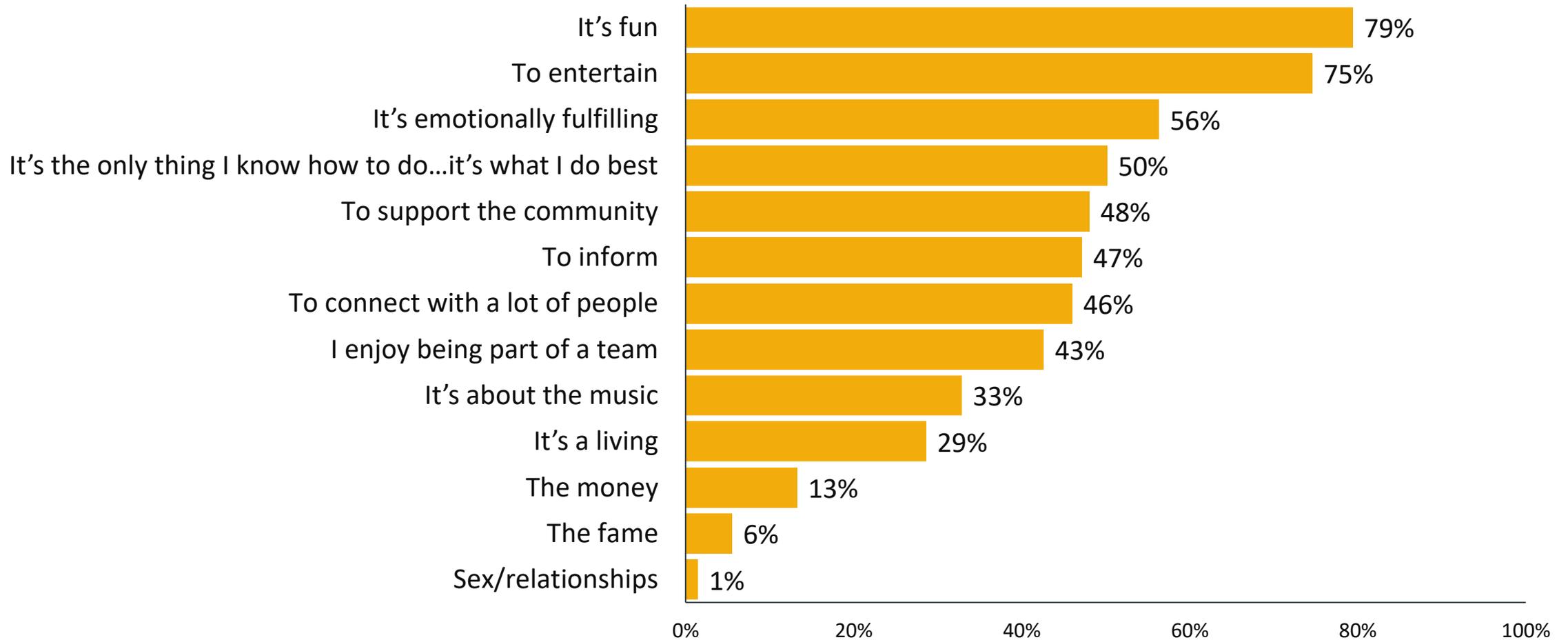


Who We Surveyed

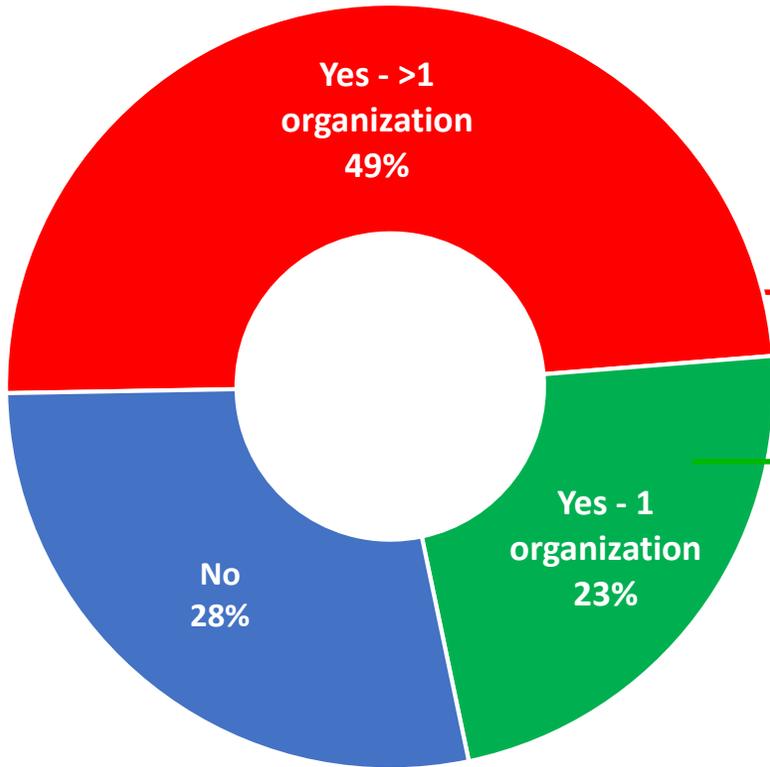
Station Format



Main Reasons For Being on the Radio:

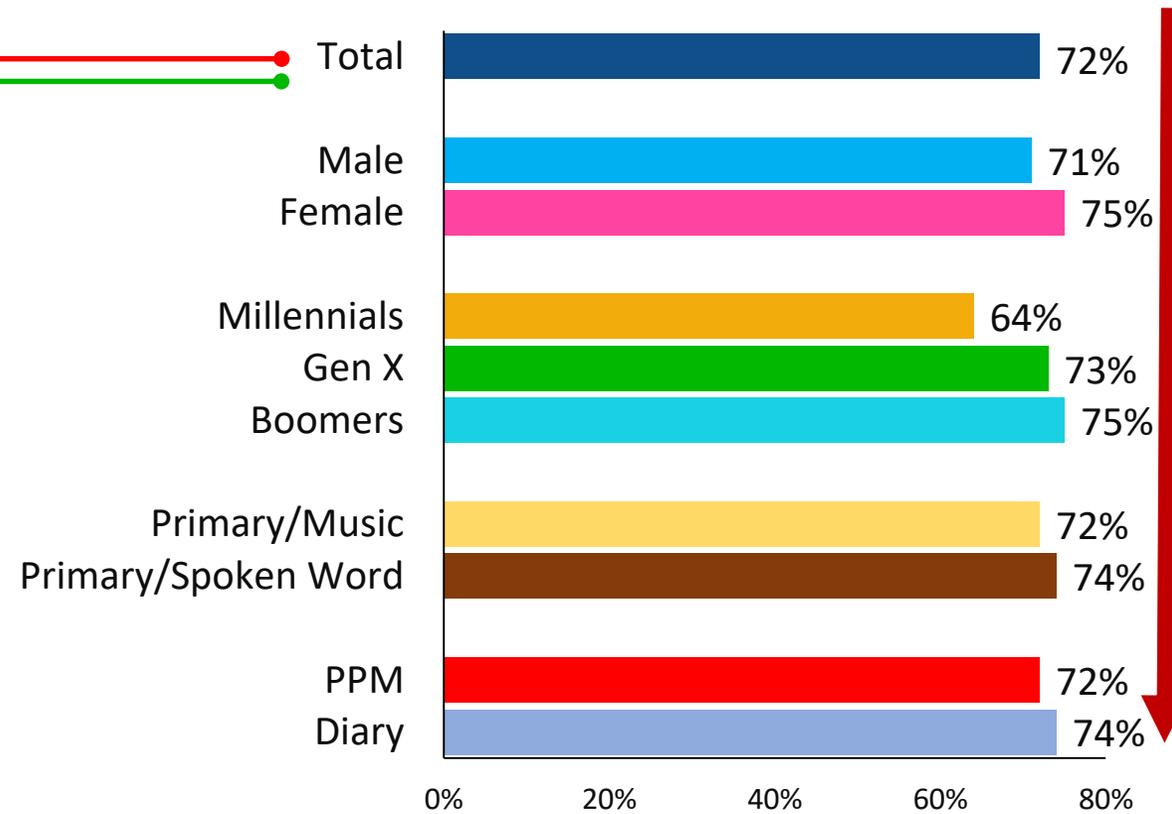


Nearly Three in Four Belong To/Volunteer Their Time With Local Community Organizations

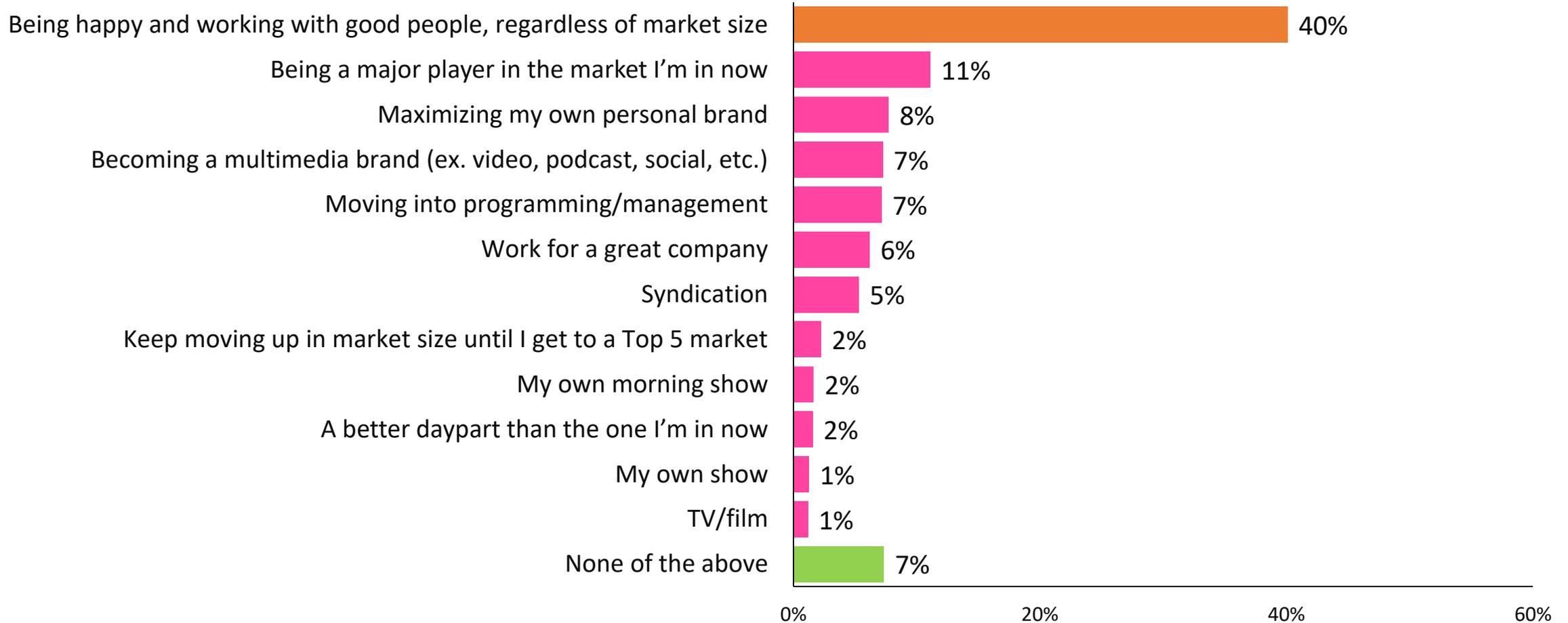


"Do you belong to or volunteer time with any non-radio organizations in your community?"

% Who Belong to or Volunteer With Non-Radio Community Organizations



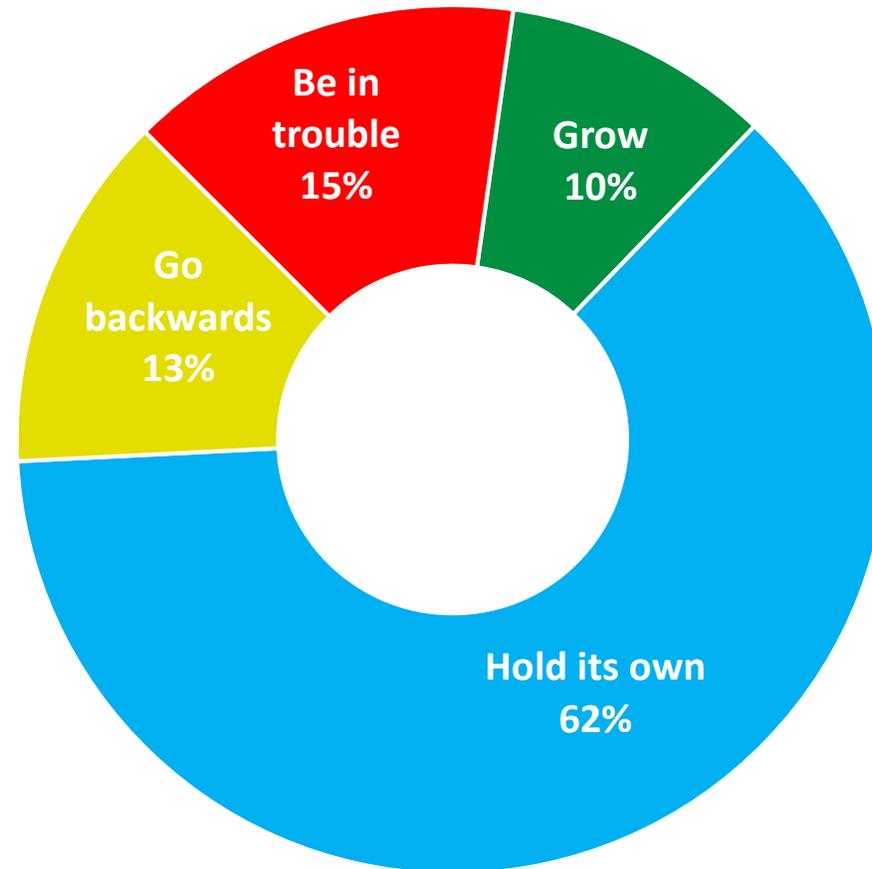
Which One of the Following Is Your Ultimate Professional Goal?



% choosing each as ultimate professional goal

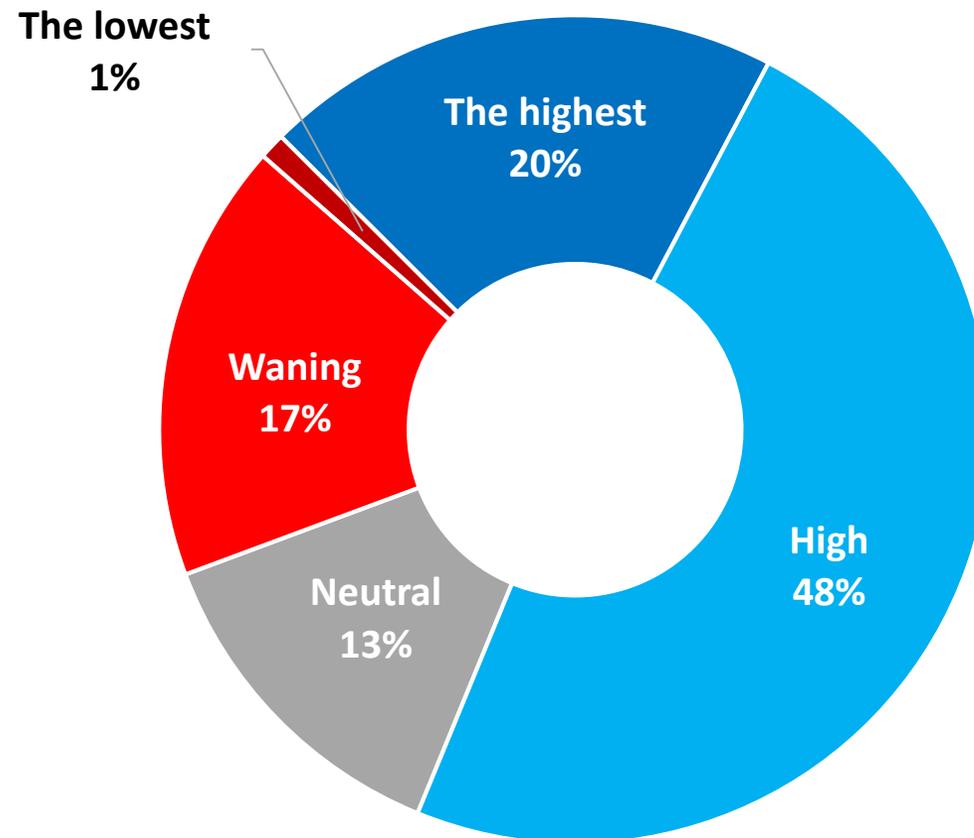
A Majority Feel Broadcast Radio Will Be in Good Shape Over the Next 5 Years

“In the next 5 years, you think broadcast radio will:”



