

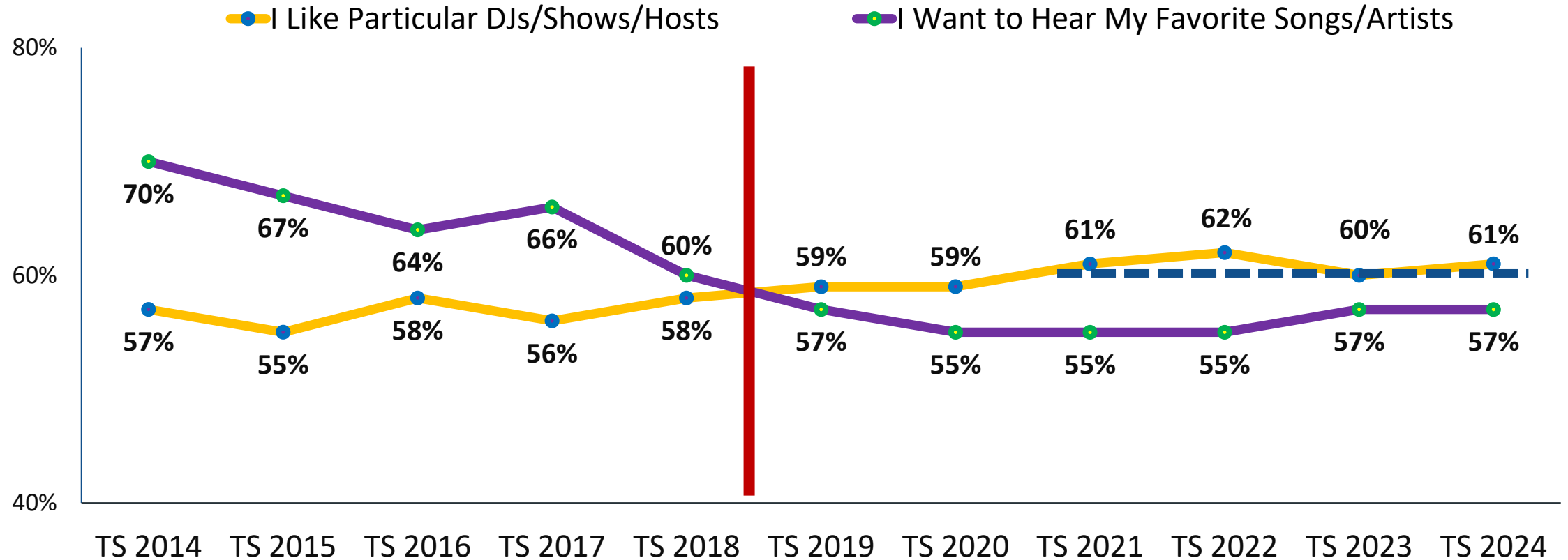
Jacobs
media strategies



9 Key Takeaways for On-Air Talent In 2024



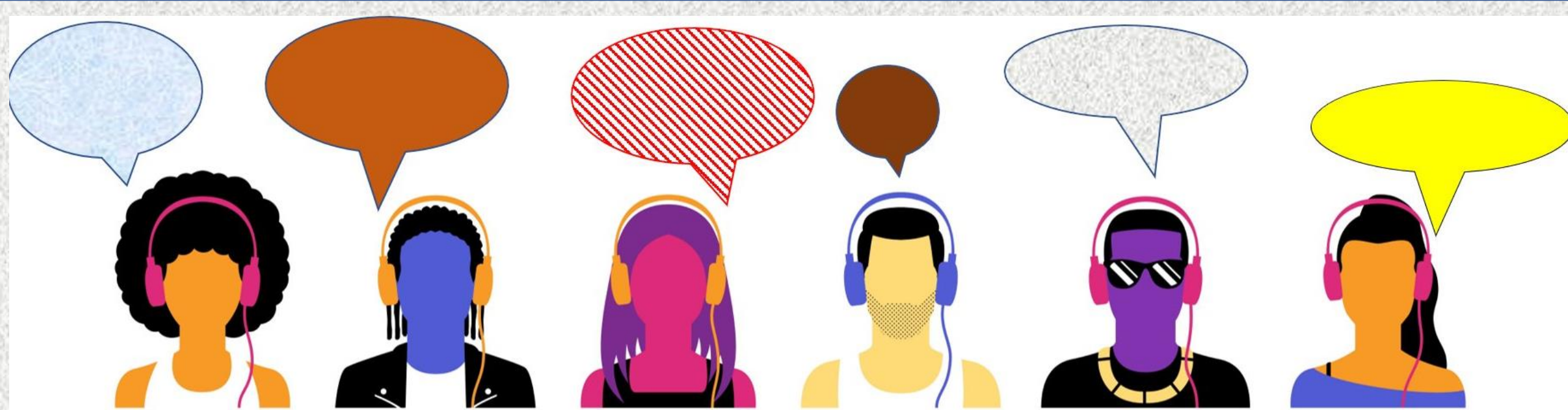
Personalities Have Outpaced Music As a Main Reason For Listening to Radio Since 2019



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

Methodology

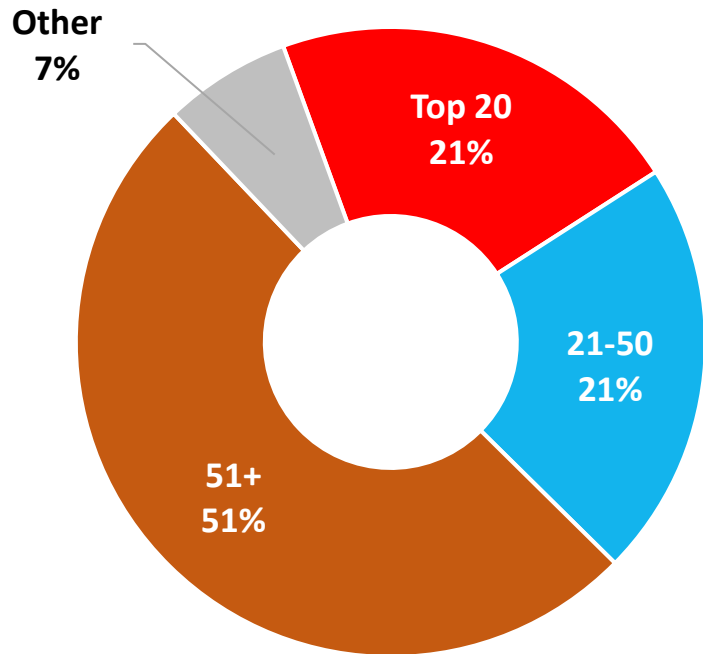
- N = 489 currently employed talent
 - 471 commercial radio air personalities in the U.S.
 - 18 commercial radio show producers in the U.S.
- N = 59 unemployed commercial radio personalities in the U.S.
- N = 548 total
- Interview dates: July 9-26, 2024
- All responses were collected online via Jockline 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



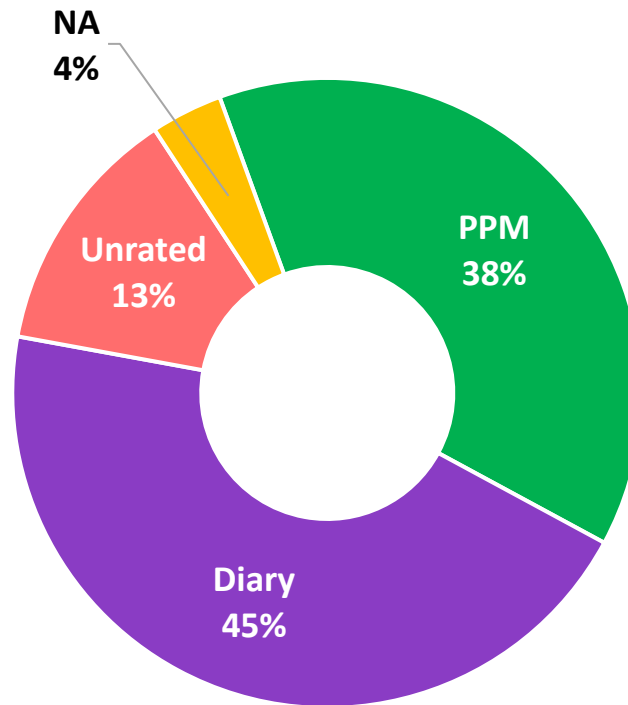
U.S. commercial radio personalities skew older, male, & white BUT women and people of color are much younger.

