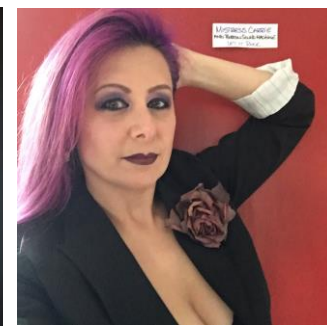


Jacobs  
media strategies



# Radio Talent in the Post-Pandemic Era



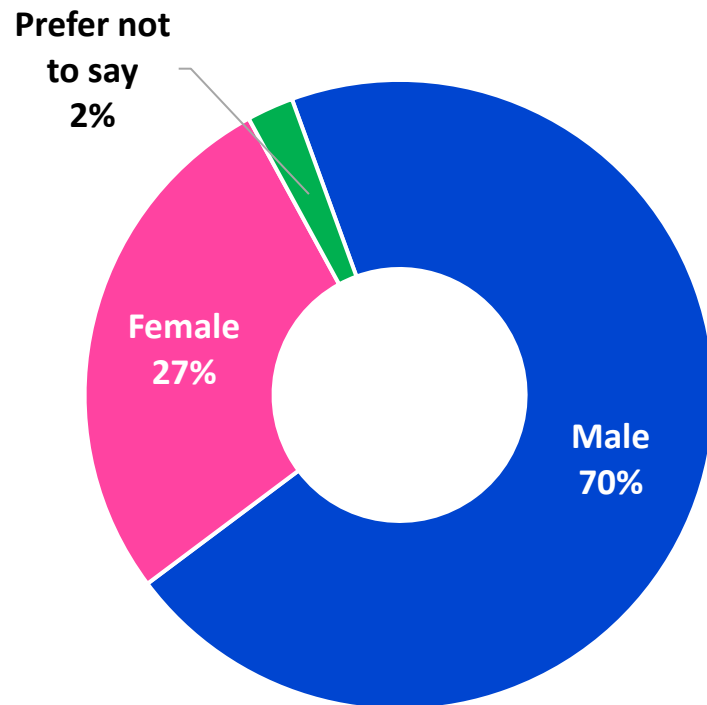
# Methodology

- N = 678 currently employed talent
  - 653 commercial radio air personalities in the U.S.
  - 25 commercial radio show producers in the U.S.
- N = 72 unemployed commercial radio personalities in the U.S.
- N = 750 total
- Interview dates: July 12-26, 2022
- All responses were collected online via 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

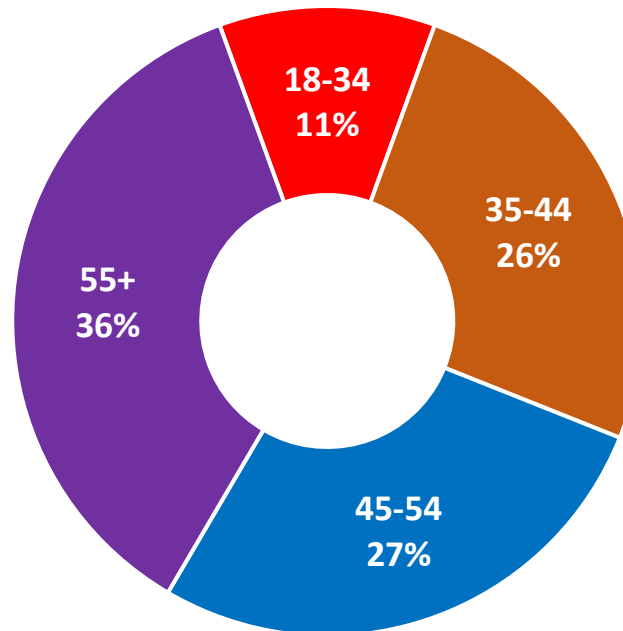


# Who We Surveyed

**Gender**

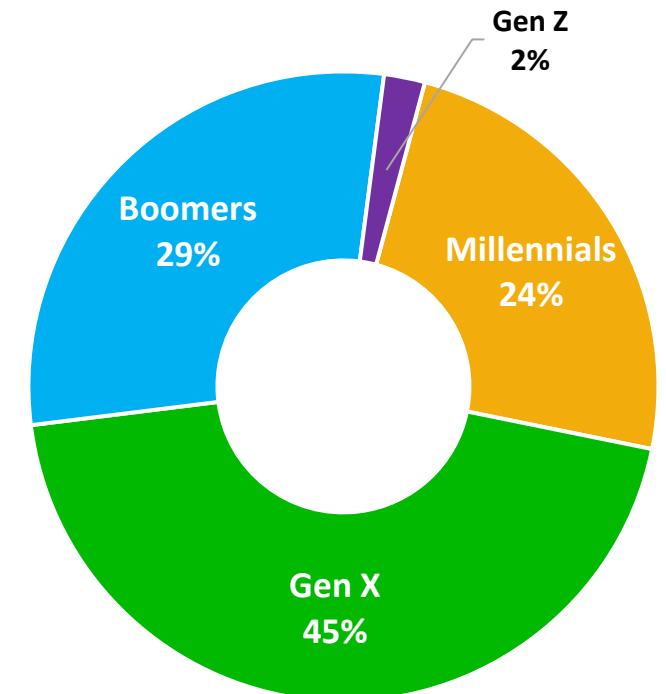


**Age**



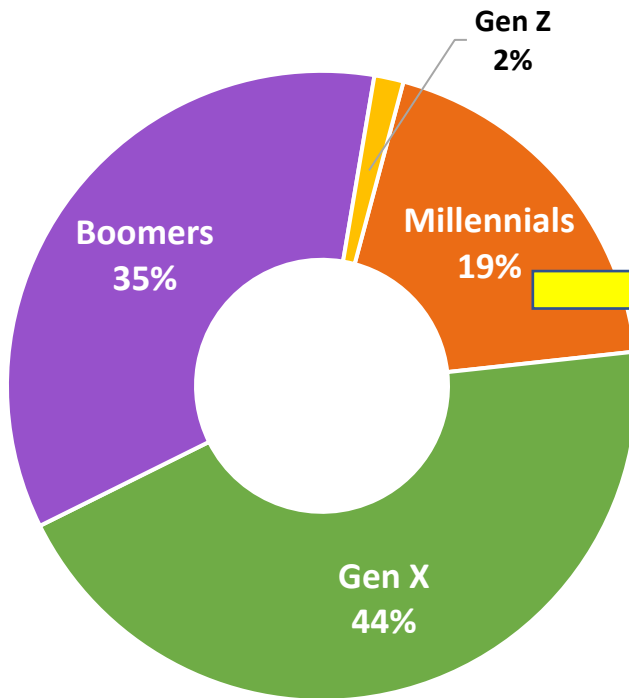
Average Age: 49.4

**Generation**

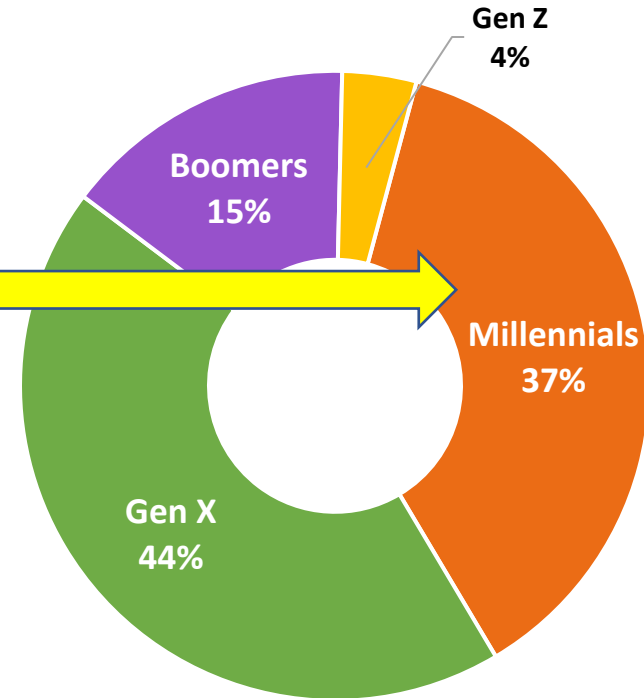


# Who We Surveyed

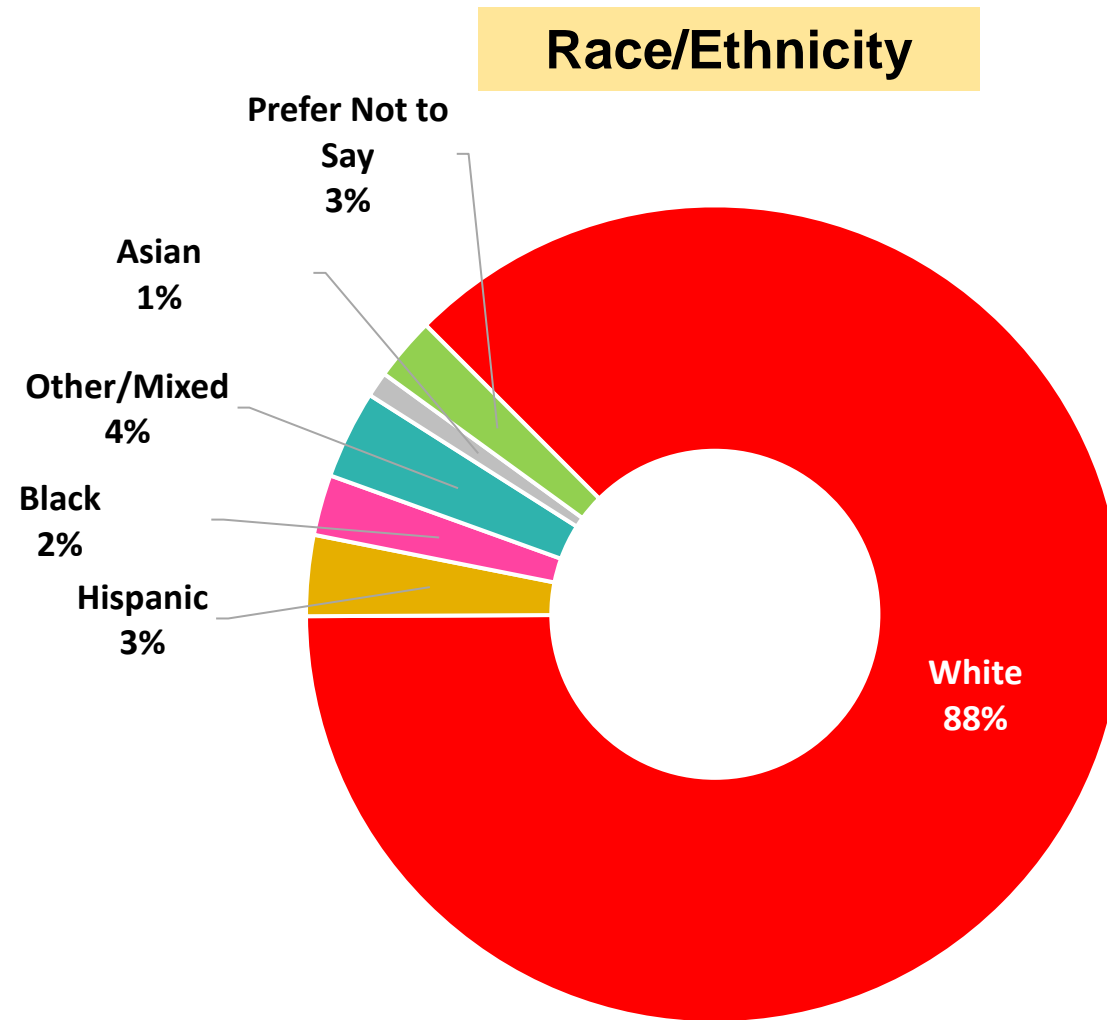
**Generation: Male**



**Generation: Female**

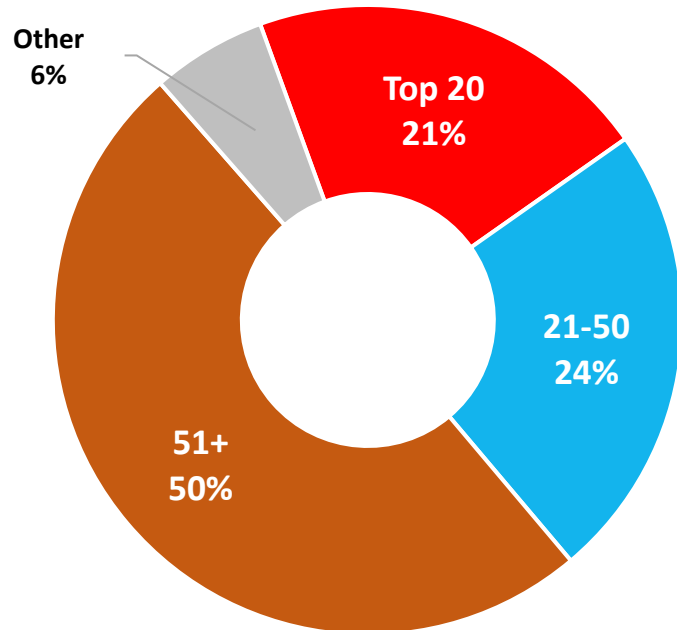


# Who We Surveyed

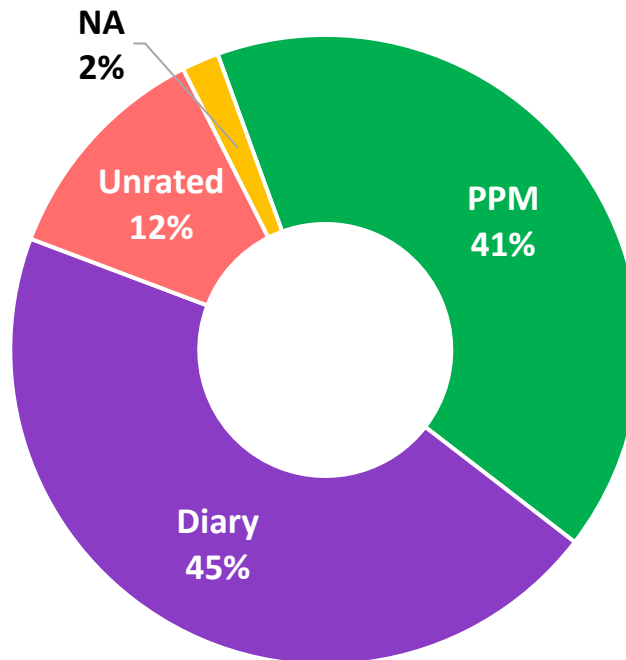


# Who We Surveyed

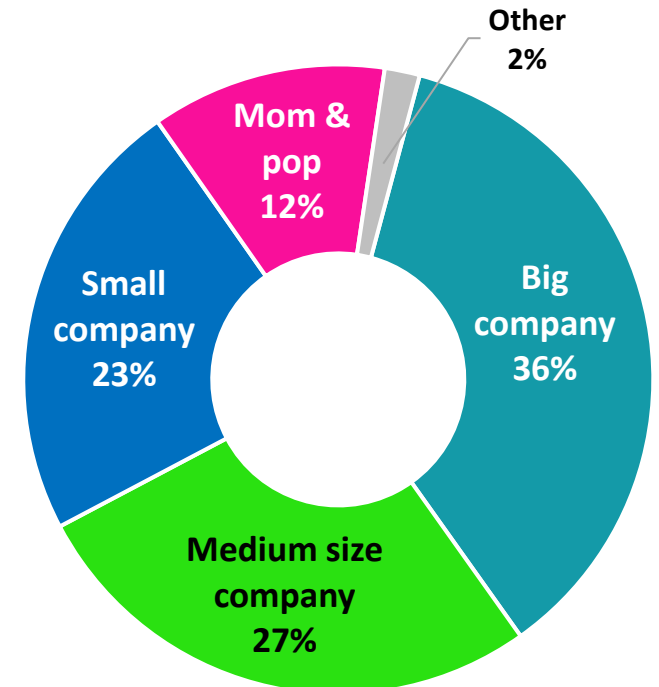
## Market Size



## Ratings Methodology

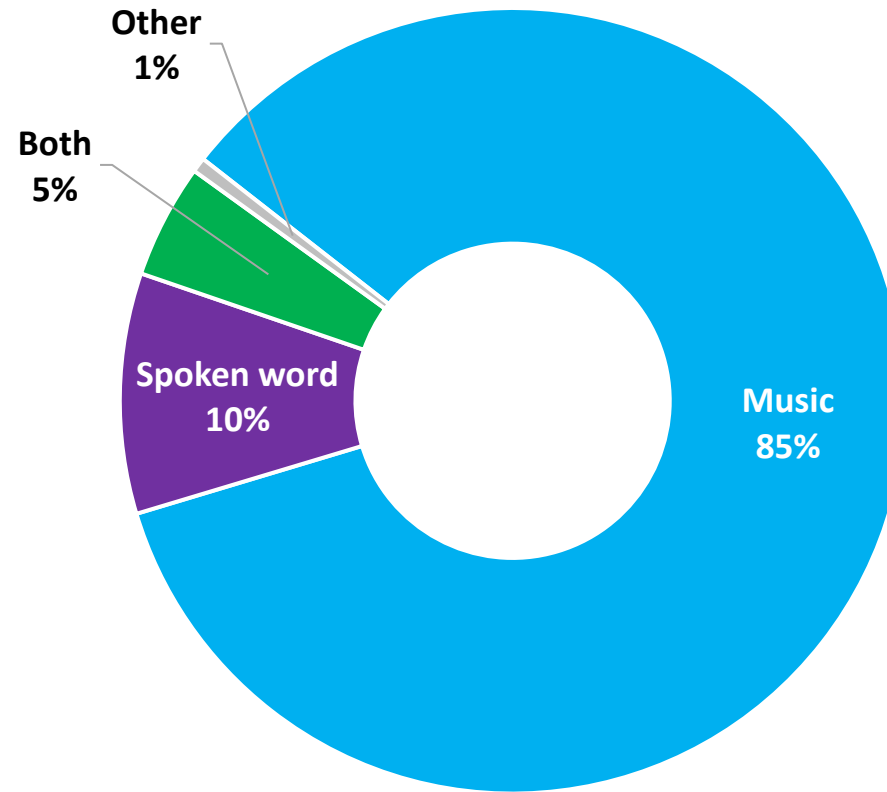


## Ownership



# Who We Surveyed

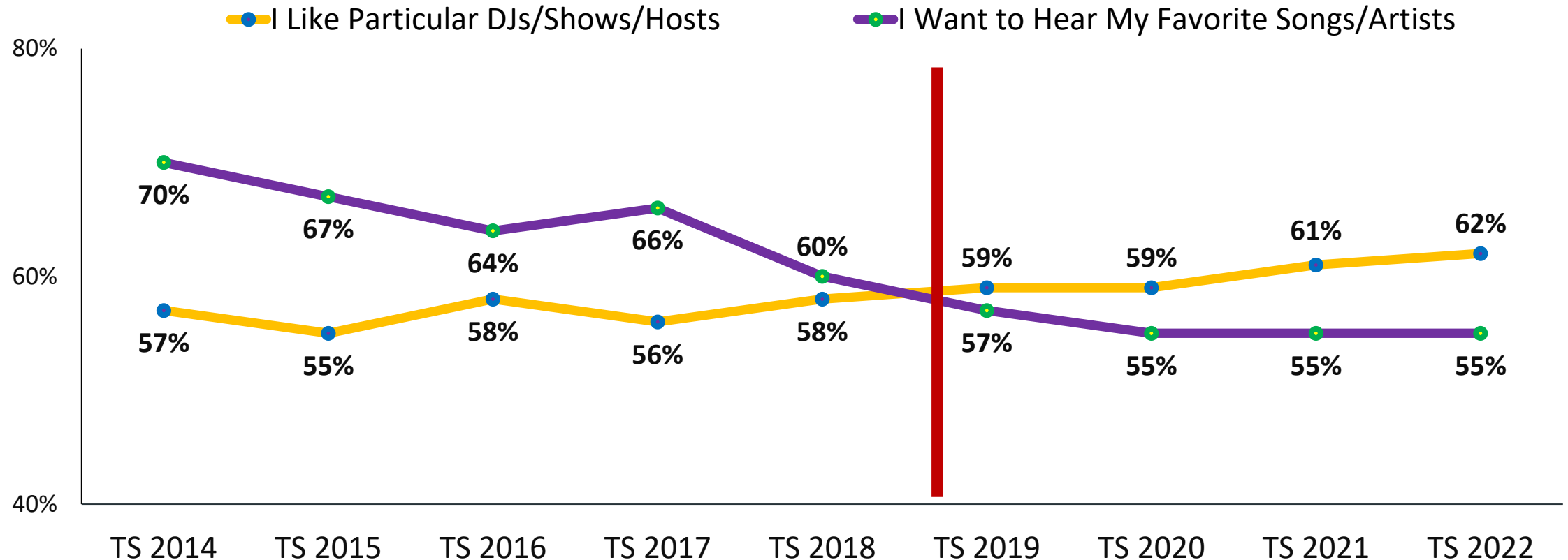
## Station Format





 **TECHSURVEY**  
**2022** JACOBS MEDIA

# With Each Passing Year, the Appeal of Music on the Radio Is Becoming Secondary to the Power of its Personalities



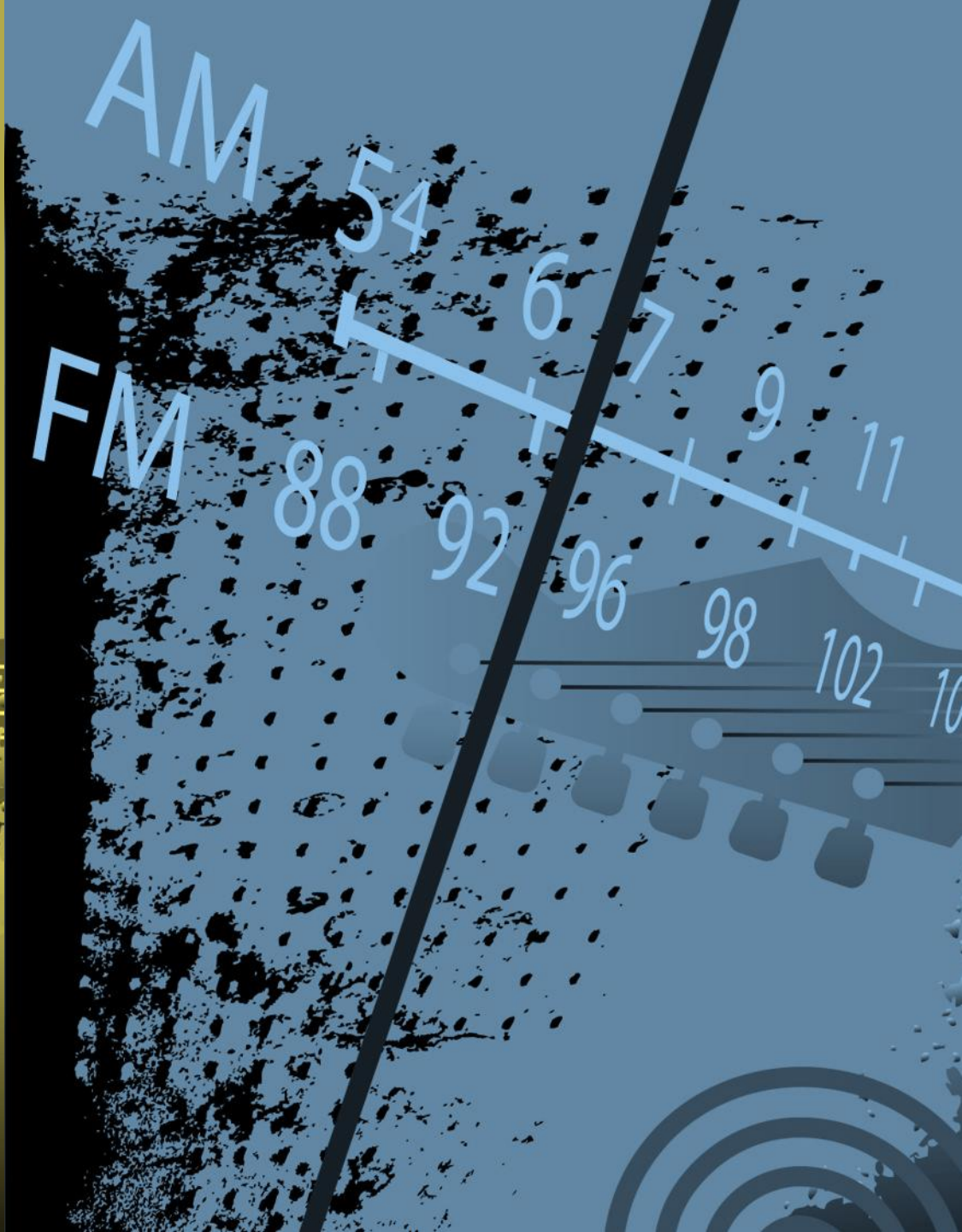
Among those who listen to AM/FM radio,  
% who say this is a main reason they listen



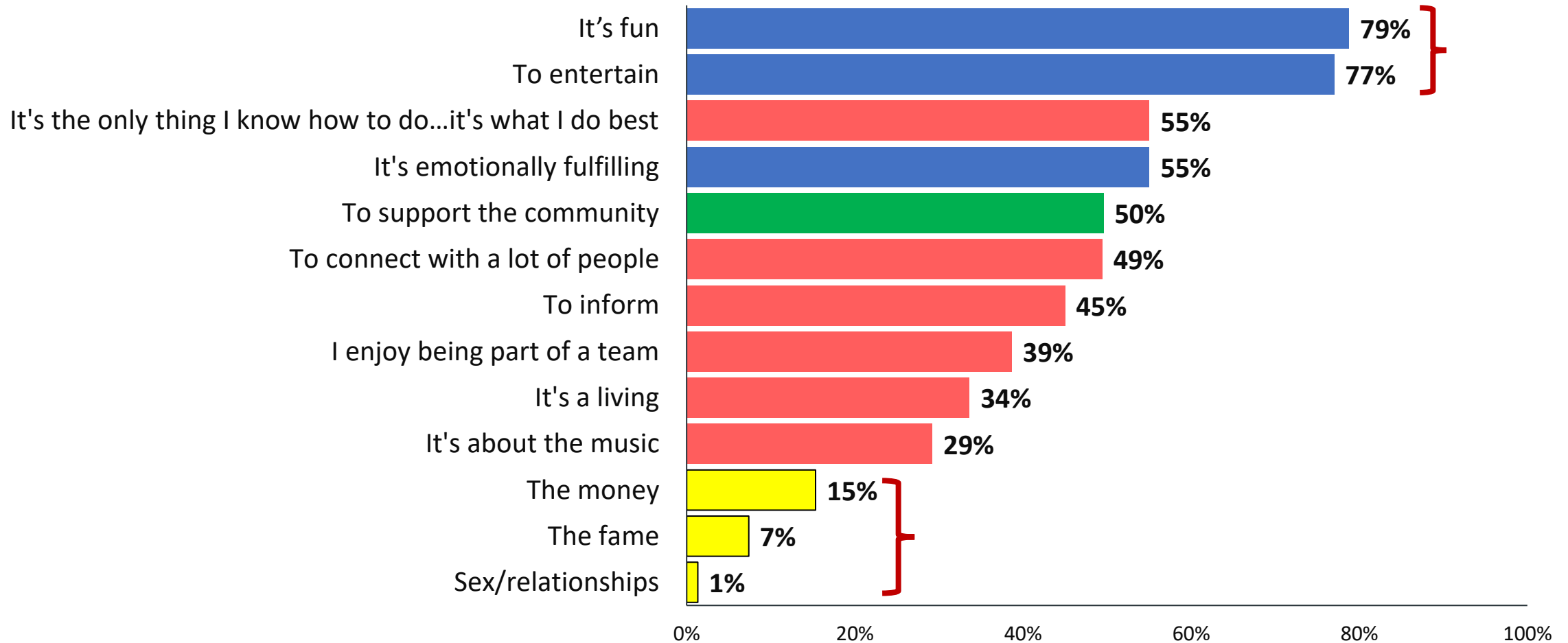
# Key Findings

# Questions/Observations

1. Station culture has been greatly impacted by COVID & WFH.
2. How many “hats” can you wear before you stop being effective? Or burn out?
3. The biggest companies have much work to do – reputationally & otherwise.
4. And medium/small companies have an opportunity to become THE destination for talent. No one owns “the hill” for best company to work if you’re on the air.
5. Women & Millennials feel most challenged by today’s radio industry.
6. Talent generally feel taken for granted.
7. Training is inconsistent to improve skills, especially social media and technology-oriented areas.
8. Recession worries are weighing on the collective minds of air personalities.
9. Stress levels continue to run high & many say their mental health could be better.
10. Give anyone you know who’s “on the beach” a hug. And help them get back in.