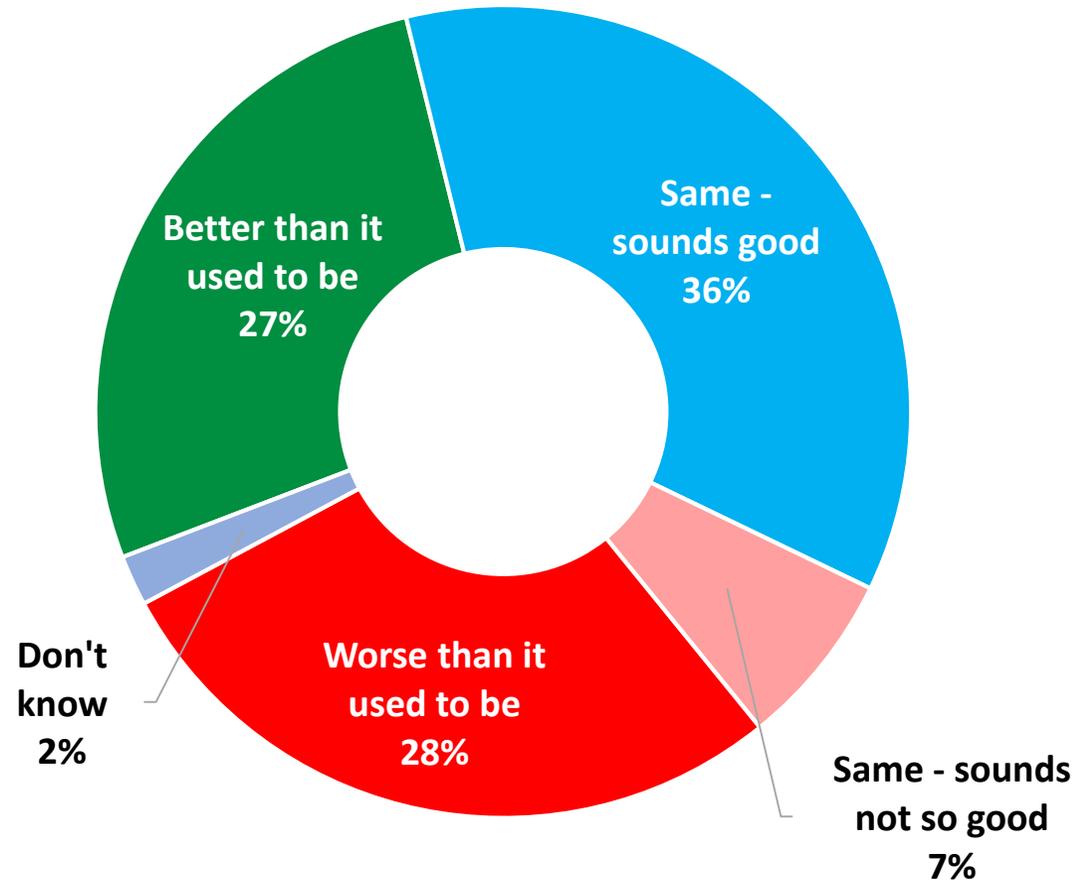
More Than Two in Three Radio Personalities Report the Highest or High Level of Passion for Radio, But Some Admit it is Waning

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

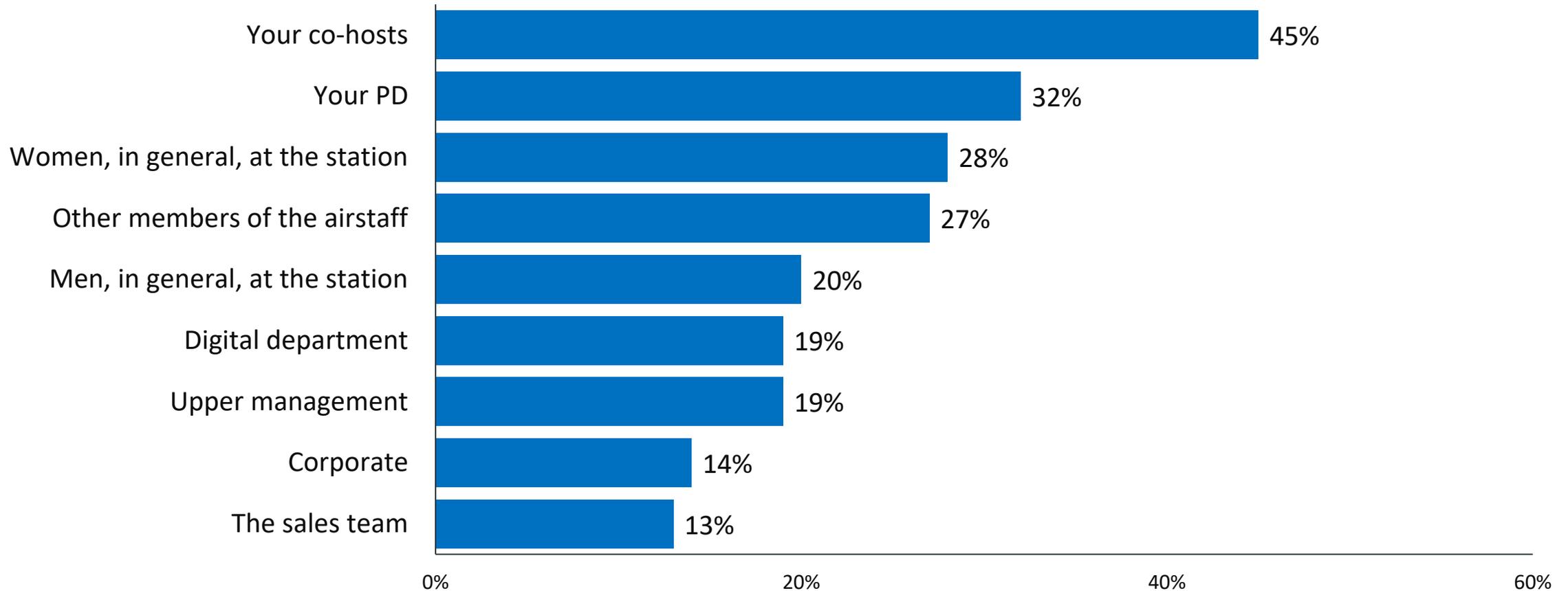


Almost Two-Thirds Say the Sound of Radio Is as Good or Better Than It Has Ever Been

“Compared to the past couple years, would you say the overall sound of AM/FM radio is.....:”



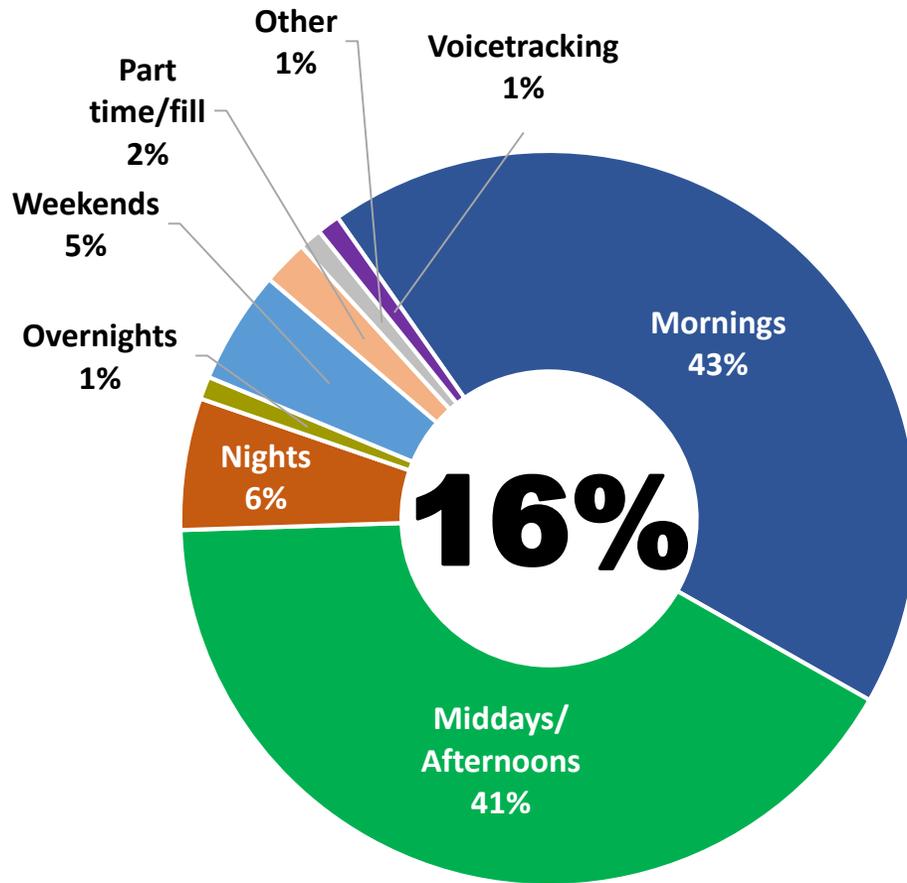
Support Is Far More Likely to Come From Co-Hosts Than Sales or Corporate



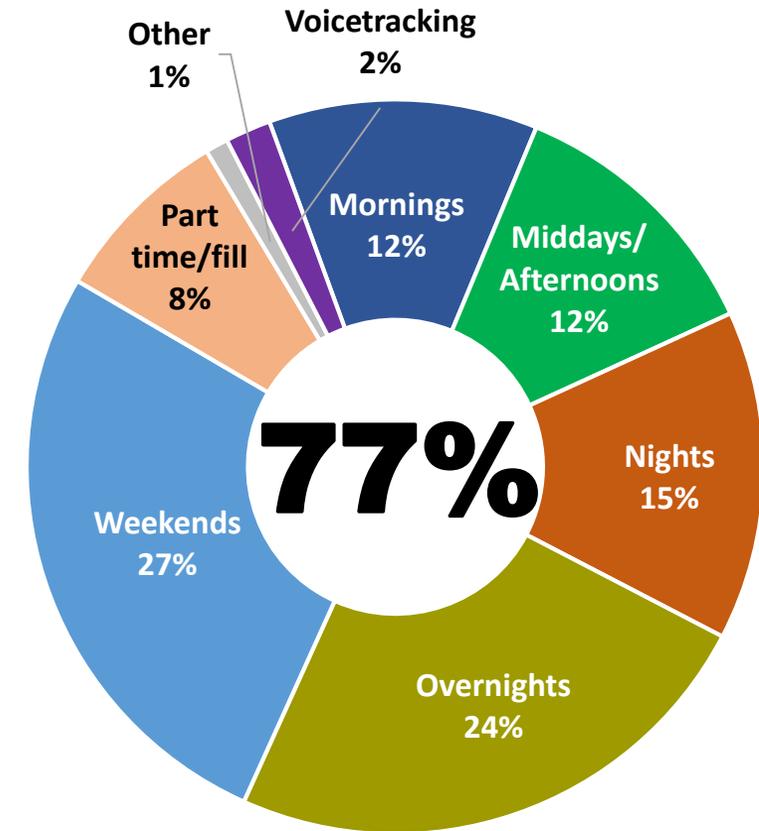
% saying they get an "Excellent" amount of support from each, among those in which it applies

The Importance of Airshifts to Nurture New Talent

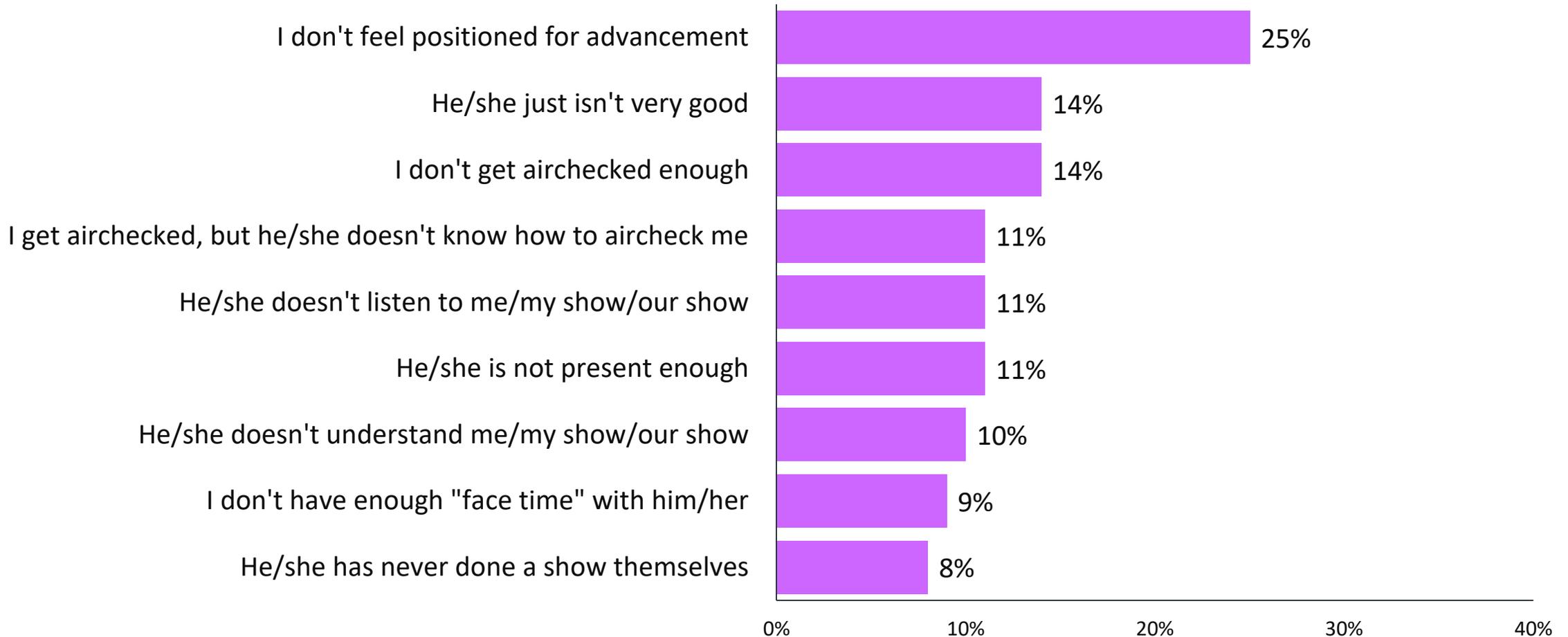
Current Airshift



First Airshift



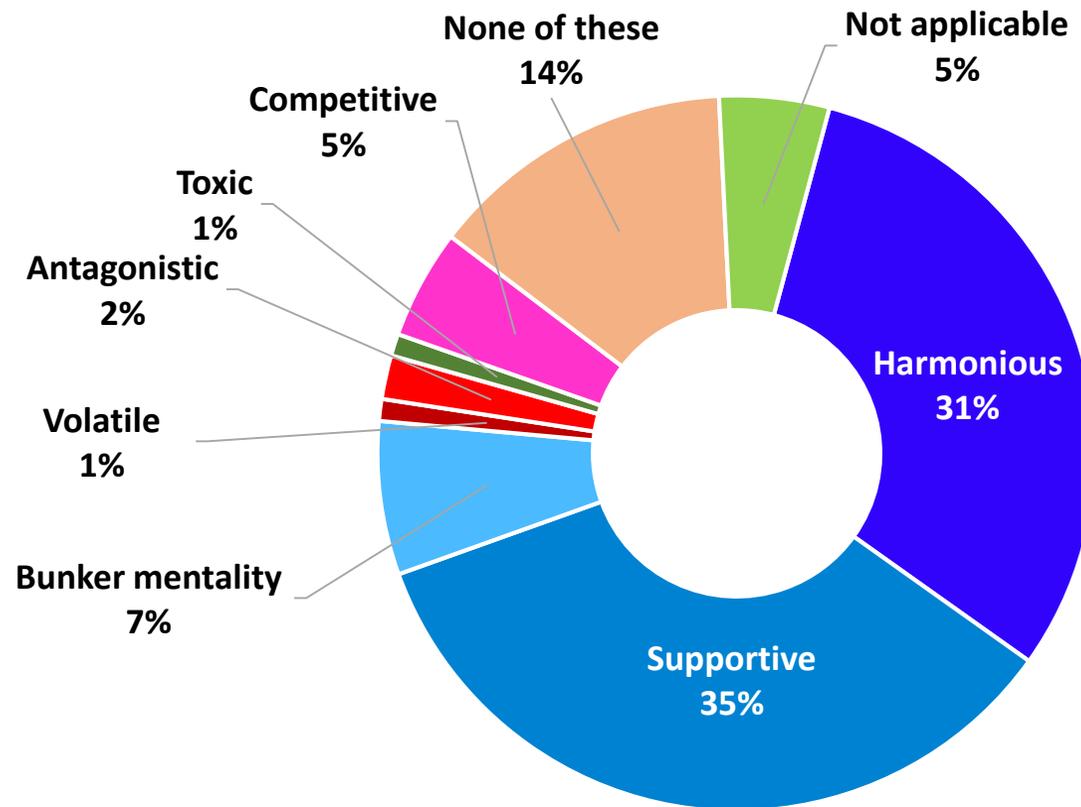
Not Being Positioned For Advancement Is the Top Gripe With the Program Director



% who say it is a "major" issue they have with their PD

The Majority of Morning Talent Feel the Show Vibe Is Positive

“Which one of the following BEST describes the overall vibe on your show?”