Who We Surveyed: Market Size, Methodology, Ownership

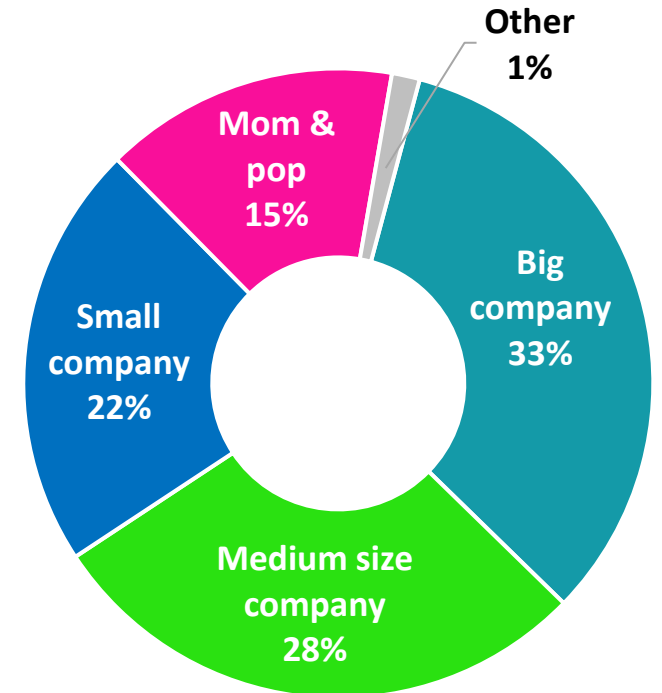
Market Size



Ratings Methodology

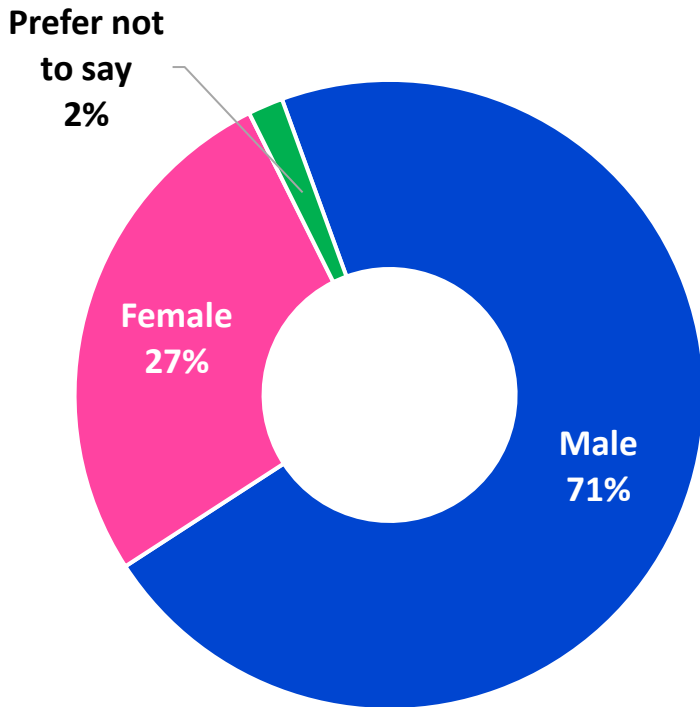


Ownership

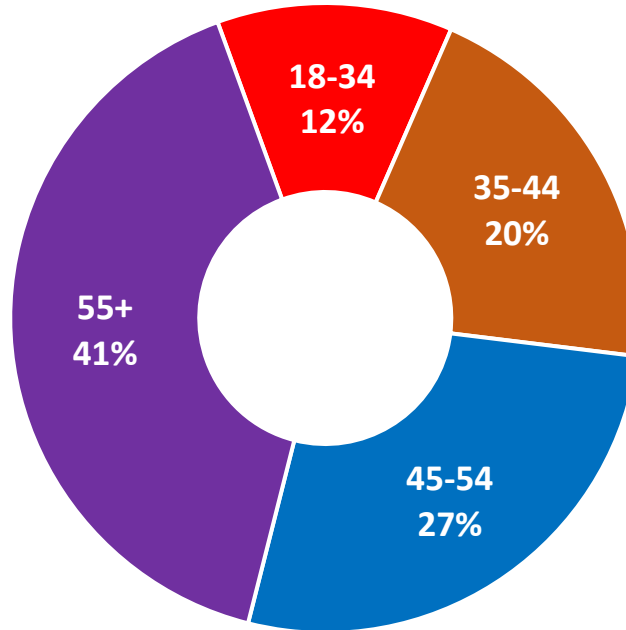


Who We Surveyed: Air Talent Skews Male, 45+, & Gen X

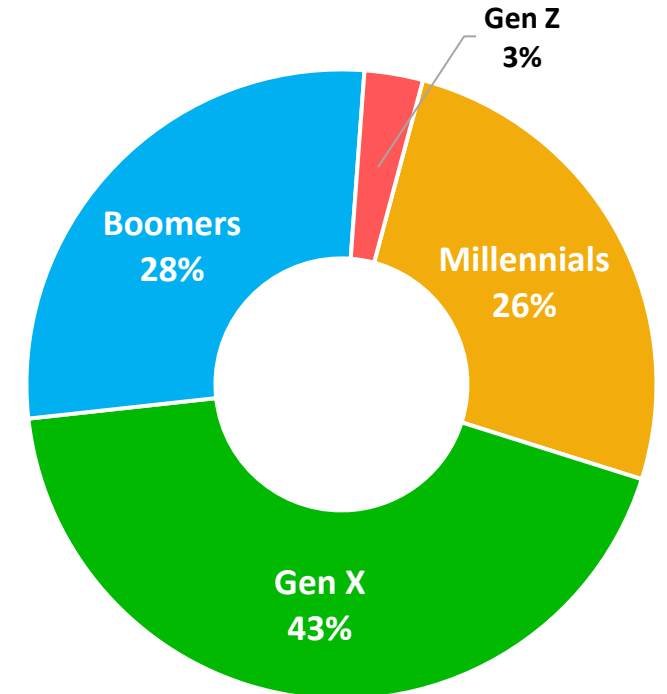
Gender



Age



Generation

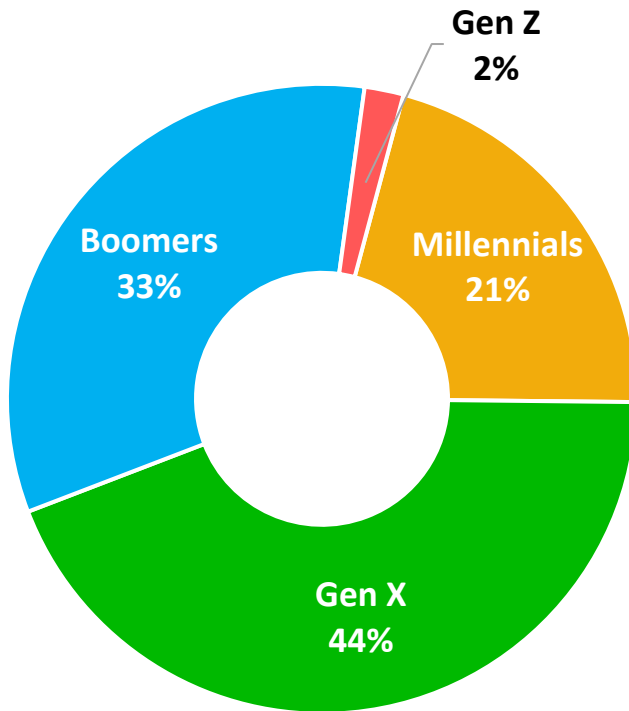


Average Age: 50.5

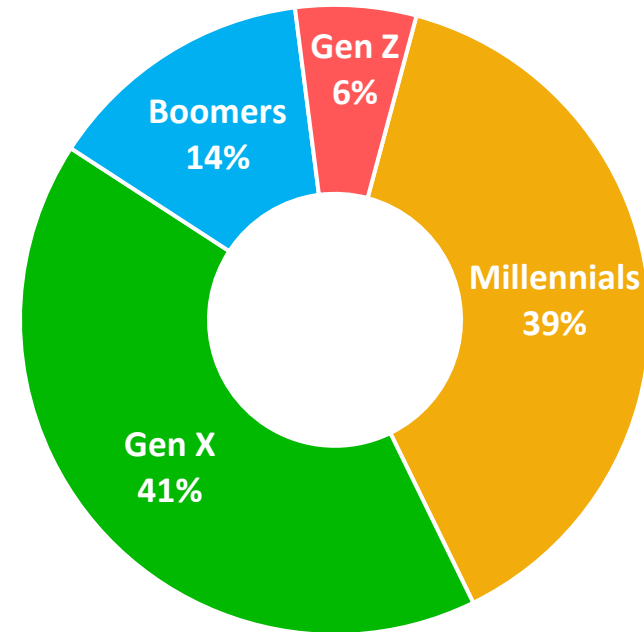
Among On-Air Talent

Female Talent Is Considerably Younger Than the Males

Generation: Male

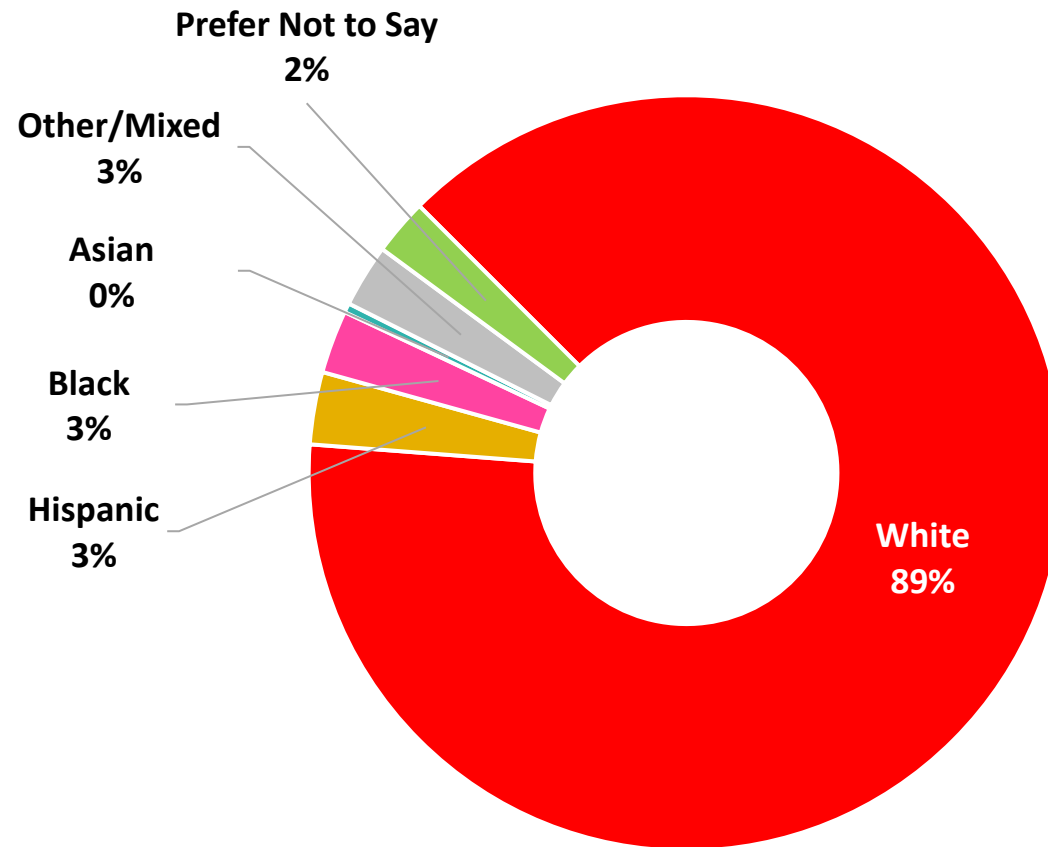


Generation: Female



Nearly Nine in Ten Respondents Are White

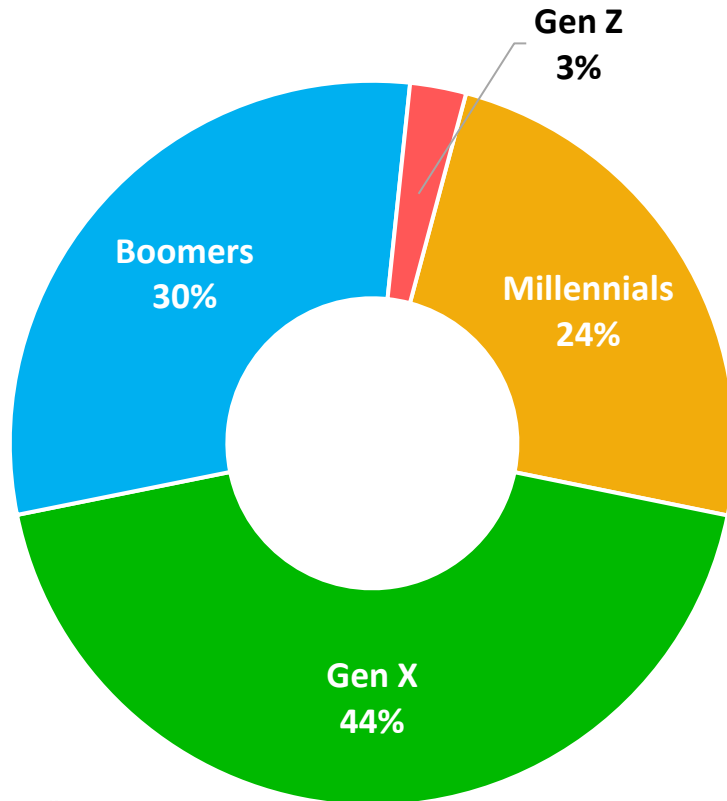
Race/Ethnicity



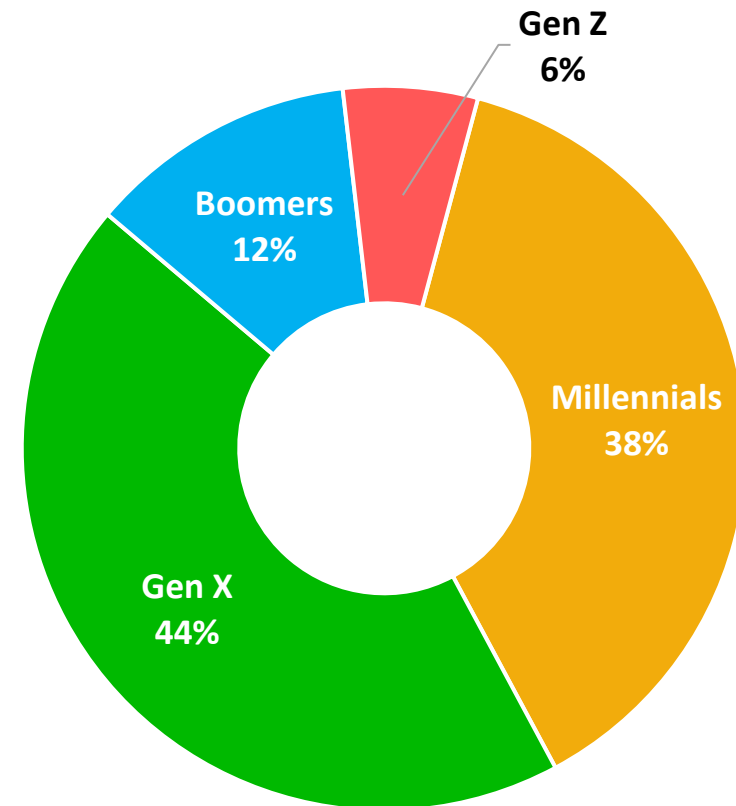
Among On-Air Talent