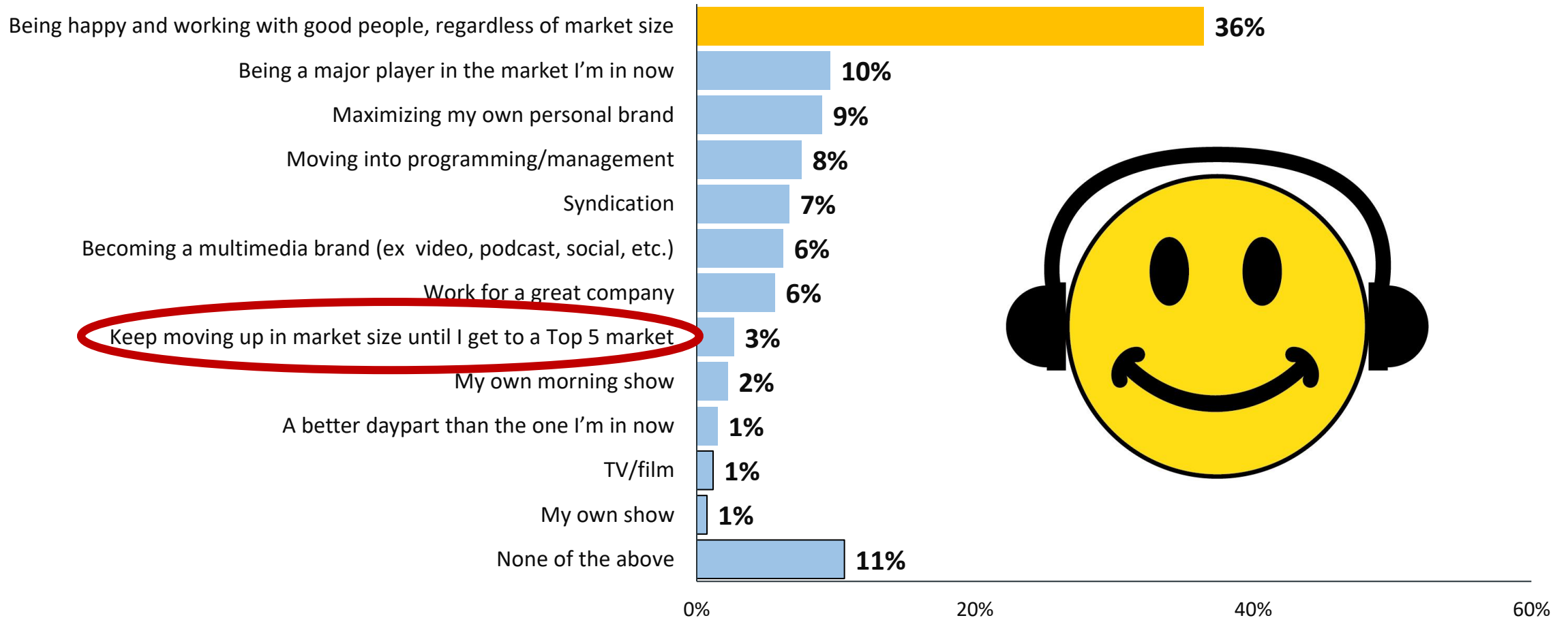


# Why Go On-Air? It's Fun, to Entertain, Emotionally Fulfilling



Among On-Air Talent, % who say this is  
a main reason they are on the radio

# Being Happy and Working With Good People Is the Ultimate Professional Goal

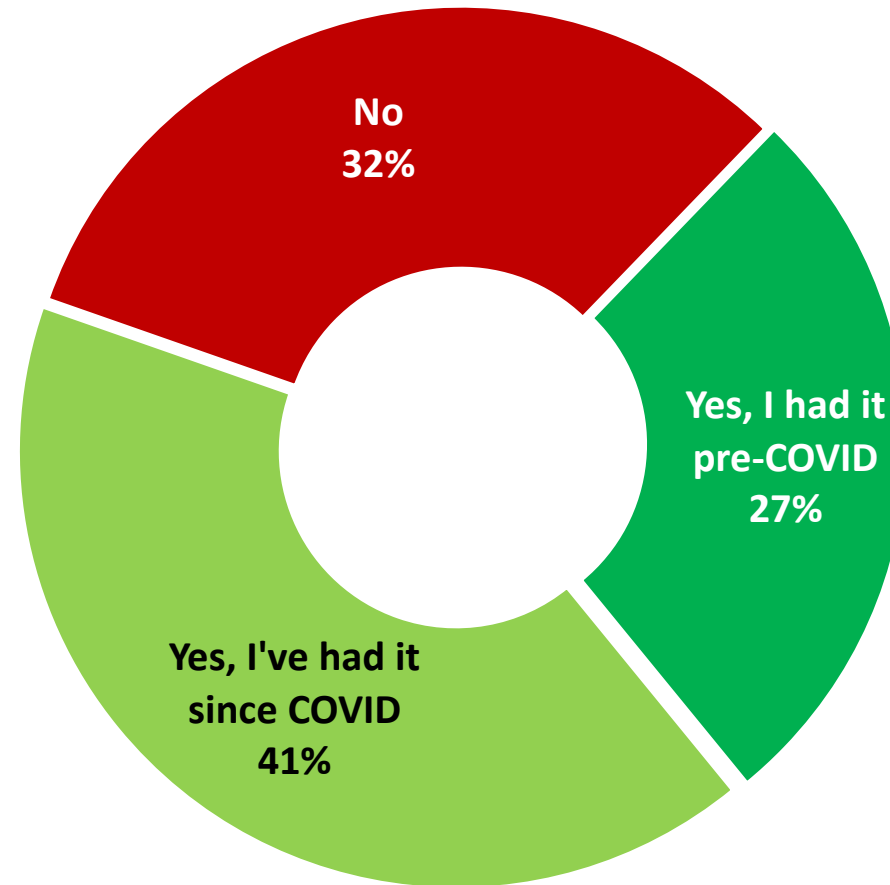


Among On-Air Talent



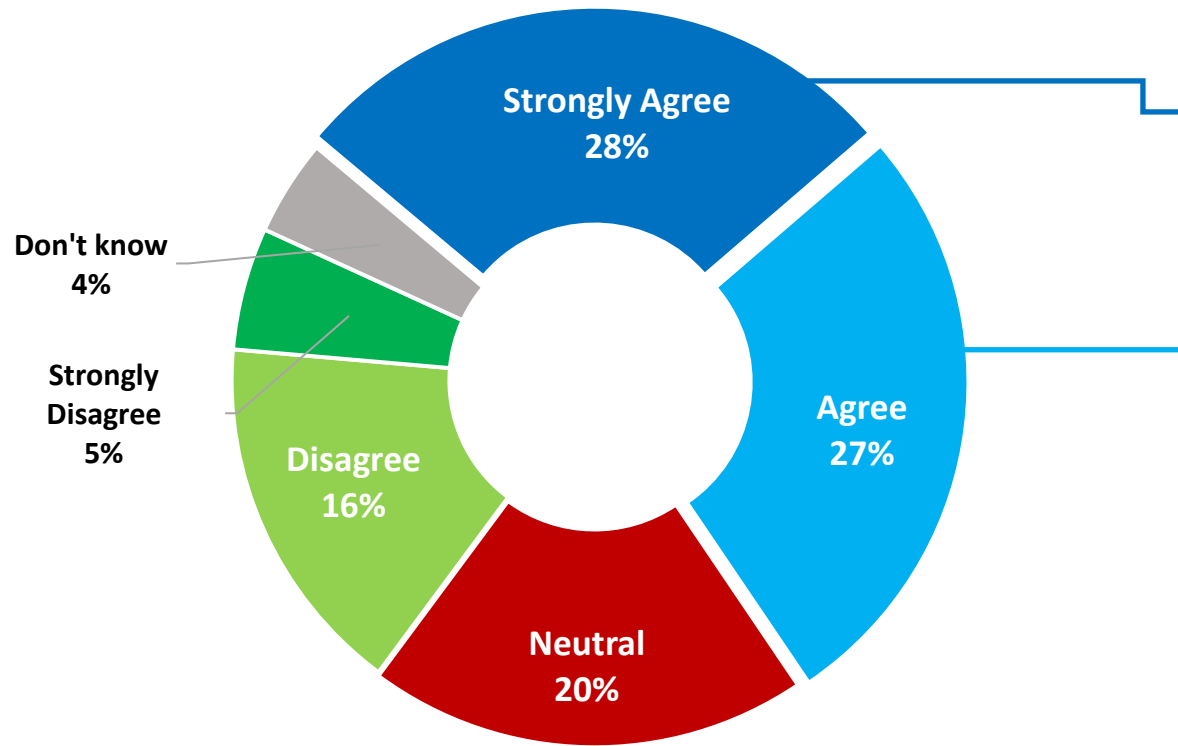
# More Than Two-Thirds Have the Ability to Broadcast From Home, Especially Since COVID

*“Do you have a home studio and/or the capability to broadcast from home?”*



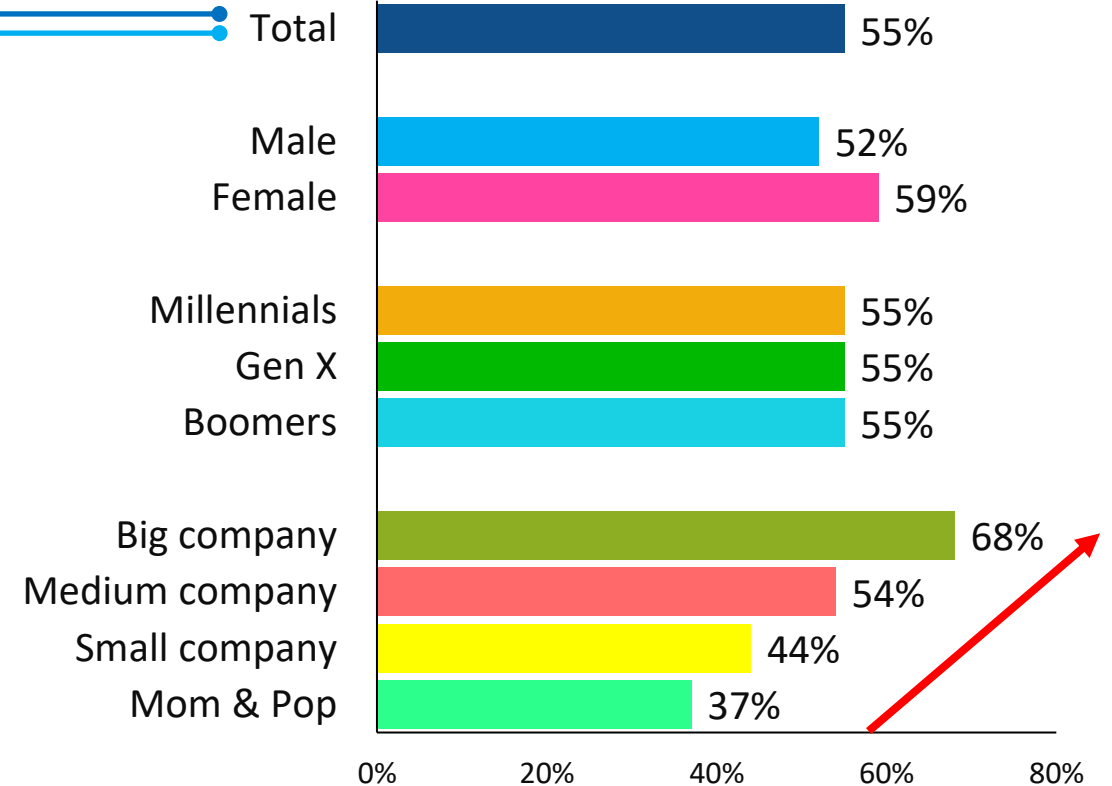
Among On-Air Talent

# Most Agree COVID Changed Their Station Culture, Especially Those in the Biggest Companies



*"Because of COVID, our station culture just isn't the same as it used to be"*

% Agreement (Strongly Agree + Agree)

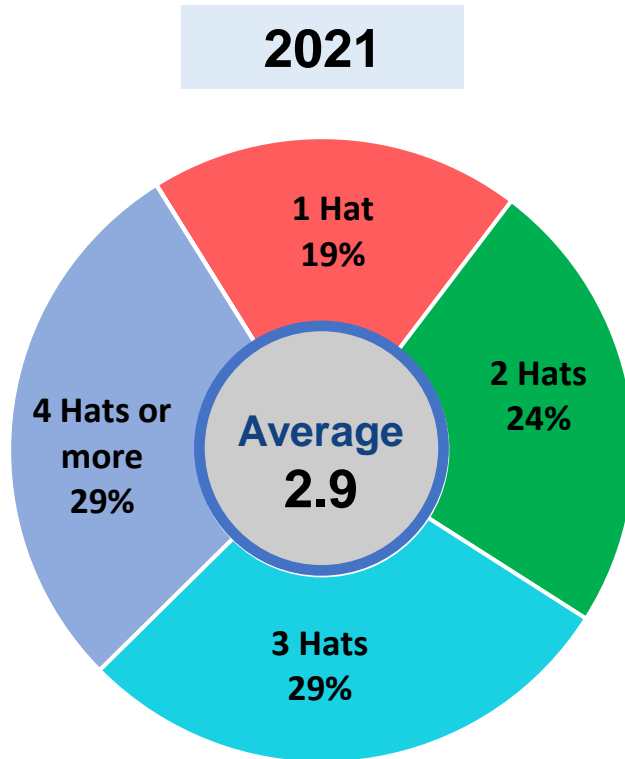




# So Much For “Four-out-the-door” – the Average Commercial Radio Personality Wears Three “Hats”

*“Many radio personalities have more than one job. For example, you may be the program director and on the air – or you may be on the air for more than one station in the cluster or company – or in addition to being on the air, you may be the music director, the promotion director, etc.*

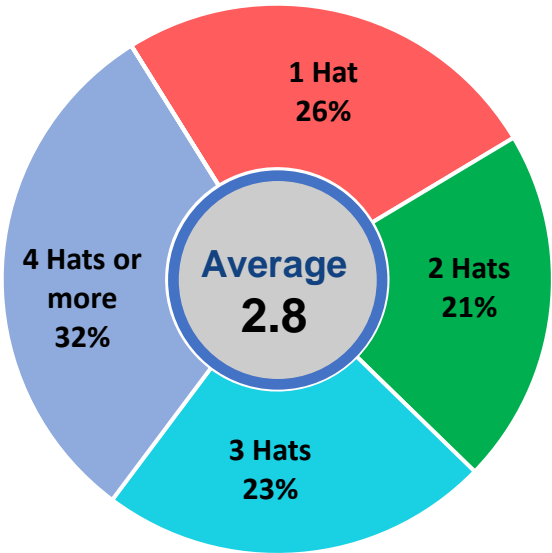
*Add up your current roles – how many ‘hats’ are you now wearing?”*



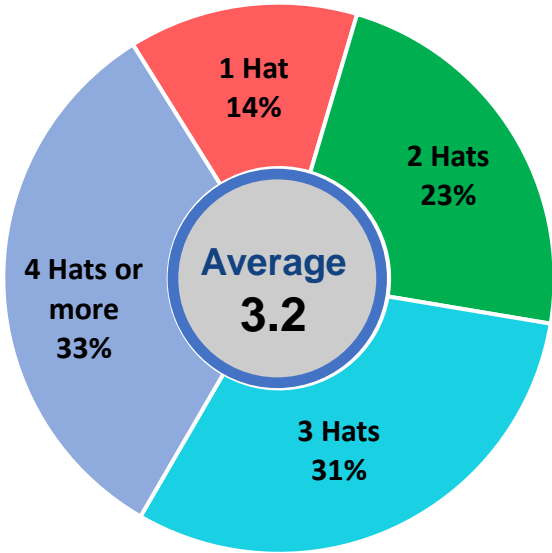
Among On-Air Talent

# The Smaller the Company, the More “Hats” Are Worn by Talent

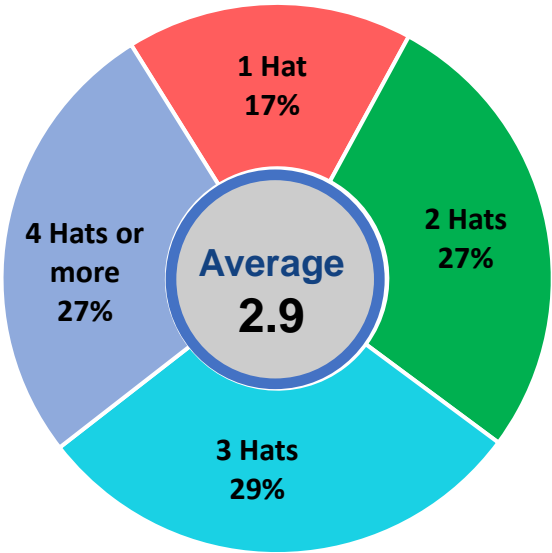
A big company



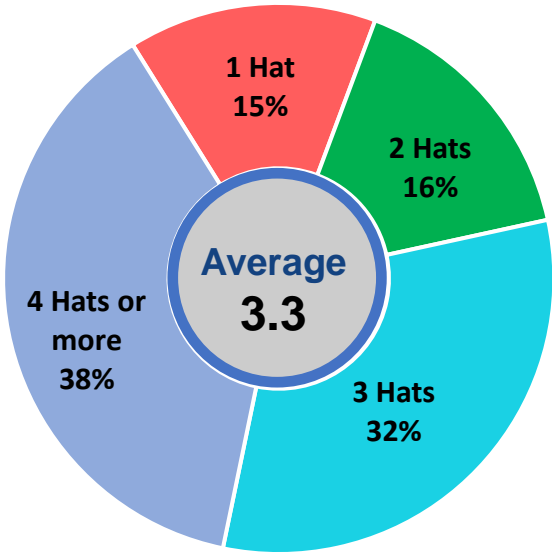
A small company



A medium company

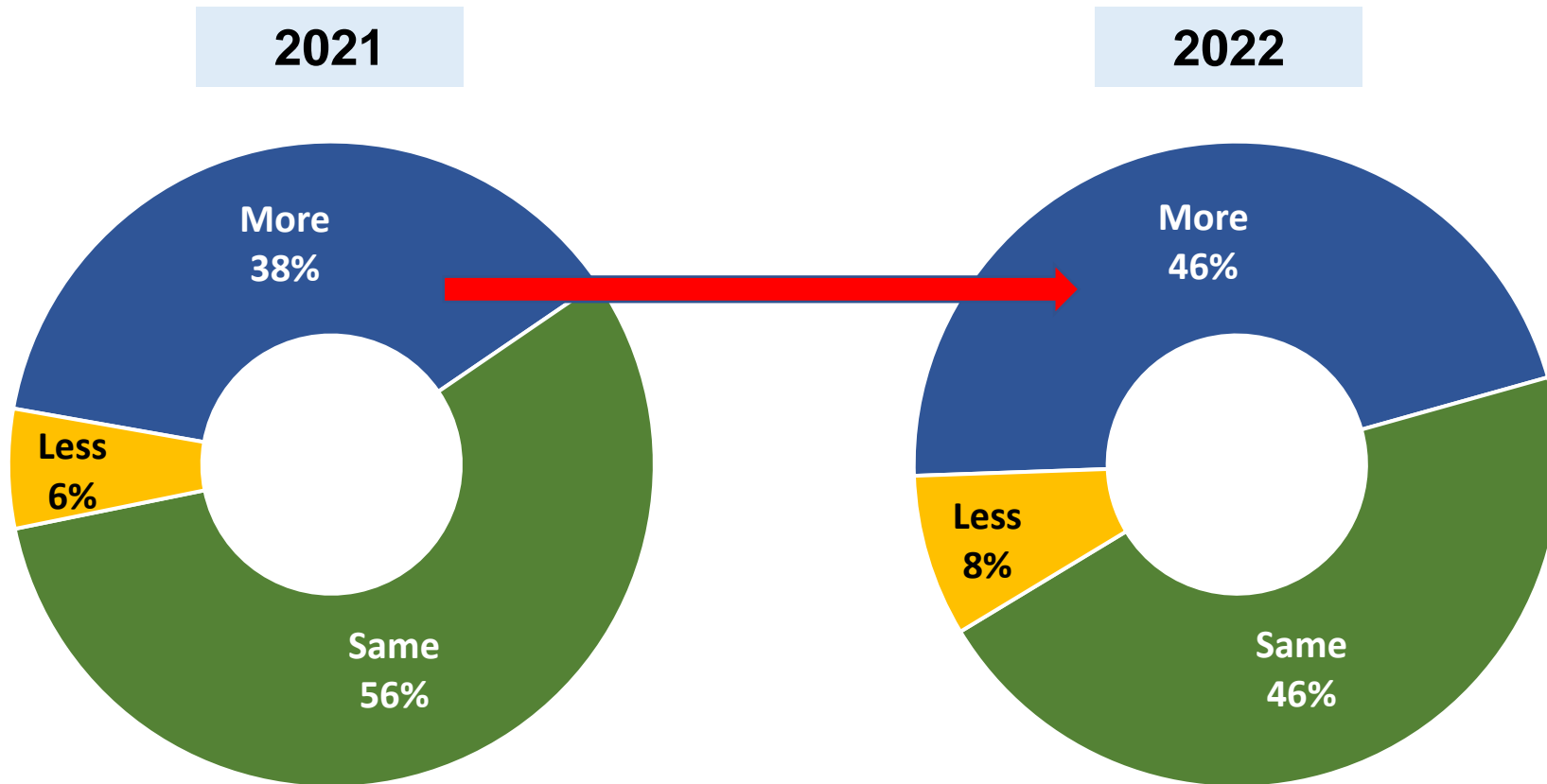


A “mom & pop”



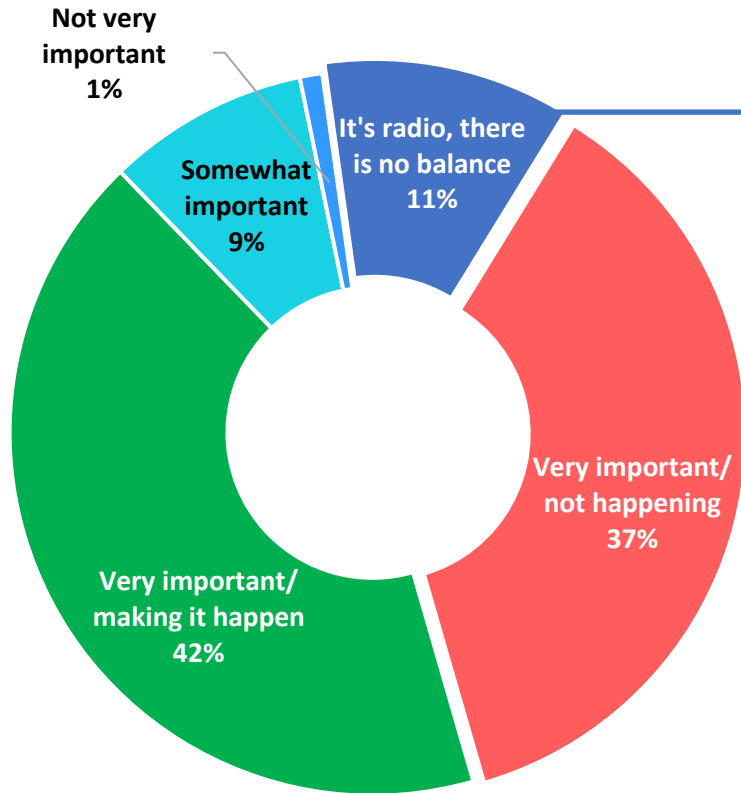
# Nearly Half Have Added Job Responsibilities Since COVID Began, With a Notable Increase in the Last Year