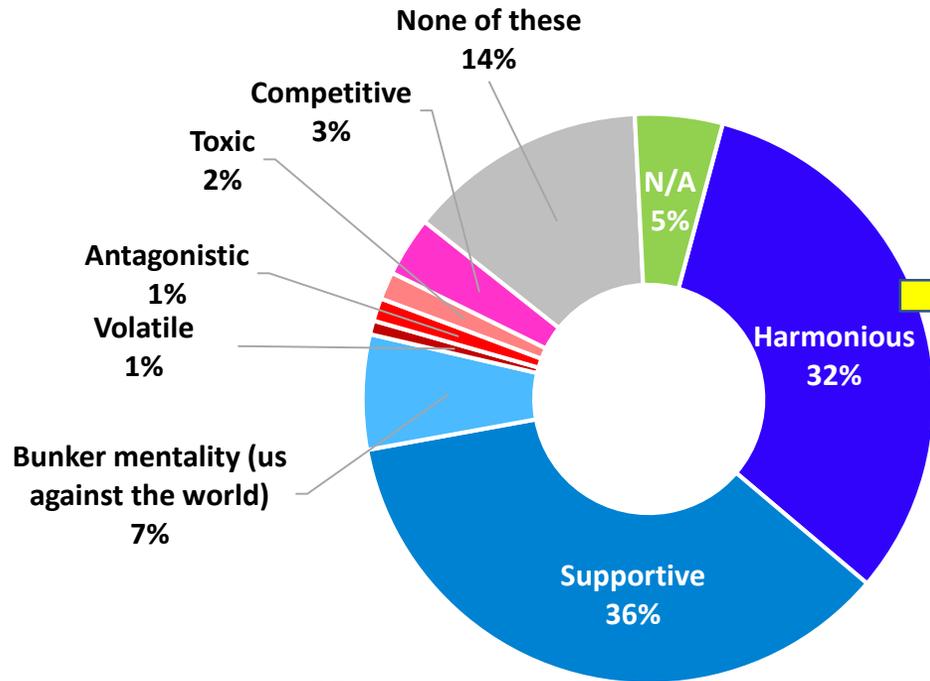


Among morning radio talent

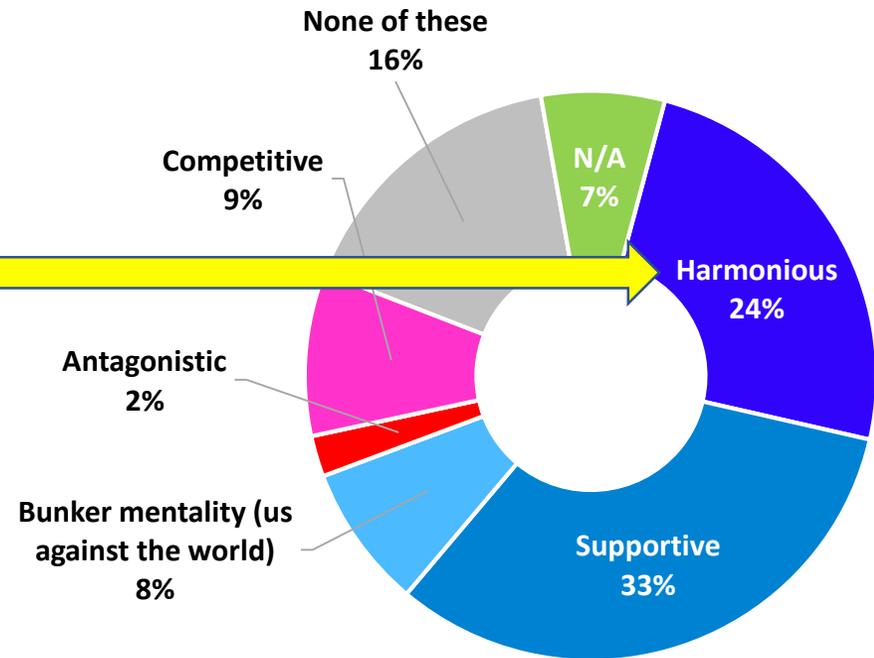
There's More Morning Show "Drama" on Spoken Word Stations Than on Music Stations

"Which one of the following BEST describes the overall vibe on your show?"

Primary Station: Music



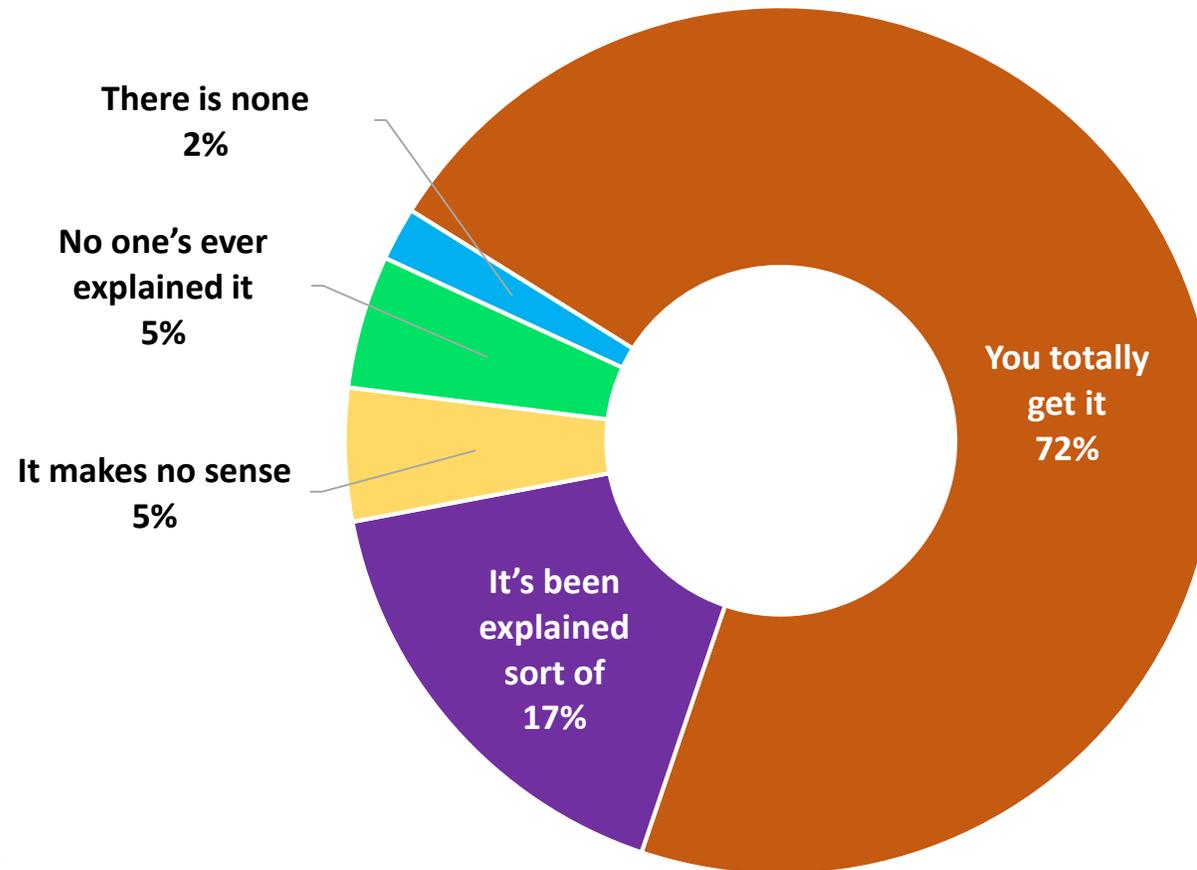
Primary Station: Spoken Word



Among morning radio talent

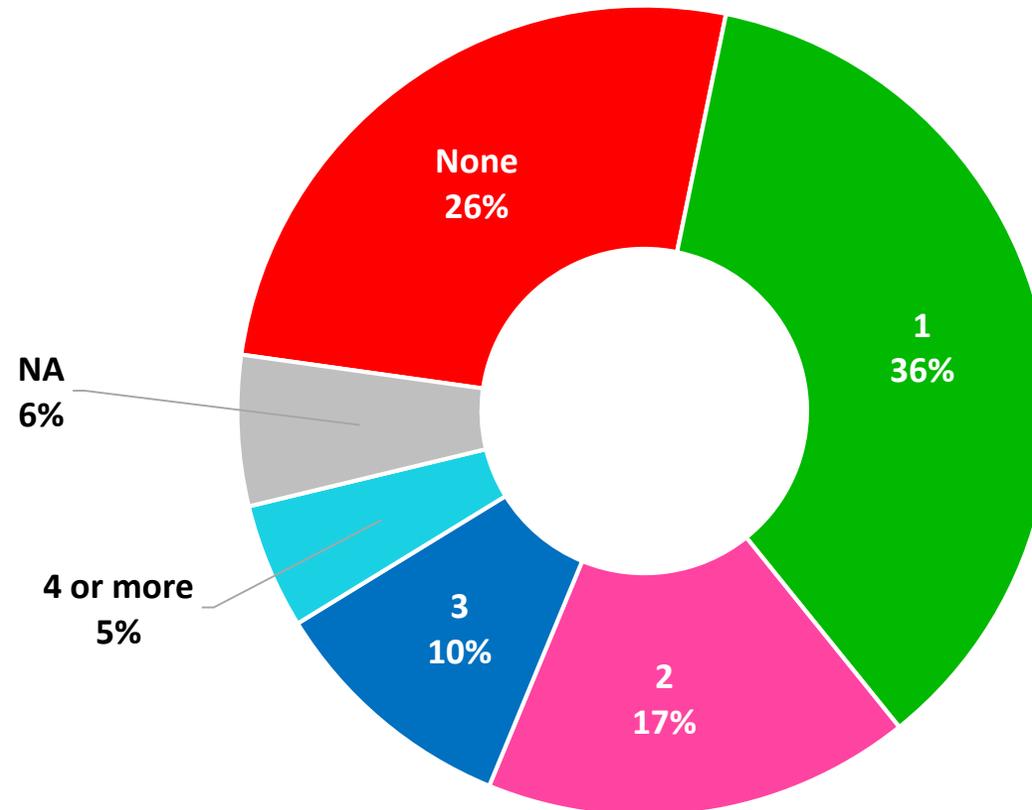
Most Radio Personalities Feel Their Station's Strategy and Target Audience Are Clear

"When it comes to your station's strategy/the target audience:"



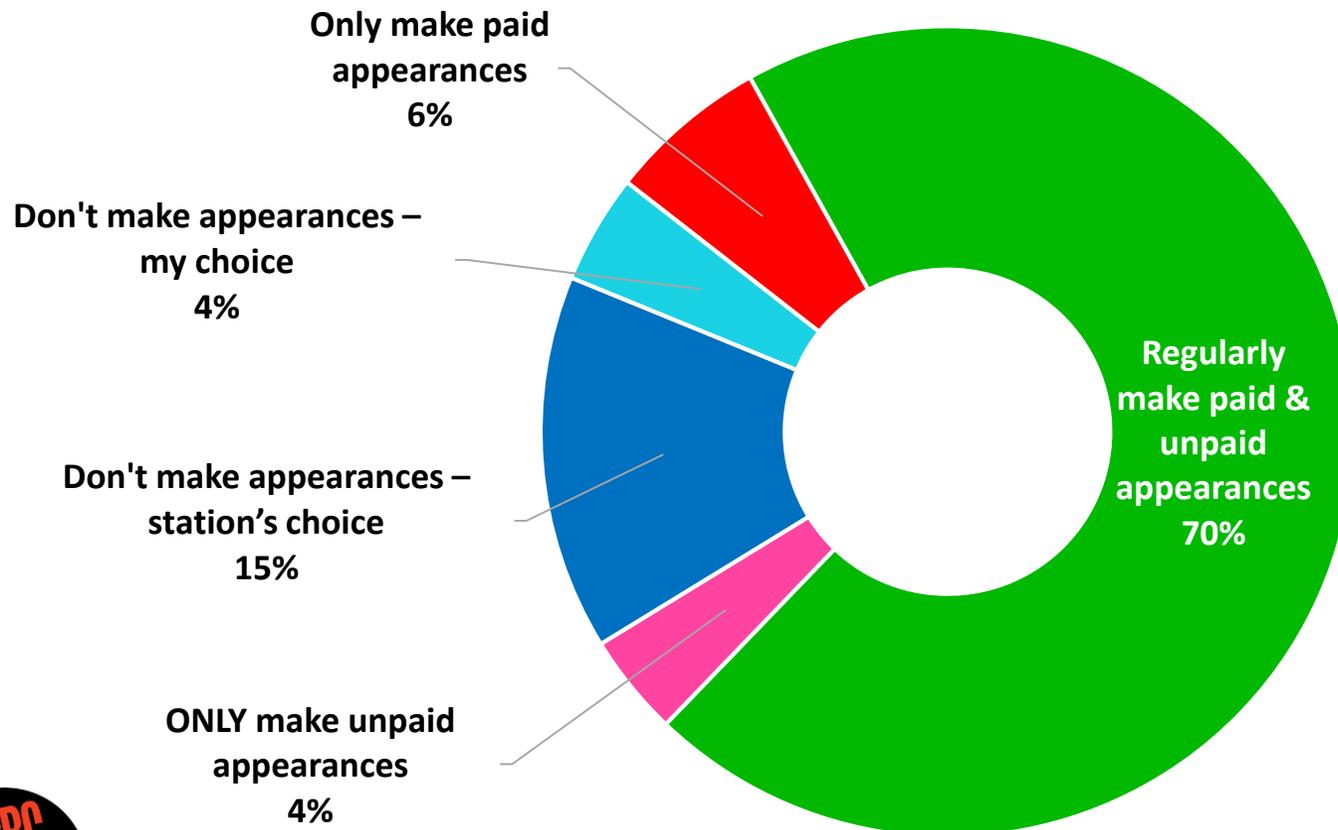
About One-Third Make at Least Two Appearances Weekly (Paid or Unpaid)

of Paid & Unpaid Appearances Made in a Typical Week



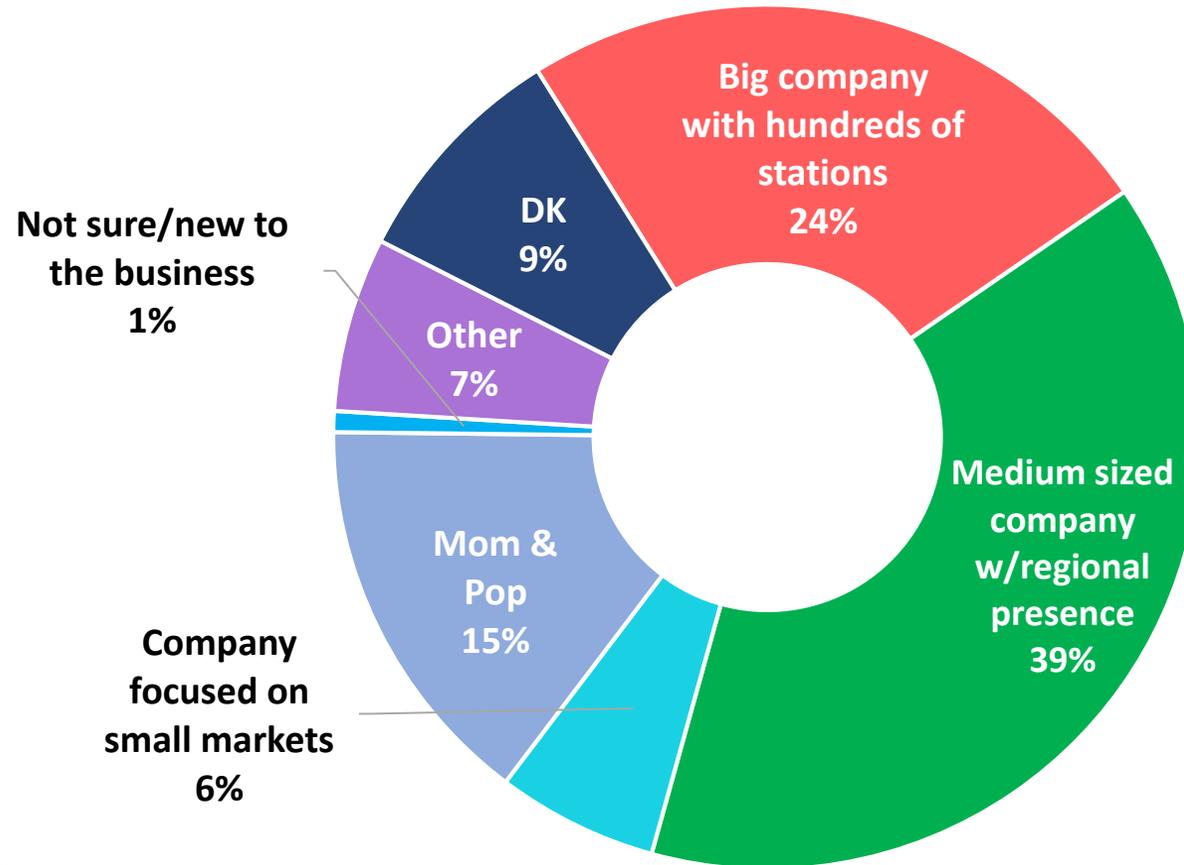
Most Regularly Make Both Paid and Unpaid Appearances

“When it comes to making appearances on behalf of your PRIMARY station...”