People of Color on the Air Are Apt to Be Considerably Younger

Generation: White



Generation: Non-White





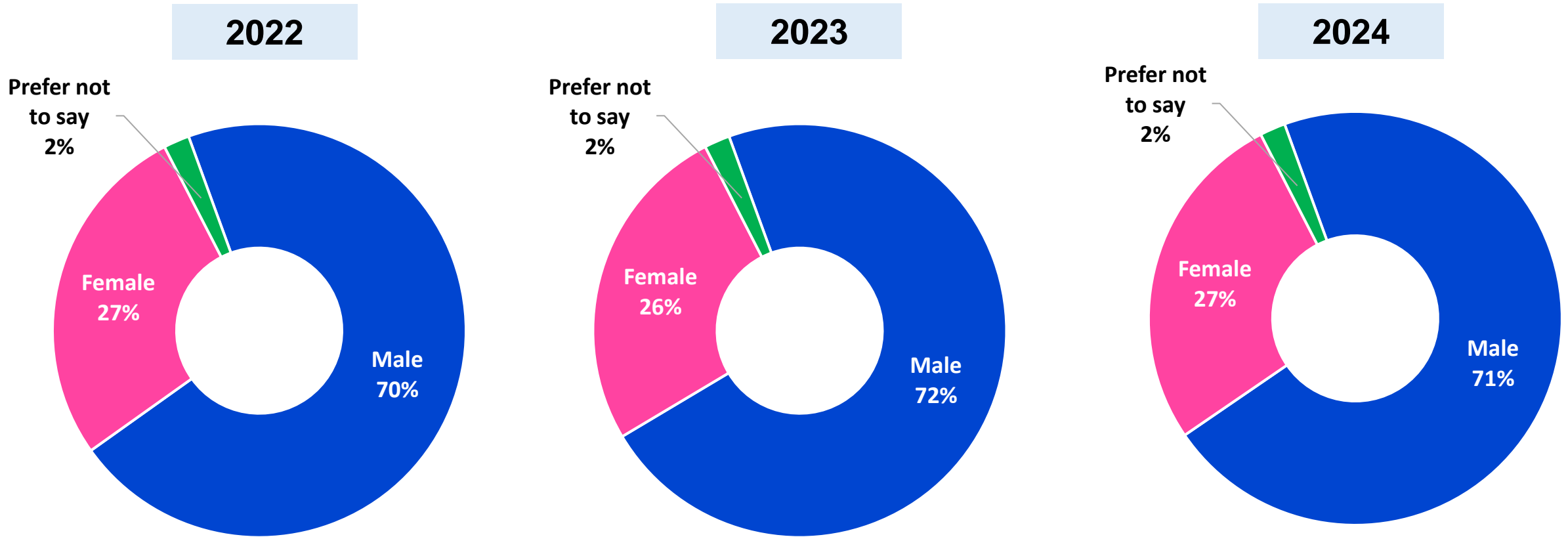
9 Key Takeaways



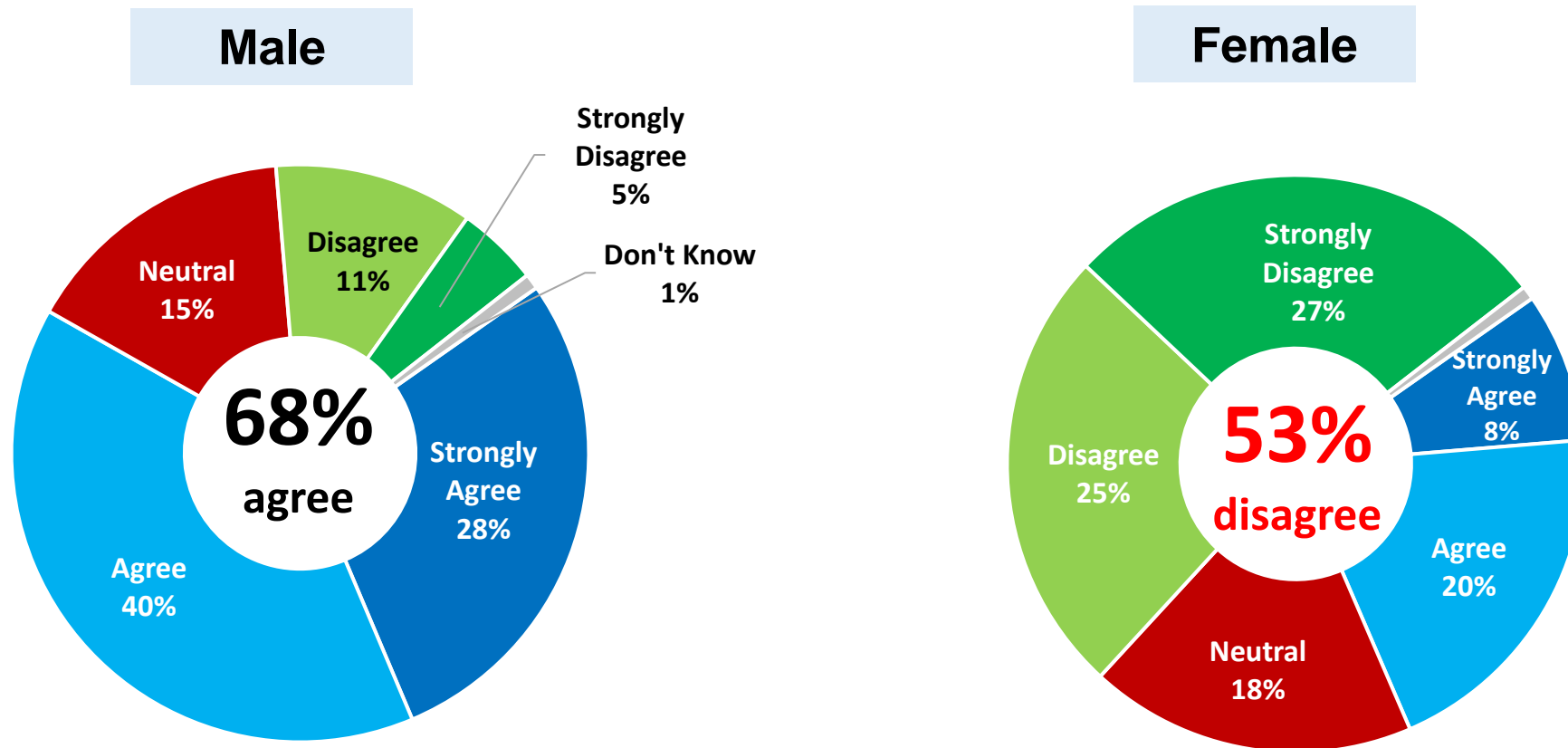
1

The percentage of women in our sample is showing no signs of growth. Meanwhile, men tend to minimize the imbalance.

The Percentage of Women on the Air Isn't Growing; Just Over One in Four Respondents Is Female



More Than Two-Thirds of Men Agree Women Have An Equal Opportunity to Advance on the Air



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

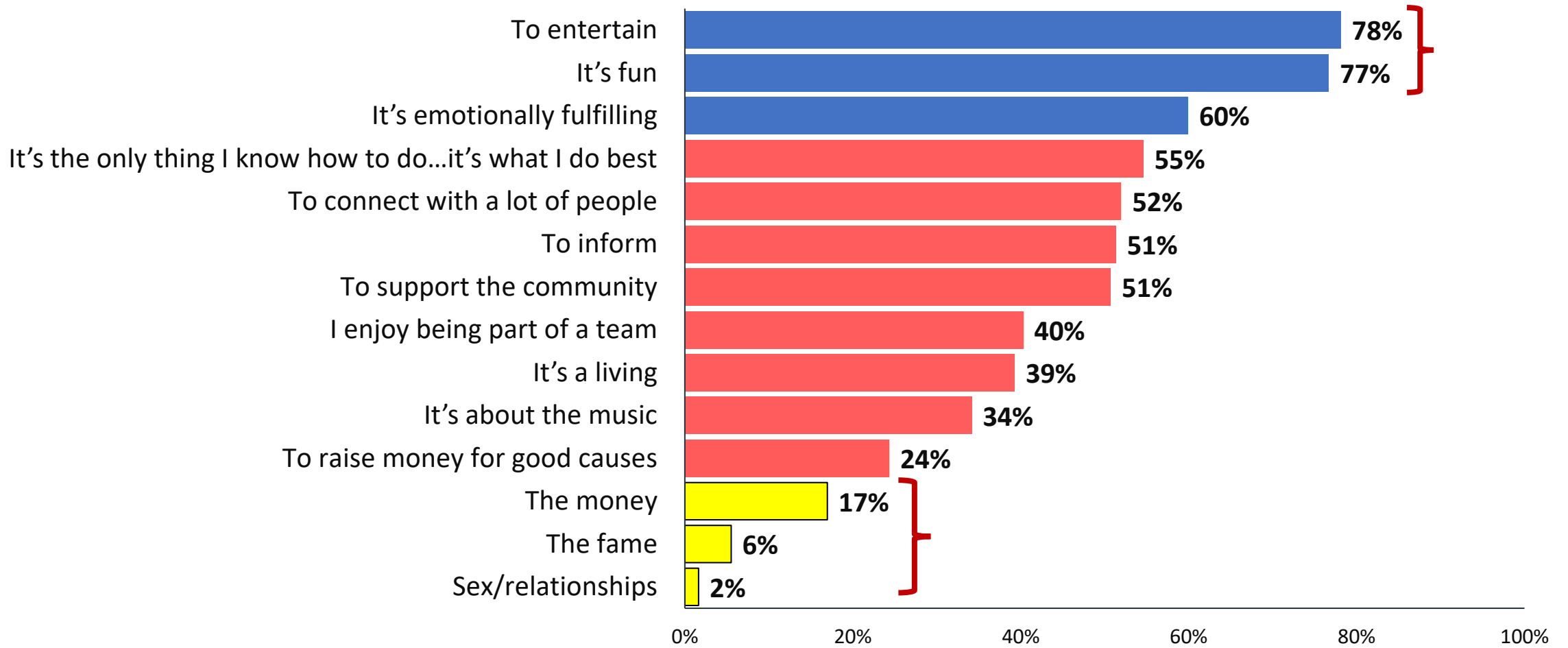
Among On-Air Talent

2



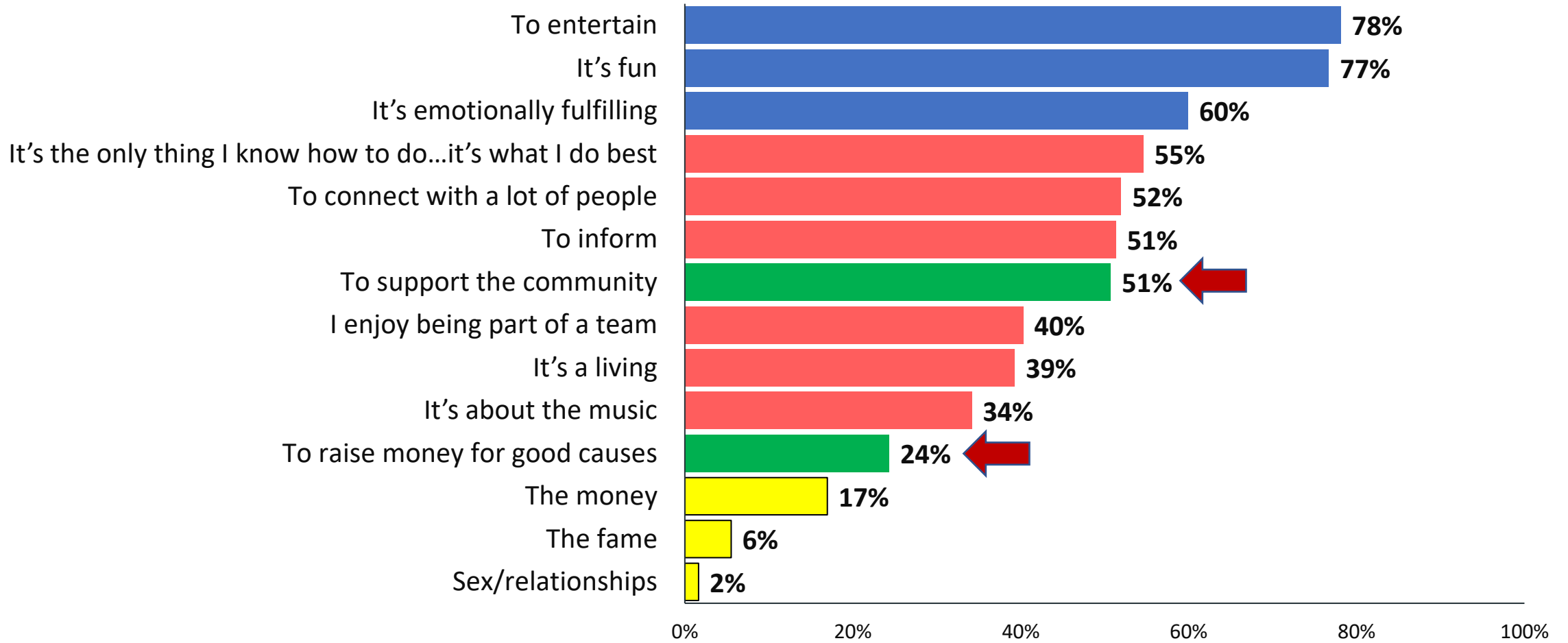
Serving their communities is a main reason why a majority of talent say they're on the air – especially women.