*"Today, are you wearing more 'hats,' less 'hats,' or the same number of 'hats' you were wearing pre-COVID?"*



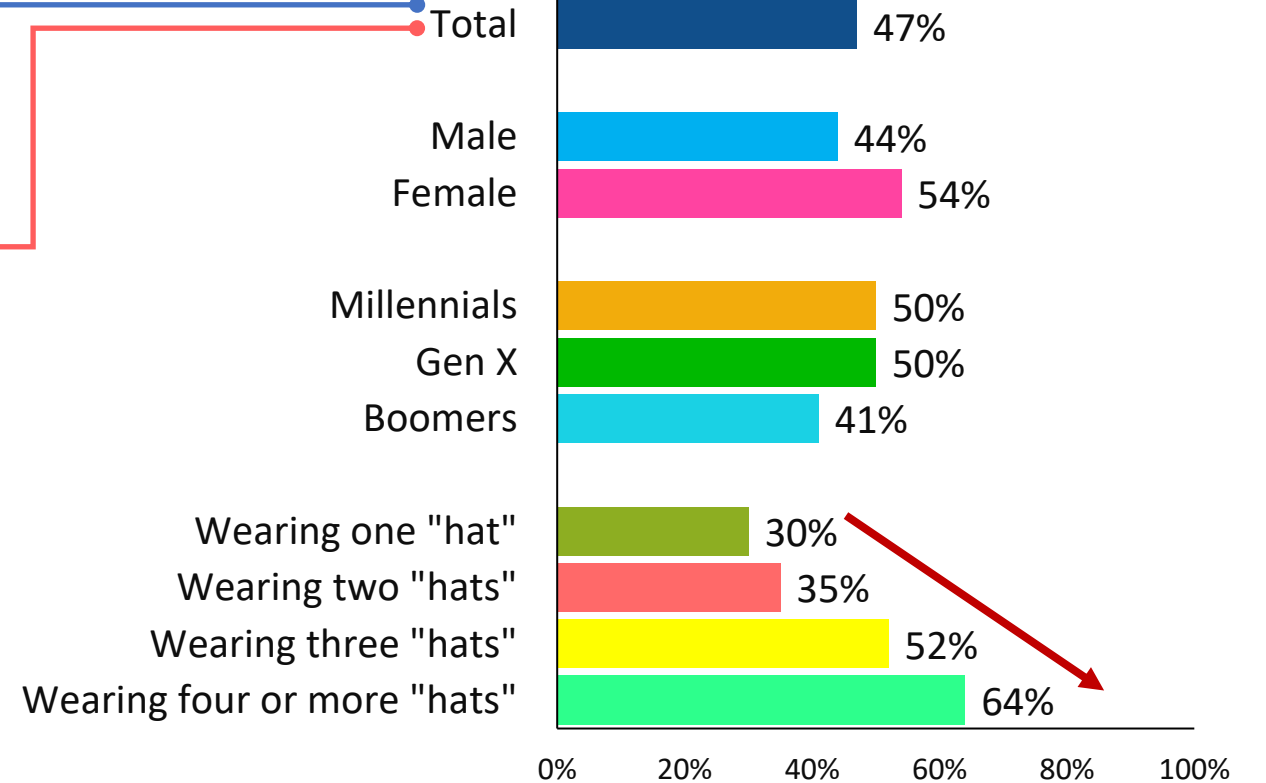
Among On-Air Talent

# Nearly Half Say a Work/Life Balance Is Not Happening



*"When it comes to work/life balance, which ONE of the following statements best describes your opinion?"*

% Saying Work/Life Balance Doesn't Exist or Is Very Important But It's Not Happening





MONOPOLY

5

5

5

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MONOPOLY

1

1

1

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MONOPOLY

20

20

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MONOPOLY

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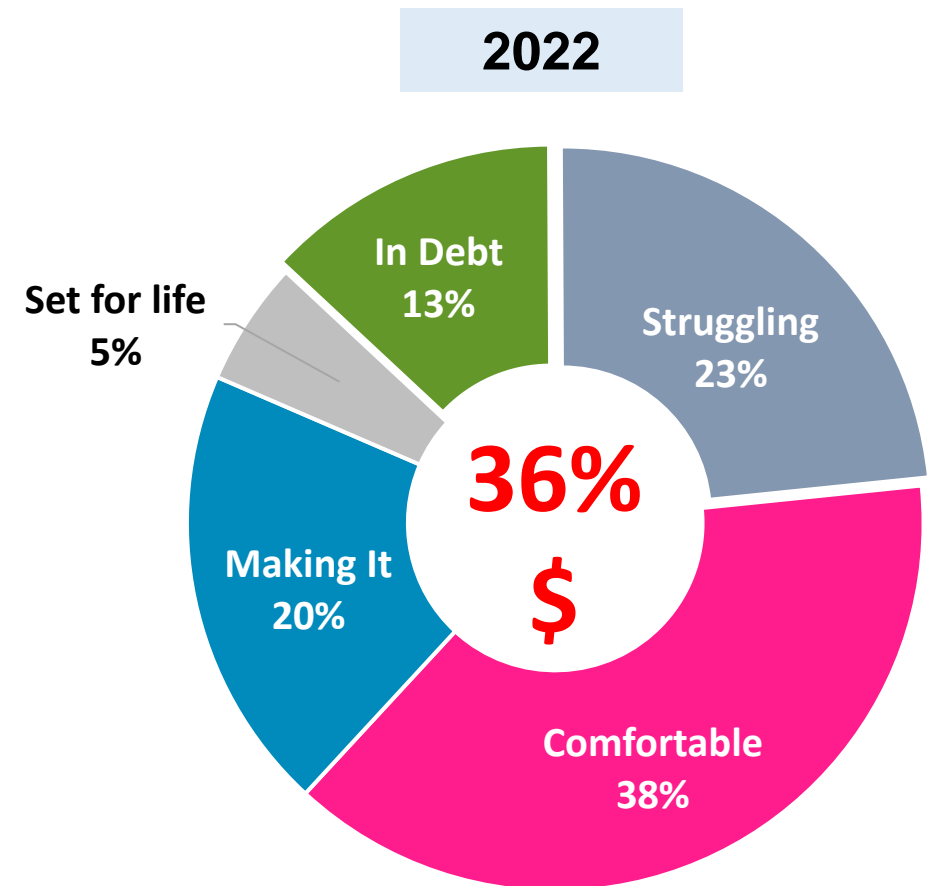
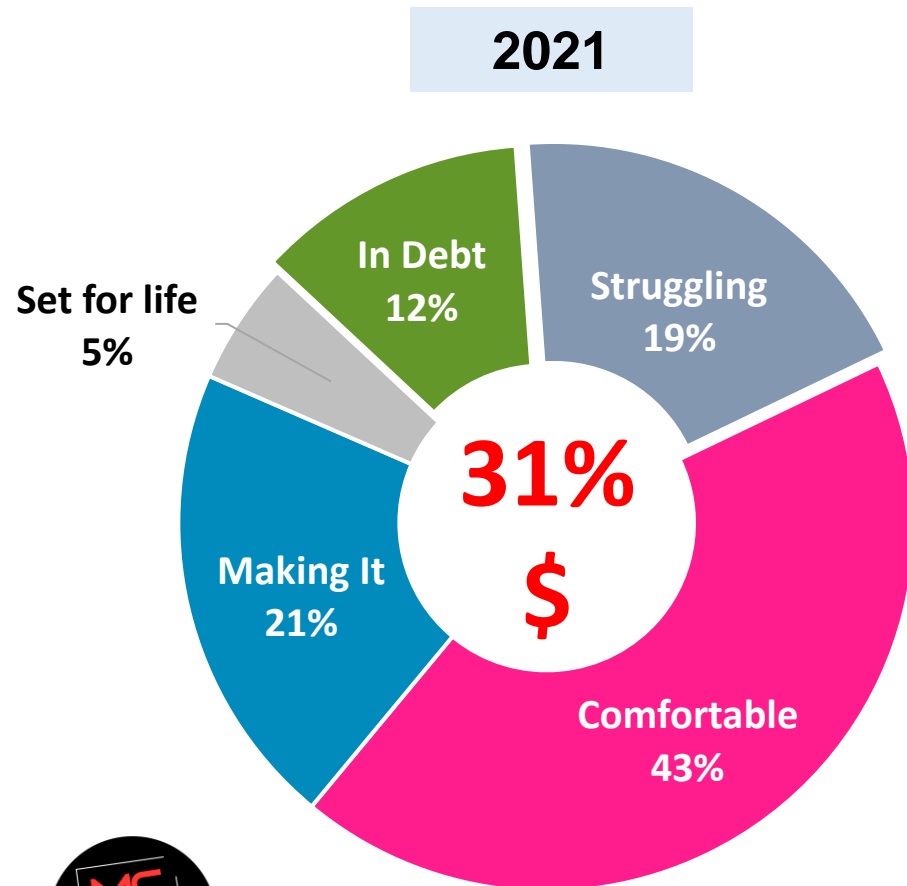
MONOPOLY

MONOPOLY

100

# A Majority Are “Making It” or Are Comfortable Financially, But Now More Than One-Third Are In Debt or Struggling

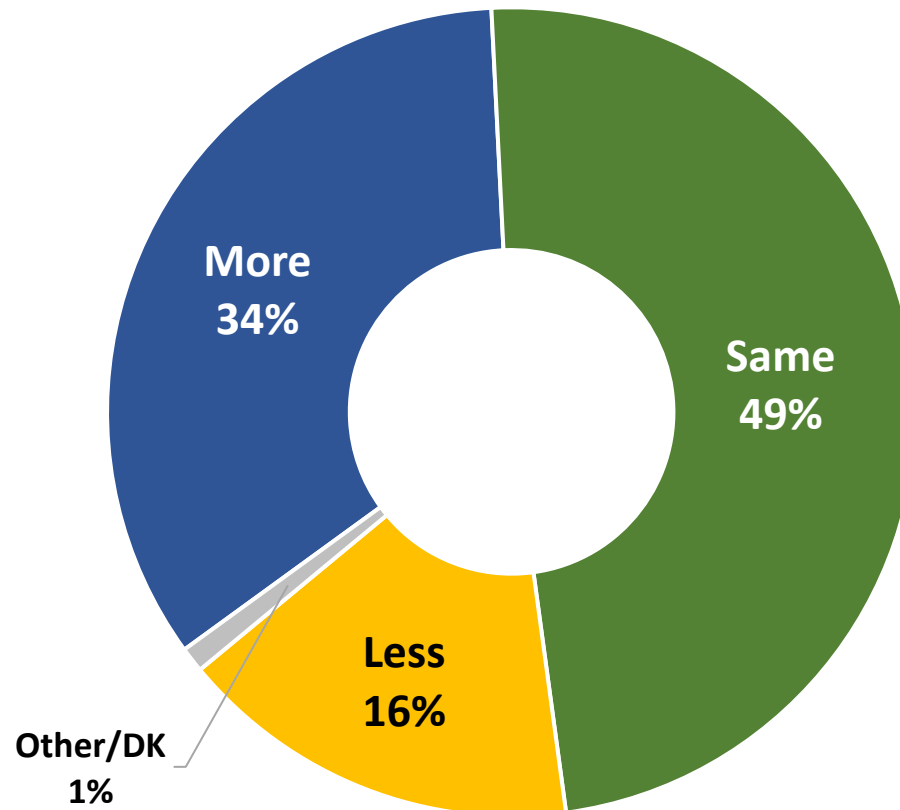
*“Financially, are you...”*



Among On-Air Talent

# One in Three Expects To Make More Money in 2022...

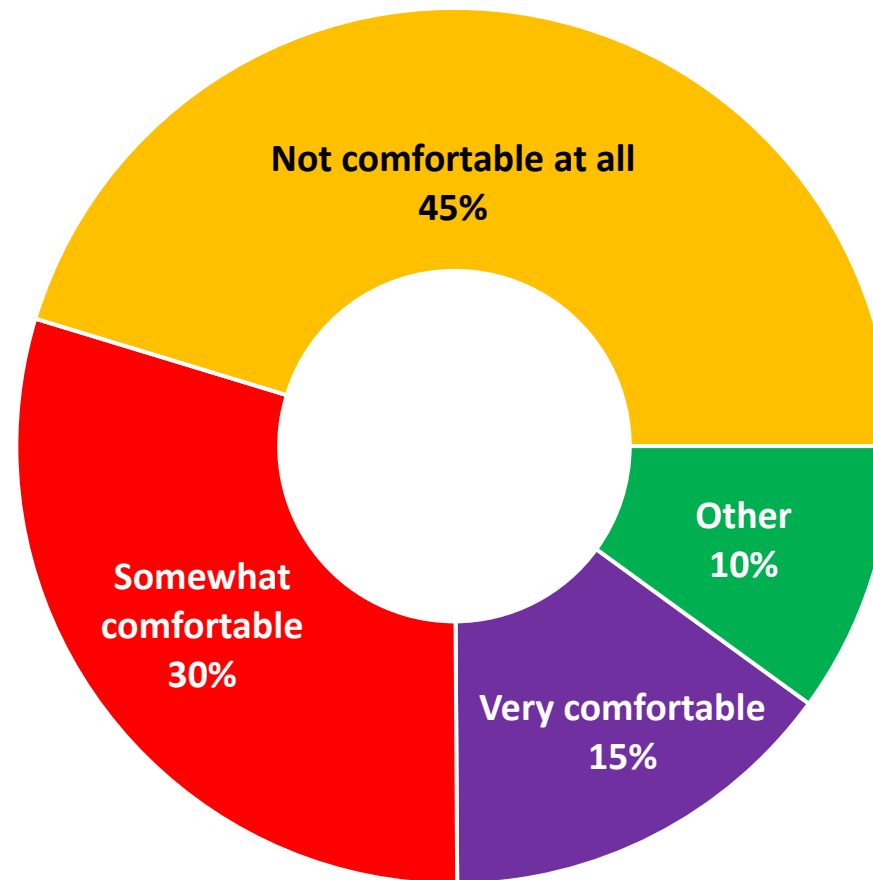
*“Regarding your overall compensation from all radio-related sources (salary, bonuses, appearances, etc.), how much money do expect to make this year from your radio job compared to what you made in 2021?”*



Among On-Air Talent

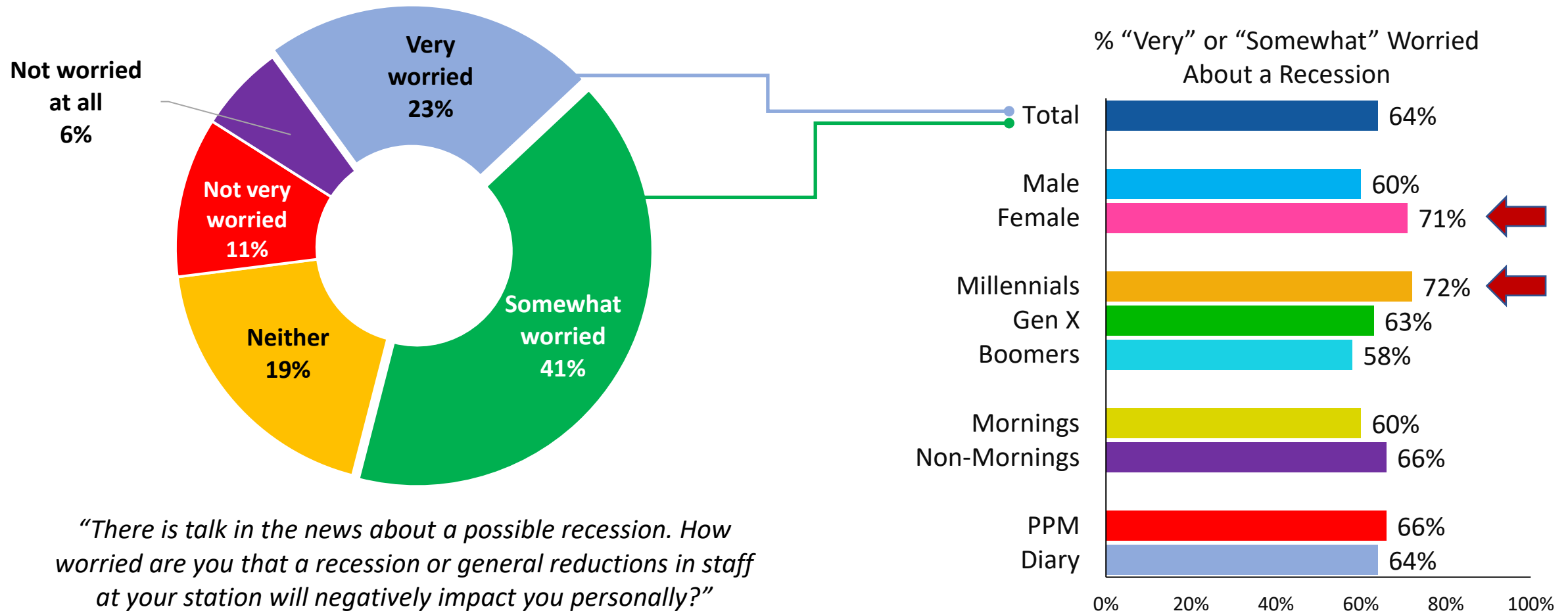
# ...But Just Under Half Are Uncomfortable Asking For a Raise