Medium Sized Broadcast Companies Most Desirable

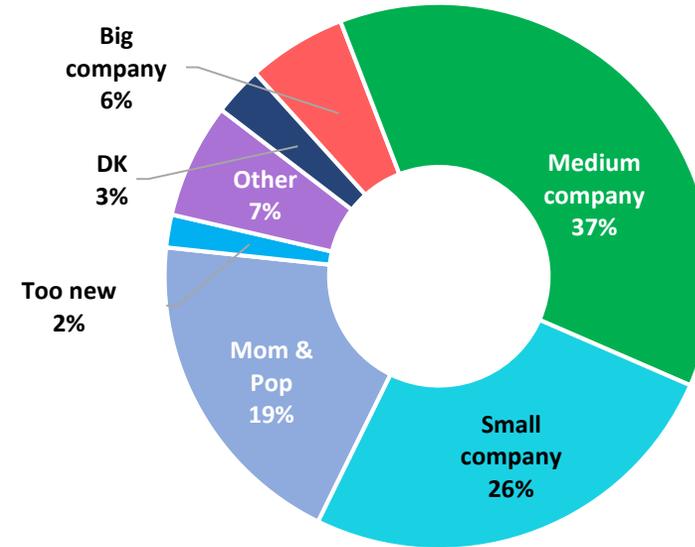
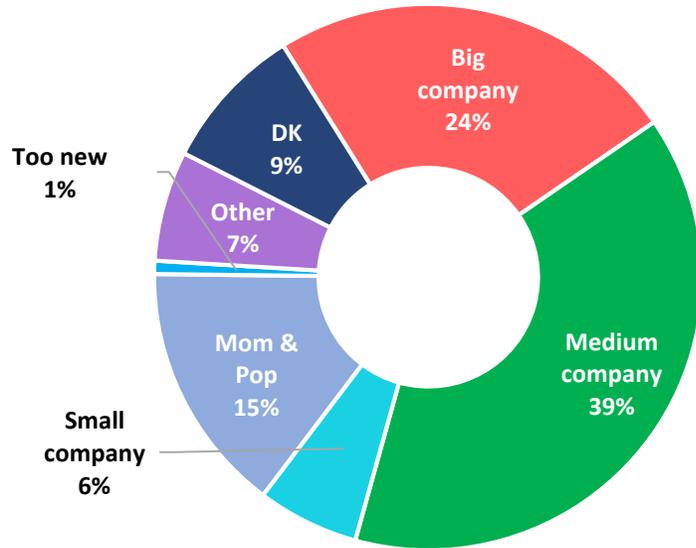
“Knowing what you know now, if you were just starting out in the radio business, the type of company you would most like to work for is...”



Employees of Medium Sized Companies Are in the Best Place

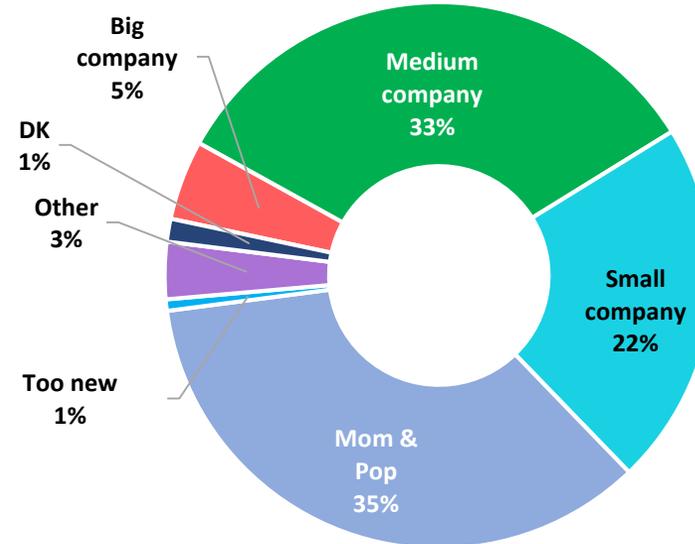
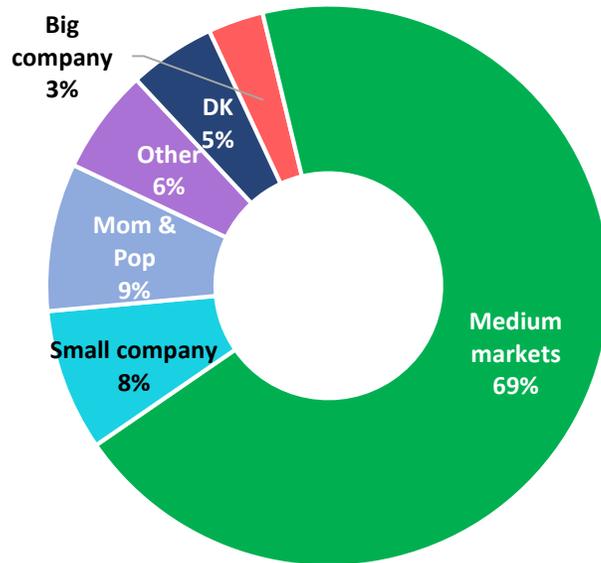
"Knowing what you know now, if you were just starting out in the radio business, the type of company you would most like to work for is..."

Work for a big company



Work for a small company

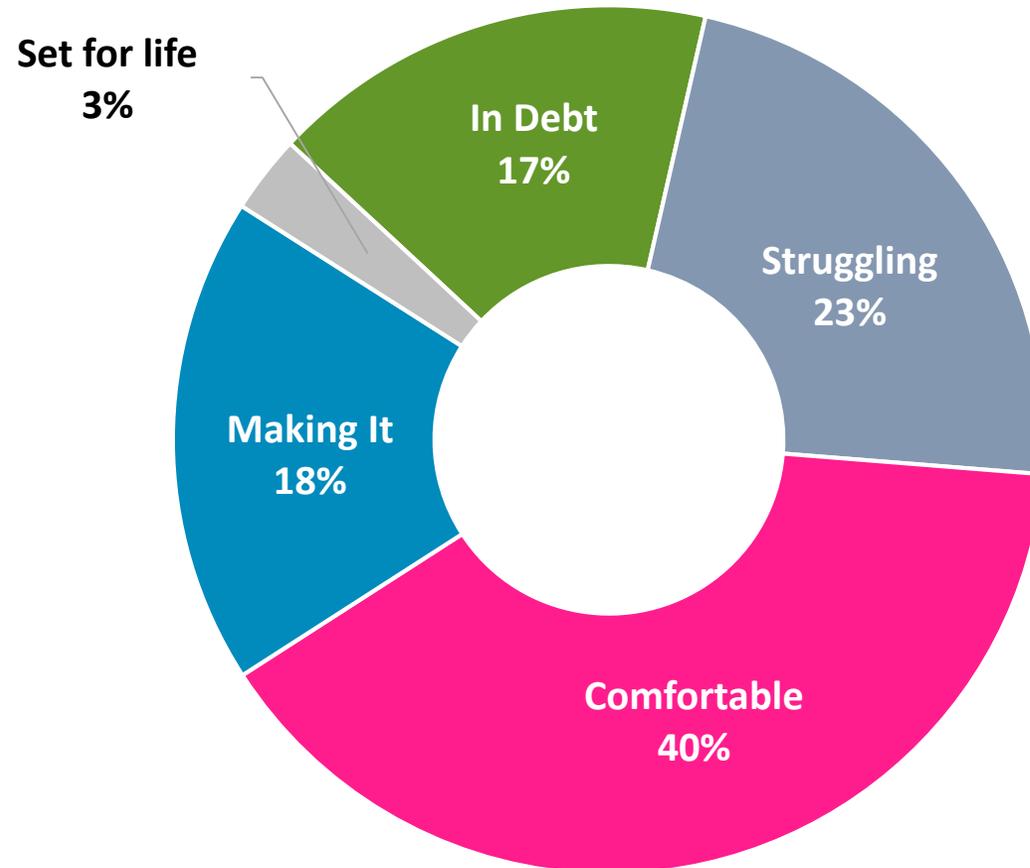
Work for a medium company



Work for a "mom & pop"

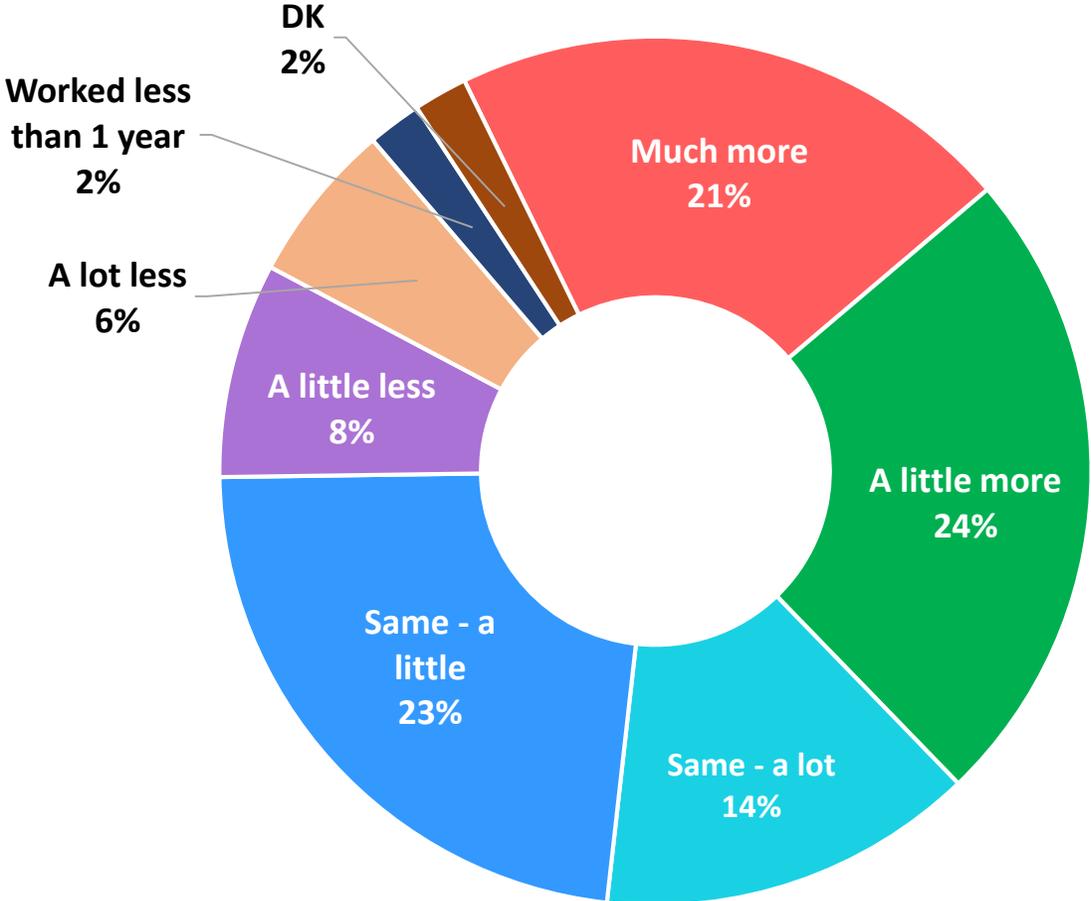
A Majority Says They Are At Least Comfortable Financially, But Four in Ten Report They Are In Debt or Struggling

“Financially, are you...”



Nearly Six in Ten Report At Least Some Level of Job Stress

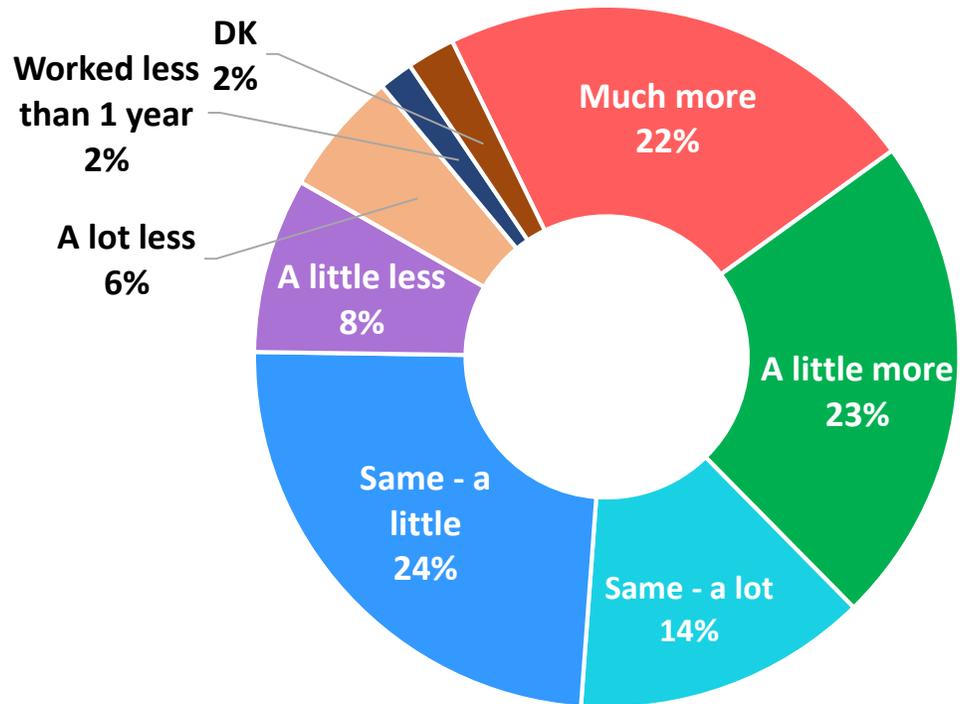
“How would you describe your overall level of job stress compared to one year ago?”



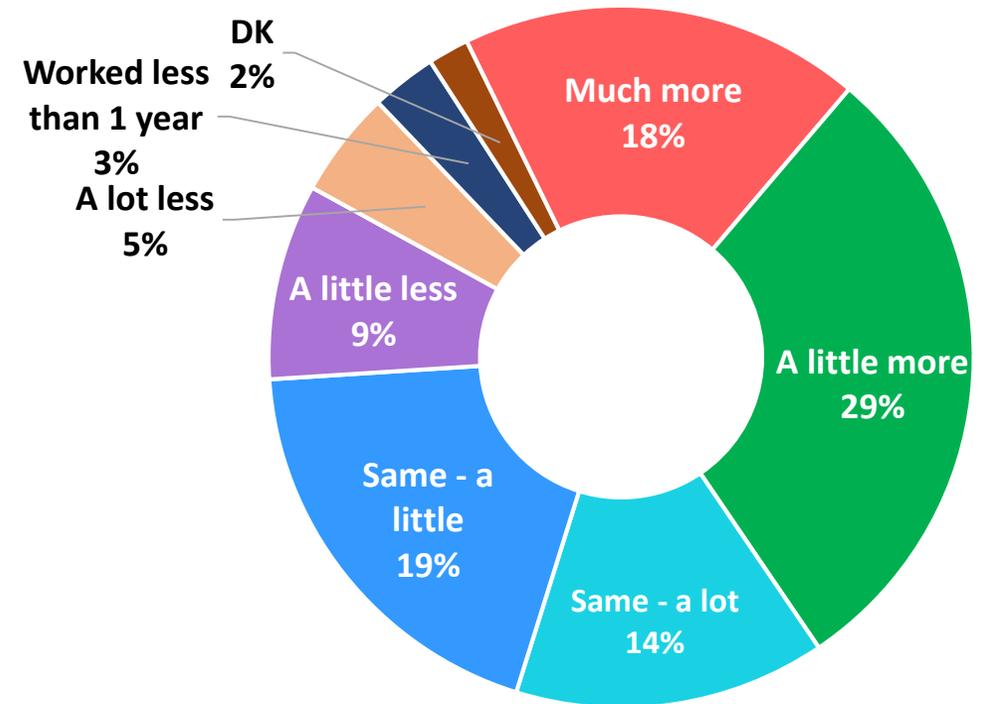
Men and Women Both Report High Levels of Job Stress

“How would you describe your overall level of job stress compared to one year ago?”

Male



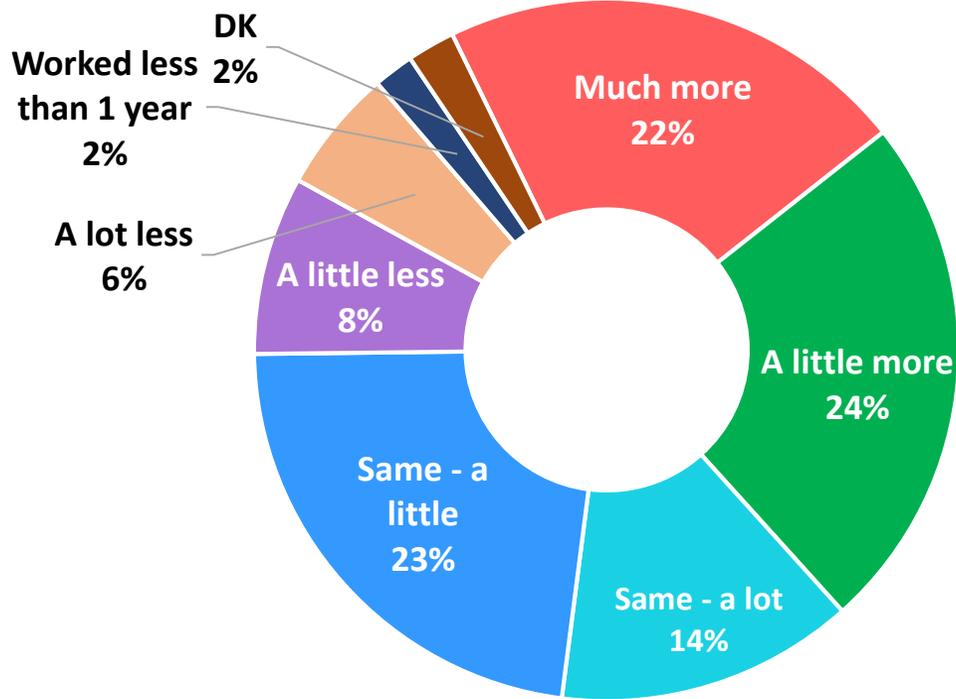
Female



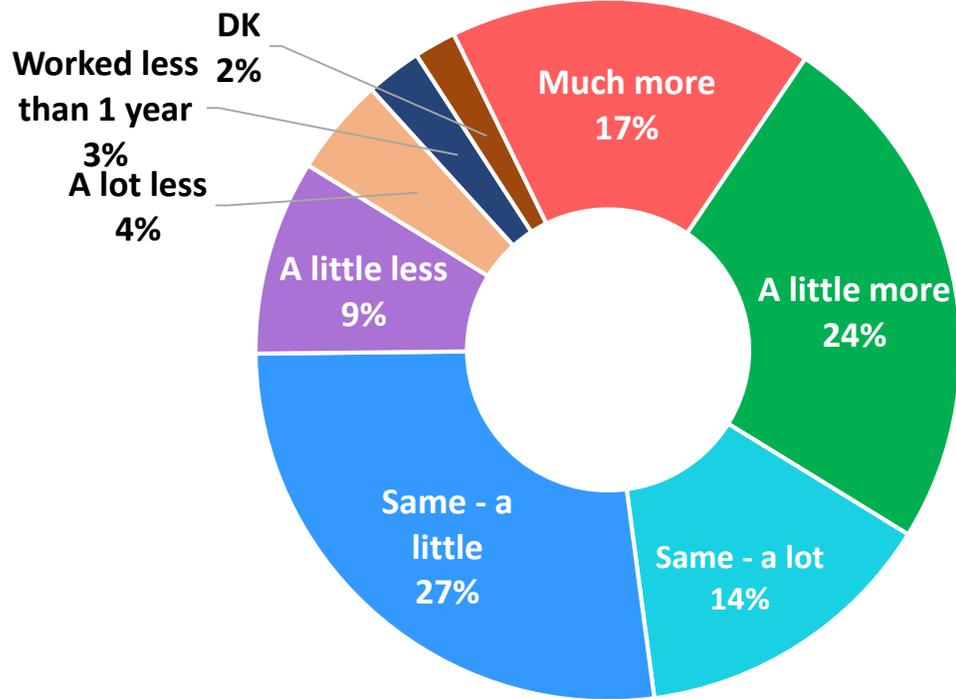
Stress Levels Are Higher At Music Stations Than Spoken Word Stations

“How would you describe your overall level of job stress compared to one year ago?”