Why Are You On the Air? To Entertain, It's Fun, Emotionally Fulfilling



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

The Importance of Cause Marketing to Air Talent

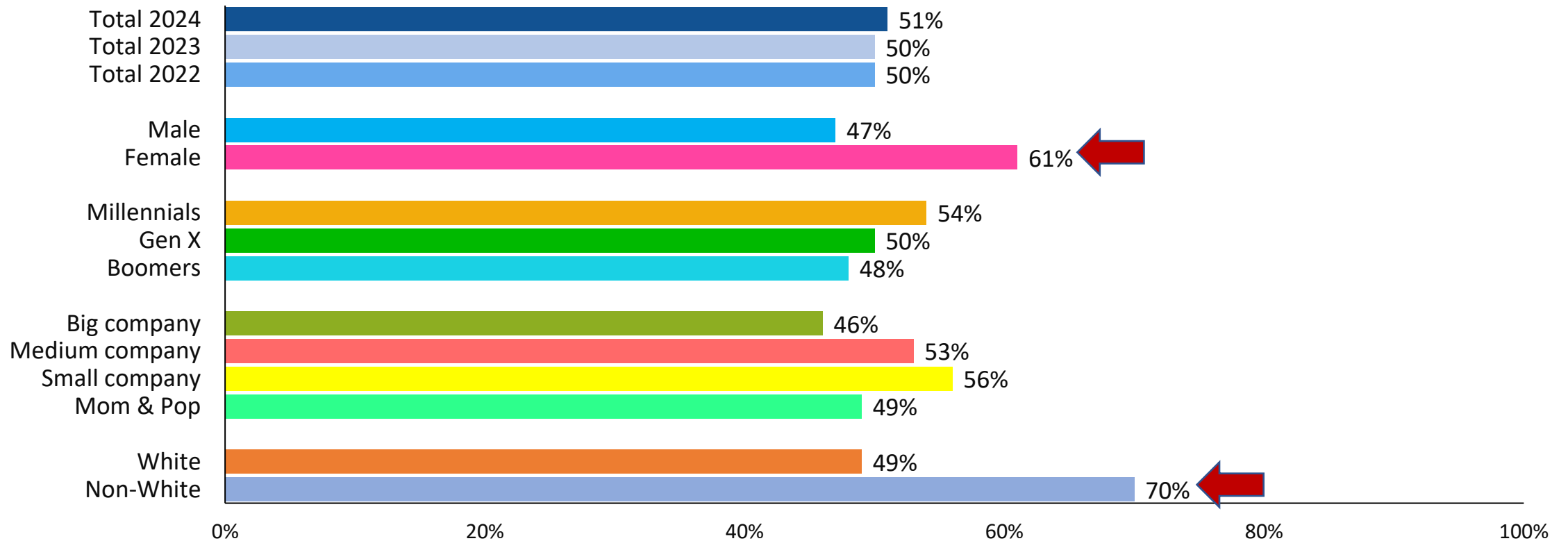


% who say this is a main reason they are on the radio

Women and People of Color Are Especially Apt to Say Supporting Their Communities Is a Key Reason They're on the Radio Airwaves

"To Support the Community"

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



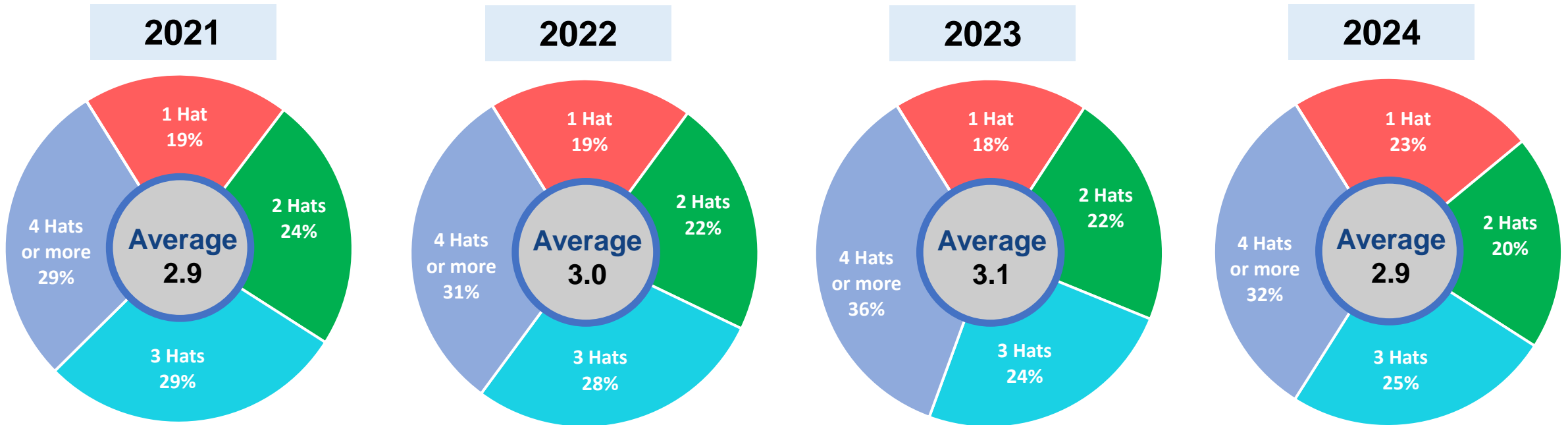


For many, a work/life balance is out of reach especially as the job duties continue to pile up.

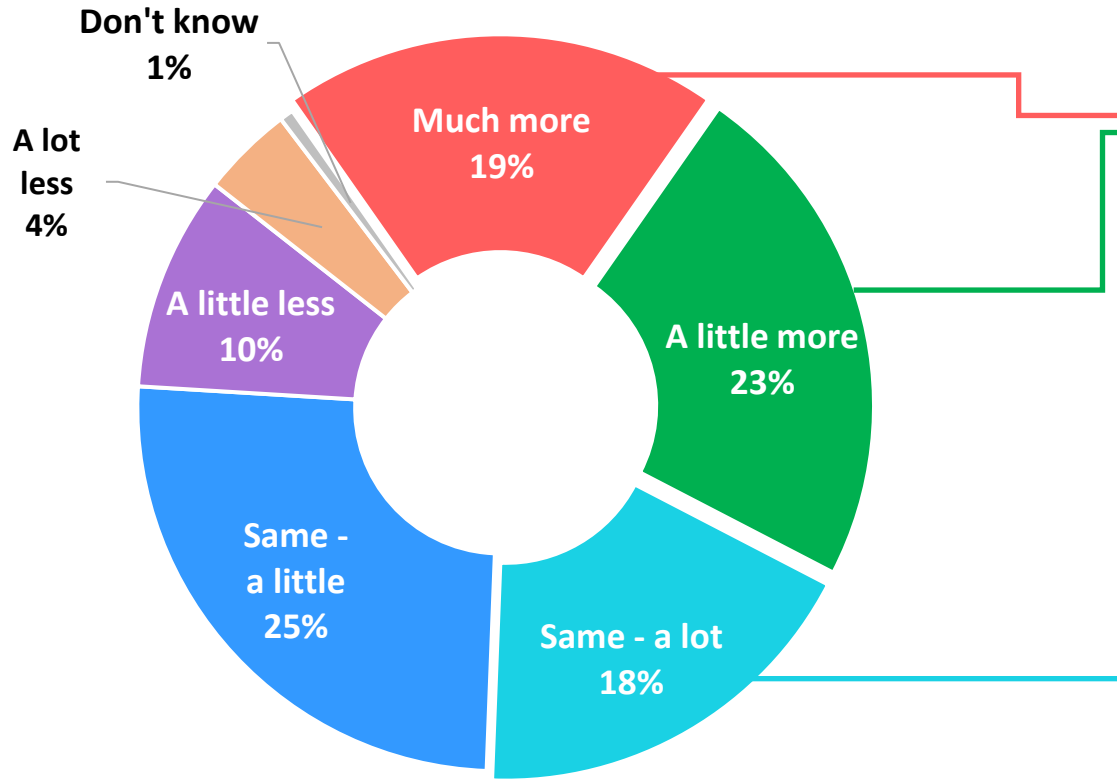


The Average Air Personality Wears Nearly 3 Hats, While About One-Third Say They're Wearing 4 or More Hats

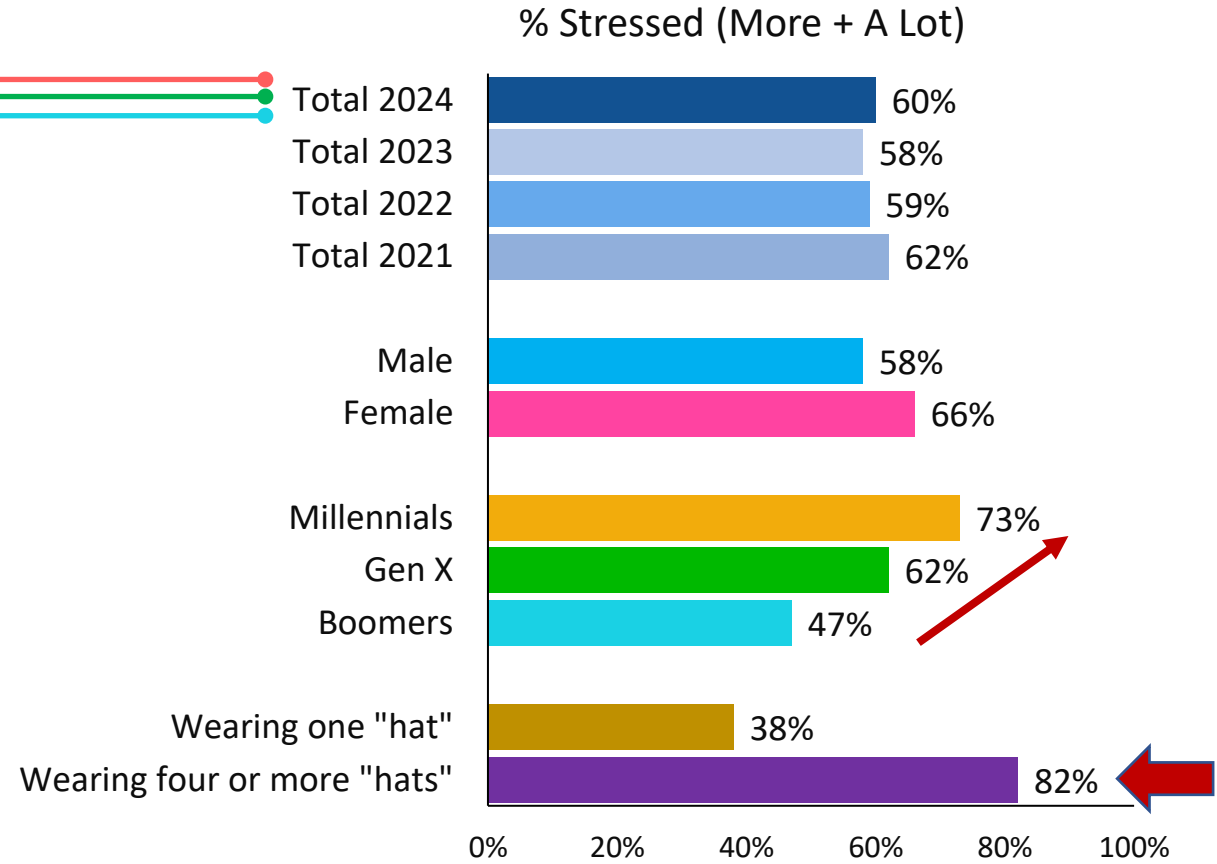
"Many radio personalities have more than one job. For example, you may be the program director and on the air – or you may be on the air for more than one station in the cluster or company – or in addition to being on the air, you may be the music director, the promotion director, etc. How many 'hats' are you now wearing?"



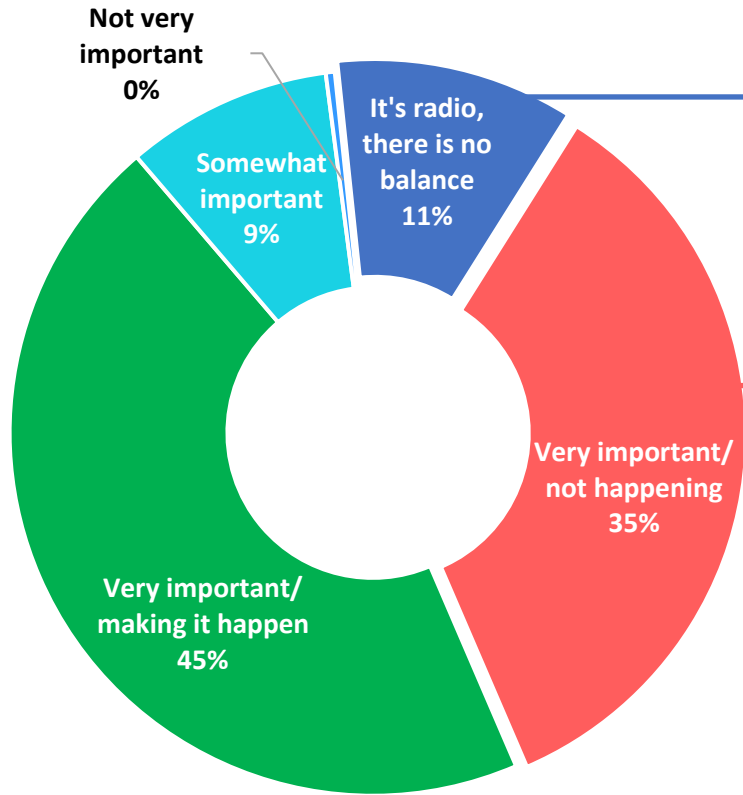
Six in Ten Claim Job Stress, Especially Those Wearing 4+ Hats