*“At this point in time, how comfortable are you asking for a raise?”*



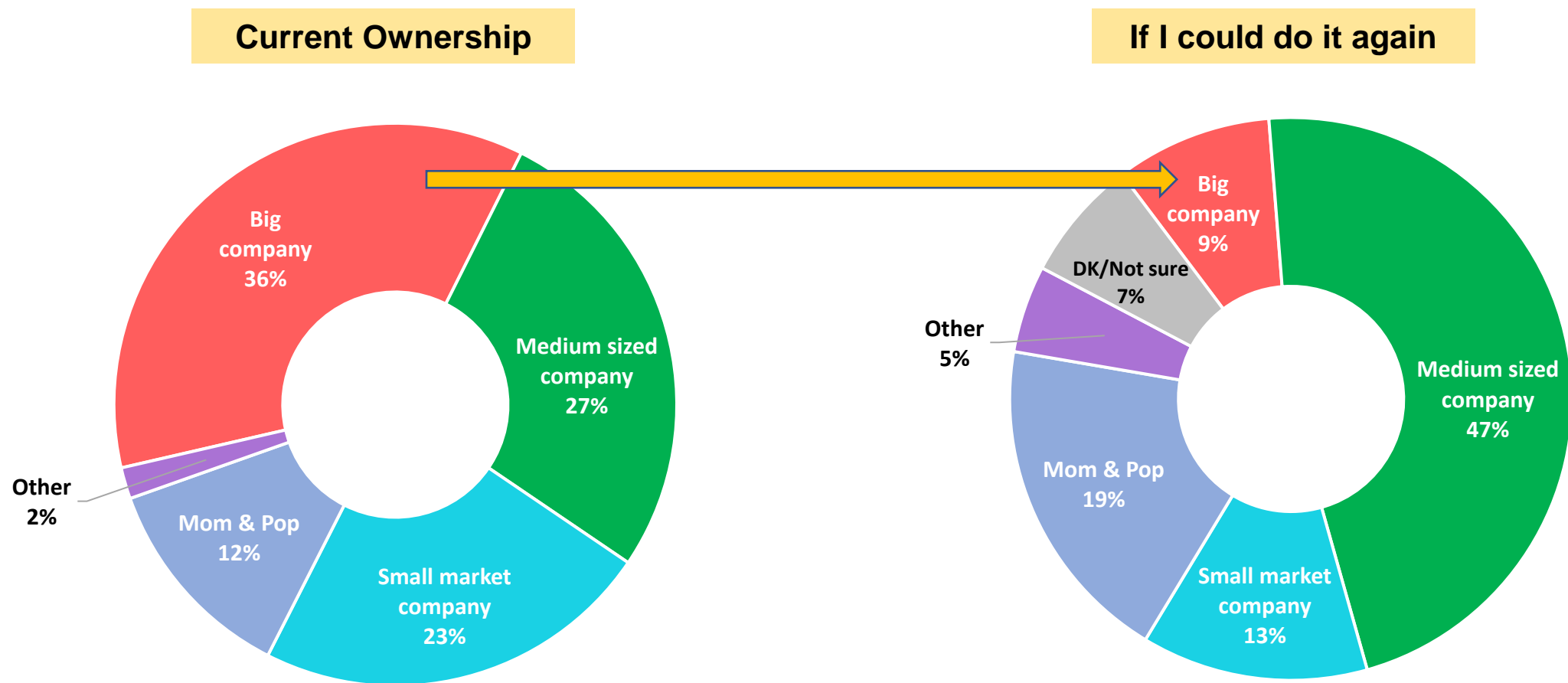
Among On-Air Talent

# Nearly Two-Thirds are Worried About a Possible Recession or General Reductions In Staff



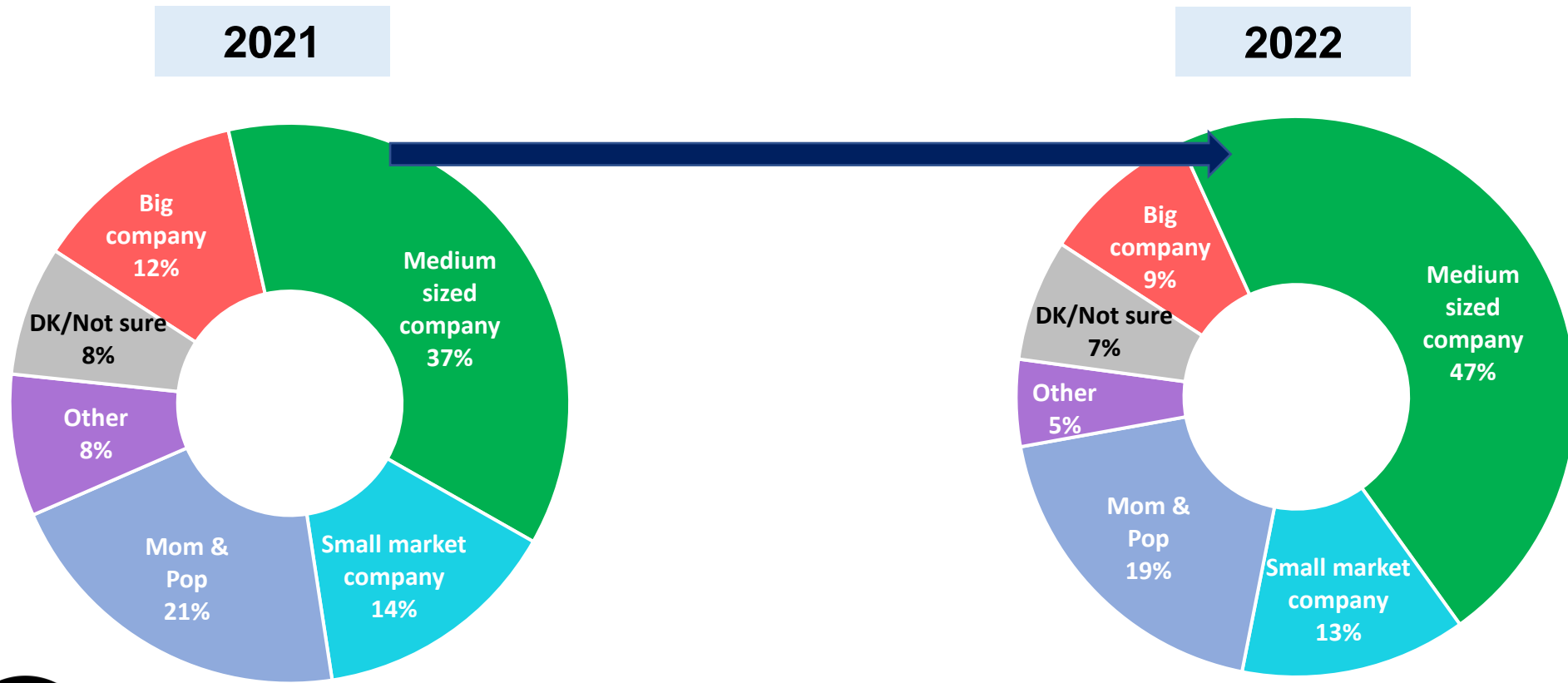


# More Than One-Third Work For One of the Big Radio Companies



# The Desirability of Medium-Sized Companies Is on the Rise, While the Big Companies Are Becoming Less Attractive

*“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...”*

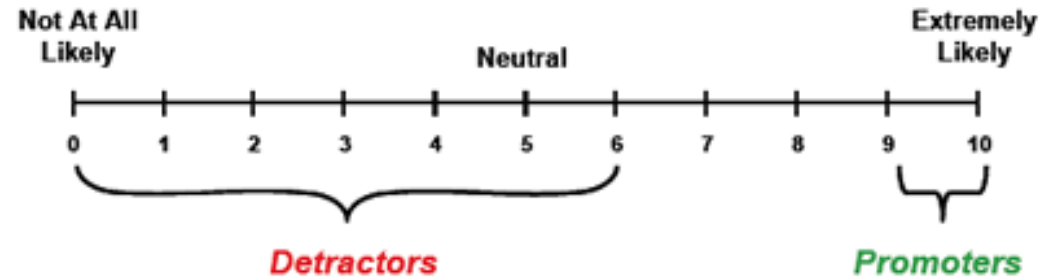




# NET PROMOTER



## Likelihood To Recommend



% Promoters

—

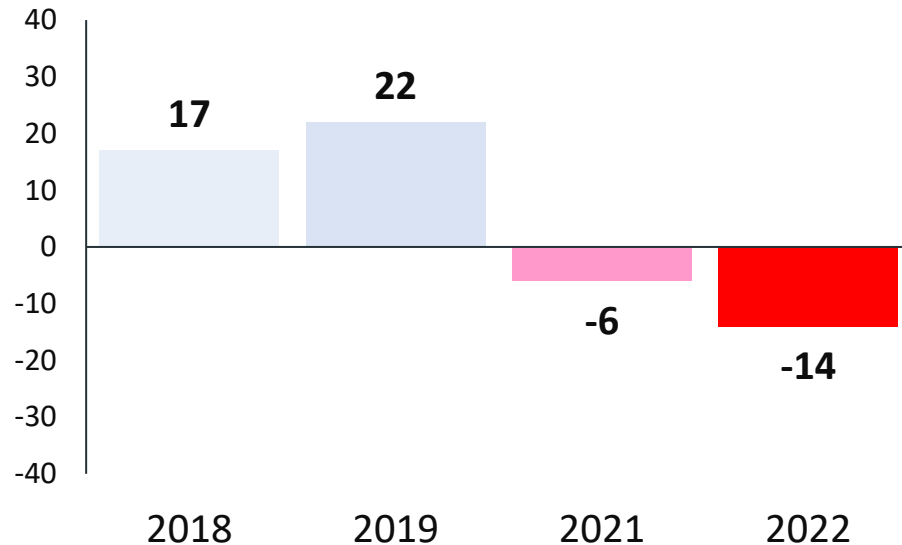
% Detractors

=

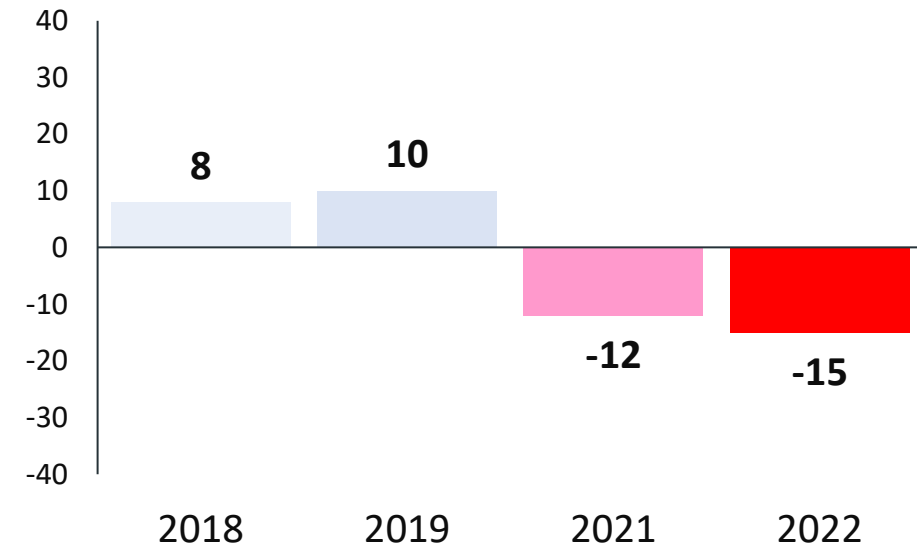
Net Promoter Score

# Recommendation Scores for Radio Stations and Companies Have Sharply Declined Since the Onset of COVID

NPS: The Station You Work For

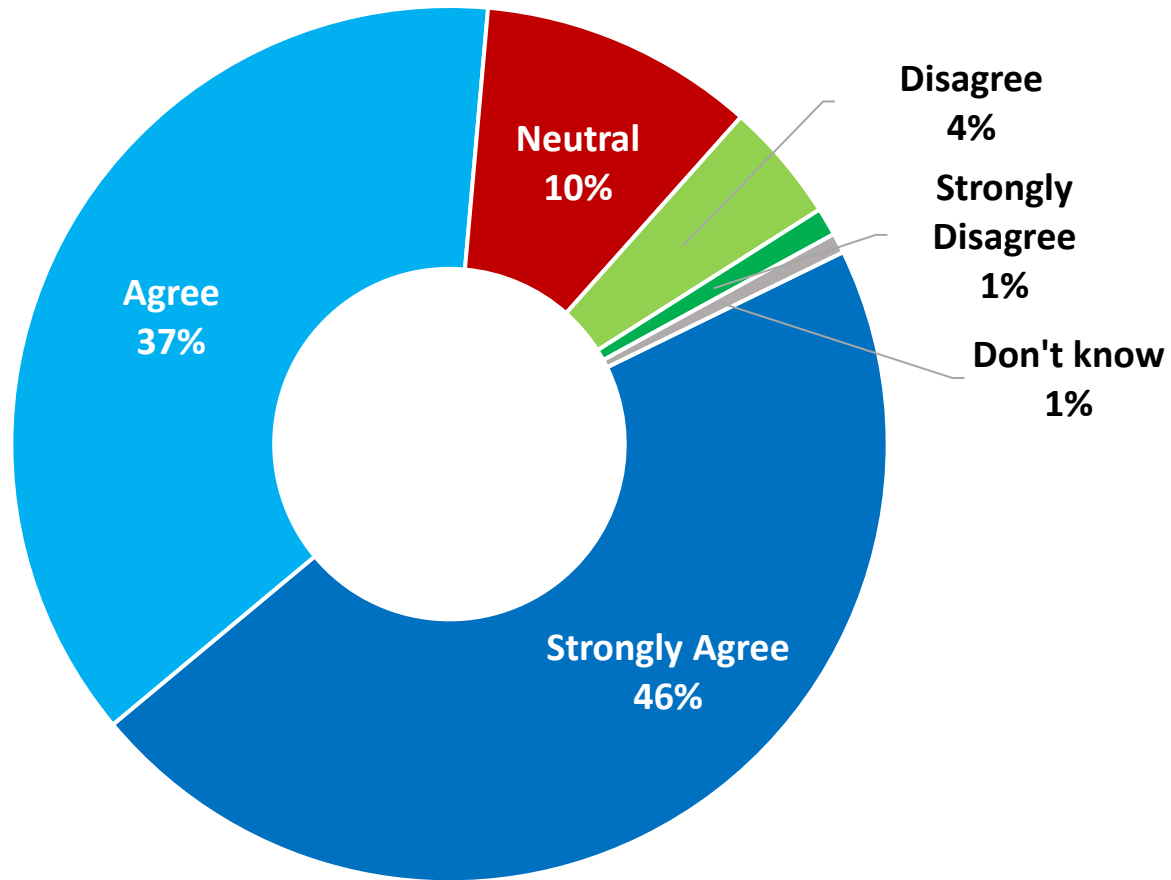


NPS: The Company You Work For



# There Is Near Universal Agreement That Talent in Radio Are Taken For Granted

*"Overall, talent in radio is taken for granted."*

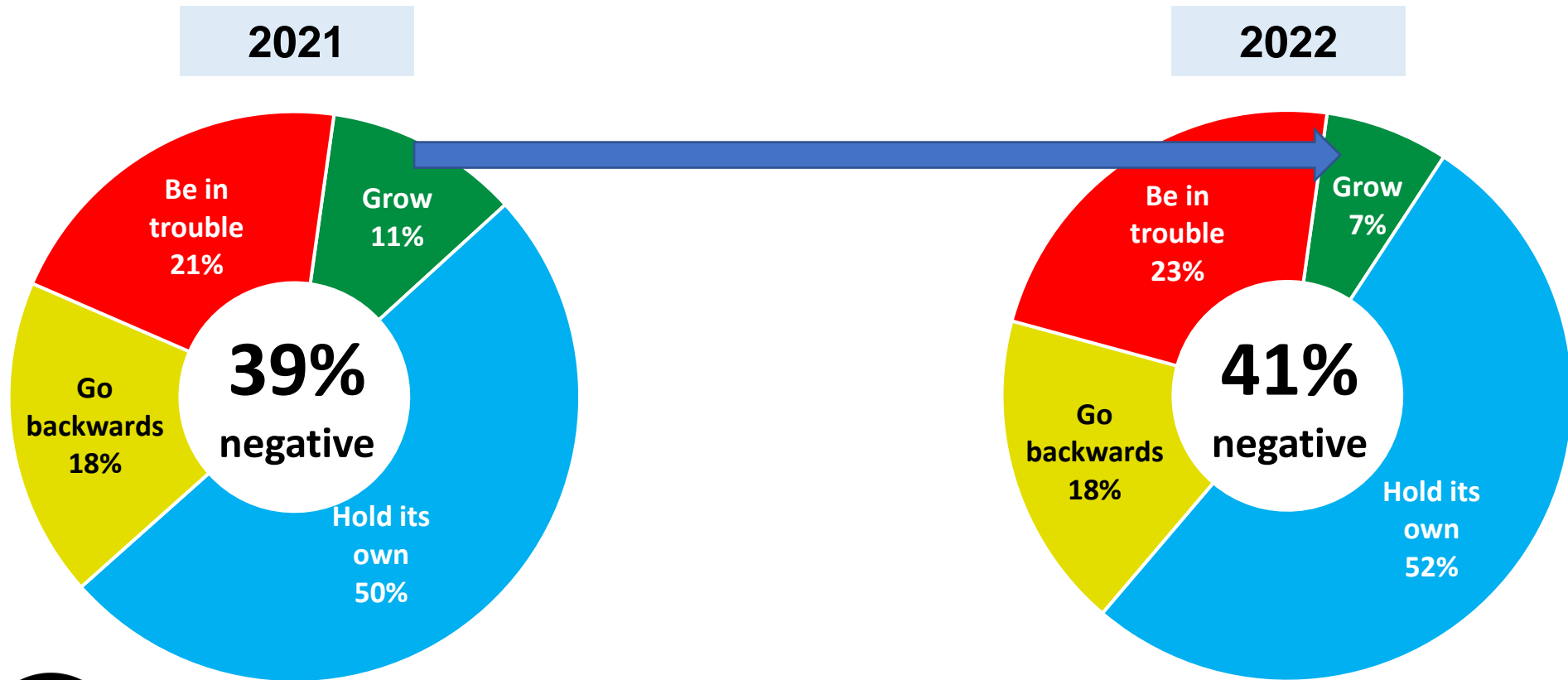


Among On-Air Talent



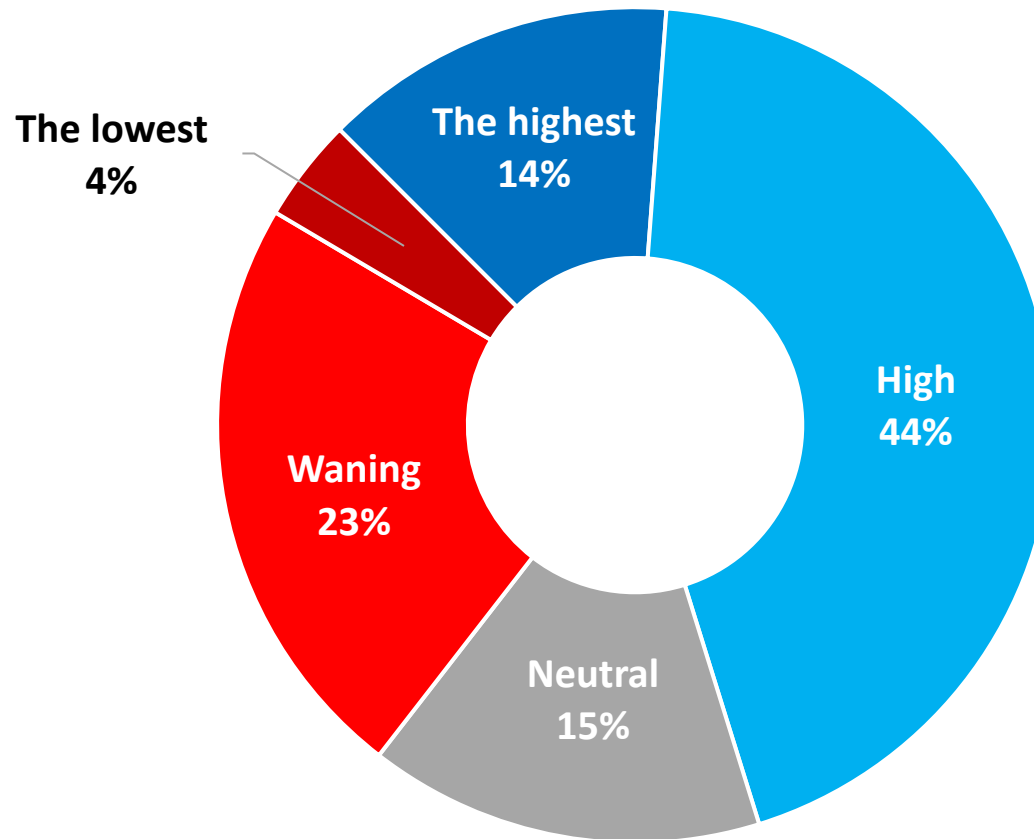
# A Majority Feel Broadcast Radio Will Be in Good Shape Over the Next 5 Years, But Few See Any Growth

*"In the next 5 years, you think broadcast radio will:"*



# Nearly Six in Ten Are Passionate About Radio, But More Than One-Fourth Say Their Enthusiasm Is Low or Waning

*"Your current passion level for the broadcast radio business is..."*

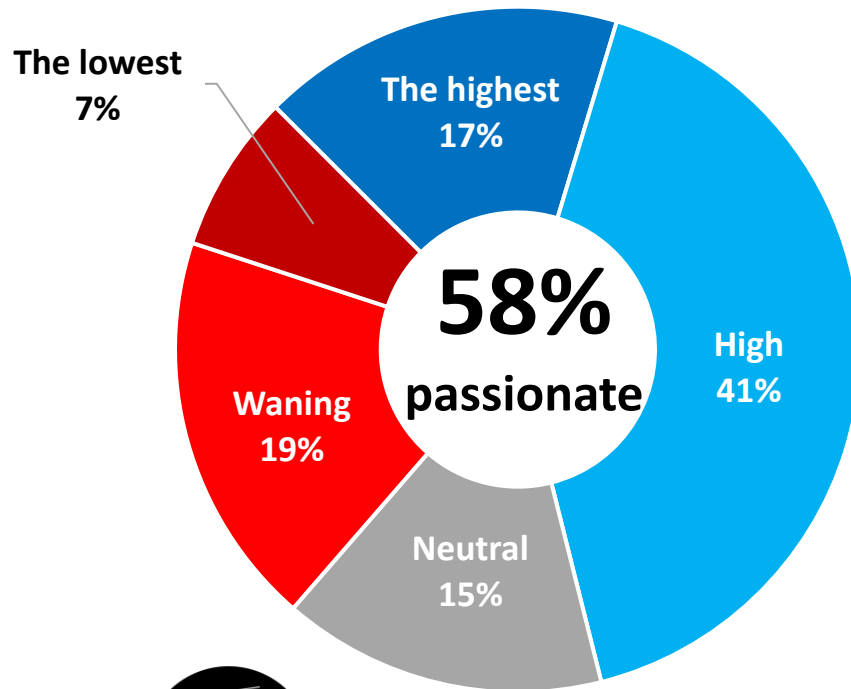


Among On-Air Talent

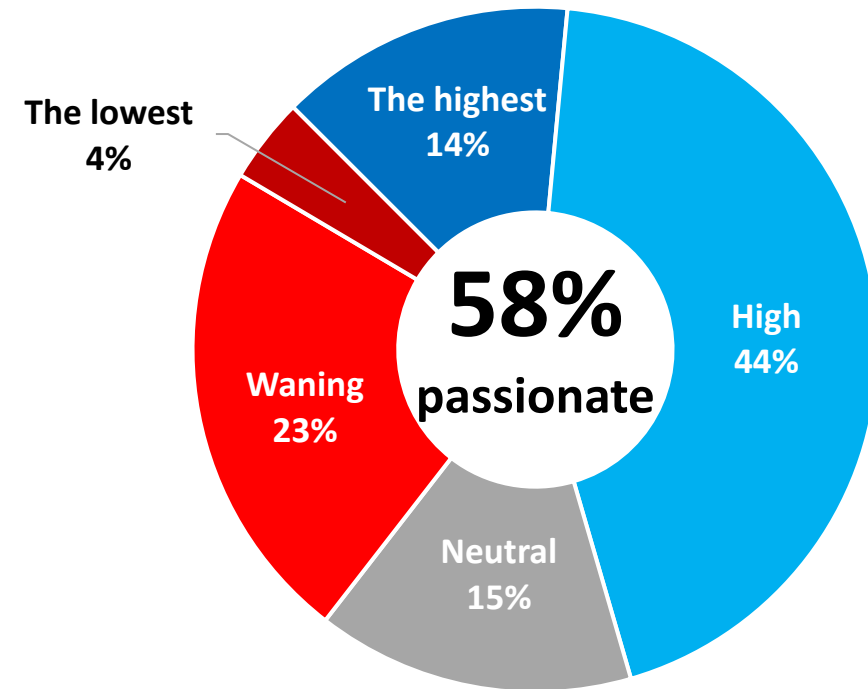
# Passion for Radio Is Unchanged in the Past Year

*"Your current passion level for the broadcast radio business is..."*

2021



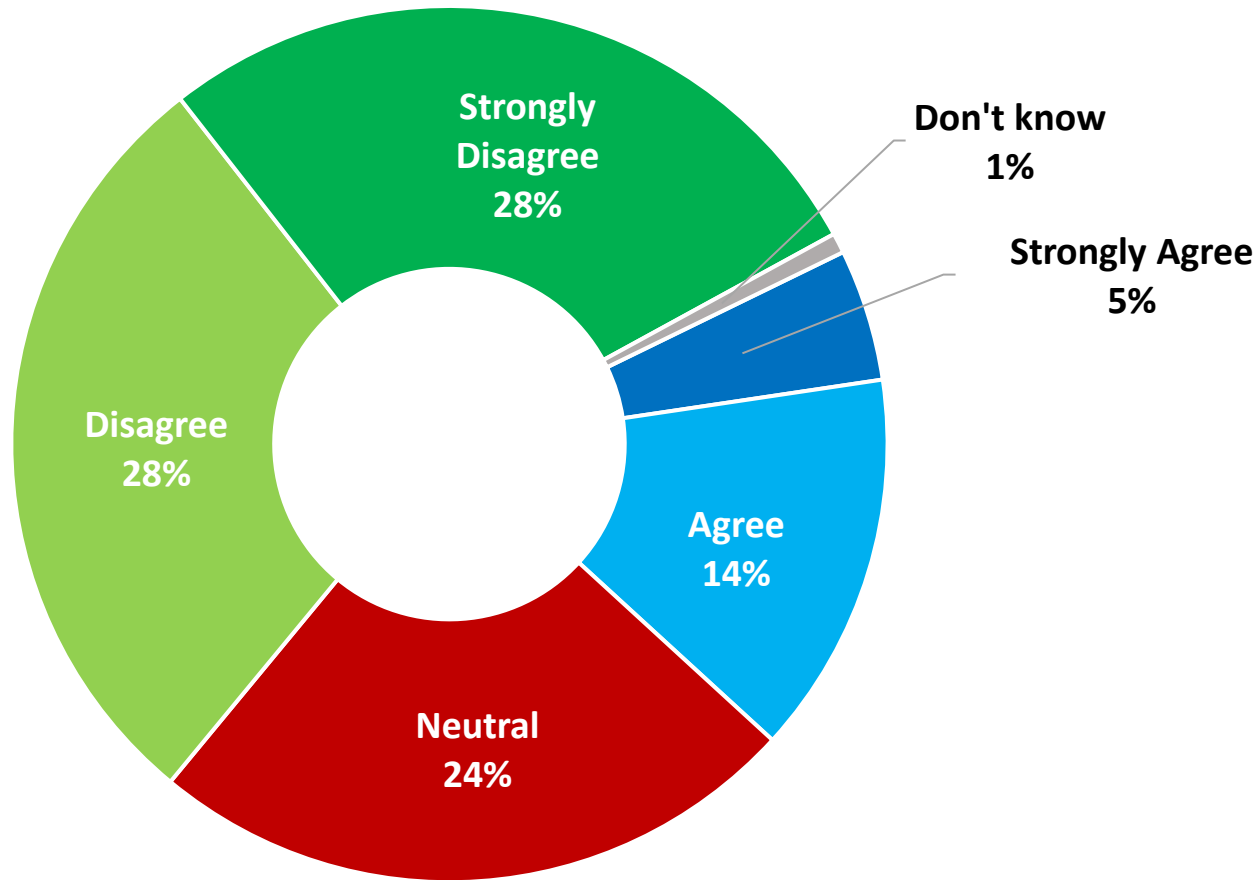
2022



Among On-Air Talent

# Most Say They Would Not Recommend a High School Student Pursue Radio as a Career

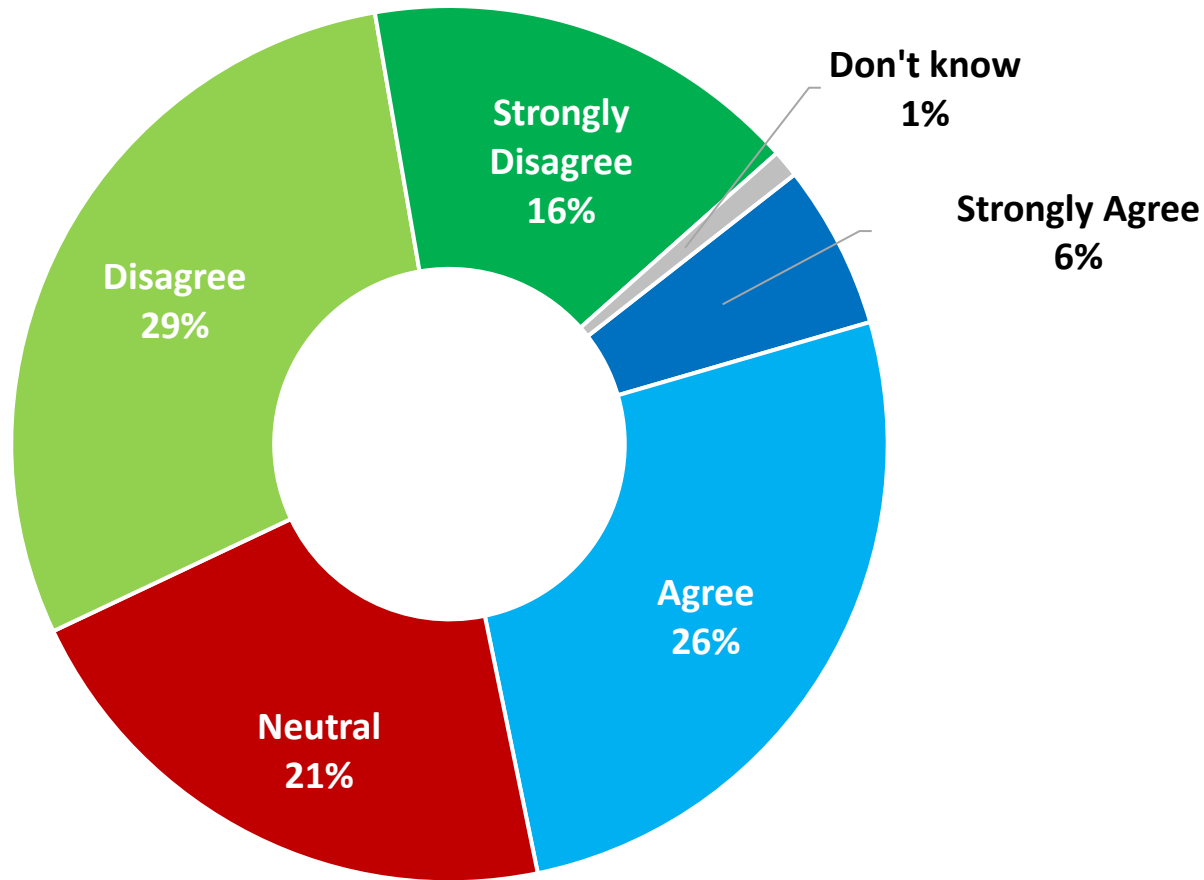
*"I would absolutely recommend a high school student pursue radio as a career"*



Among On-Air Talent

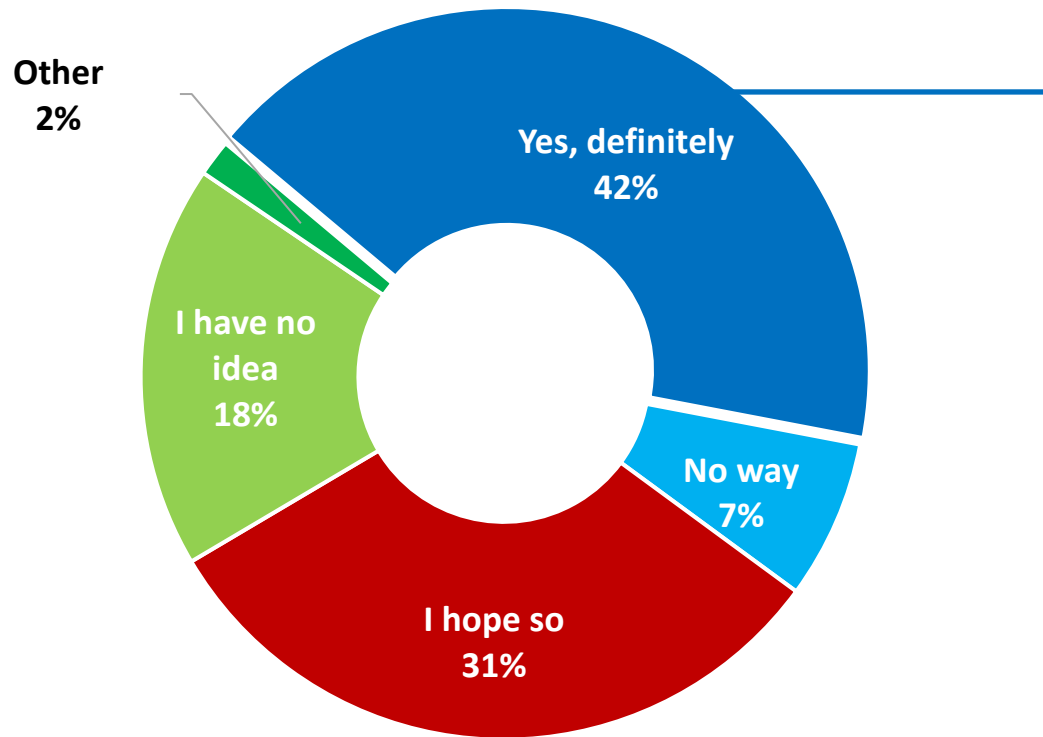
# Only One In Three Believes Broadcast Radio Is Keeping Up With Audio Competitors Like Spotify, SiriusXM

