

The logo features the text 'CMB' in a teal color at the top. Below it, the word 'TECHSURVEY' is written in a large, bold, dark blue font. Underneath 'TECHSURVEY', the year '2022' is written in the same dark blue font, followed by 'JACOBS MEDIA' in a teal font. To the left of the text, there are two stylized, horizontal, layered shapes resembling wings or signal waves, one above the other, in dark blue.

CMB TECHSURVEY 2022 JACOBS MEDIA

Jacobs Media and Christian Music Broadcasters (CMB) are inviting all Christian music-based radio stations to participate in our ninth annual CMB Techsurvey. On the heels of our previous eighteen annual all-format Techsurveys, the unique needs and interests of Christian Music listeners have led us to create this stand-alone study.

“For the past nine years, Christian Music Broadcasters has partnered with Jacobs Media to provide one of the best research opportunities for radio, the CMB Techsurvey,” notes **Michelle Younkman**, CMB Executive Director. “The stations who have participated every year really have an advantage in seeing the trends and growth of digital platforms and other audience engagement, and particularly the impact of their station over time, especially during the pandemic. CMB Techsurvey 2022 is a cost-effective way to use in-depth research to make strategic decisions based on how listeners are engaging with your station along with using other technologies and platforms.”

Our goal in working with CMB is to create a survey that helps enlighten and inform Christian music broadcasters about how their audience is using technology to interact with friends, family and with radio. And with the disruption caused by COVID in the past two years, it has never been more important to identify the opportunities that exist in the digital space for growth, membership development, and better communication with your key listeners, to help you decide where to invest time, resources, and personnel.

In last year’s CMB Techsurvey 2021, fielded well more than a year into the COVID situation, 21 radio stations and four networks participated, generating more than 5,500 responses. We hope to garner even more participation this year. It’s important to emphasize that the success of this project depends on the inclusion of a wide range of stakeholder stations. The more diversity of stations and the larger the sample, the more impactful the results will be for your station.

We need your station’s commitment no later than Thursday, June 23rd.

As always, there will be both a stakeholder webinar presentation and a wider results presentation with CMB in the fall as we deep-dive into the Christian music format by generation, gender and other important factors.

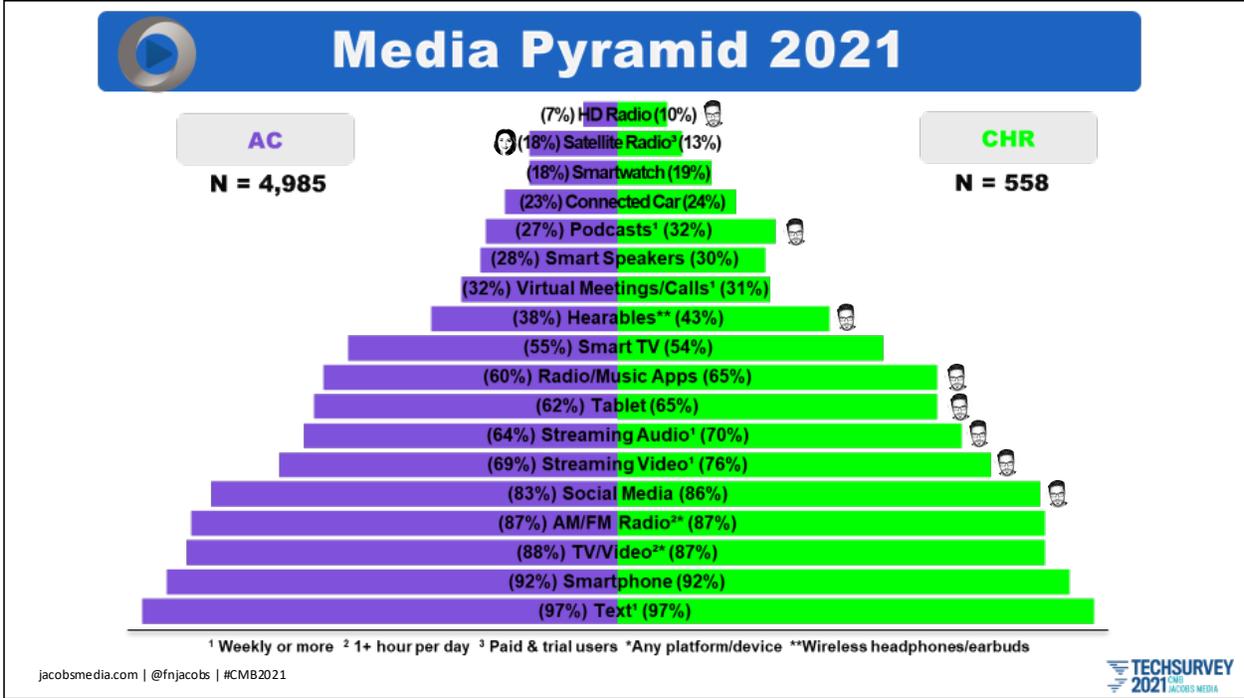
Each participating station will receive its local results, along with its Media Usage Pyramid. This is information that every programmer and manager needs to develop smart strategies that can capitalize on the opportunities presented by new media and technology.

While gaining a greater understanding of the pandemic’s impact on listening behaviors and a further look into radio’s return to “normal,” additional research topics will include how Christian music radio is competing against its digital competition, and how, why and when radio is being used relative to other audio options.

Additional key components of this survey are the format and value specific questions asked that help programmers better learn about some of the key issues facing Christian music radio and what listeners think and value.

Jacobs Media is inviting participating programmers to submit questions for possible inclusion, thus providing even more actionable information for your stations from this survey. What are the big questions you have for your Christian music radio station specifically? Feel free to send your submissions to Jacobs Media’s Research Director, Jason Hollins at jason@jacobsmedia.com.

The Media Usage Pyramid (below) is a comprehensive way to understand some of the key findings of our studies. The Christian AC and CHR formats are contrasted in this graphic – one of the many ways in which we depict the data and help make it easy to understand and apply to your strategies.



Below are details about how stations, networks, and companies can participate in CMB Techsurvey 2022:

- **It will be fielded in July 2022.** We must have commitments for the survey no later than June 23, 2022. You may choose to begin fielding as early as July 7th and as late as July 19th. Jacobs Media handles all details of the study and provides email copy and all

technical aspects of participation. We will give you copy and a link that you email to your listeners - that's it!

- **A small participation fee.** We will survey your database (up to 700 completed interviews). You'll receive your local market data, the total survey data, your format data, and your station's media usage pyramid. You will also be able to participate in a participants-only webinar that reviews the key findings this Fall. Anyone from your station is eligible to attend. These rates are for CMB members and are the same as we charged last year. However, because this is a special survey, we are not allowing any stations to participate at no charge:

Market Size	Cost
Large Markets (1-40)	\$500
Smaller Markets (41+)	\$400

The prices above are for CMB members only. Non-CMB members pay an additional \$250 for the survey.

- **Networks: priced on an individual basis.** Please contact us with questions.

Stations can register by clicking the link on the form below to sign-up and fill it out for each radio station you would like to have participate. If you have a large number of stations (more than 5) you would like to register, please contact Lisa Riker directly via email (lisa@jacobsmedia.com) or call her at 248-353-9030 for discount information.

We're very excited about continuing to grow this annual survey specifically for Christian music broadcasters. We look forward to working with you and analyzing the current digital space, as well as creating the opportunity to track these changes over time.

For more information, please contact Paul Jacobs at pauljacobs@jacobsmedia.com or Michelle Younkman at michelle@cmbonline.org.