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

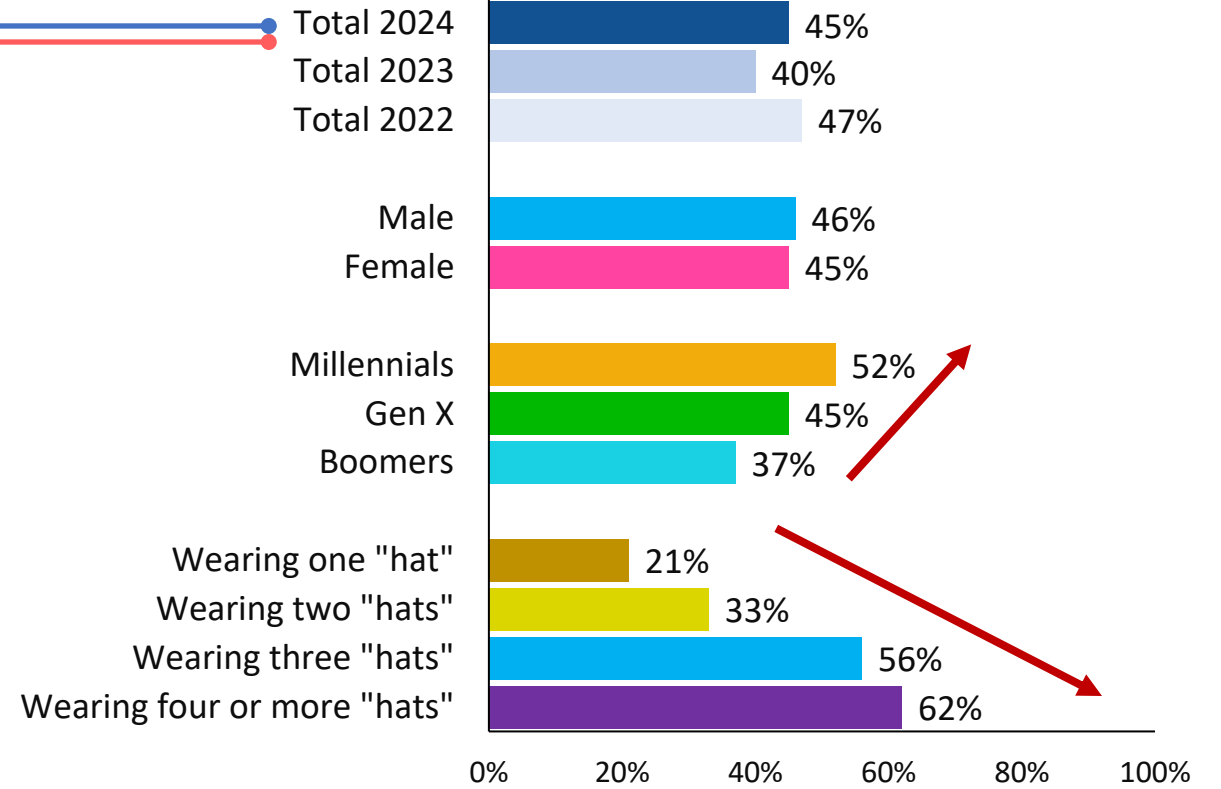


More Than Four in Ten Say a Work/Life Balance Is Out of Reach, Especially Millennials and Those Wearing 4+ Hats



“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

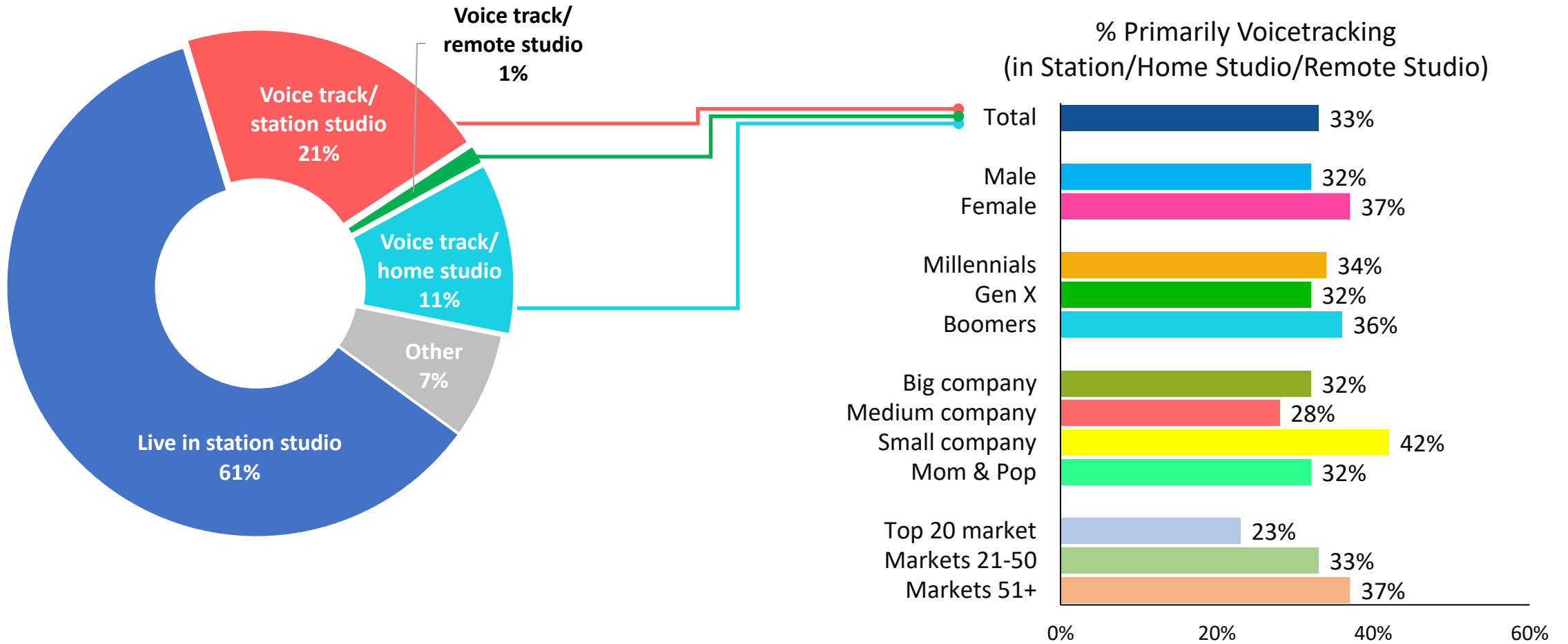




4

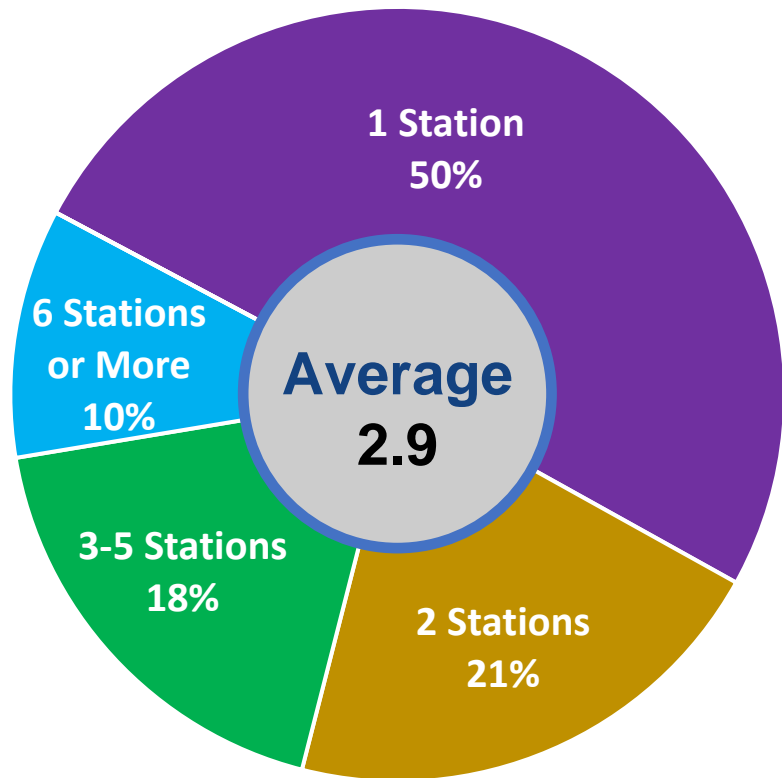
A day in the life of air talent has been transformed. Voicetracking has facilitated the ability to work for multiple radio stations.

While the Vast Majority Still Do Their Shows Live From the Station Studio, One in Three Is Now Primarily Voicetracking



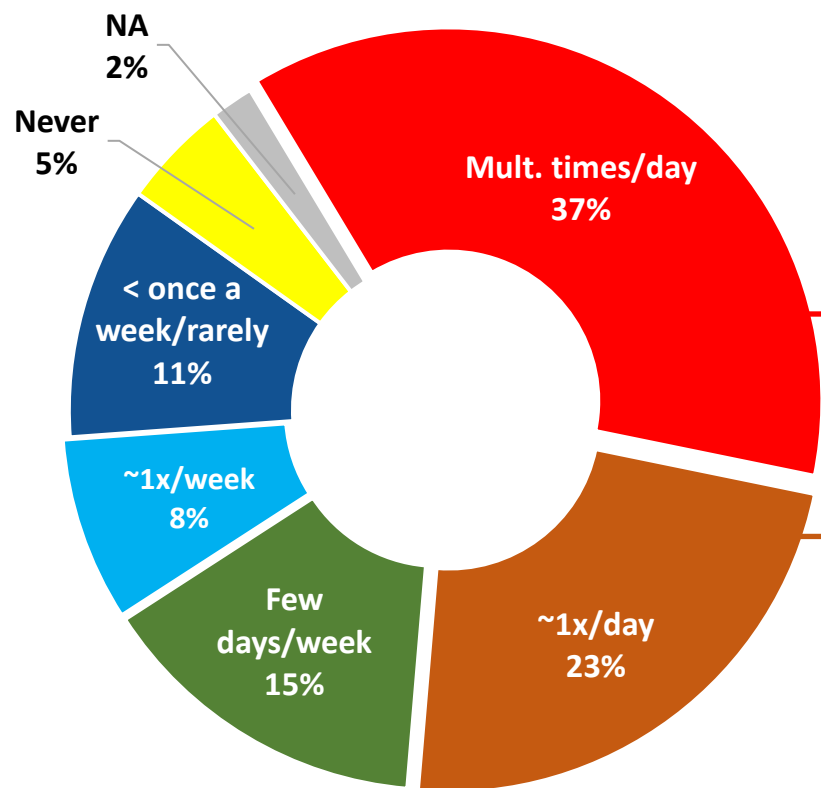
Nearly Half Supply Content For More Than One Station; On Average, Talent Is Providing Programming to Nearly Three Stations

“How many different radio stations do you supply on-air content for in your market or out of the market during the course of a week?”

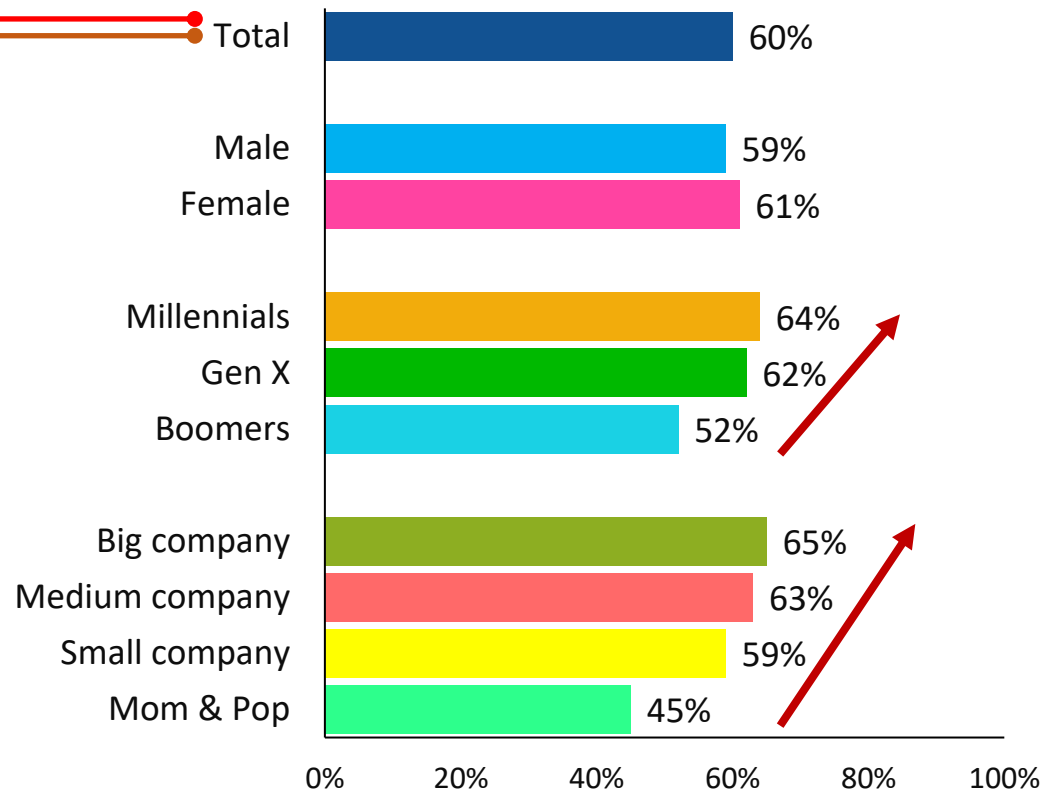


Among On-Air Talent Who Gave a Response

Six in Ten Create Social and/or Web Content At Least Daily, Especially Younger Talent and Those Who Work in Progressively Larger Companies