*“Broadcast radio is doing a good job keeping pace with other audio competitors (ex. Spotify, SiriusXM, etc.)”*

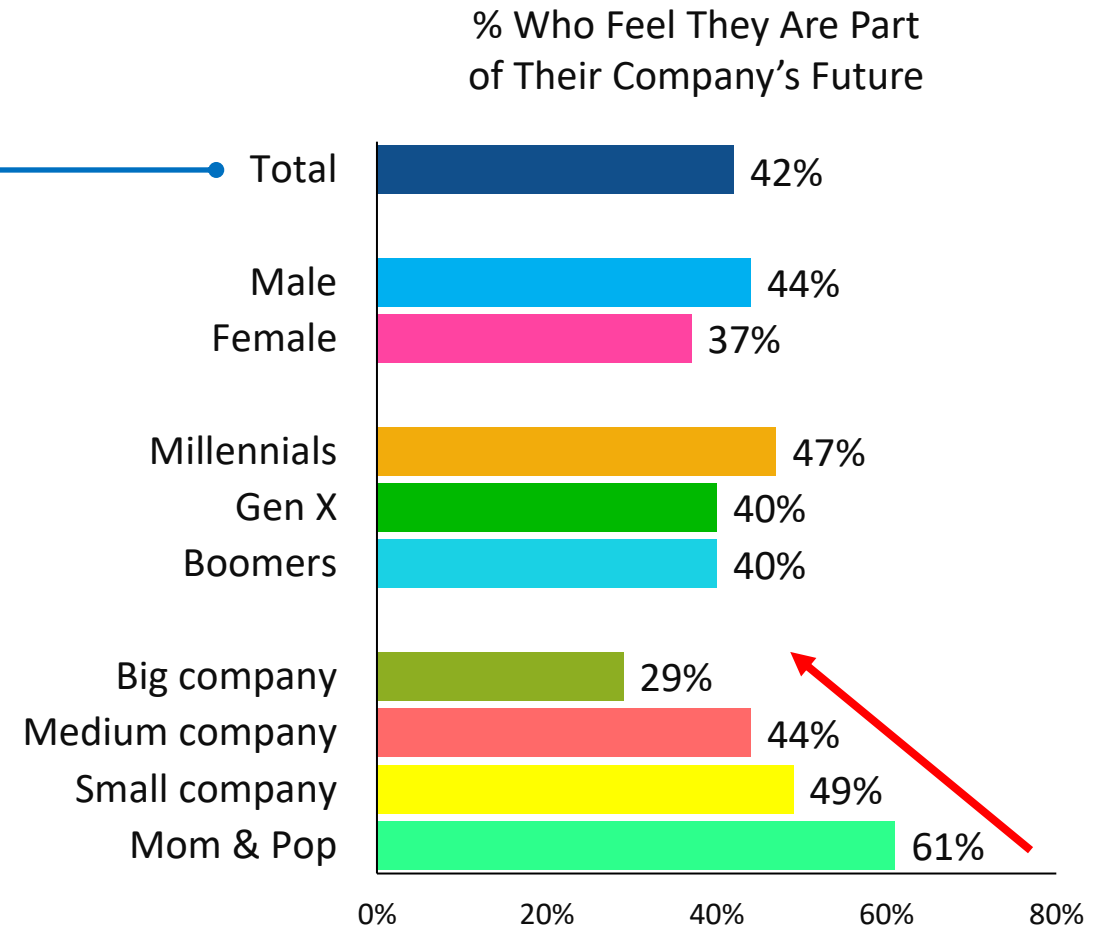


Among On-Air Talent

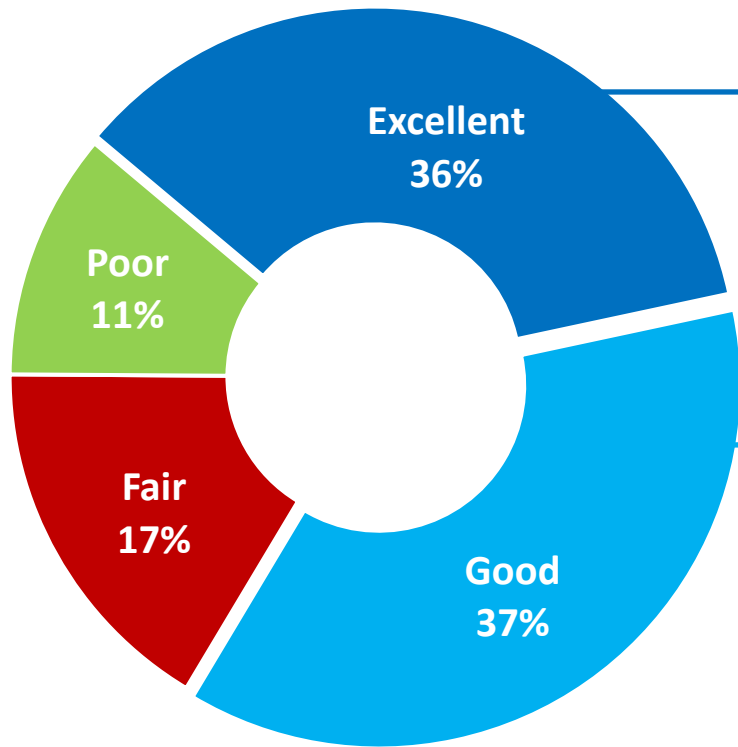
# Those in Radio's Biggest Companies Are Least Likely to Feel They Are Part of Their Company's Future



*"Do you feel you are part of your company's future?"*

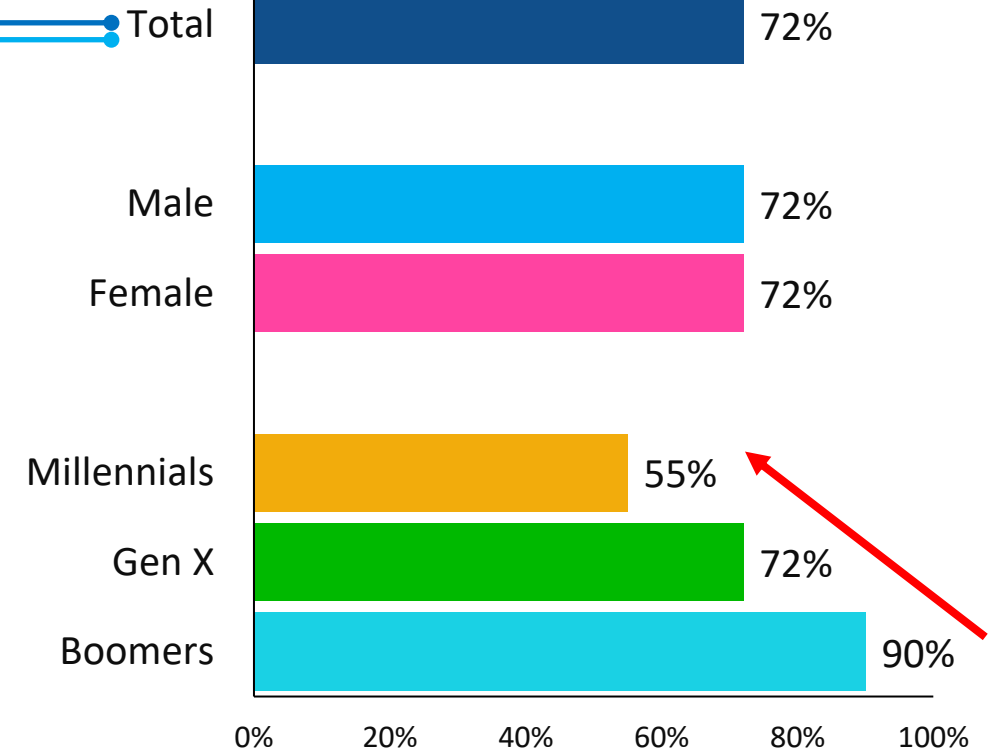


# Boomers See The Finish Line But Others Are Less Certain They'll Spend Their Entire Career in Radio



*"What do you think are the chances you will spend your entire career working in radio?"*

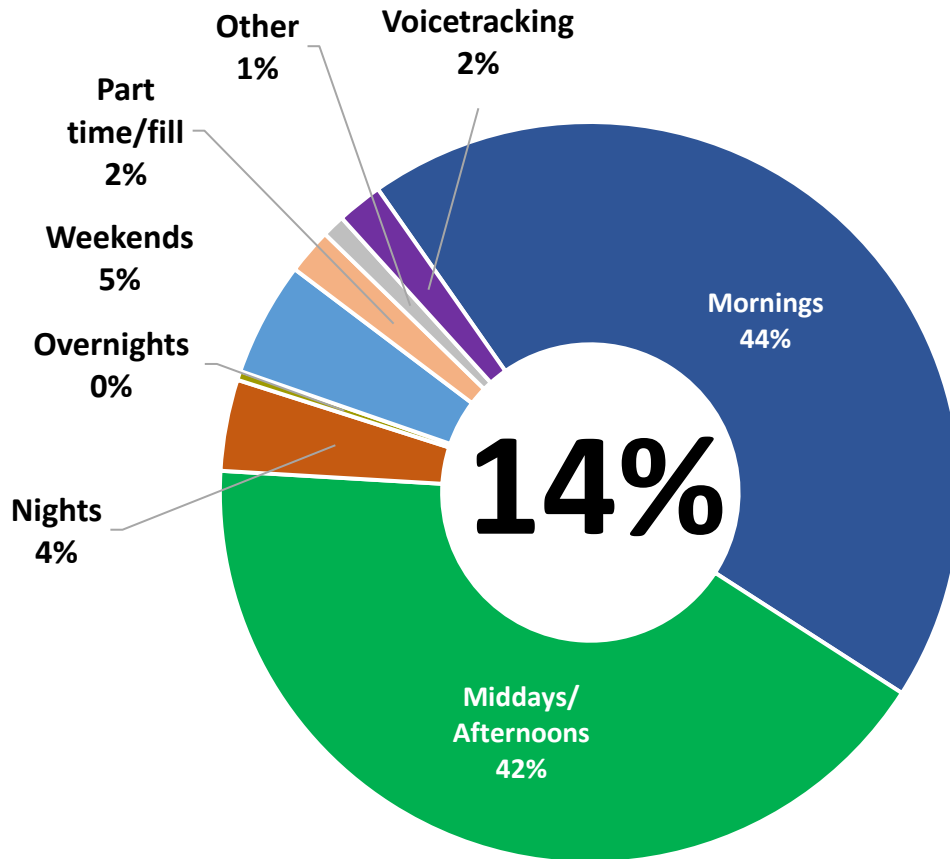
% Saying There Is an "Excellent" or "Good" Chance They Will Spend Entire Career in Radio



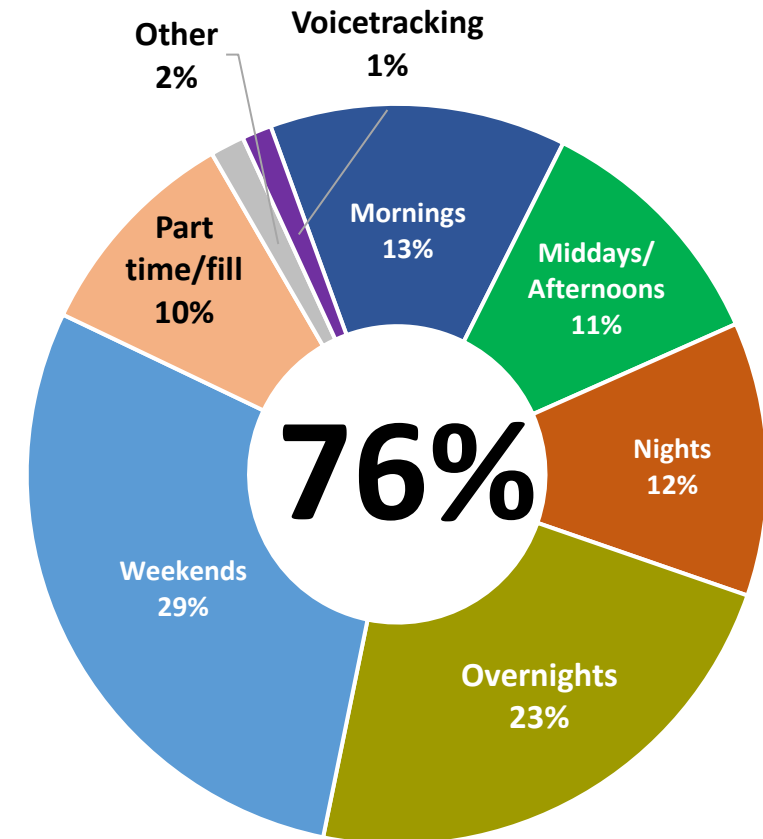


# The Importance of Airshifts to Discover New Talent

Current Airshift



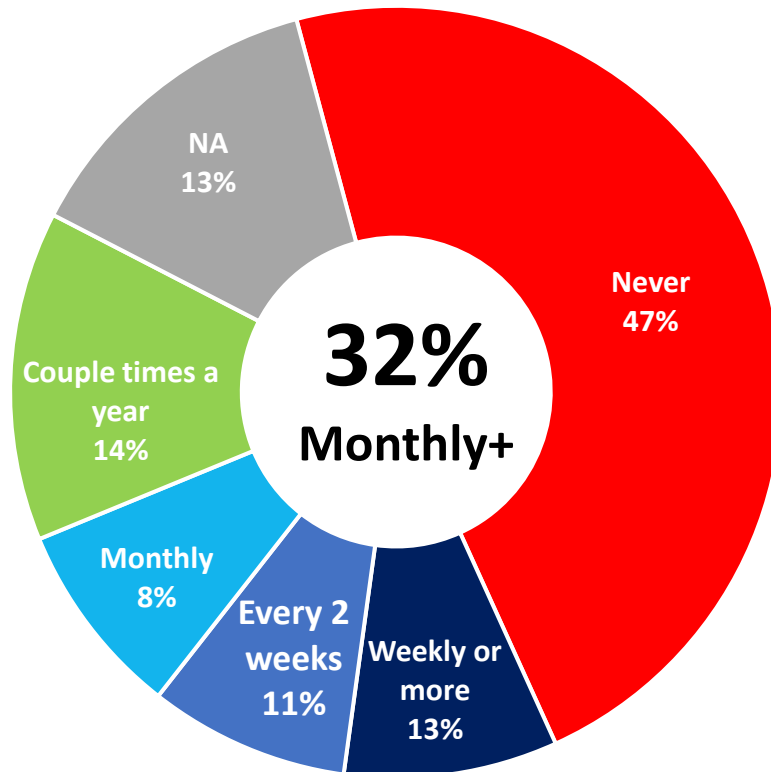
First Airshift



# Airchecks Have Become Even Less Frequent in the Past Year

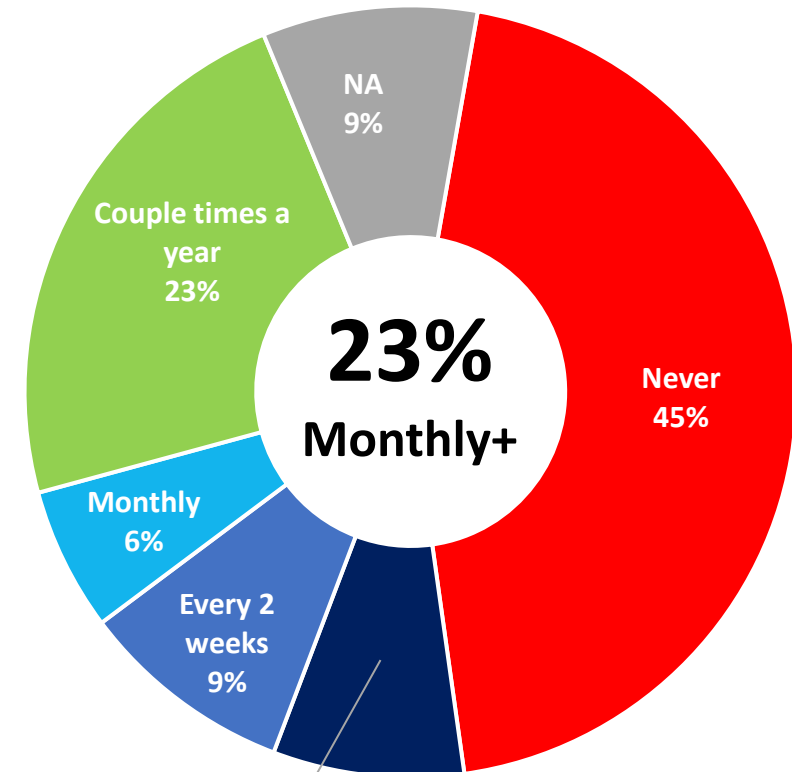
2021\*

*\*airchecks since COVID*



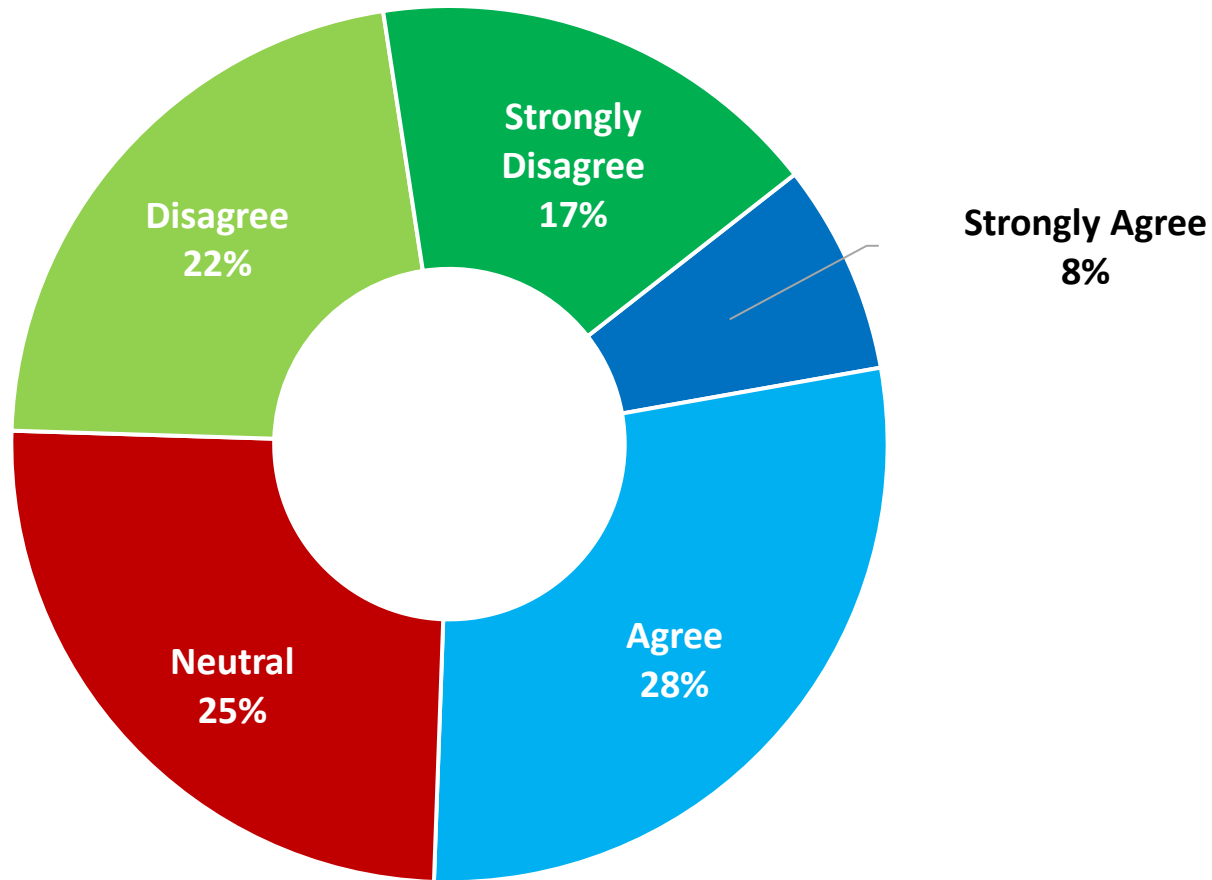
2022\*\*

*\*\*airchecks in the past year or so*



# Fewer Than Four In Ten Say They Receive Training to Learn New Technologies and Skills

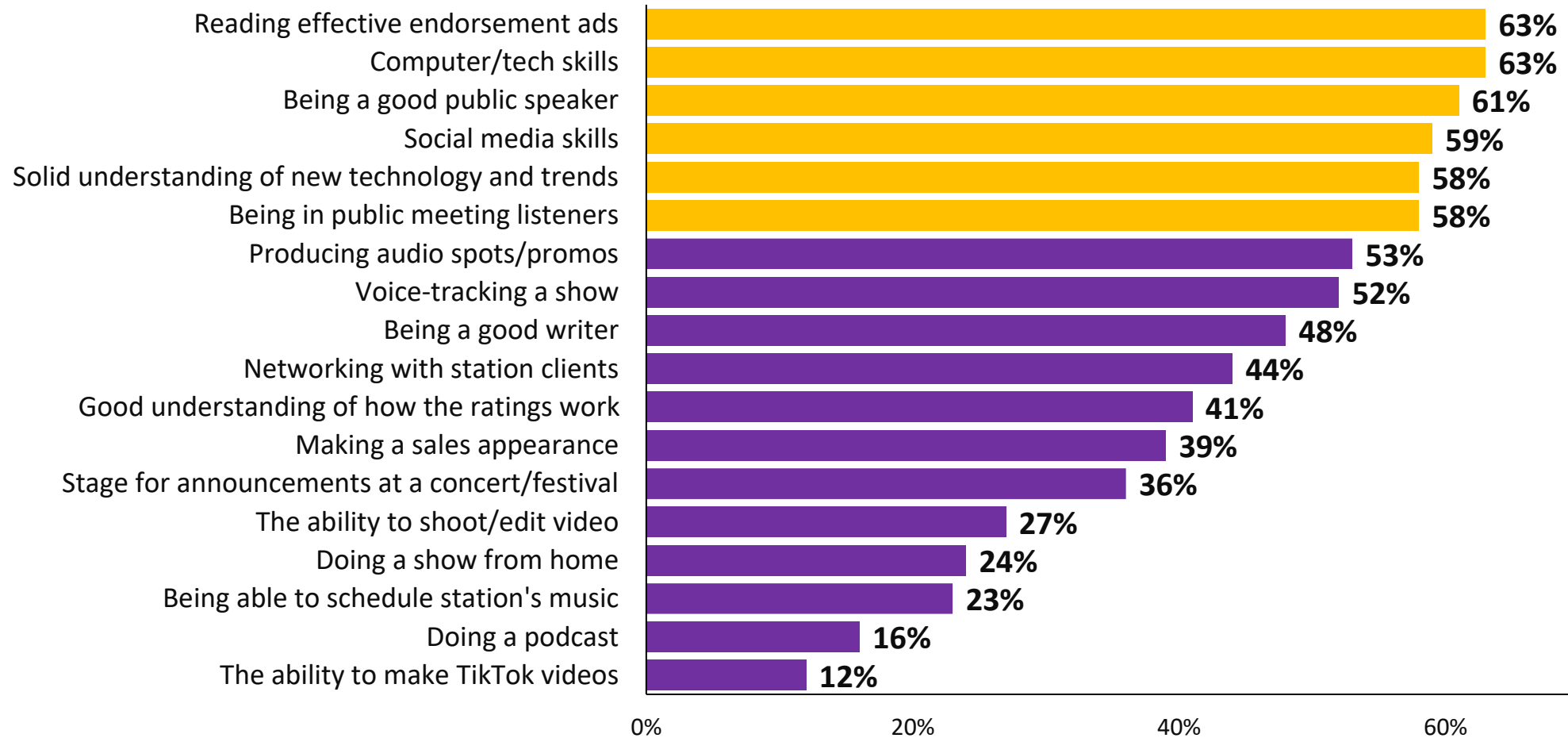
*“My company provides training for me to learn new technologies and skills”*