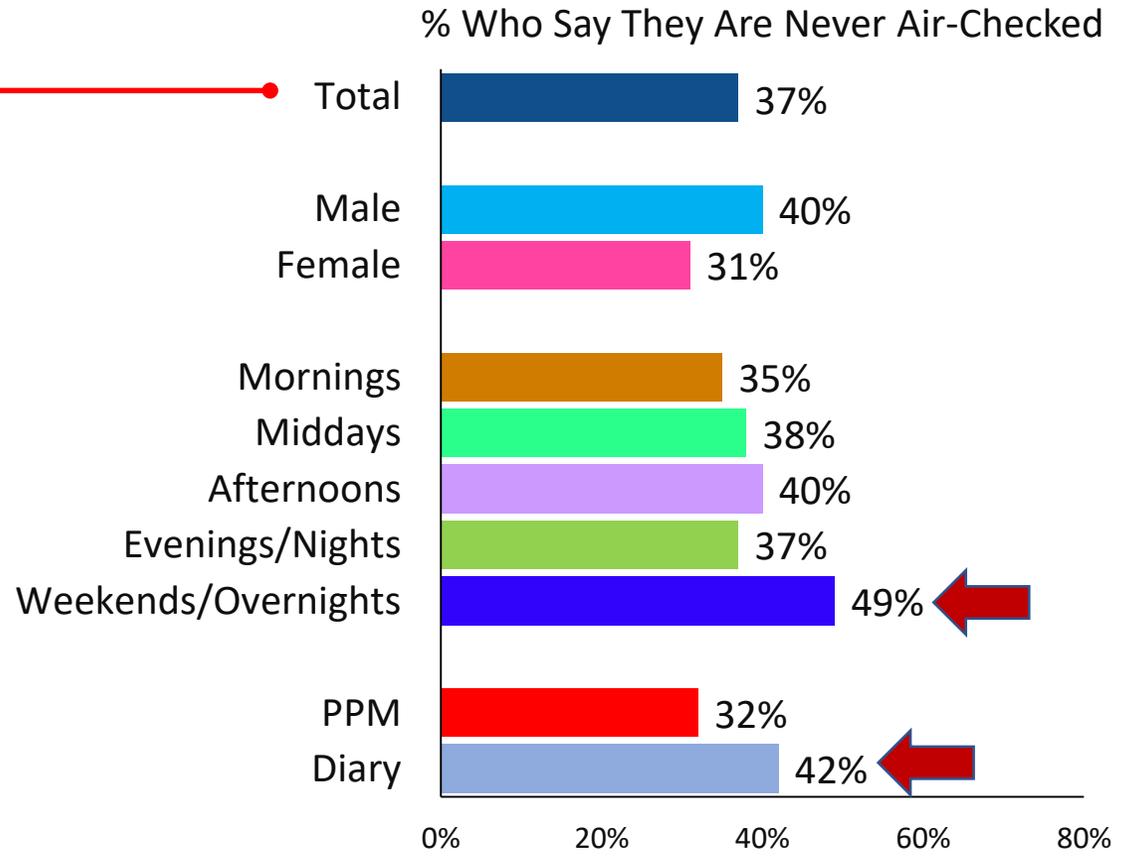
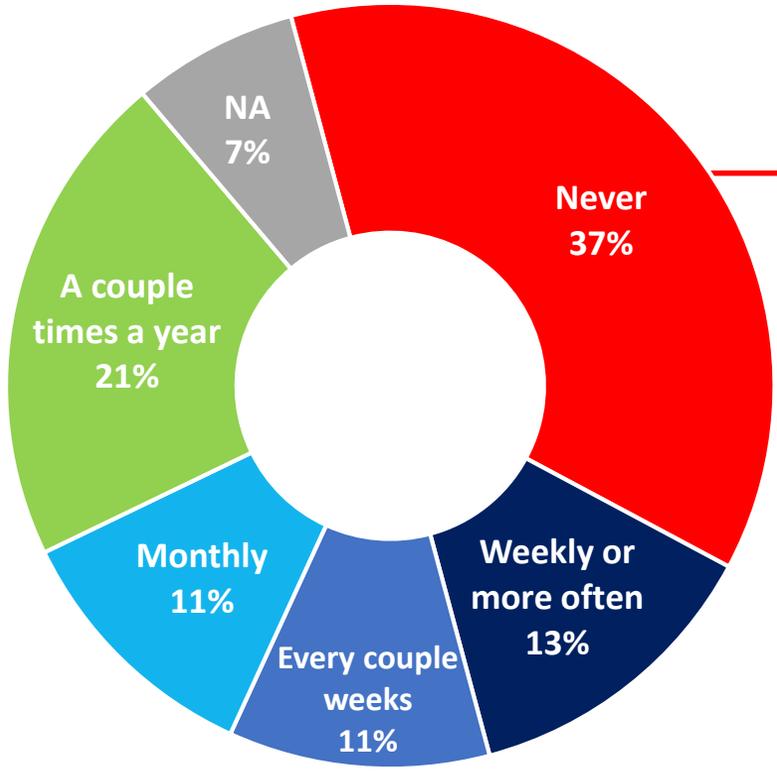
Music Stations



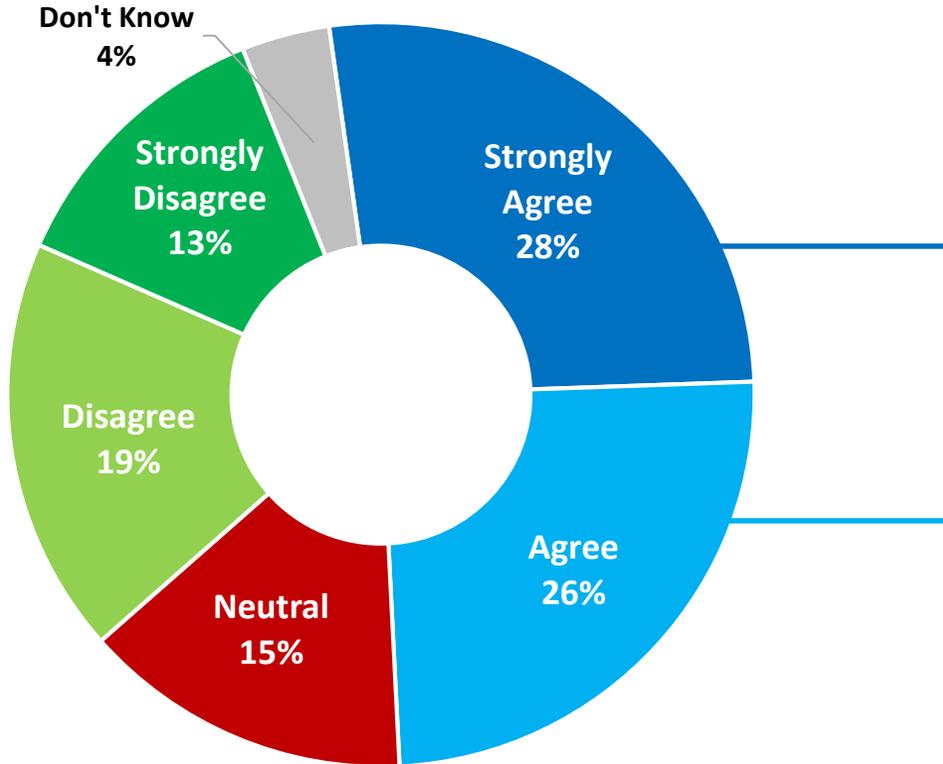
Spoken Word Stations



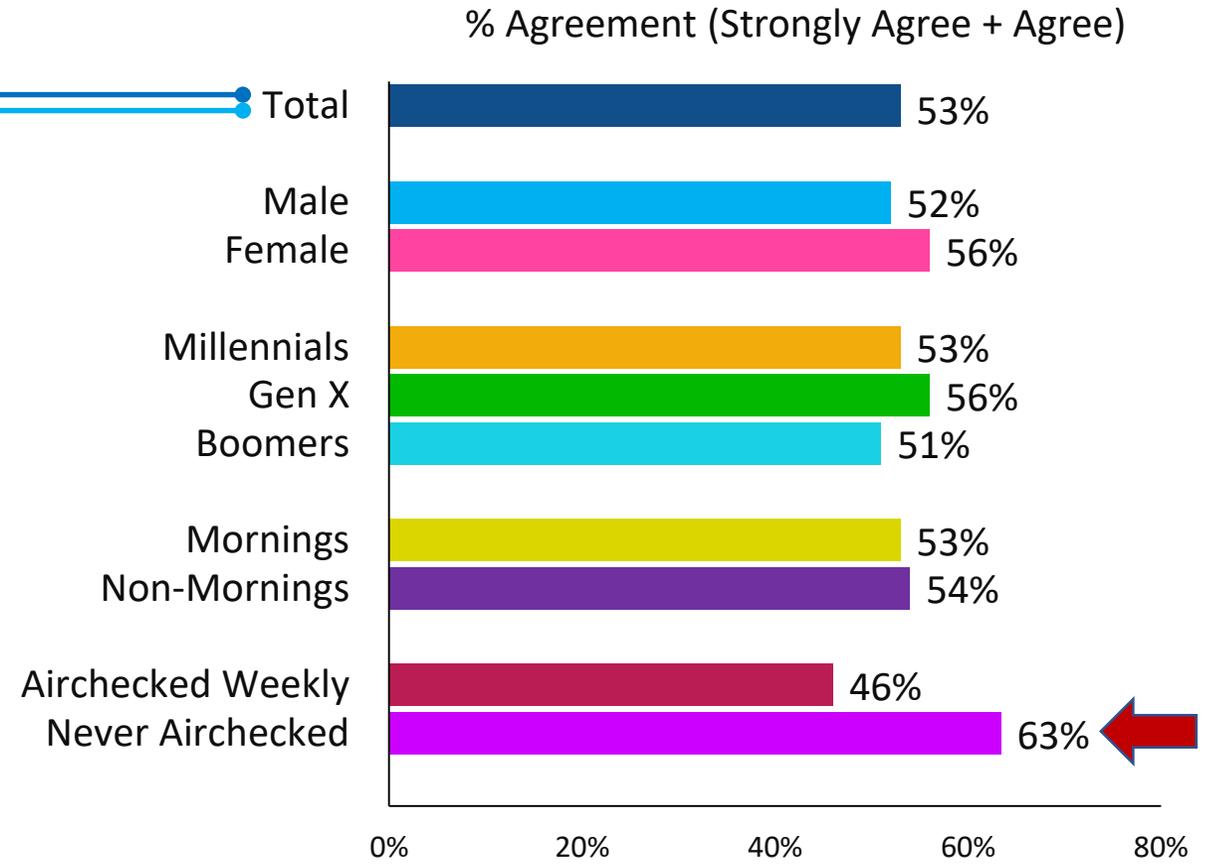
Nearly Four in Ten Say They Are Never Airchecked, Especially Weekend/Overnights and Those in Diary Markets



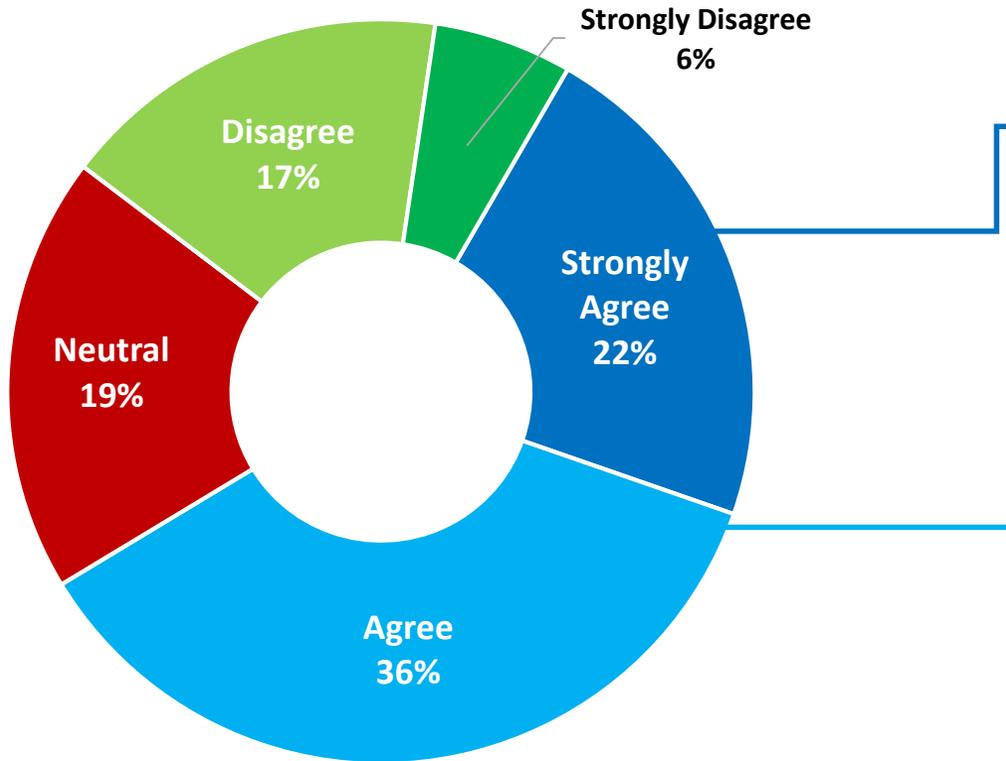
More Than Half Say They Often Feel Underappreciated by Station Management/Ownership



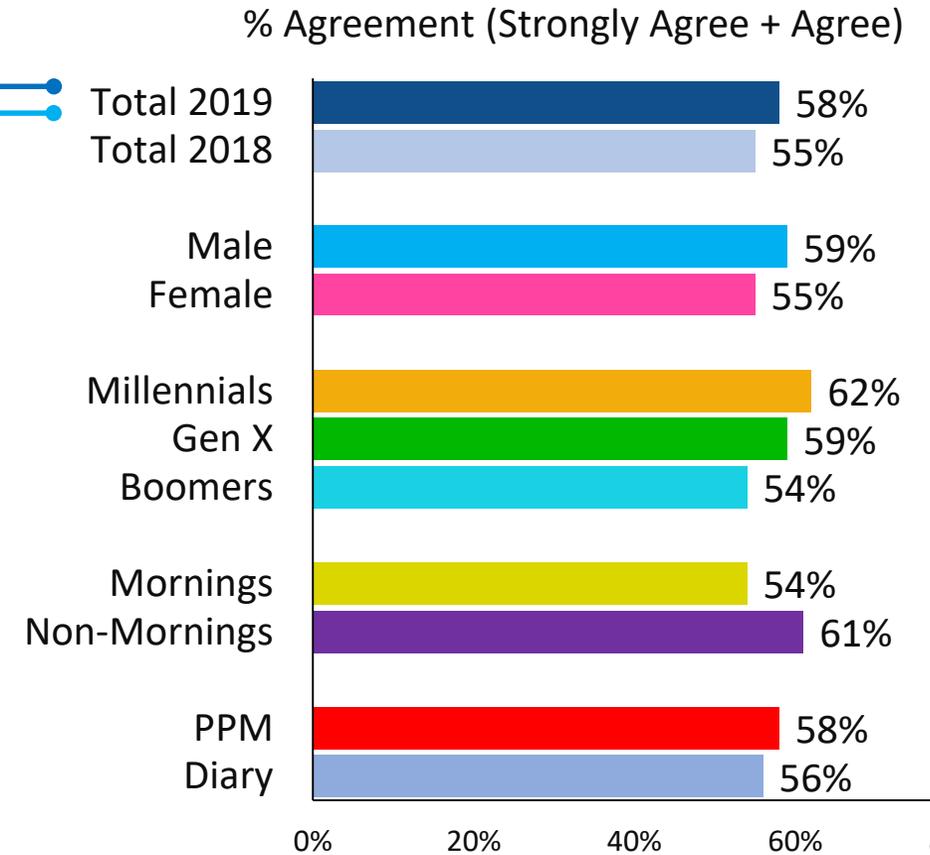
"I often feel a sense of underappreciation by station management and/or ownership"