% Generating Original Content for Social Media and/or Station Website at Least Daily



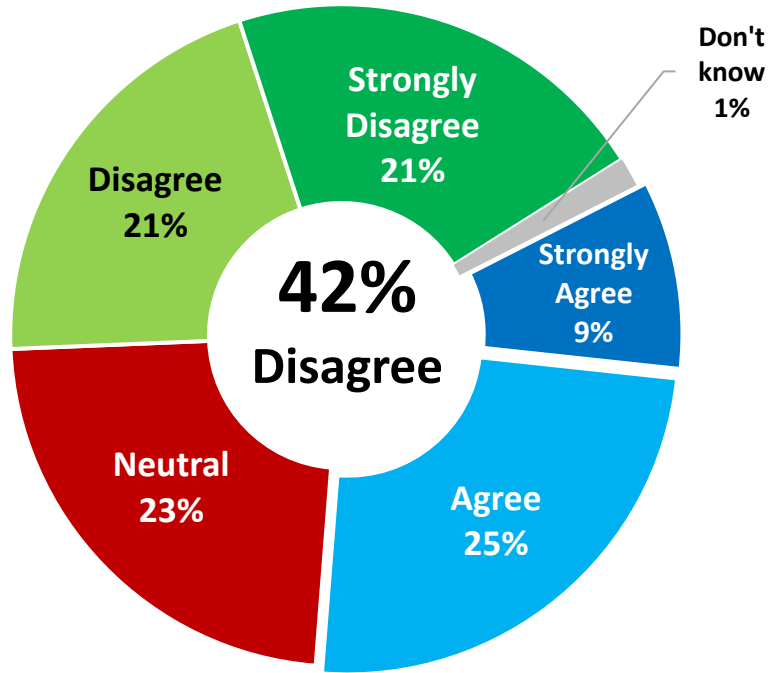
“How often do you personally generate original content for your show’s social media sites and/or station website?”

5

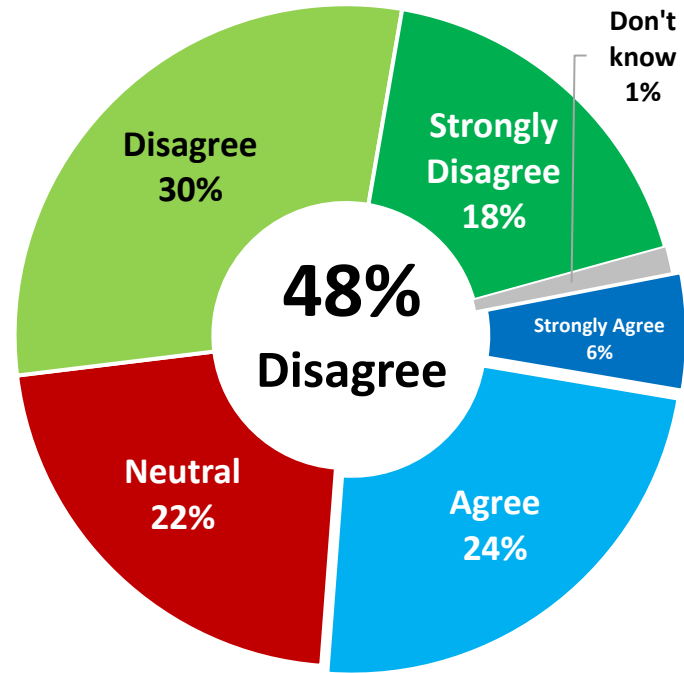
Many on the talent side believe radio companies are coming up short for talent development and recruitment, as well as for tech training.



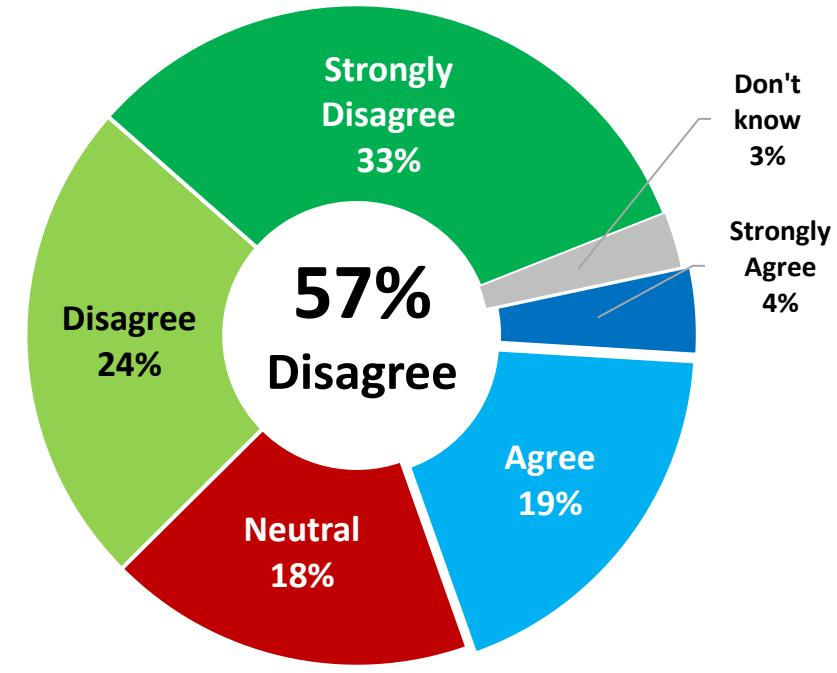
Many Say Their Companies Aren't Keeping Up With Tech Training Nor Are They Discovering Young Talent – And Radio Is Not Keeping Pace



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



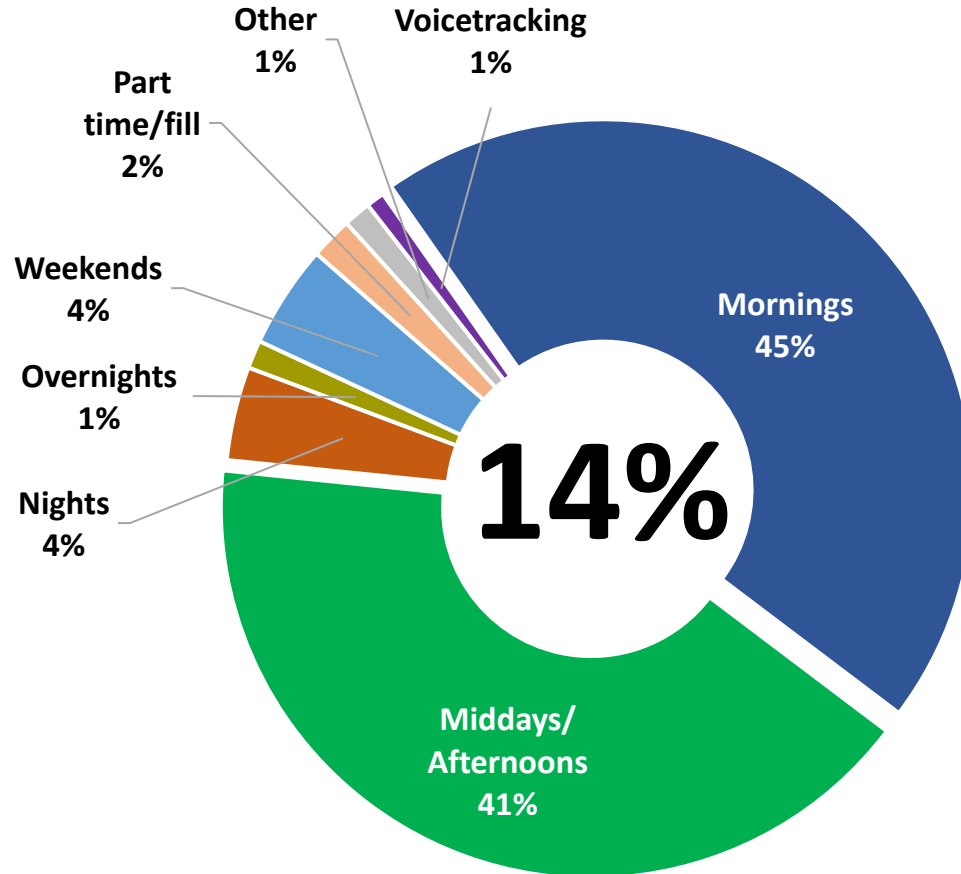
“Broadcast radio is doing a good job keeping pace with other audio competitors (ex. Spotify, SiriusXM, etc.)”



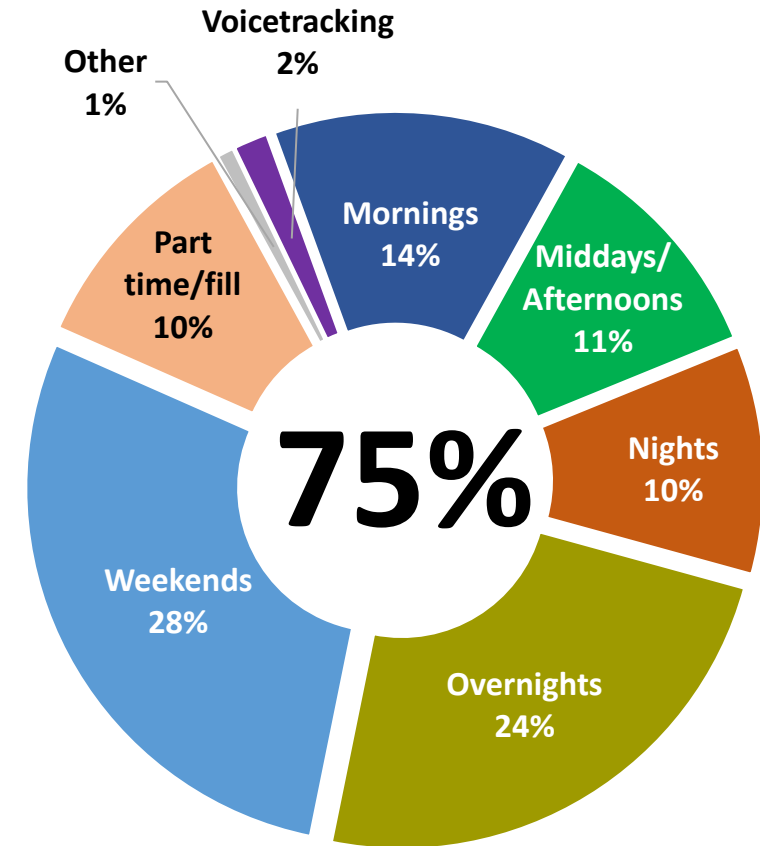
“My station/company is doing a good job discovering/developing young talent”