Among On-Air Talent

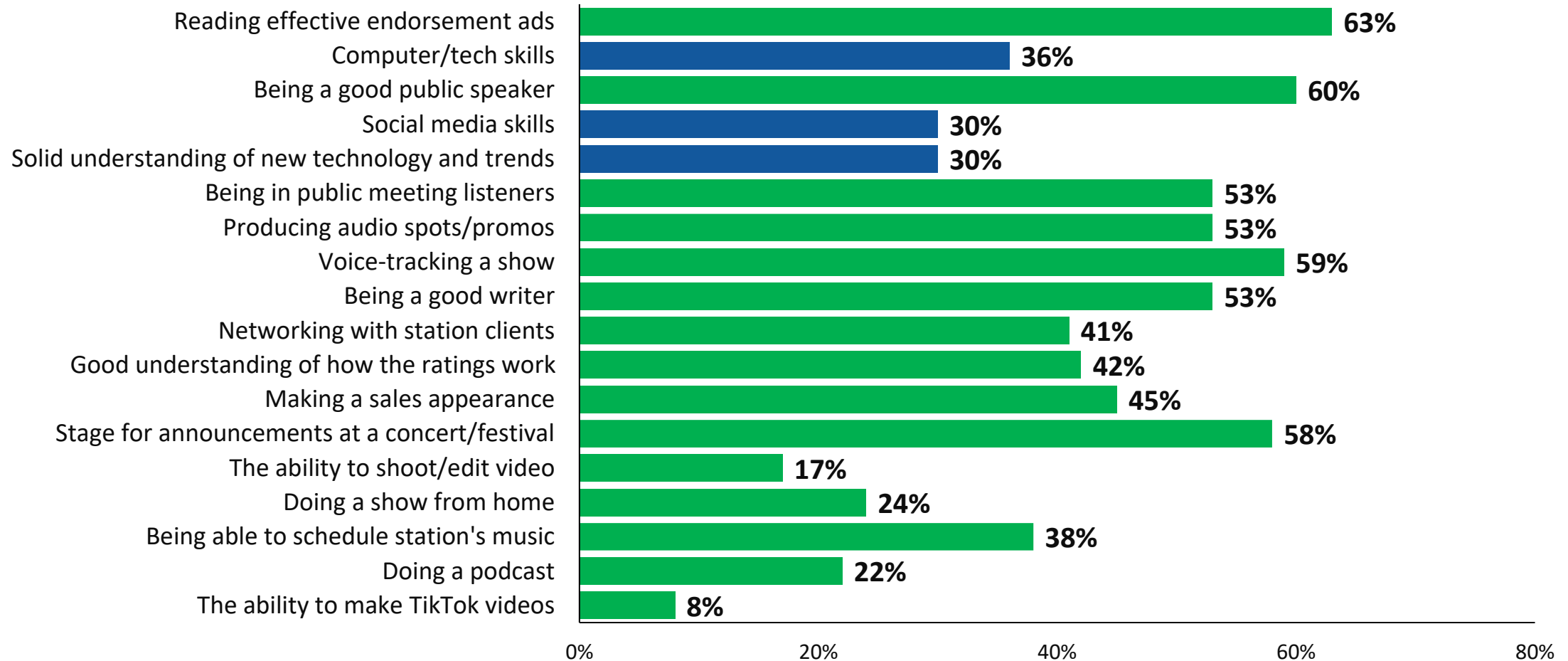


# Very Important Skills for Being Successful on the Air



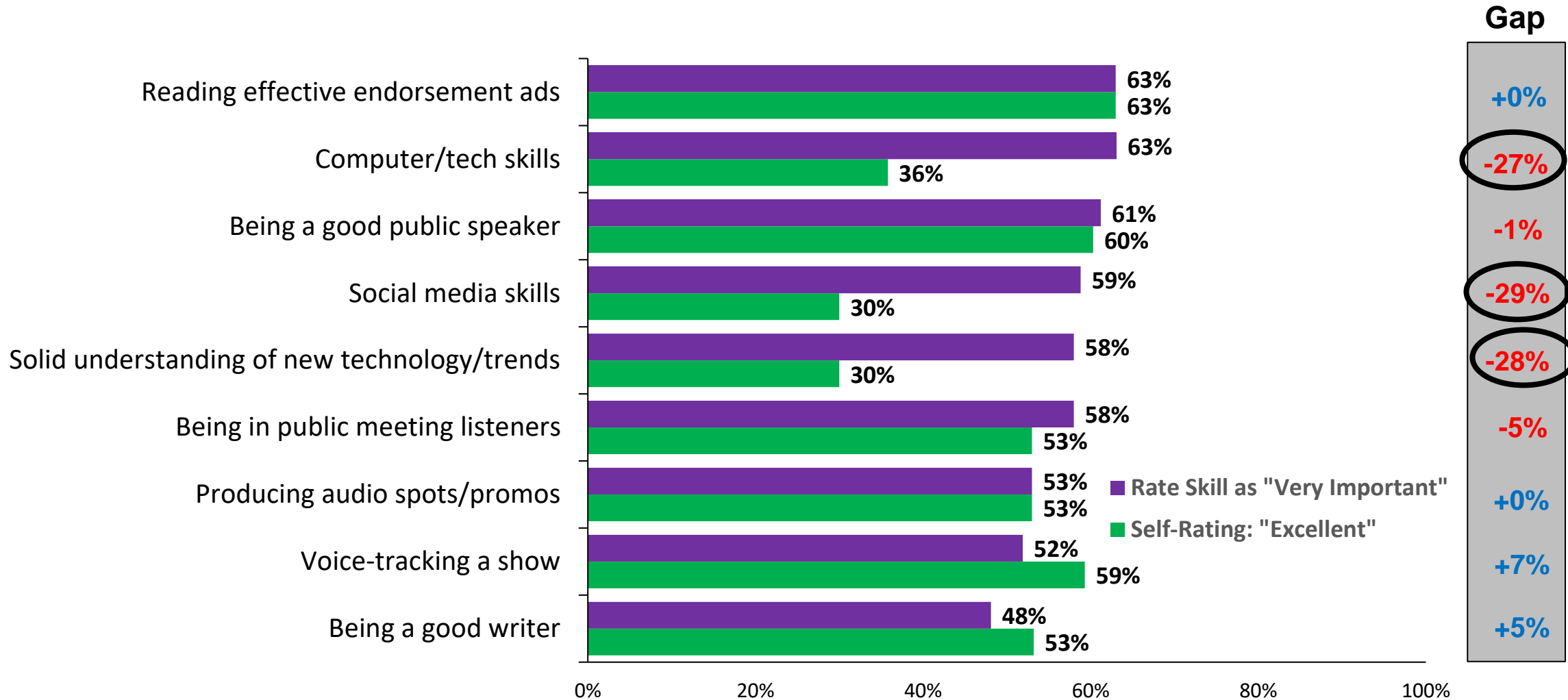
Among On-Air Talent, % who say each skill is  
"very important" to being successful on the air

# Self-Rated Skills for Being Successful on the Air

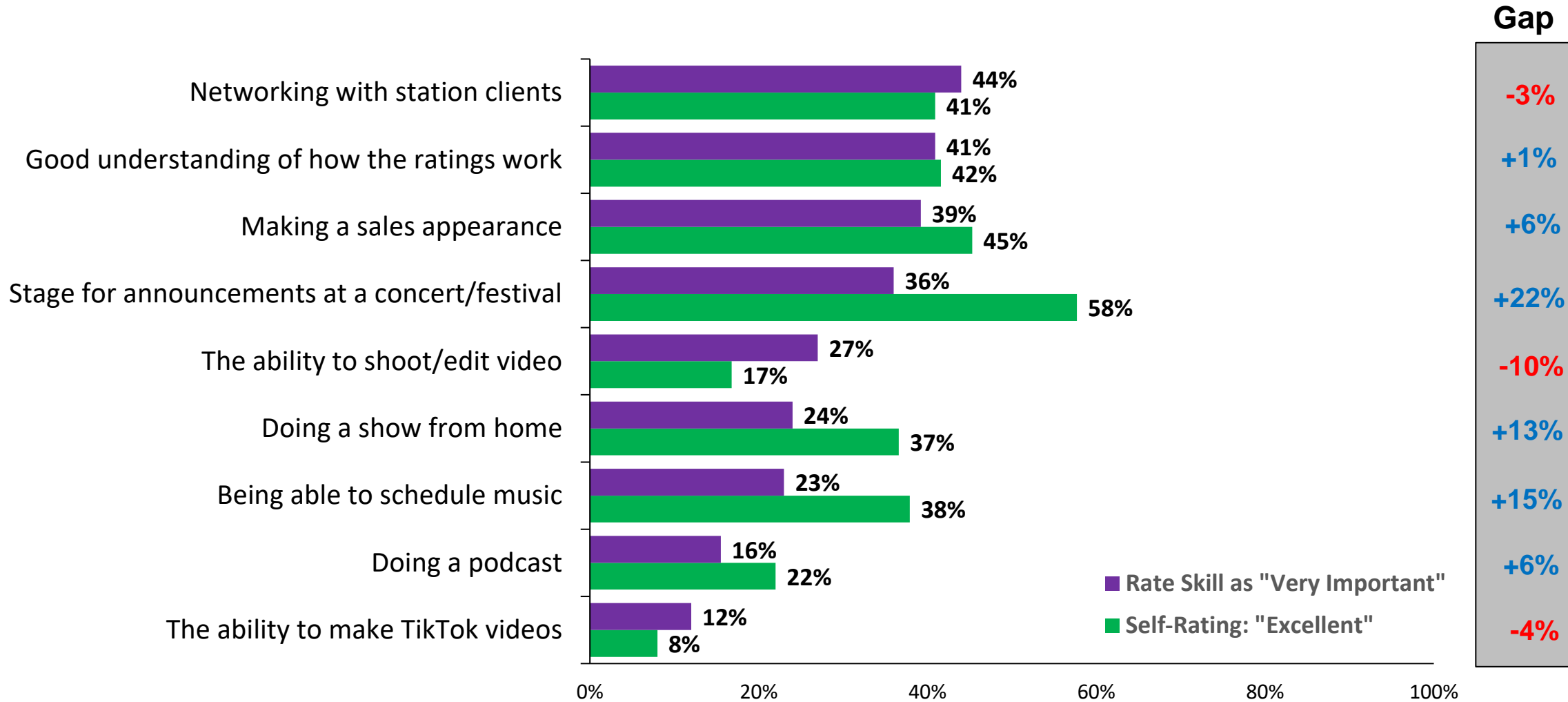


Among On-Air Talent, % who rate themselves as  
"excellent" for each skill/ability  
In order of Total

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



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

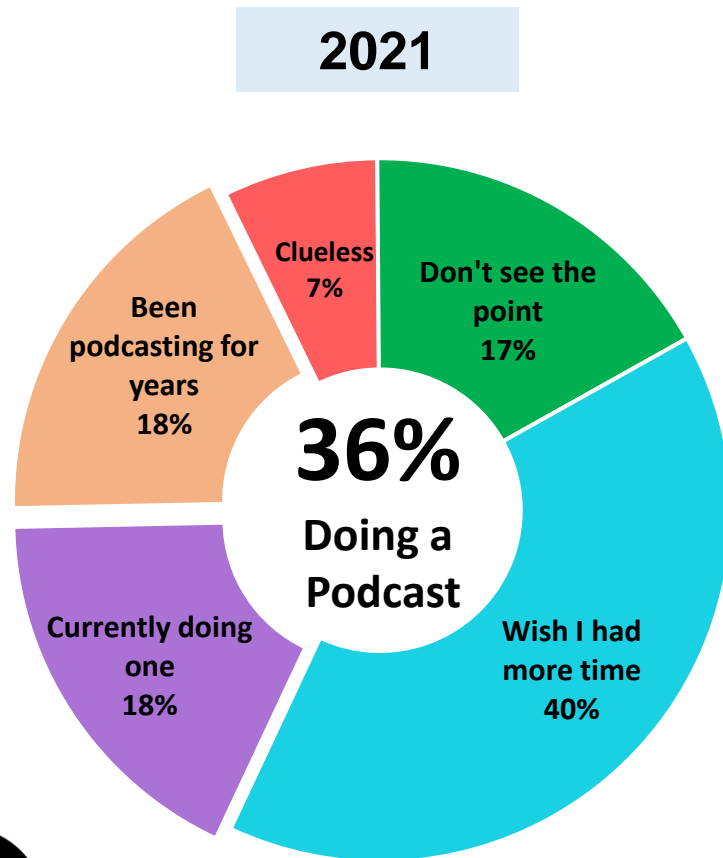




*The Art of Podcasting*

# Nearly Half Have a Podcast or One Is in the Planning Stages

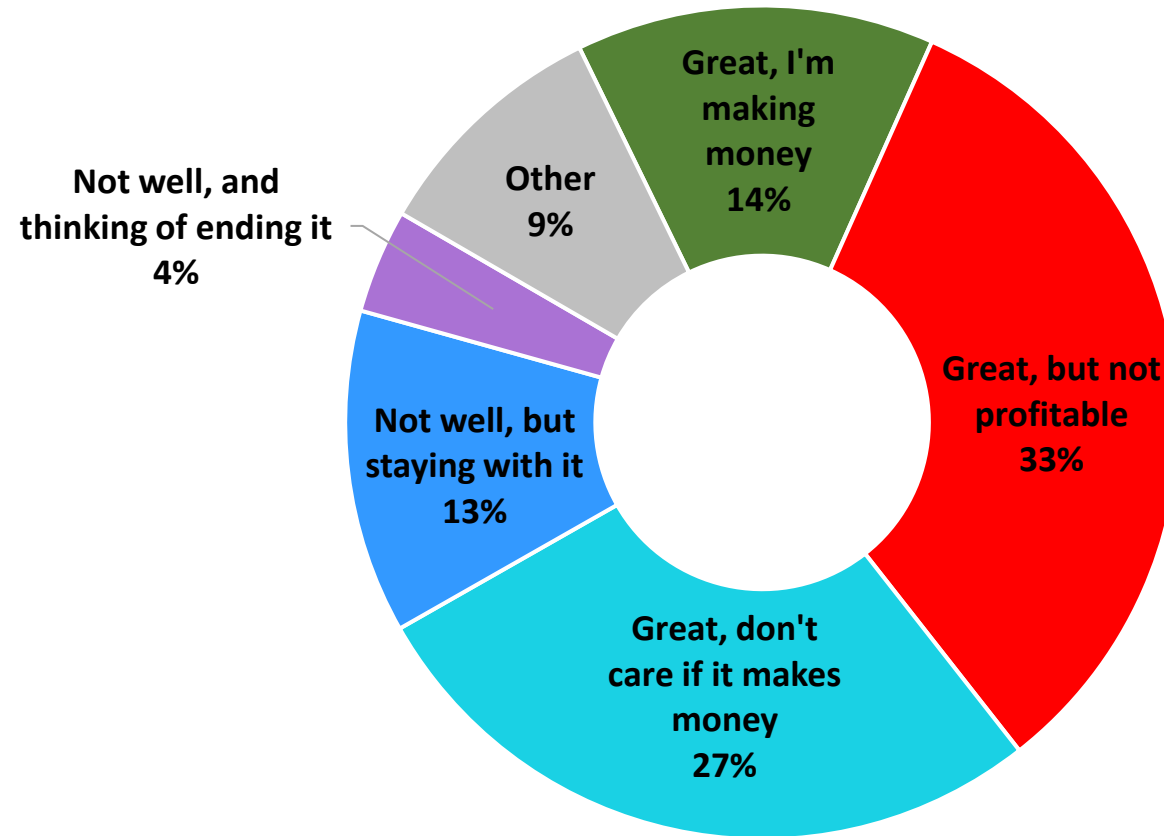
*"When it comes to podcasting..."*



*\*new answer choice*

# Most Feel Their Podcast Is Going Great Though Few Are Making Money From It

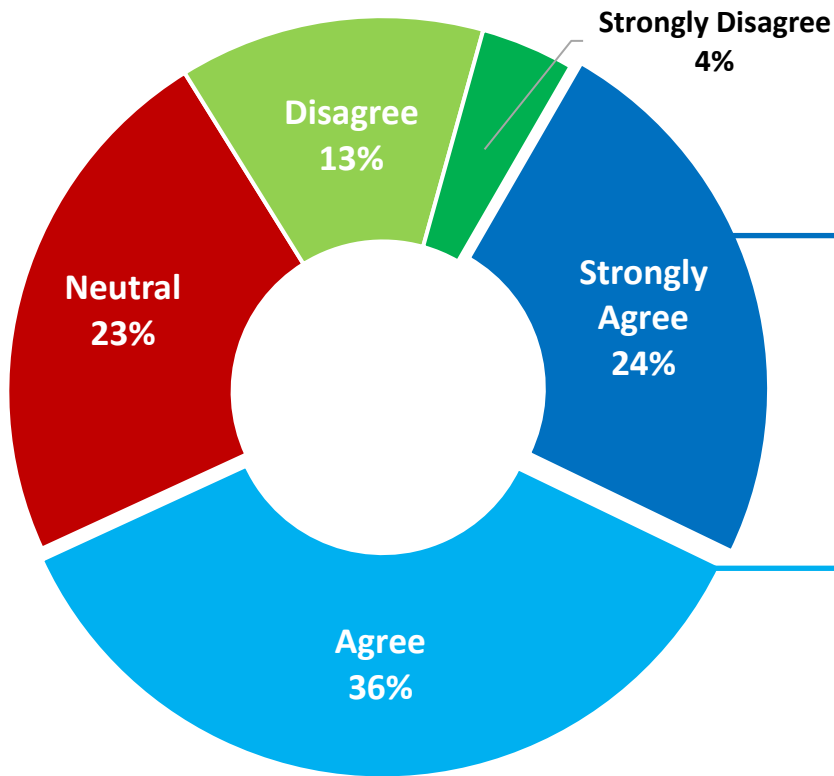
*"How is your podcast doing?"*



Among On-Air Talent Currently Podcasting

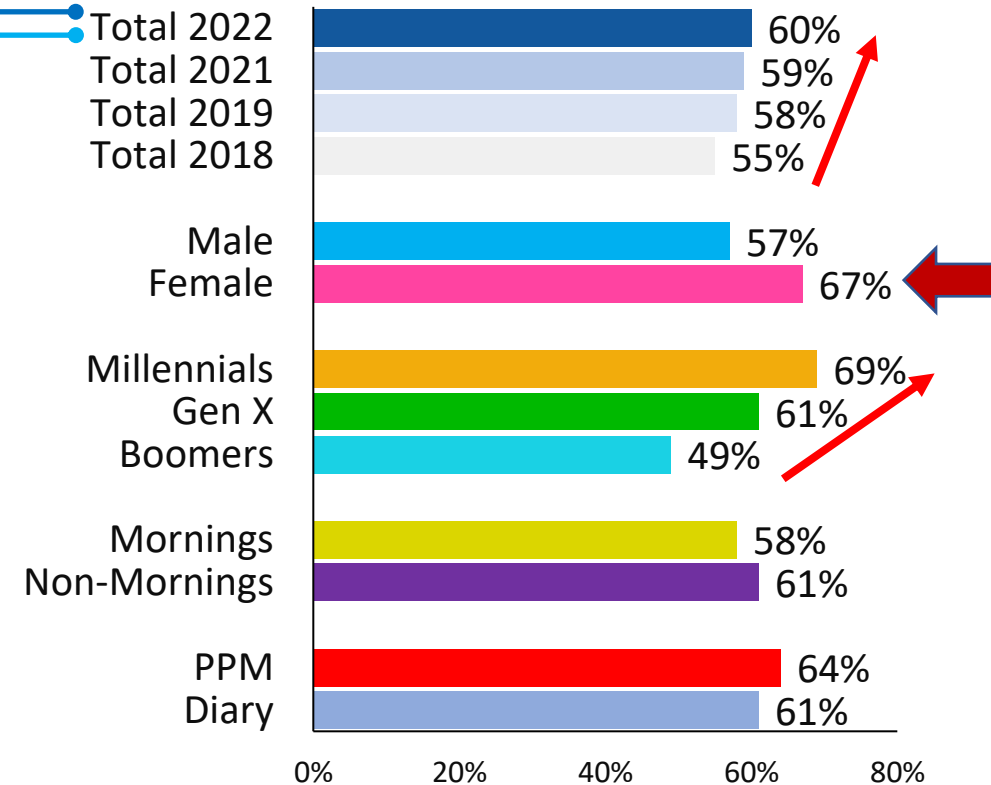


# As Stations Employ Fewer People, Many Report Feeling Angst and Insecurity

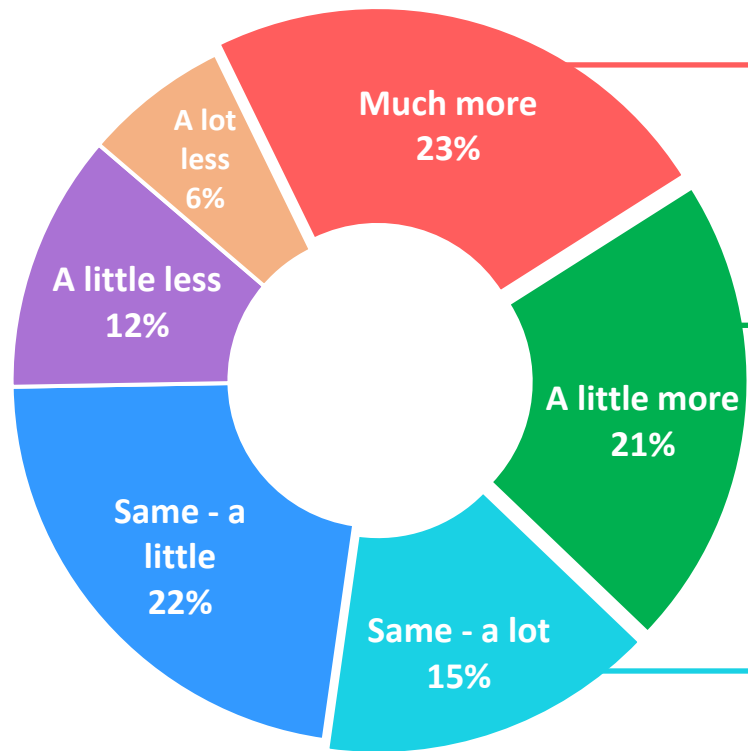


*"As stations employ fewer people, I feel a great sense of angst and insecurity"*

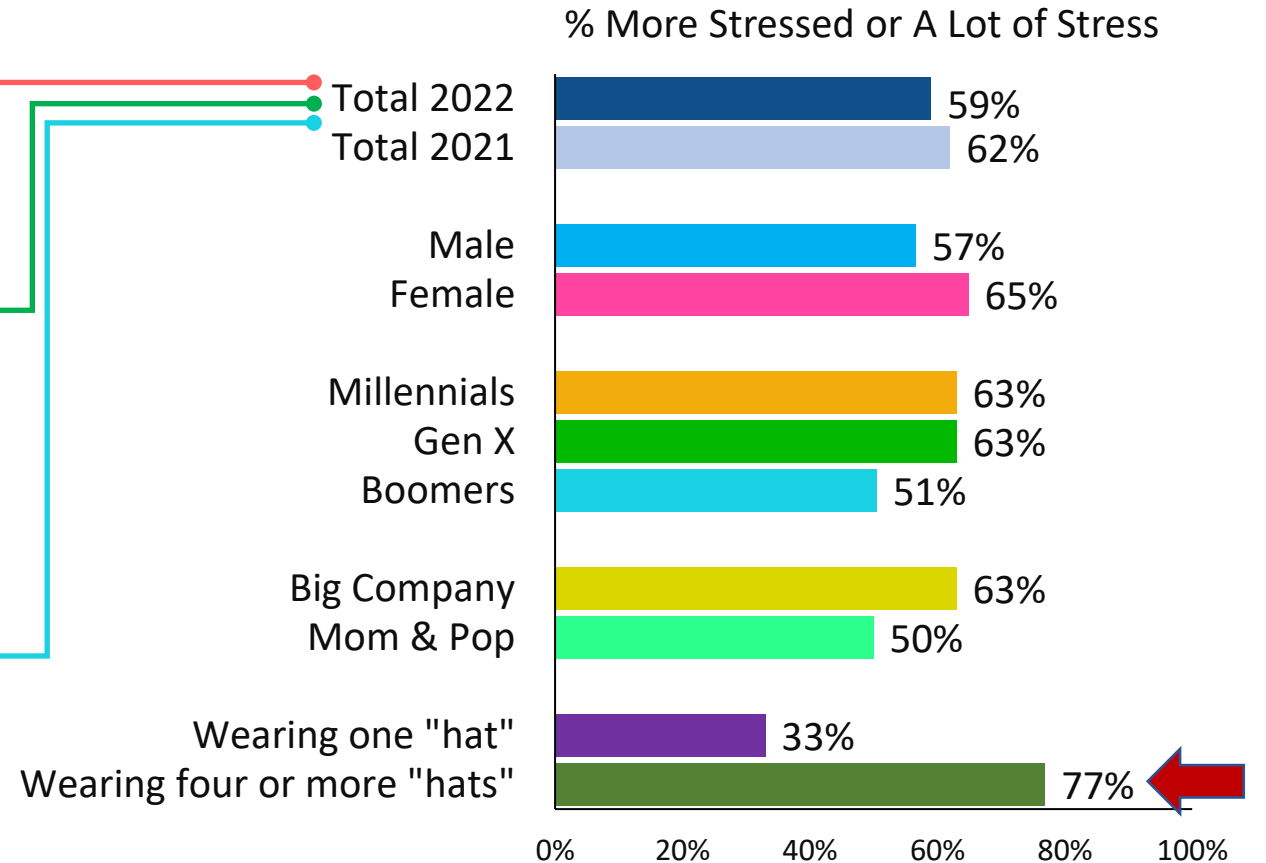
## % Agreement (Strongly Agree + Agree)



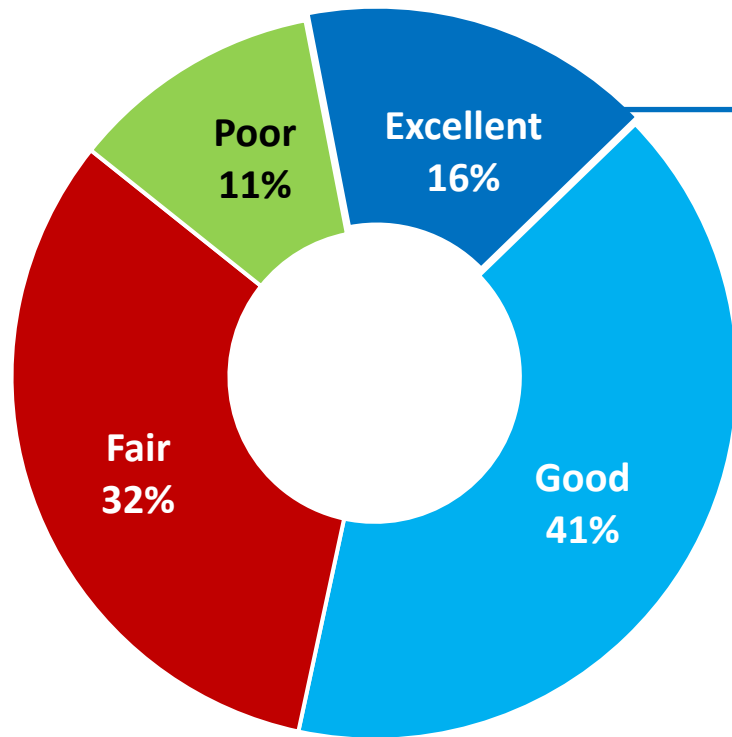
# Six in Ten Report More/a Lot of Job Stress in the Past Year