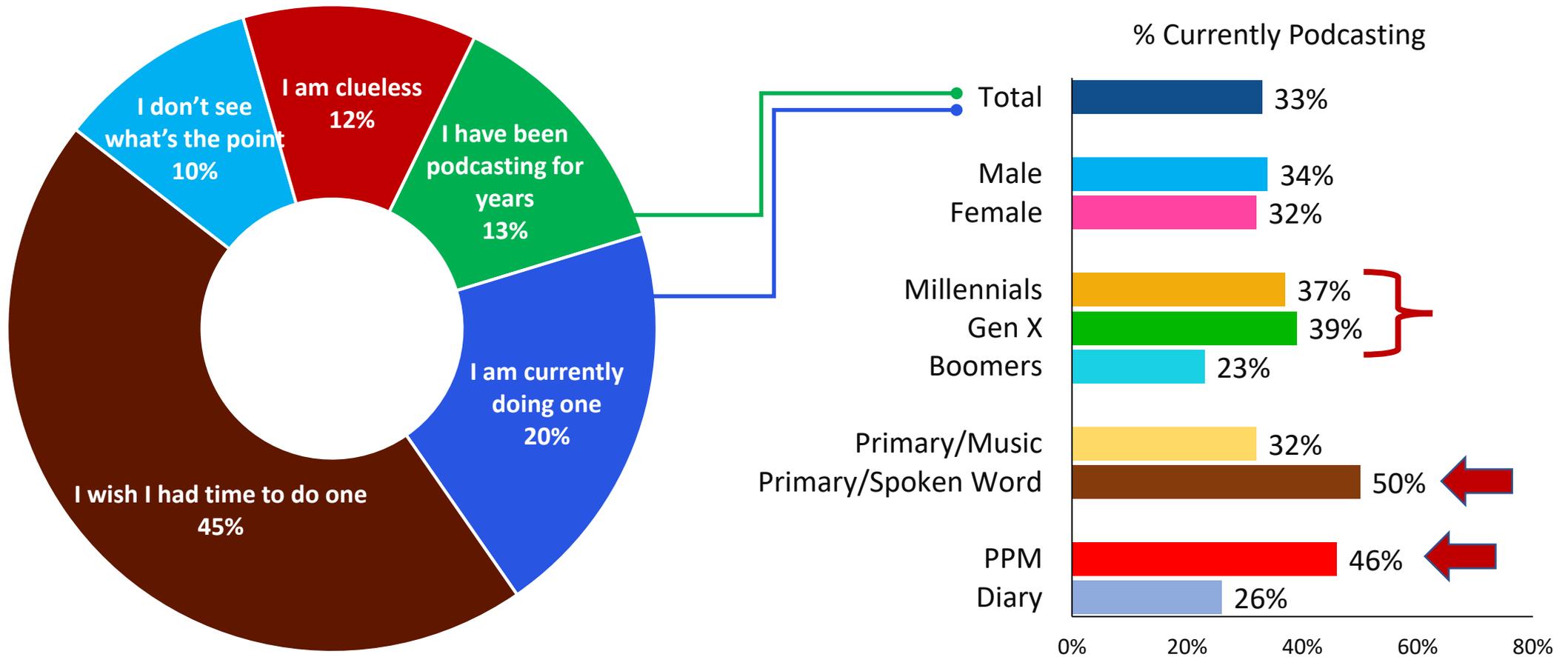
As Stations Employ Fewer People, Many Report Feeling Angst and Insecurity



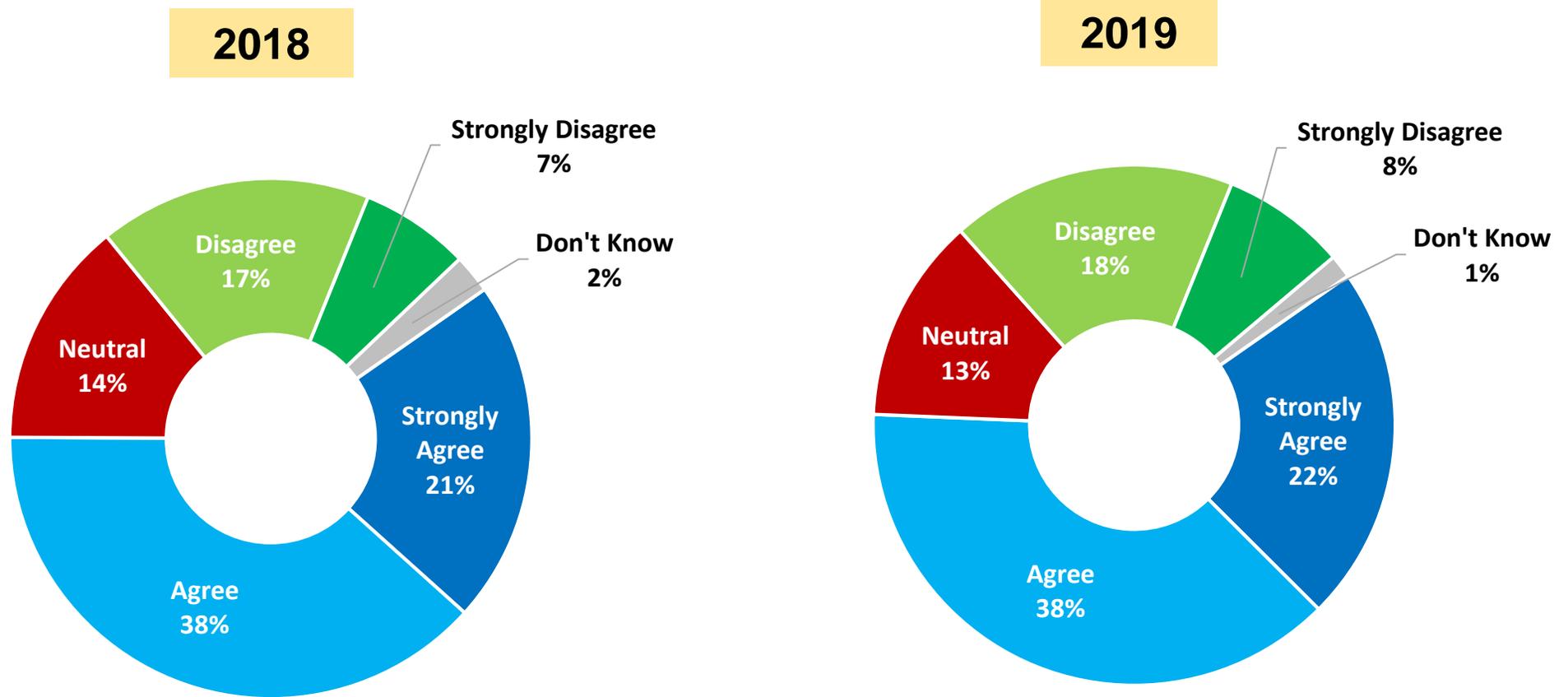
"As stations employ fewer people, I feel a great sense of angst and insecurity"



Those in Spoken Word Formats and in PPM Markets Are Most Likely to Already Be Podcasting

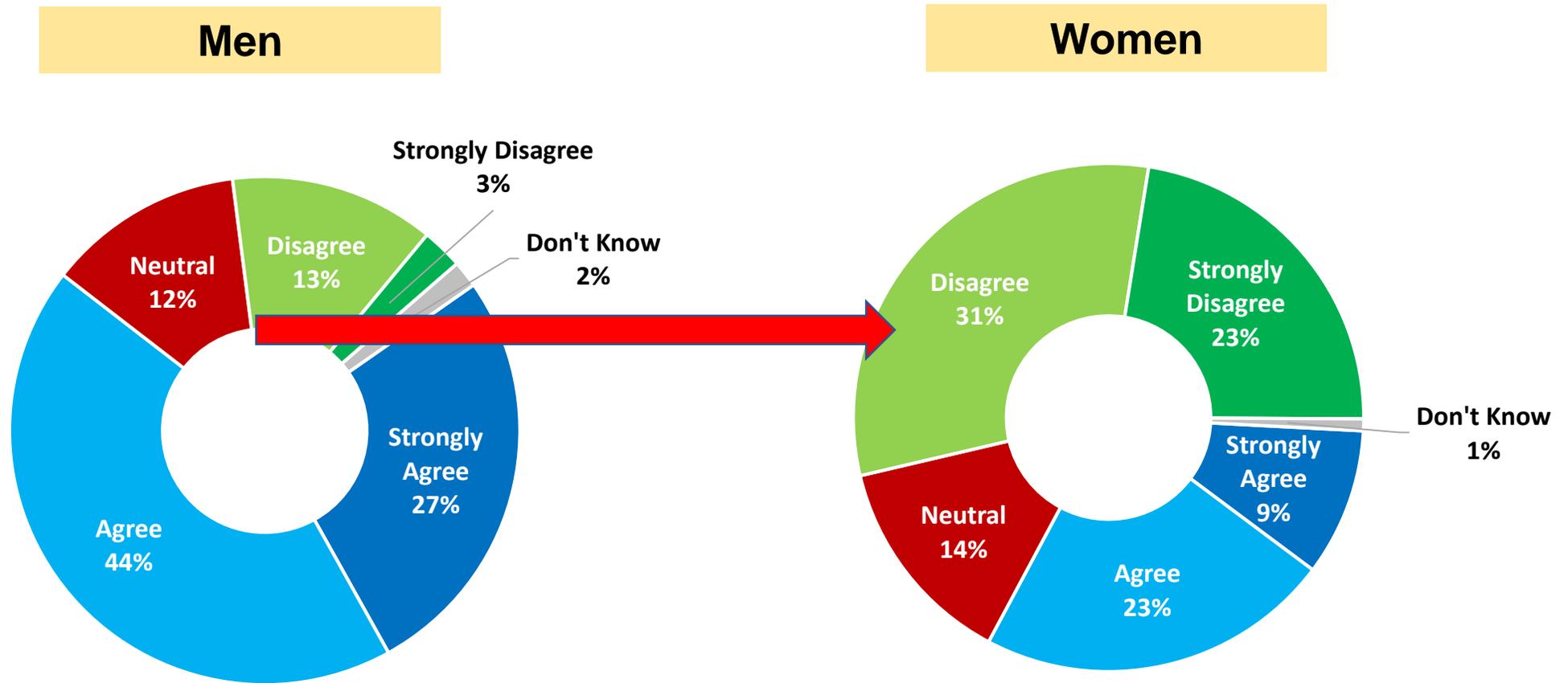


Overall, Most Agree There is Equal Opportunity for Advancement Among Men and Women



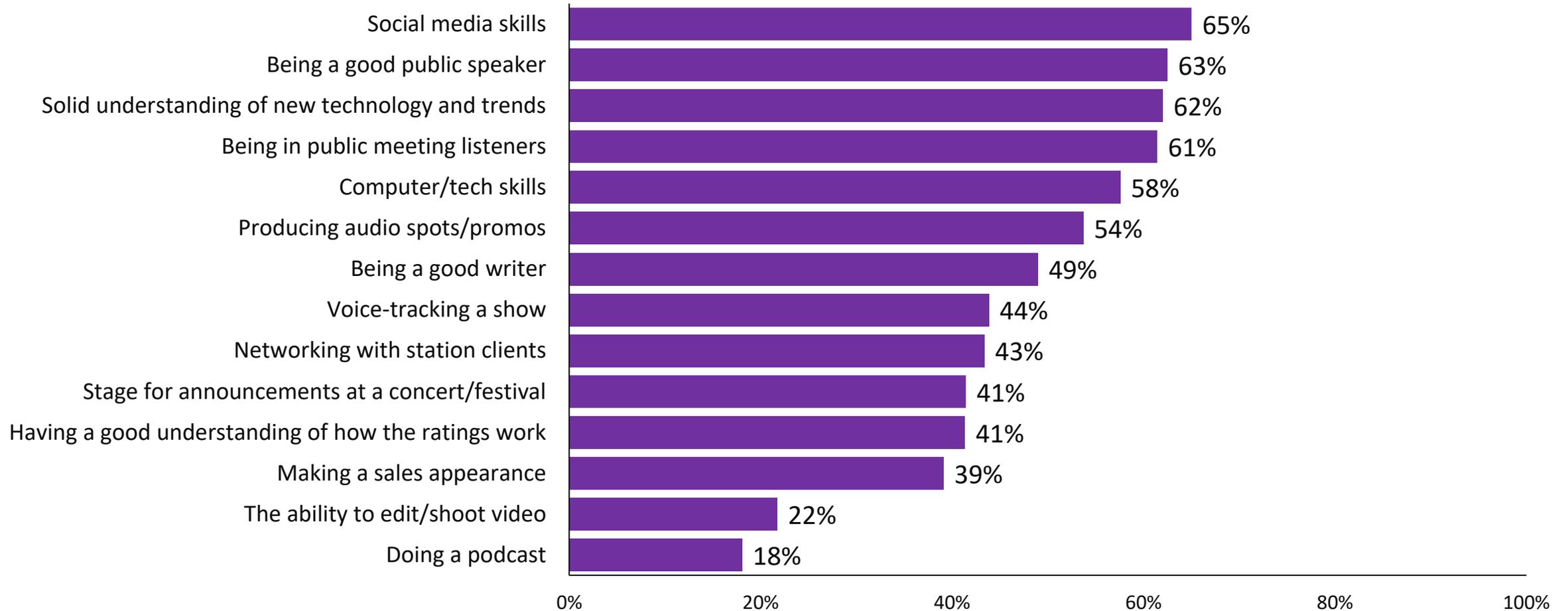
“Women have as good a chance as men to advance in the air studio”

...However, More Than Half of Women Disagree There Is Gender Equality For Advancement



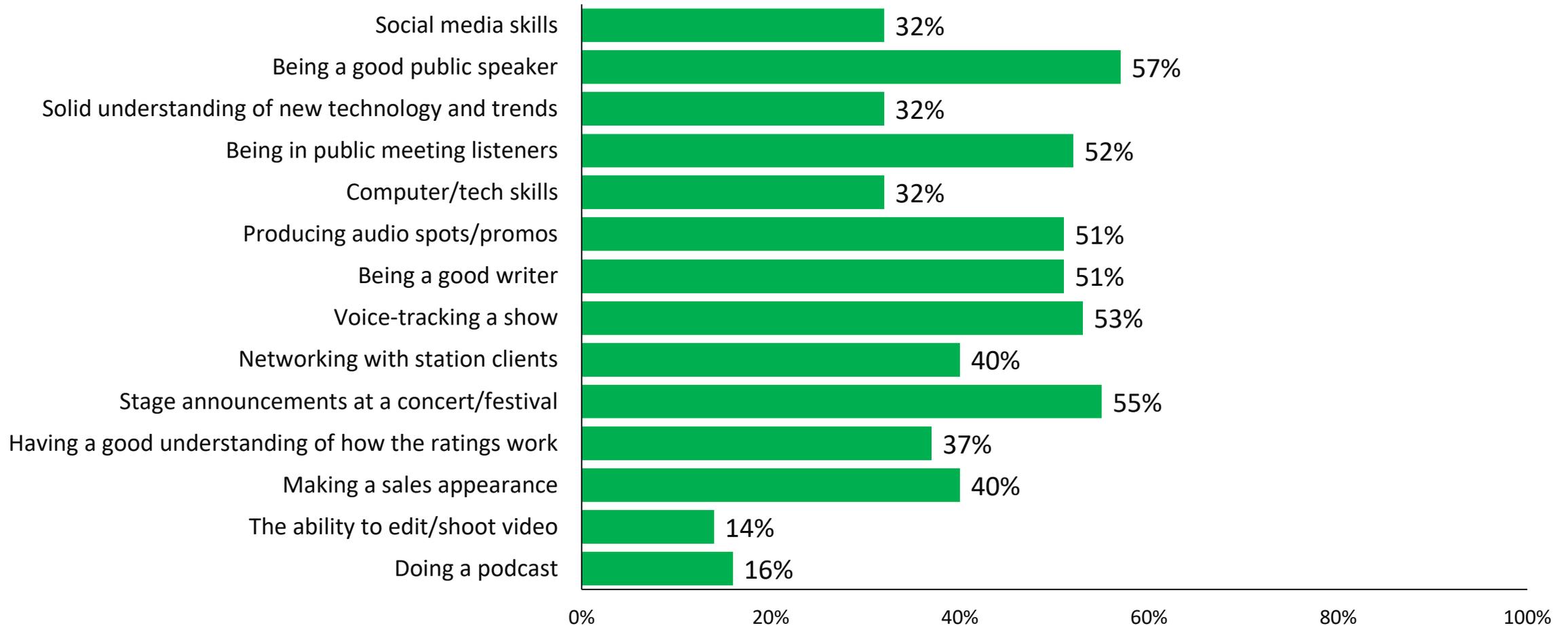
"Women have as good a chance as men to advance in the air studio"