The Importance of Airshifts to Nurture New Talent

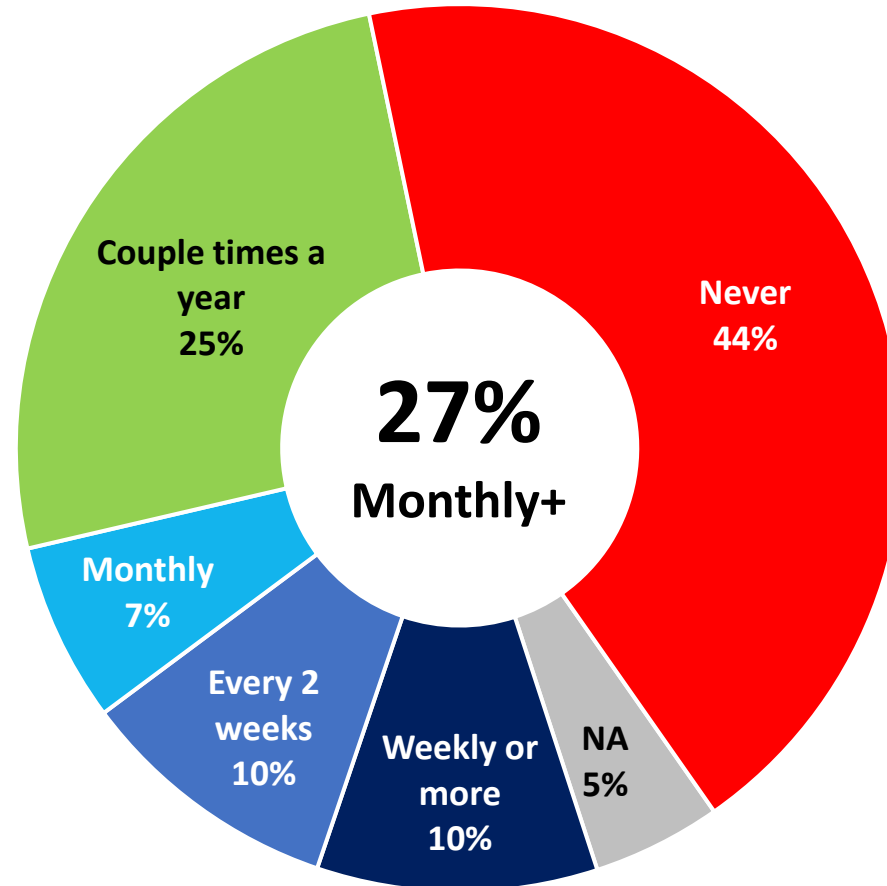
Current Airshift



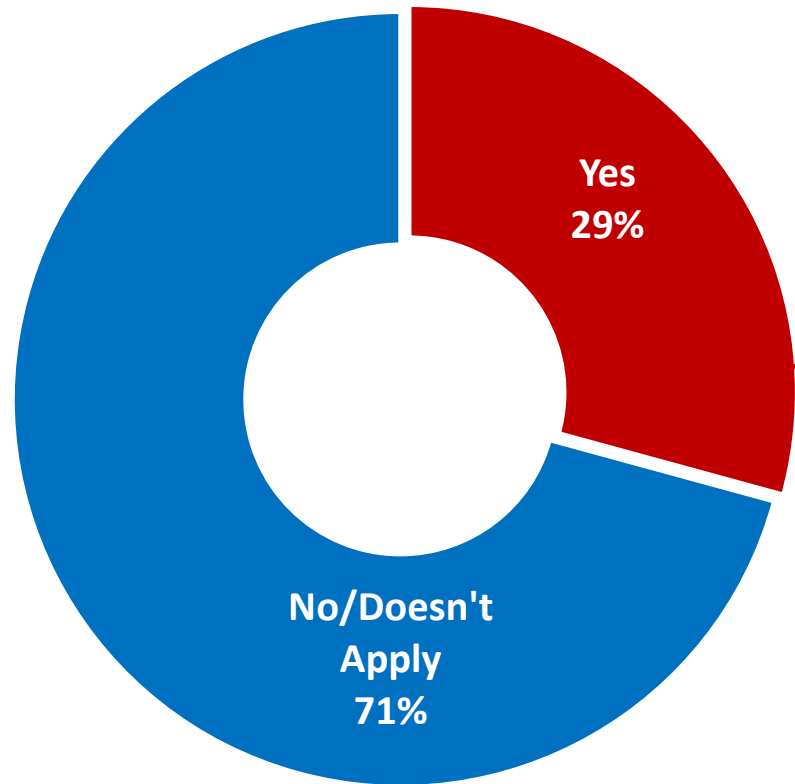
First Airshift



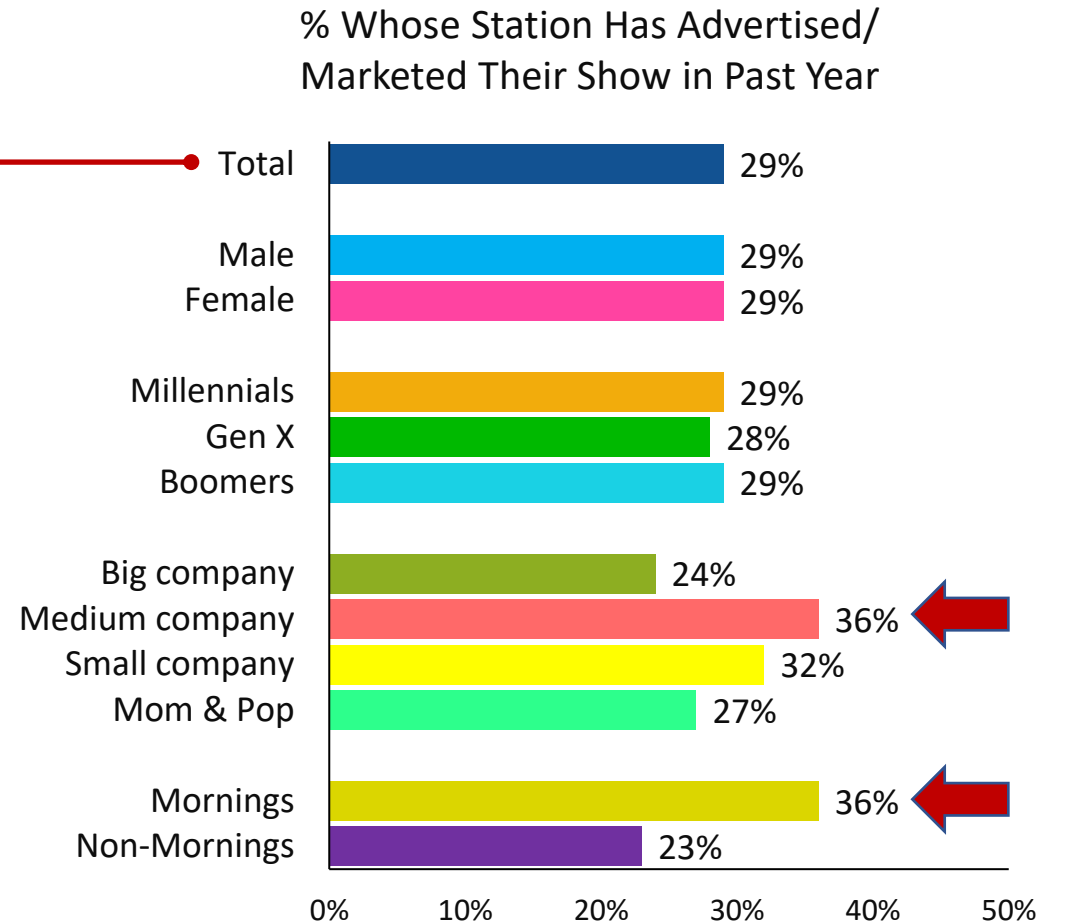
Just Over One in Four Are Airchecked at Least Monthly



Nearly Three in Ten Say Their Show Has Been Marketed in the Past Year, Higher Among Medium-Sized Companies and Among Morning Talent



"In the past year, has your station advertised or marketed your show in any way – TV, billboards, merchandise, etc.?"





Among radio talent, there are financial divisions; it's often a case of the Haves and the Have-nots.

A Majority Say They're in Good Shape Financially, But More Than Four in Ten Are Now In Debt or Struggling

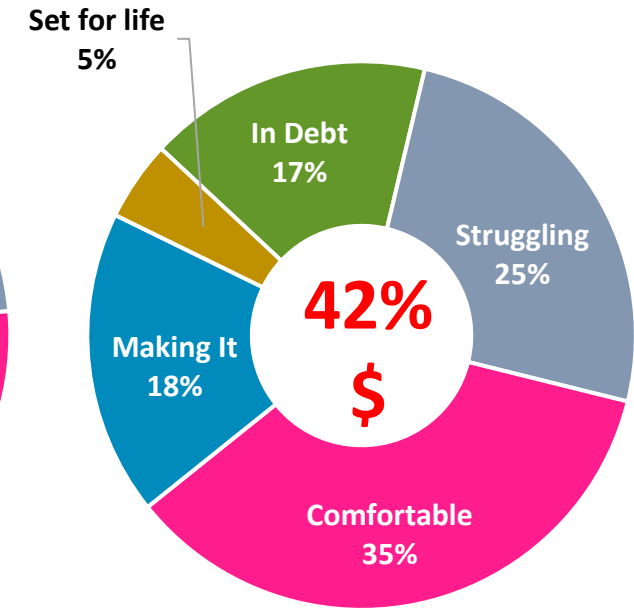
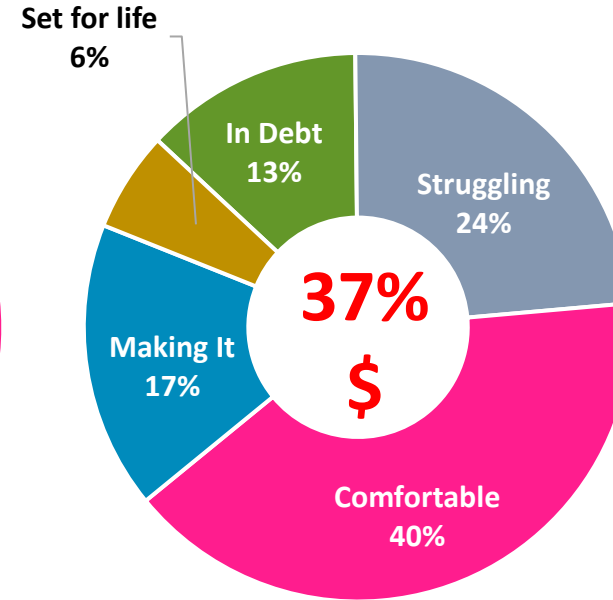
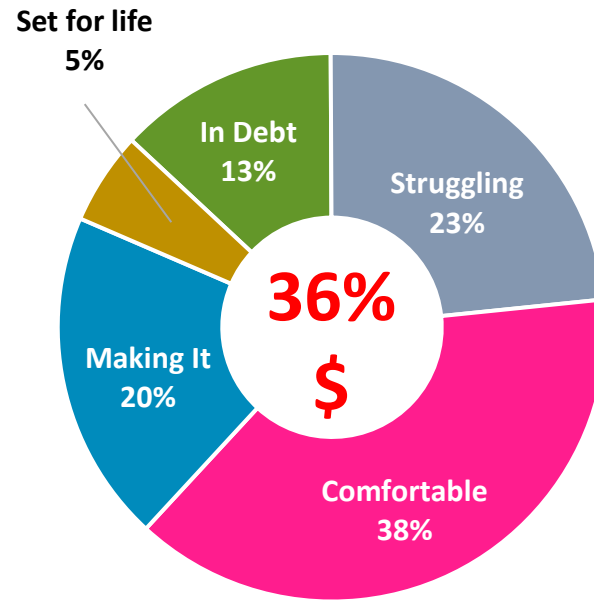
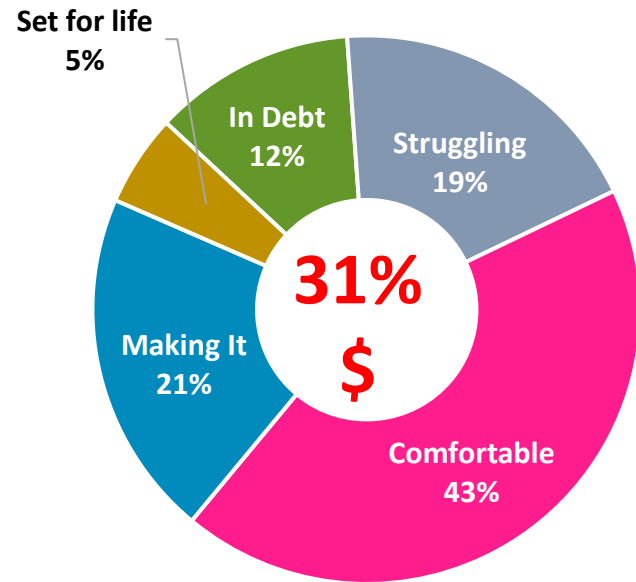
"Financially, are you..."