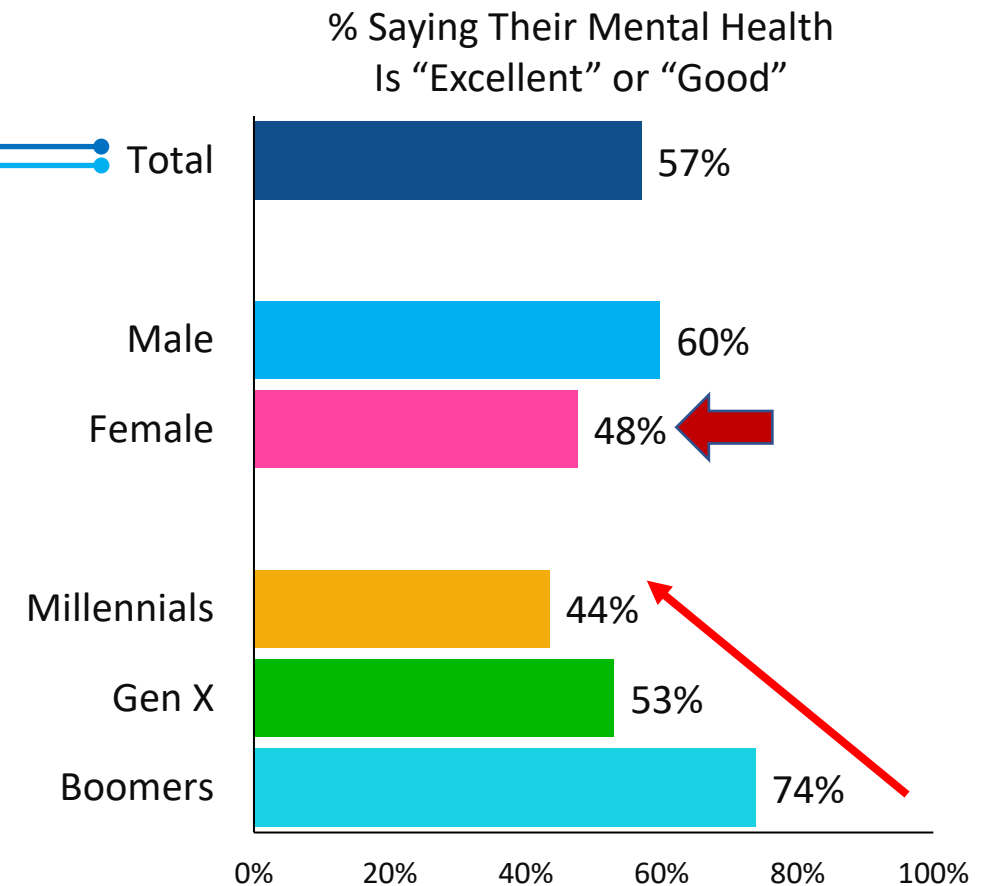
*"Compared to one year ago, how would you describe your overall level of job stress?"*



# Fewer Women and Millennials Say They Are In at Least Good Mental Health

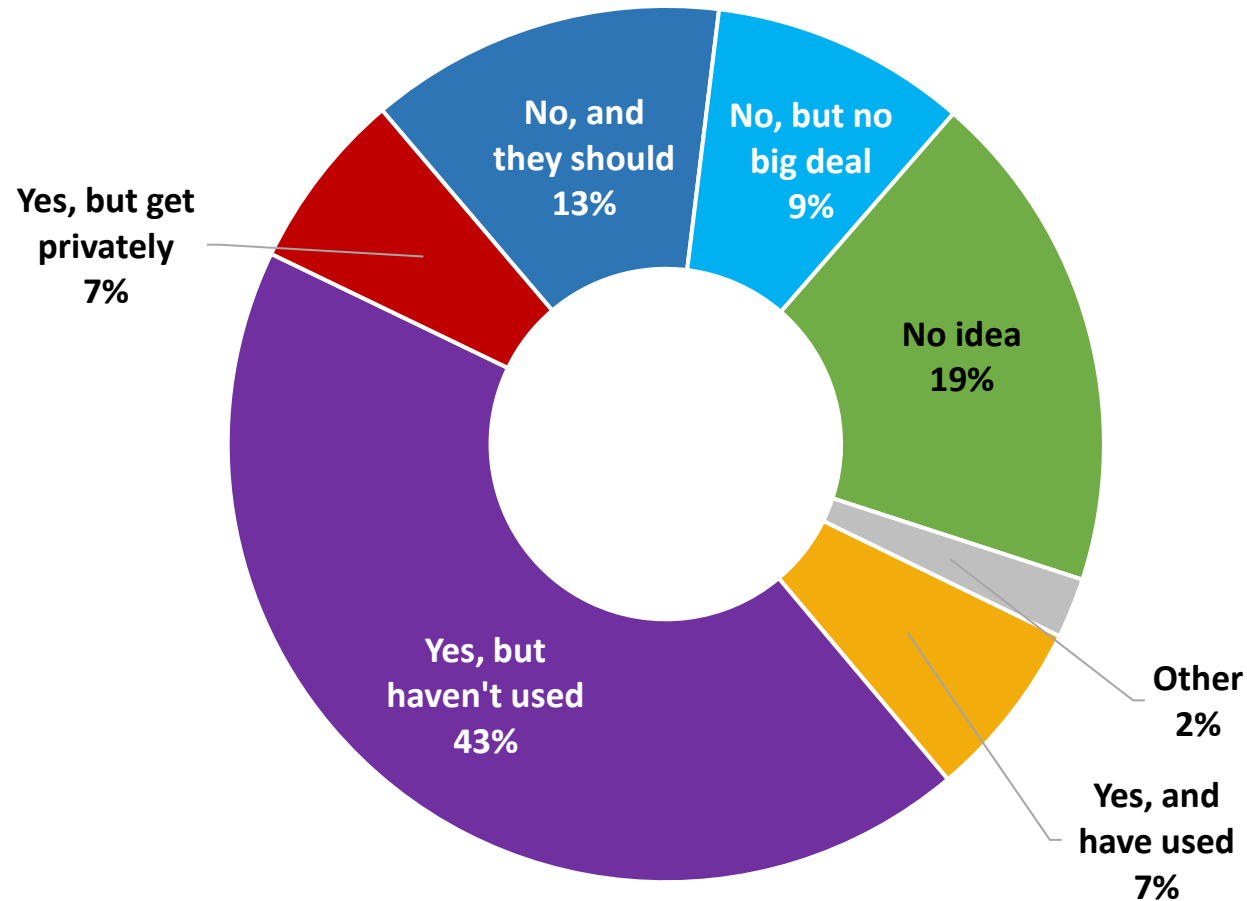


*"Would you self-assess your mental health and well-being here in mid-2022 as...?"*



# Most Say Their Company Provides Mental Health Services and Benefits

*“Does your company provide mental health services/benefits to employees like yourself?”*



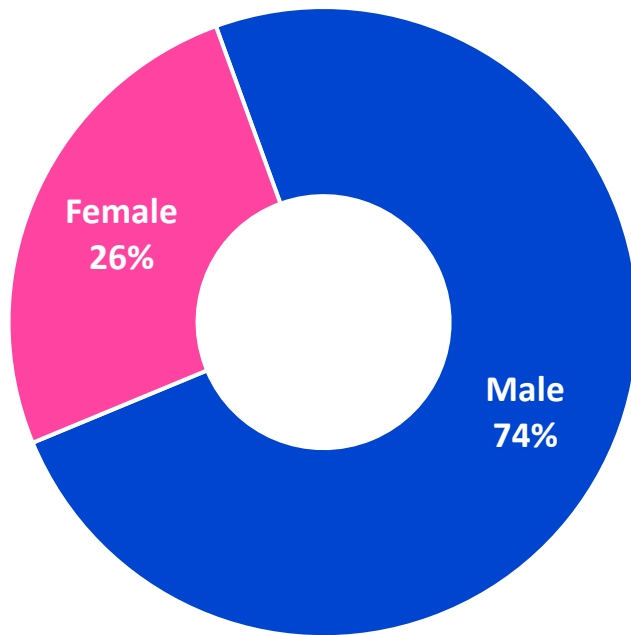
Among On-Air Talent



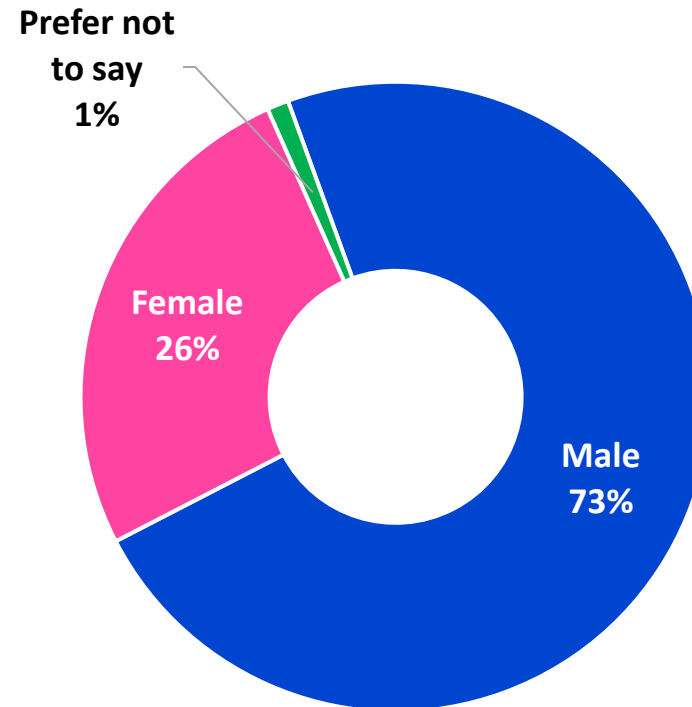
# Who We Surveyed

## Gender

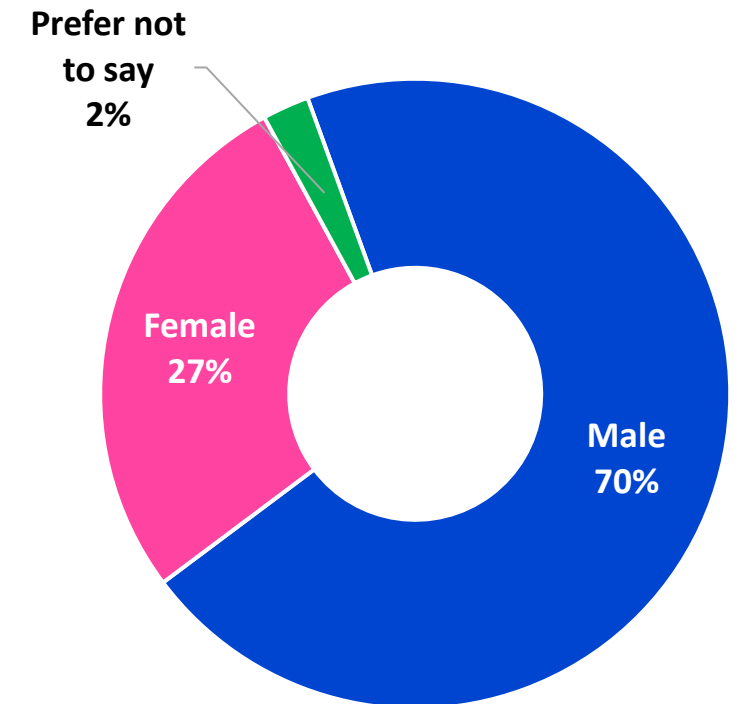
2019



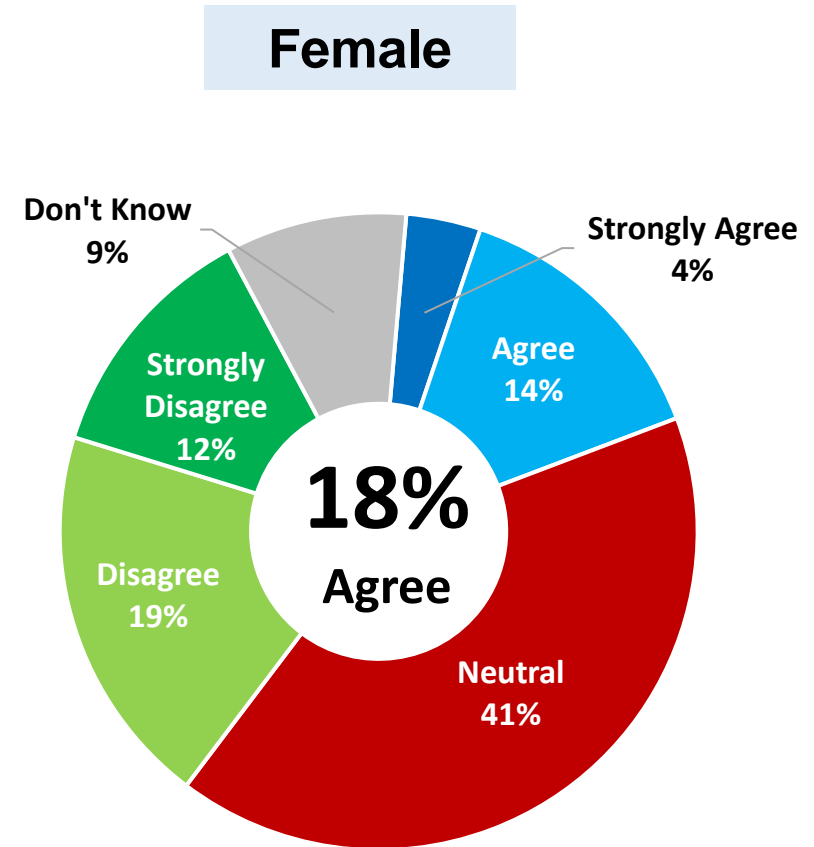
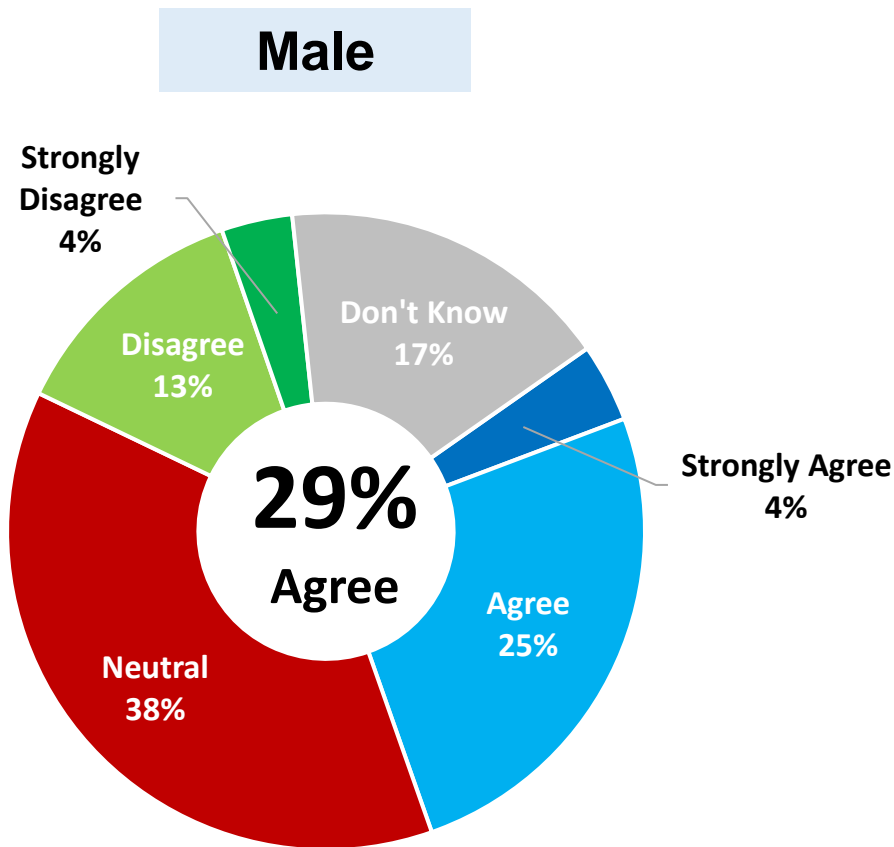
2021



2022



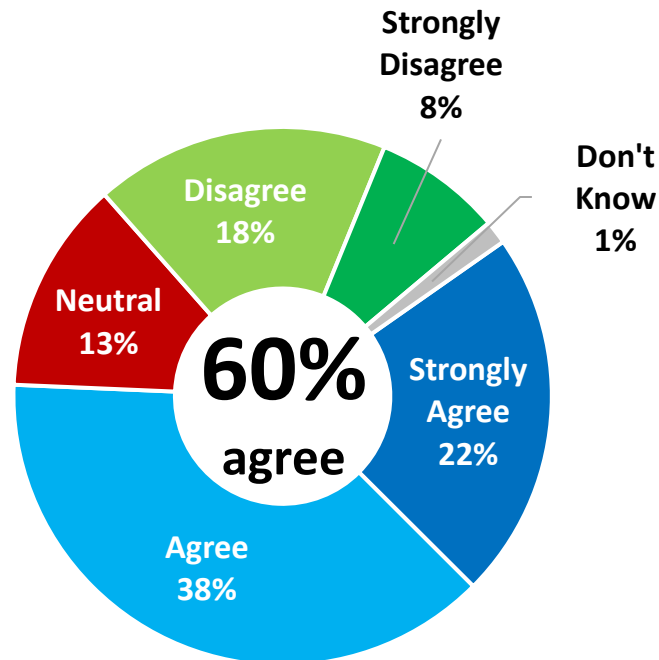
# Men Are Far More Likely to Agree About the #MeToo Movement's Effect on Making Radio Safer for Women



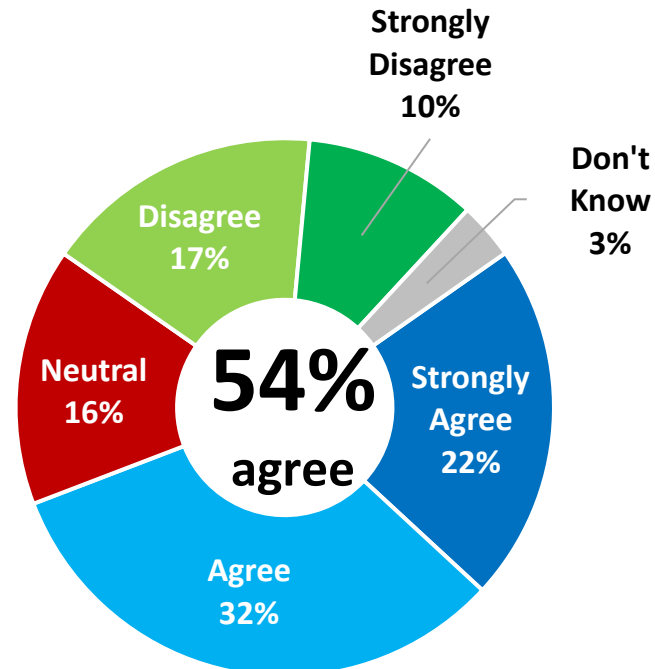
*"The #MeToo movement has helped  
make radio a safer place for women"*  
Among On-Air Talent

# Most Agree There Is Equal Opportunity for Advancement For Men and Women, Levels Are Down From Pre-COVID

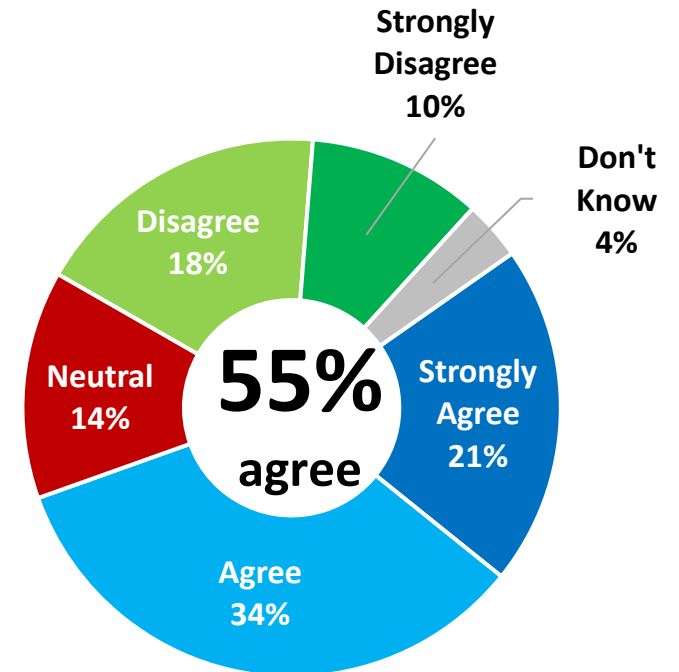
2019



2021



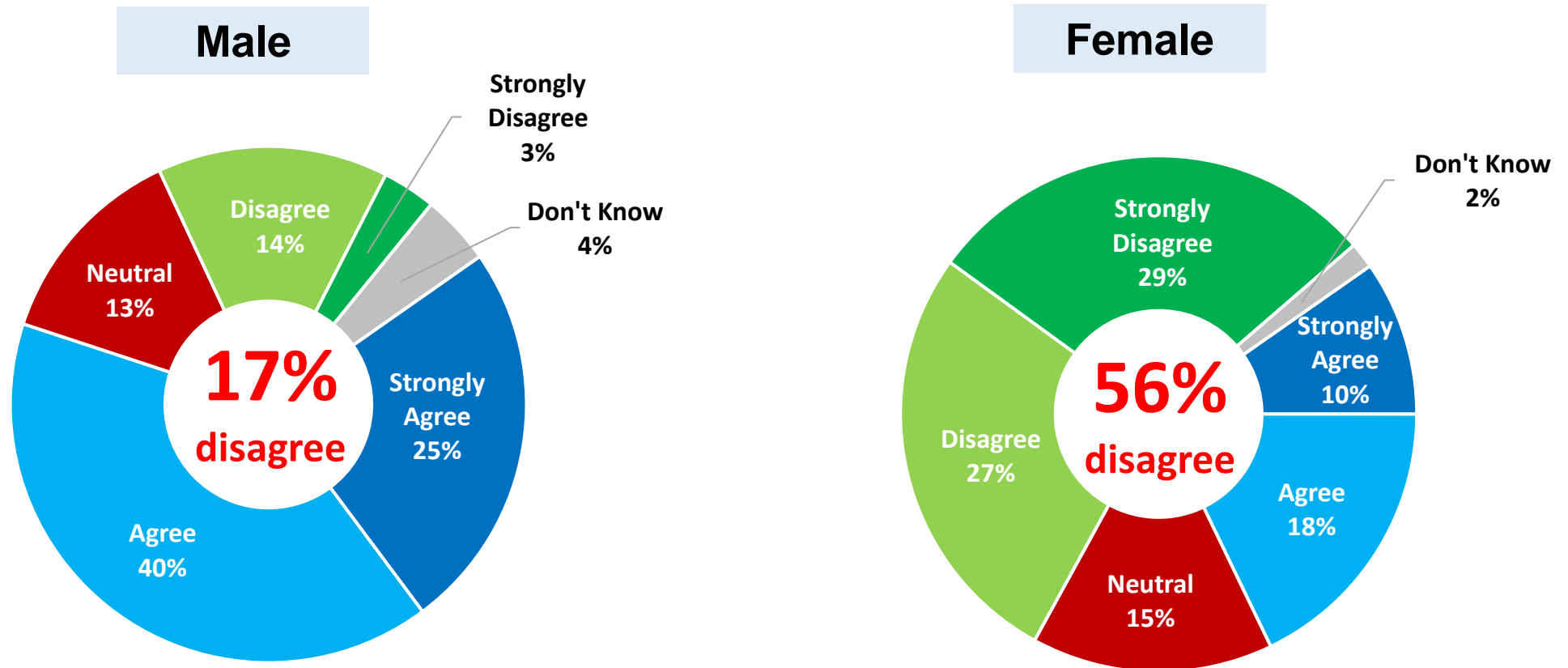
2022



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

Among On-Air Talent

# More Than Half of Women Disagree There Is Gender Equality For Advancement – More Than 3x the Men

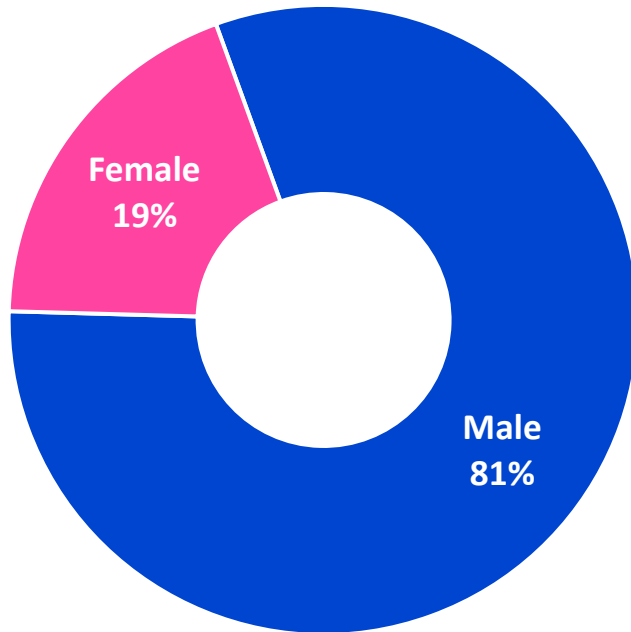


*"Women have as good a chance as men to advance in the air studio"*  
Among On-Air Talent