Very Important Skills for Being Successful on the Air



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

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



% who rate themselves as "excellent" for each skill/ability In order of Total

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

Gap

-30%

-6%

-5%

-25%

-26%

+1%

+1%

-4%

-5%

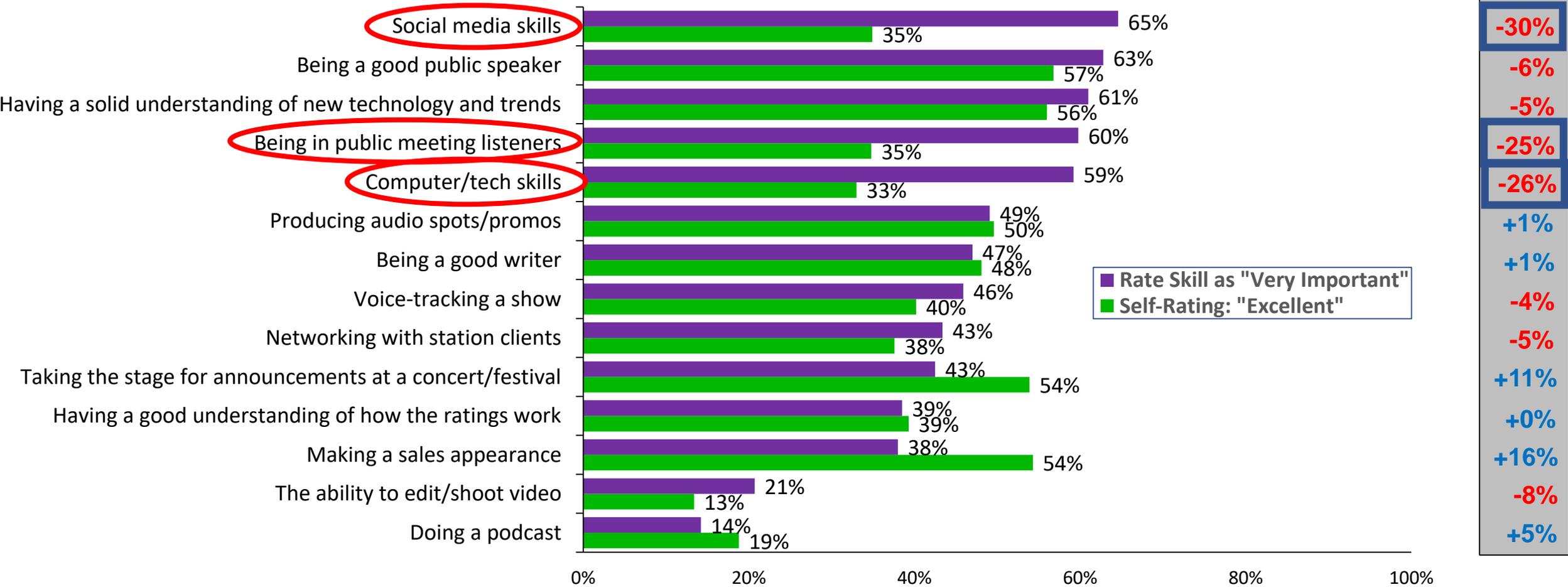
+11%

+0%

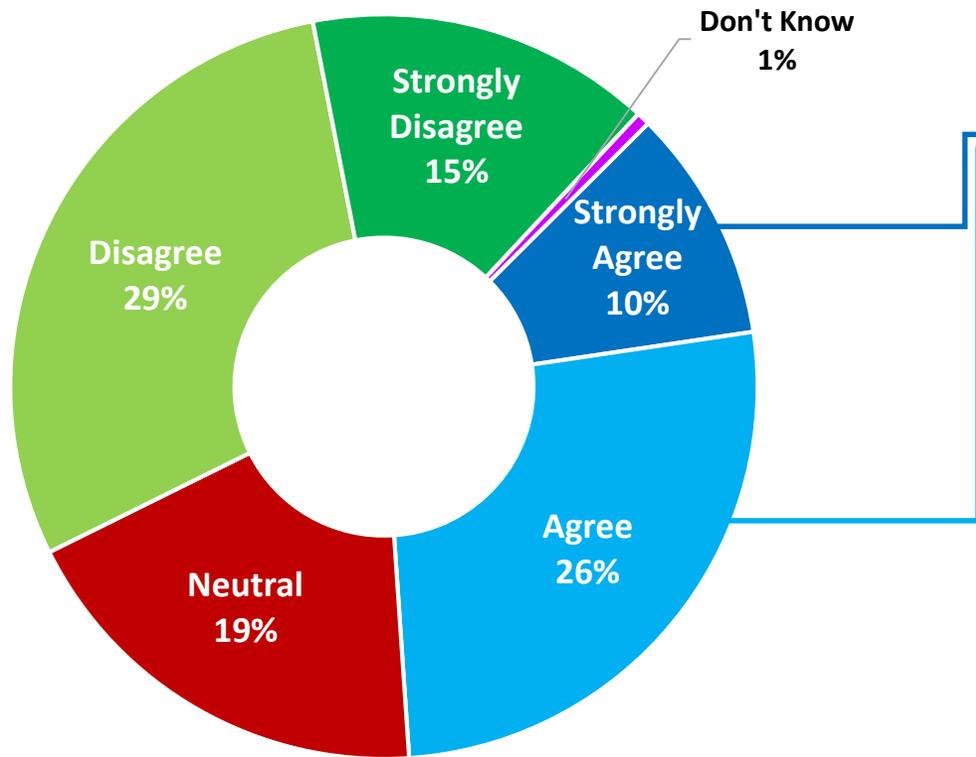
+16%

-8%

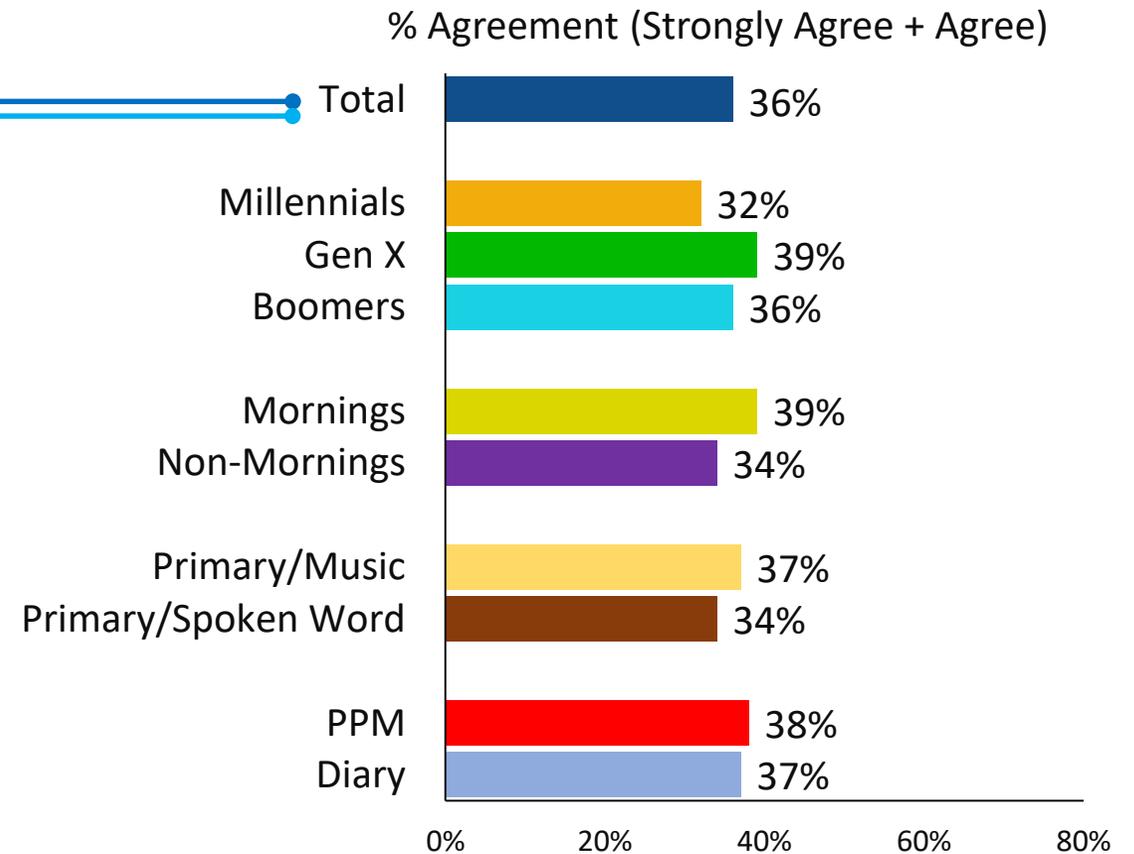
+5%



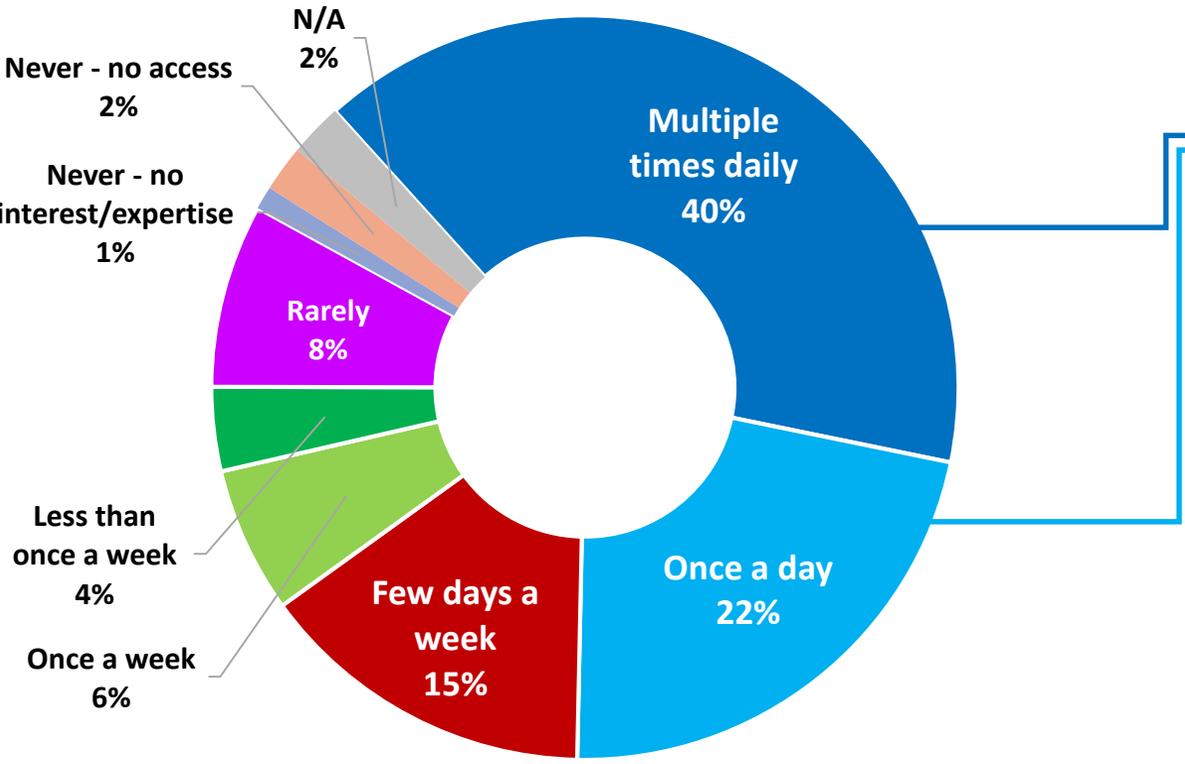
More Than One-Third Feel Social Media Takes Time Away From Doing Their Shows, Morning Talent in Particular



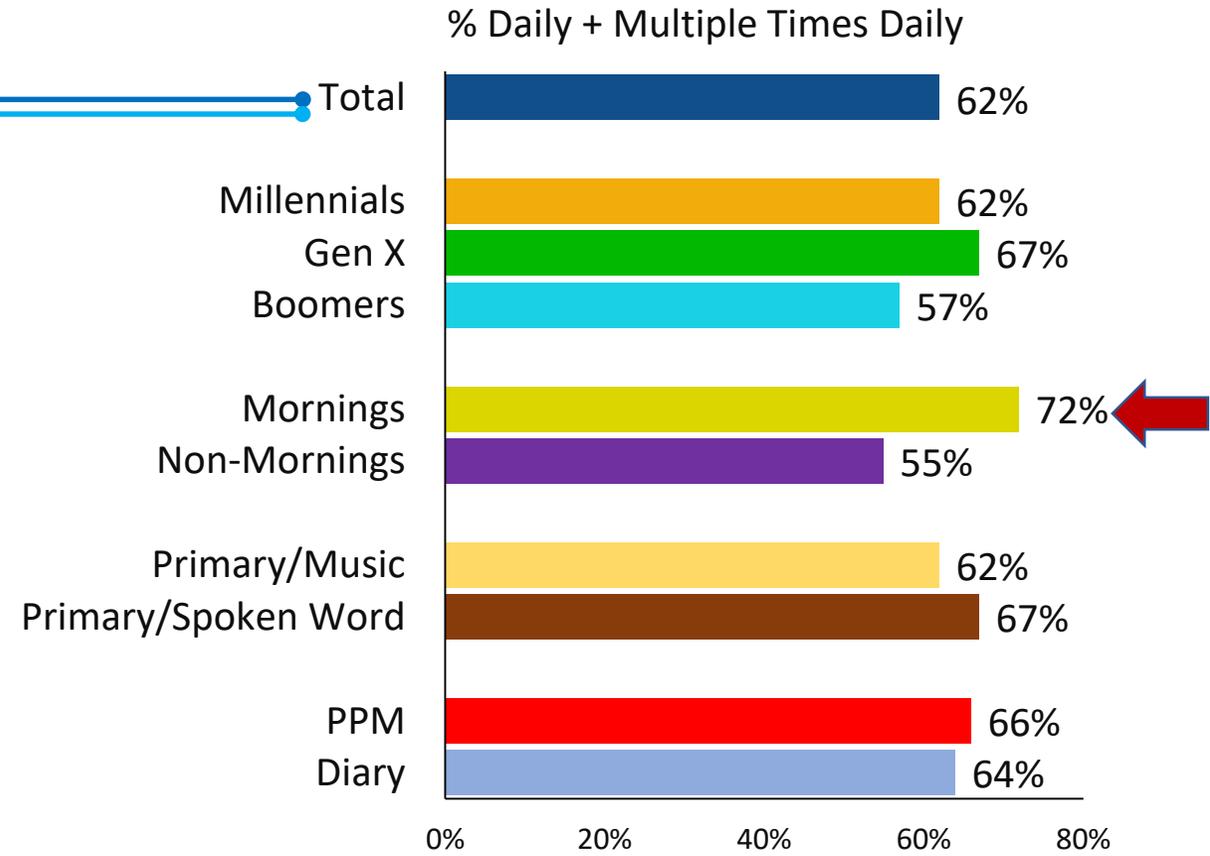
"Social media often takes away time from me doing my show"



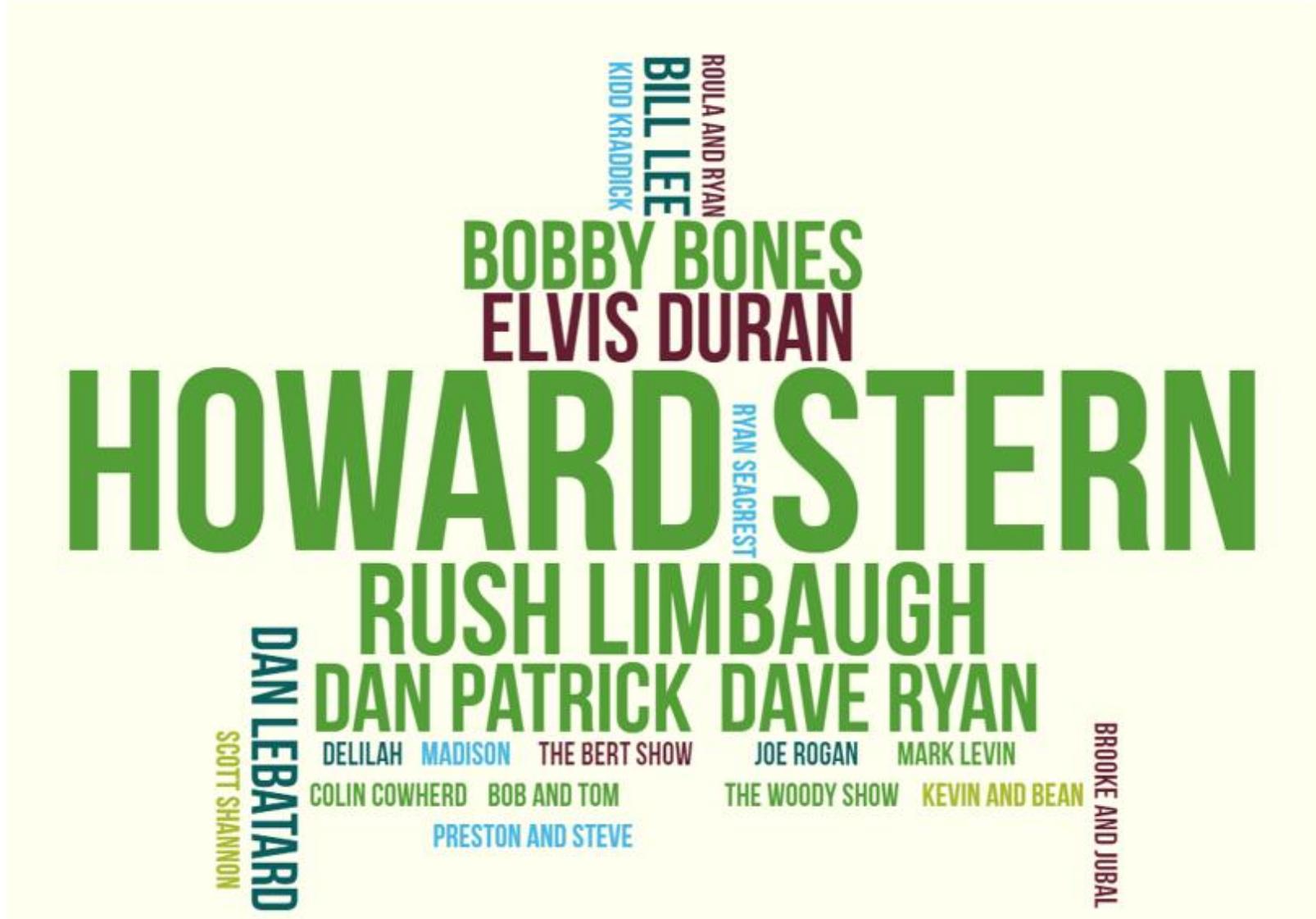
Nearly Two-Thirds Generate Content For Their Show's Social Media Site or the Station Website Daily or More Often



"How often to you personally generate content for your show's social media sites and/or station website?"