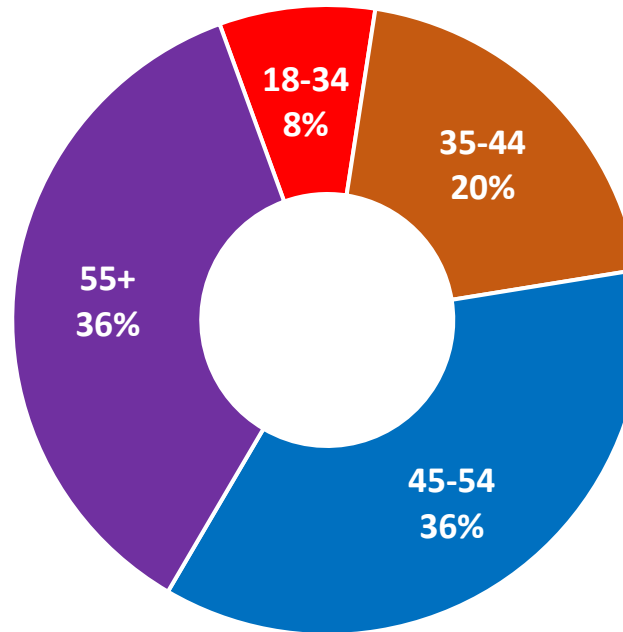


# Who Is On The Beach?

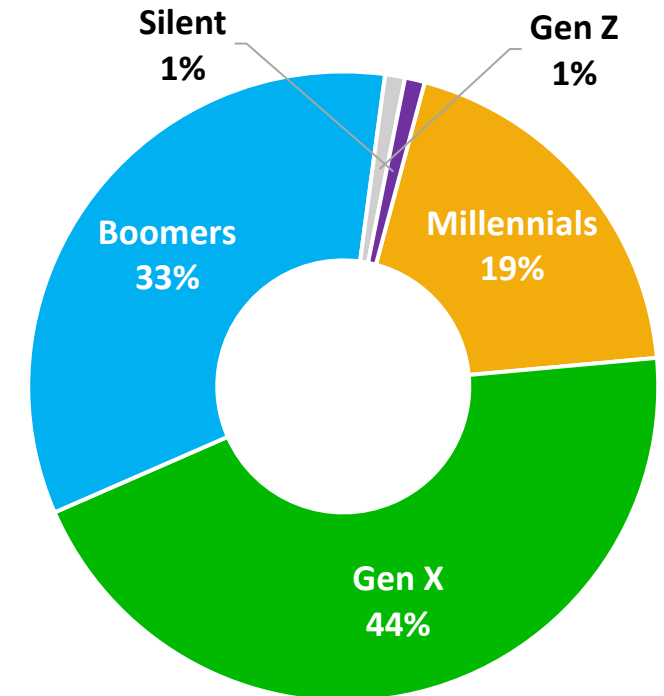
**Gender**



**Age**



**Generation**

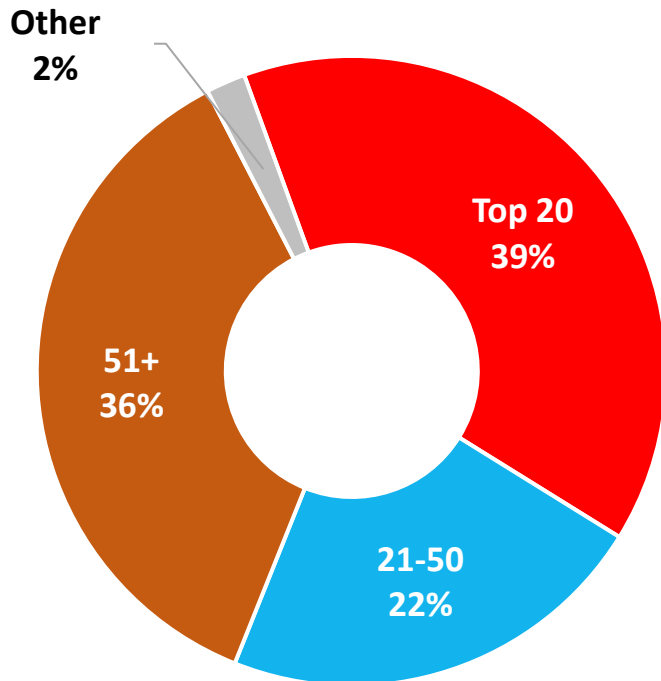


**Average Age: 50.8**

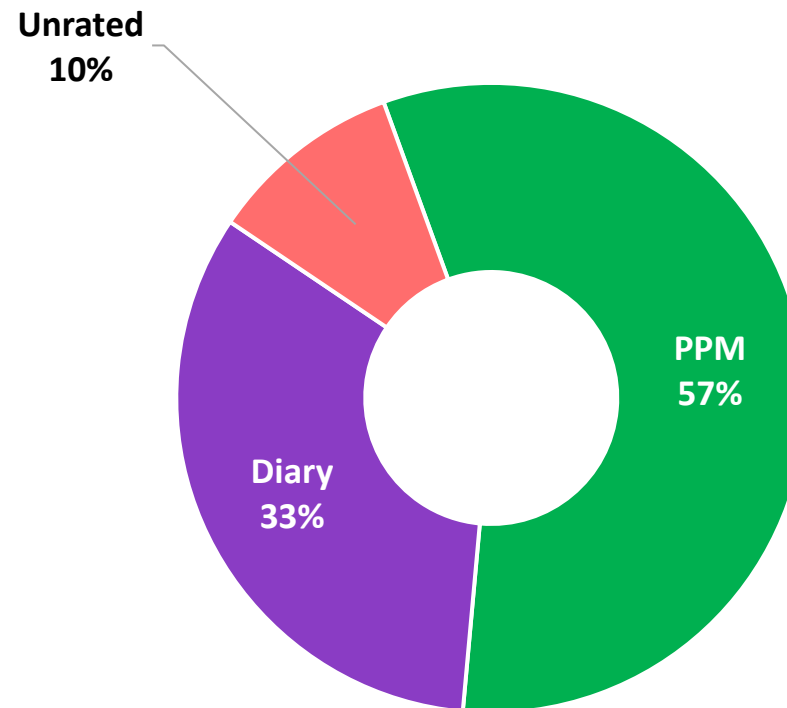
N = 72

# Who Is On The Beach?

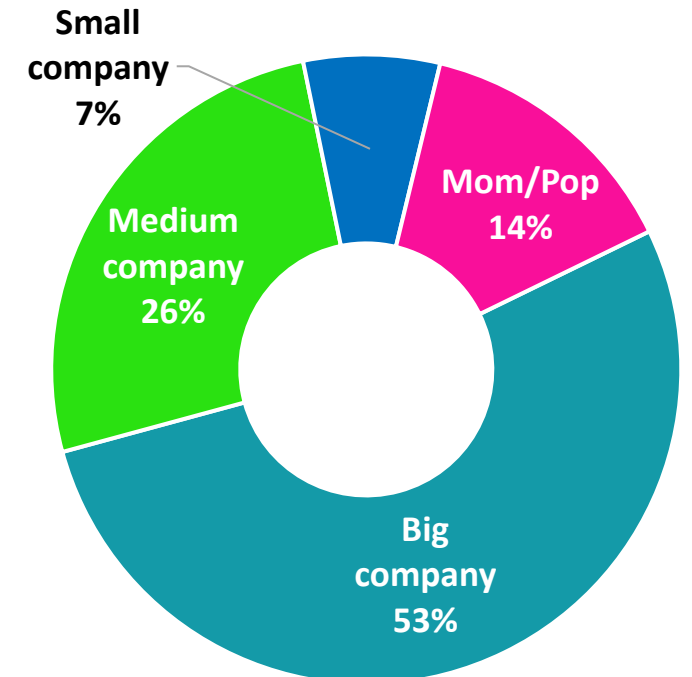
## Market Size



## Ratings Methodology



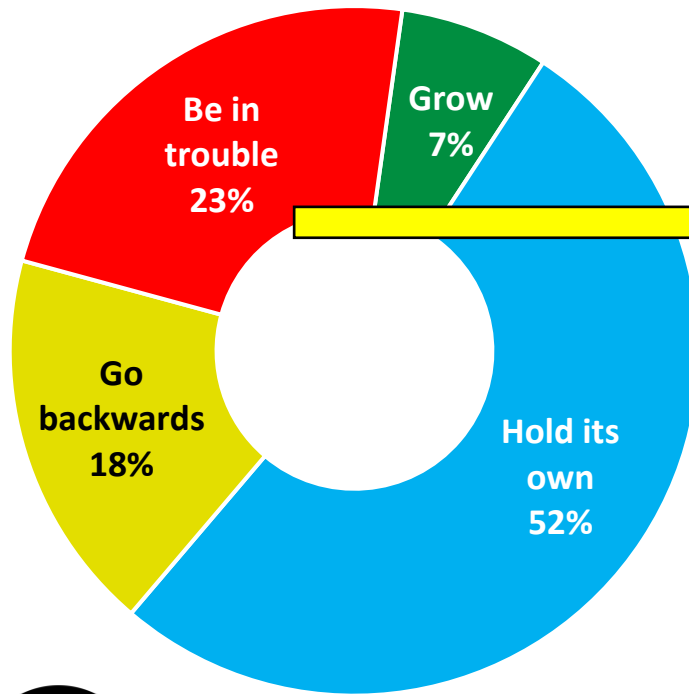
## Ownership



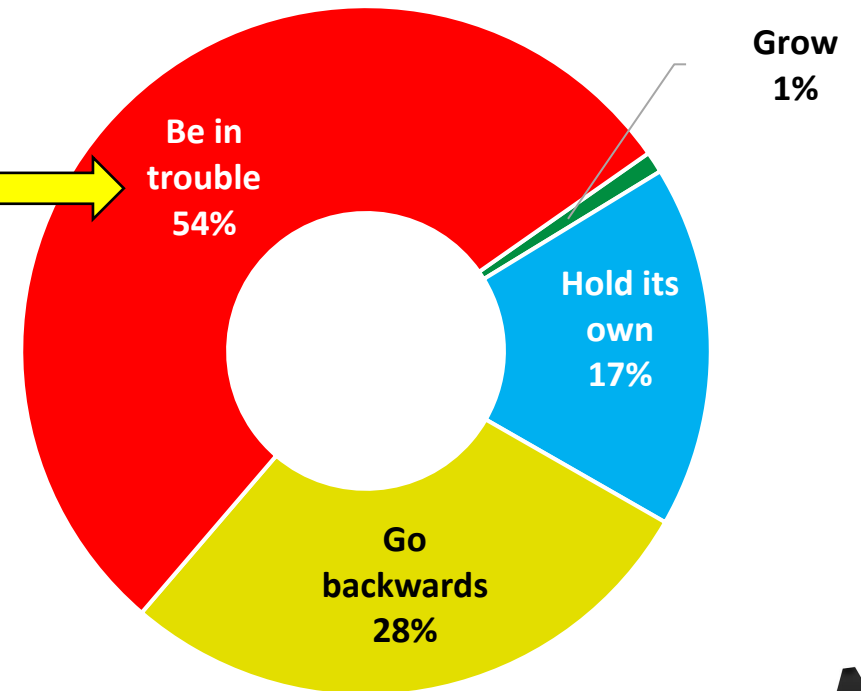
# Those On the Beach Are More Than Twice as Negative About Broadcast Radio's Future

*"In the next 5 years, you think broadcast radio will:"*

## Currently Employed



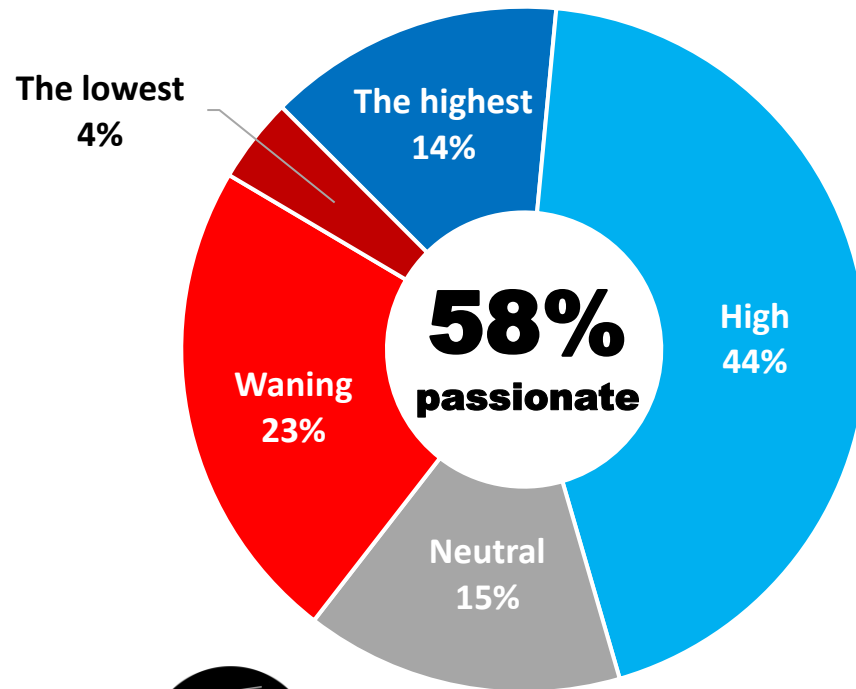
## Out of Radio



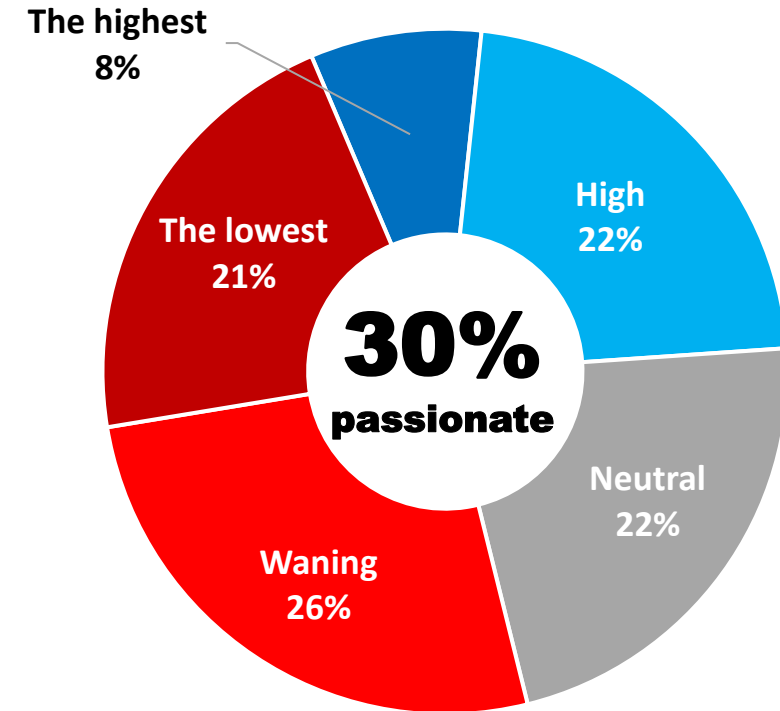
# ...And Their Passion for Radio Is Markedly (and Understandably) Lower

*"Your current passion level for the broadcast radio business is..."*

## Currently Employed

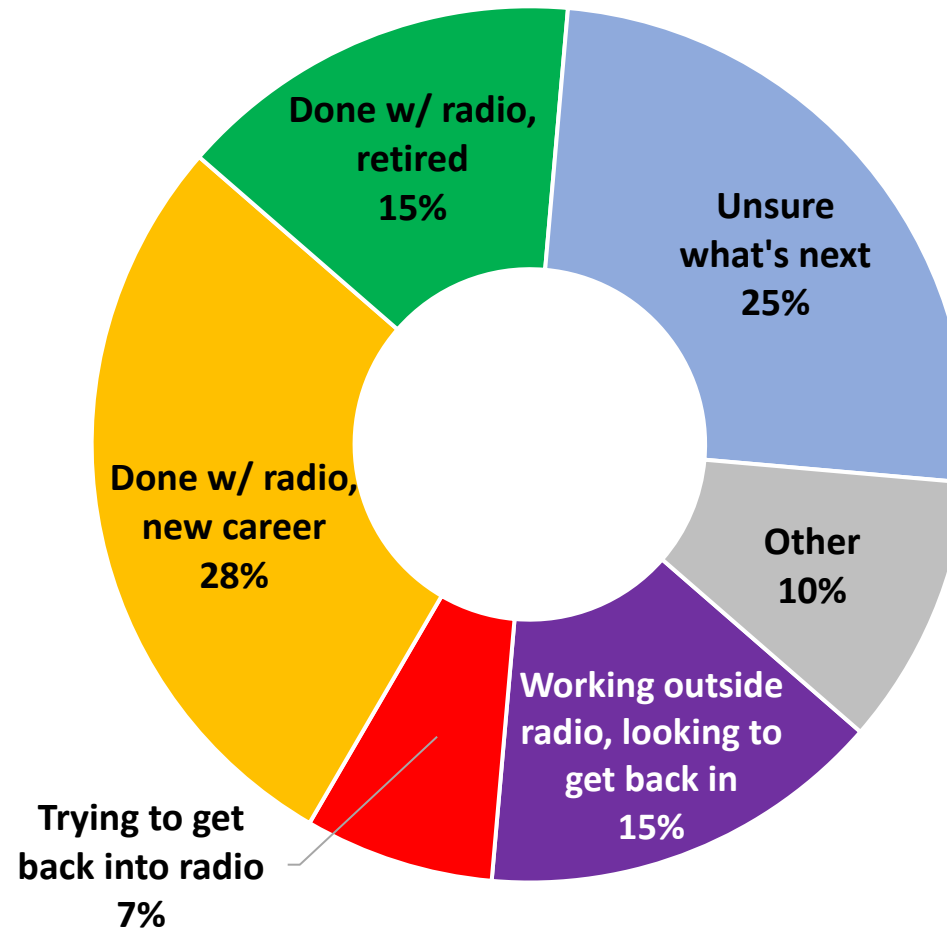


## On the Beach



# Among Those “On the Beach,” More Than Twice as Many Say They’re Done With Radio as Those Looking to Get Back Into Radio

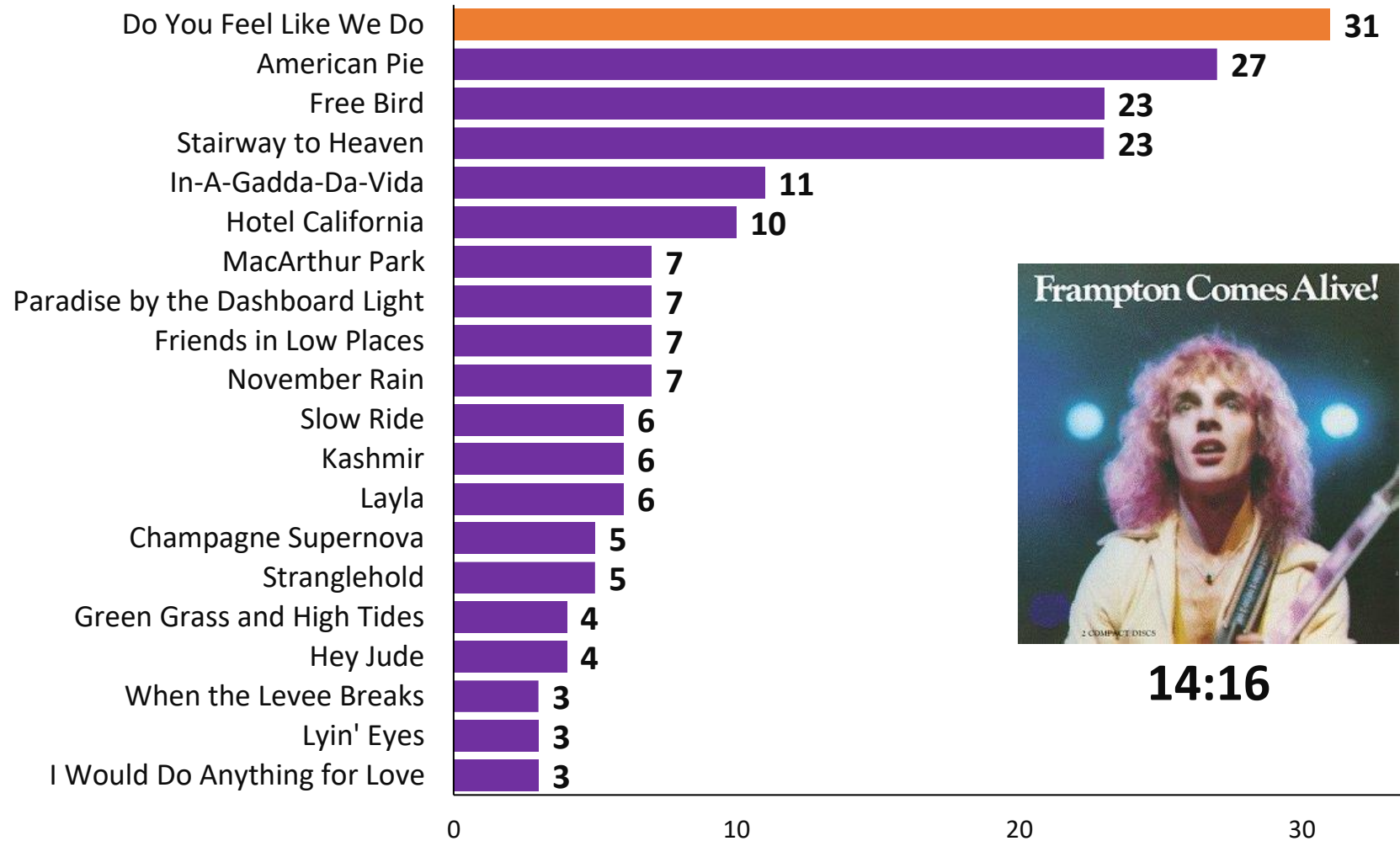
*“Which ONE of the following statements best describes your career plan at this point?”*



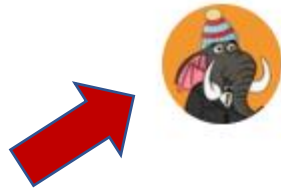
Among Those Out of Work N = 72



# All-Time Favorite “Bathroom Break” Songs



Among On-Air Talent, # of responses naming each song



**Peter Frampton** ✓ @peterframpton · Aug 19

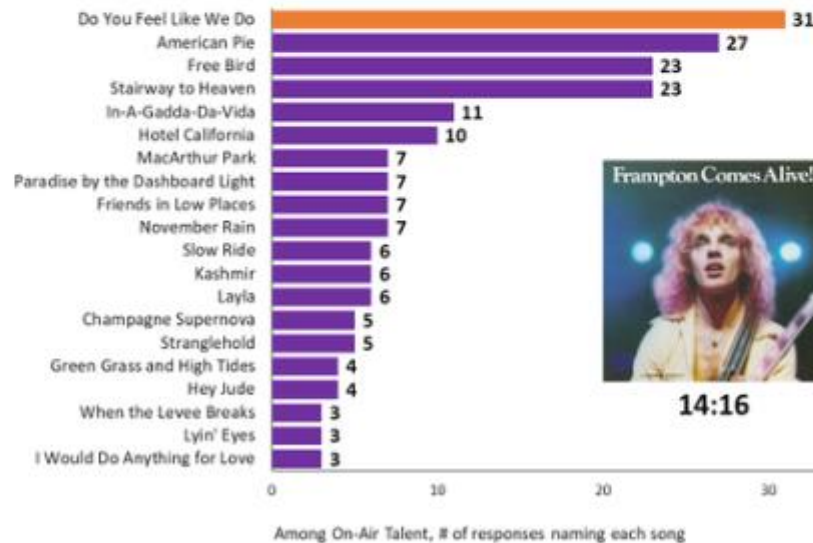
Wow, I'm honoured to be #1. Unfortunately, while playing this song I've never been able to take a bathroom break. 😞



**Bill Jacobs** @radiobilljacobs · Aug 19

Many thanks to @peterframpton for giving radio air personalities the greatest "bathroom break" song of all time and for giving Rock listeners one of the greatest epic songs of all time. These findings, and more, will be shown at a free industry-wide webinar in the next few weeks.

### All-Time Favorite "Bathroom Break" Songs



14:16

Jacobs  
media strategies





**Next Steps**

## Next Steps - Talent

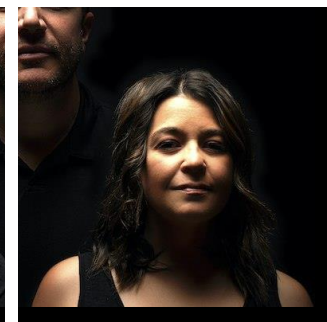
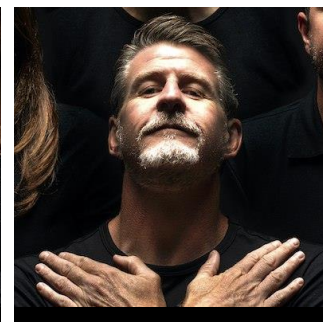
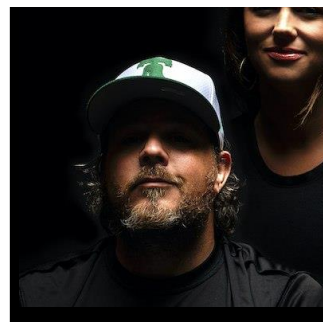
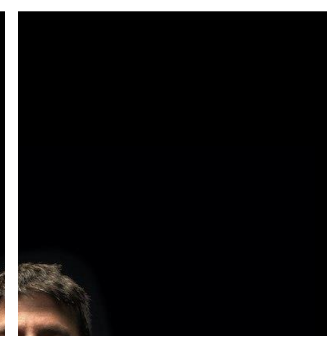
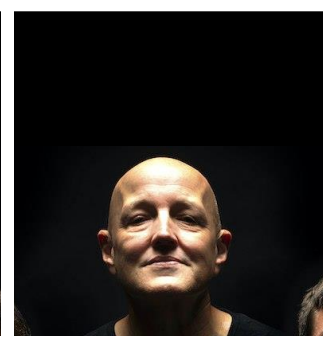
1. Do a career/financial assessment every year – like a “physical.” If you don’t have the skills or objectivity, get help.
2. Make sure this is still the business you want to be in.
3. Save every dime you can & get investment expertise.
4. Dedicate yourself to learning a new skill each year.
5. Help your station/company, but focus on building your brand.
6. Consider your own “side hustle.”
7. If no one’s airchecking you, form an online group or ask for help.
8. Assess your mental health & get help if you need it.
9. If you’re a woman, join/form a support group.
10. If you can pay for it, come to Morning Show Boot Camp.

# Next Steps - Management

1. If your talent isn't being airchecked, institute a system internally or hire a consultant dedicated to improving talent performance. It's how they get better.
2. Women and younger people feel they aren't being given a fair shake – what can you company/cluster do to improve these situations?
3. Are there mental health resources in place to help talent (or others) in need?
4. Are you providing skills training for your talent to improve their contribution?
5. Help talent build their brands. (In most cases) it will help your station/company.
6. Come up with a strategy to build a farm team (weekends, PT) that creates a talent pipeline. HD2? Invest in a personality future.
7. Make your talent feel wanted and valuable. (They feel taken for granted now.)
8. How can I get AQ4 in front of radio's corporate leadership? (They need to see it.)

# Thank You!

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# Radio Talent in the Post-Pandemic Era