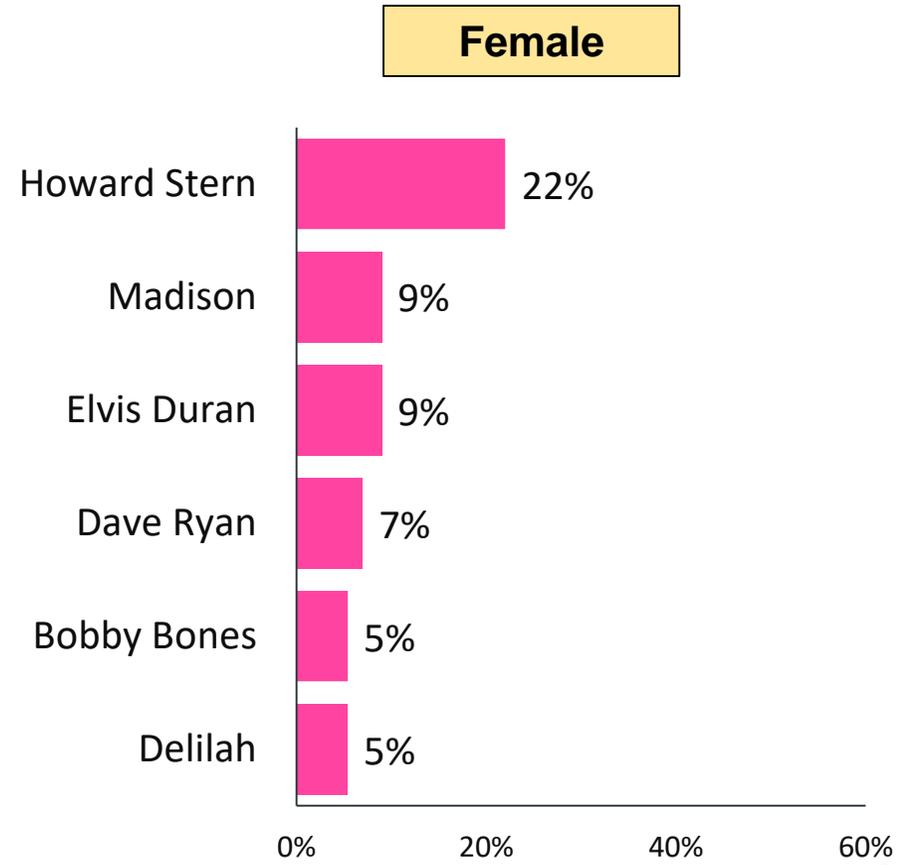
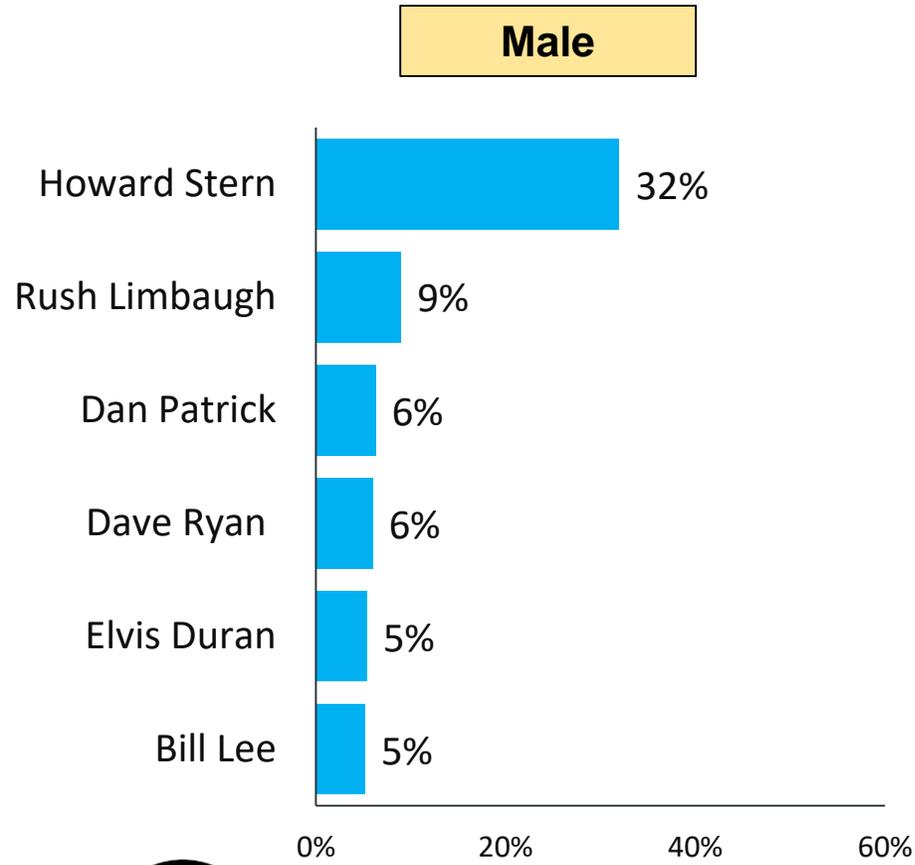


“Which current radio personalities/shows are most influential to you?”



Howard Stern Is the Most Influential Radio Personality Among Both Men & Women

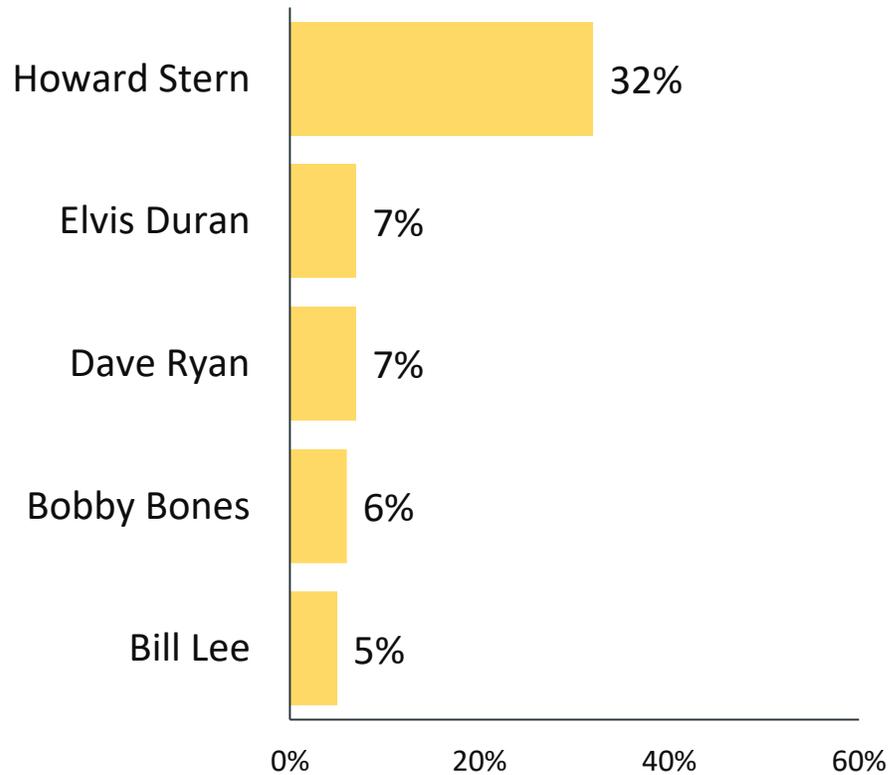
“Which current radio personalities/shows are most influential to you?”



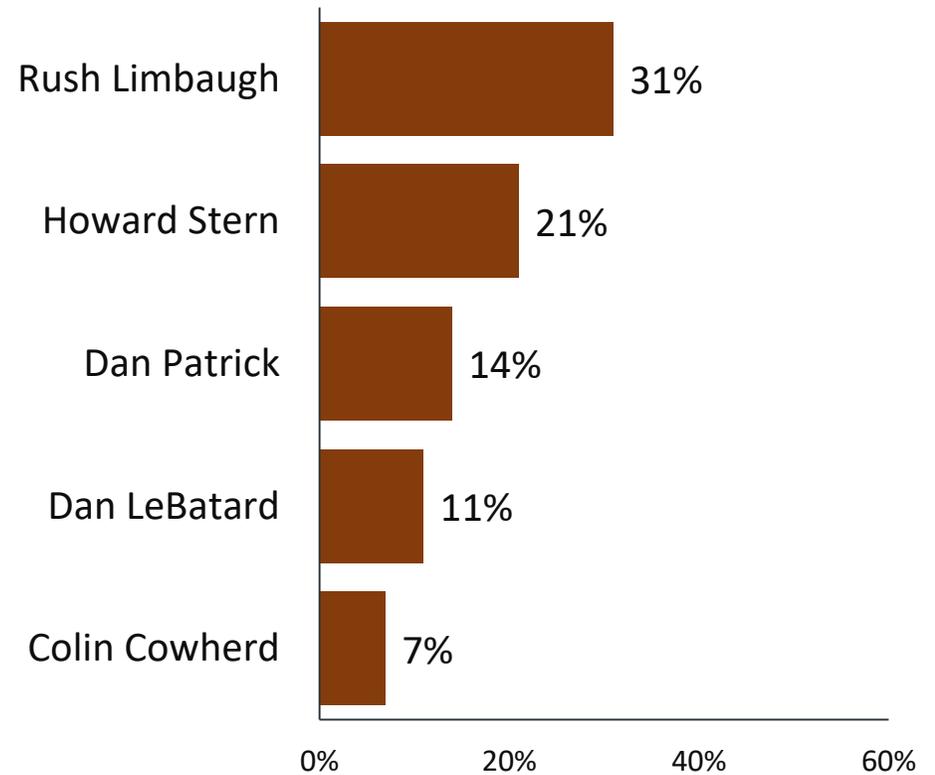
Influential Air Personalities Among Music & Spoken Word Stations

“Which current radio personalities/shows are most influential to you?”

Music Stations

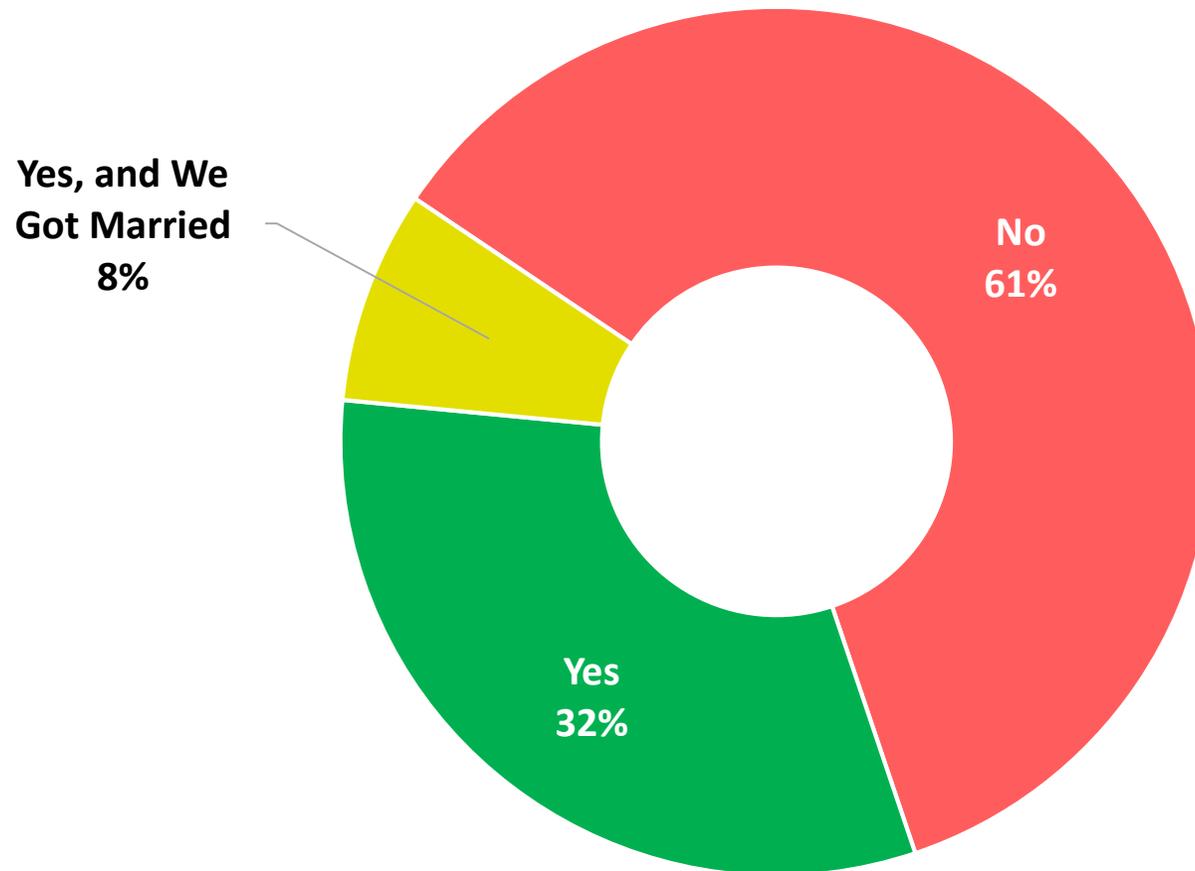


Spoken Word Stations



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

“Have you ever dated one of your listeners?”



If you're on the air...

1. ...in mornings, manage the drama
2. Seek the win-wins – build the station brand (build YOUR brand)
3. Find the time to start a podcast
4. Brush up your skills, especially:
 - Social media
 - Technology in general
 - Working the audience
5. Take to time to listen to your female co-workers, partners
6. Study the “masters”
7. Find a way to have fun



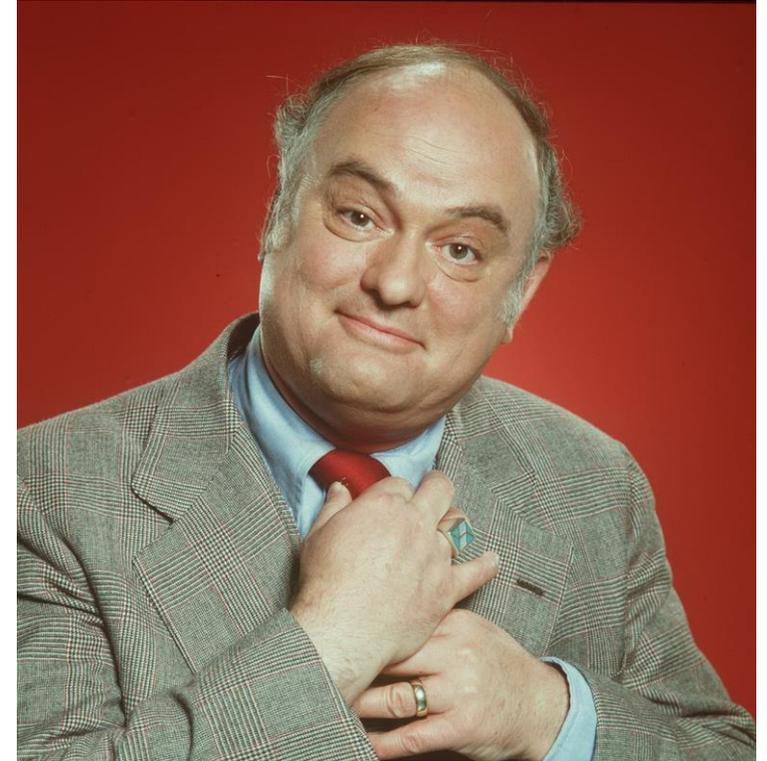
If you're in programming...

1. Pay attention to the airstaff – know they feel unappreciated
2. Play the right role at the right time: you're a shrink, a marriage counselor, their buddy, their boss
3. Aircheck them
4. Environment matters: help them relieve their stress
5. Be generous with the “Atta boys/girls”
6. Find a way to help them advance/see a path forward
7. Create win-wins (station appearances, community work)
8. Share radio success stories
9. Encourage them to start a podcast
10. Use available resources to help them improve their “socializing”
11. Special consideration to the females on your staff – and hiring more of them



If you're the boss (or corporate)...

1. They feel little love, appreciation, or support – a little goes a long way
2. Work to create a “minor league” system to grow new talent
3. Why your company? Your cluster? Your station?
4. The younger members of the staff are likely to be struggling financially – help where you can
5. Women on the air (and in programming) are especially in need of your support



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