2021

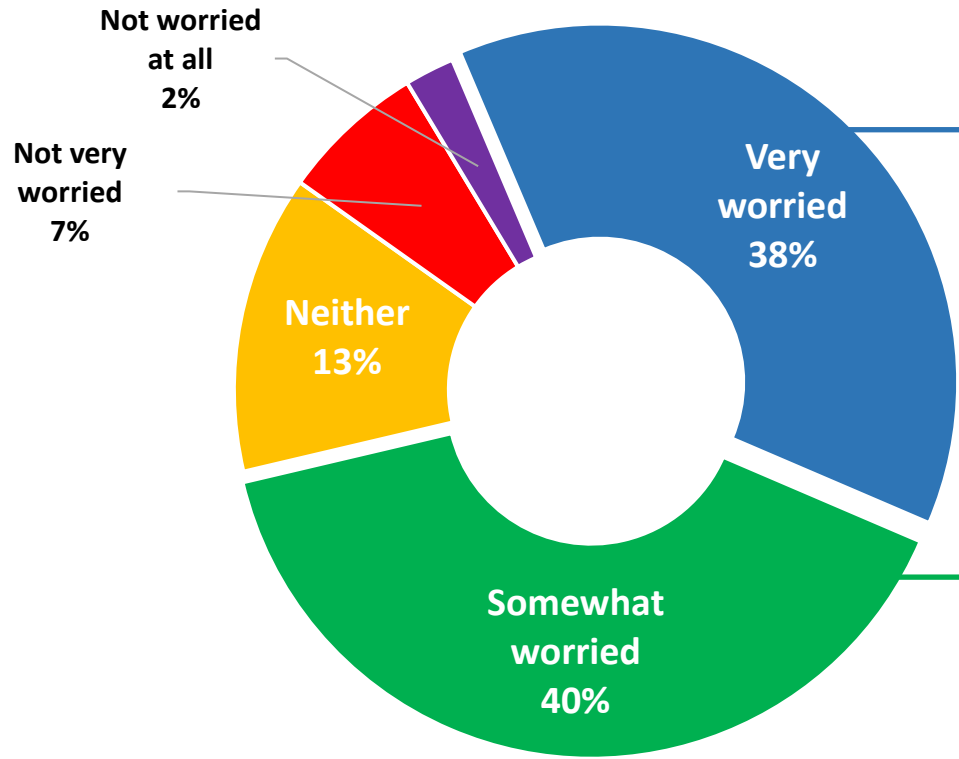
2022

2023

2024

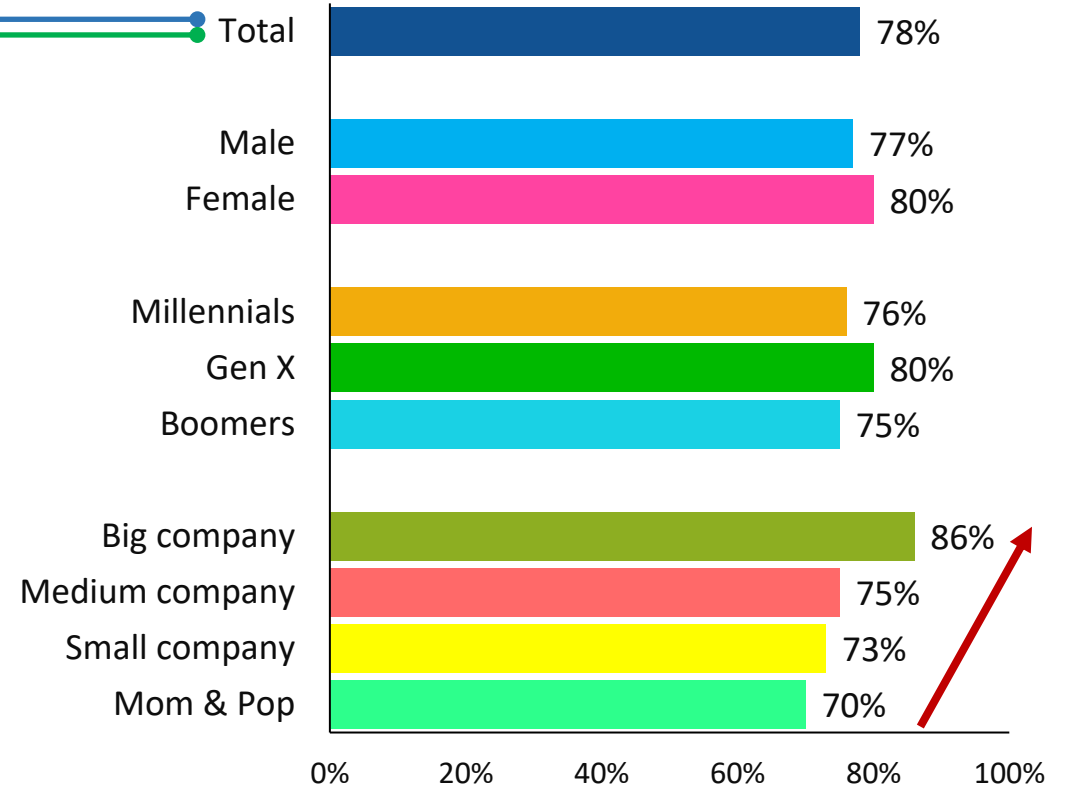


Nearly Four in Five Worry Current Economics Will Lead to Staff Cutbacks – Especially Those Who Work For the Biggest Companies



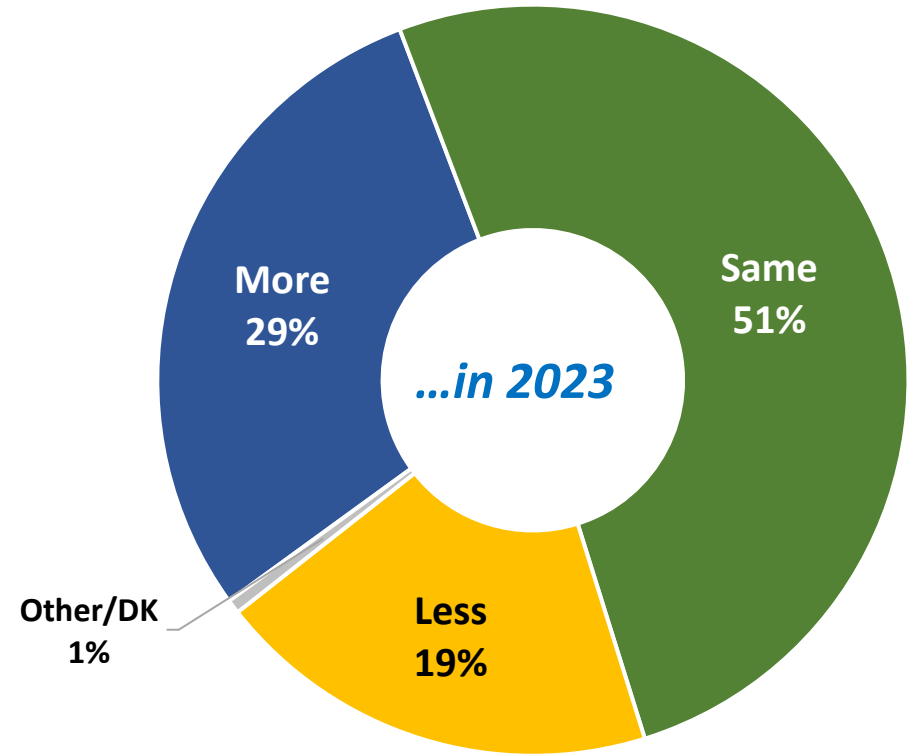
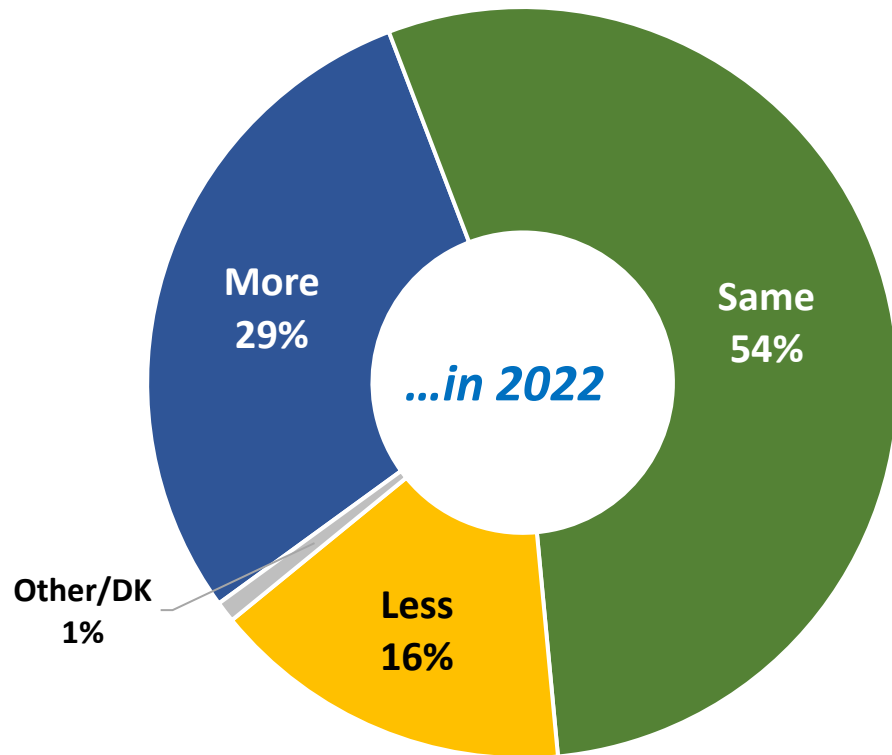
“How worried are you about current economic pressures impacting radio, leading to general reductions in staff at your station?”

% “Very” or “Somewhat” Worried About Economy Pressures Leading to Staff Reductions

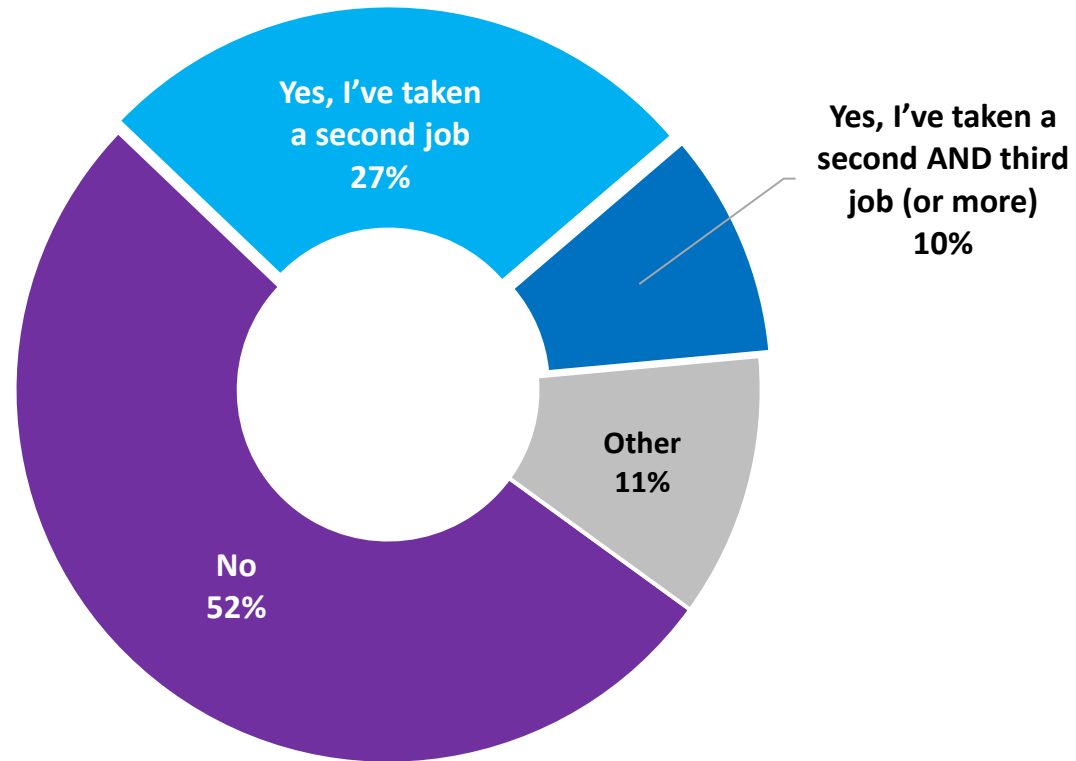


While Nearly Three in Ten Expect to Make More This Year, a Growing Number Is Expecting Less in Their Pay Envelopes in 2024

“Regarding your overall compensation from all radio-related sources (salary, bonuses, appearances, etc.), how much money do you expect to make this year (2024) from your radio job compared to what you made...?”

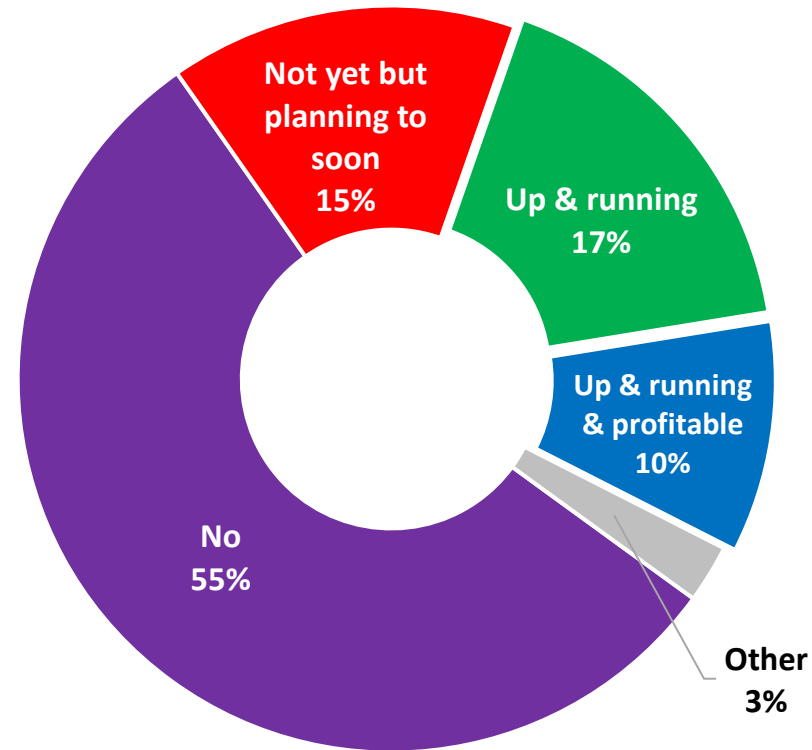


Due to Financial Need, Nearly Four in Ten Have Taken a Second (or Third) Job



"Have you been forced to take a second (or third) job in order to meet your financial needs?"

More Than One in Four Have Started a Second Business (or “Side Hustle”)



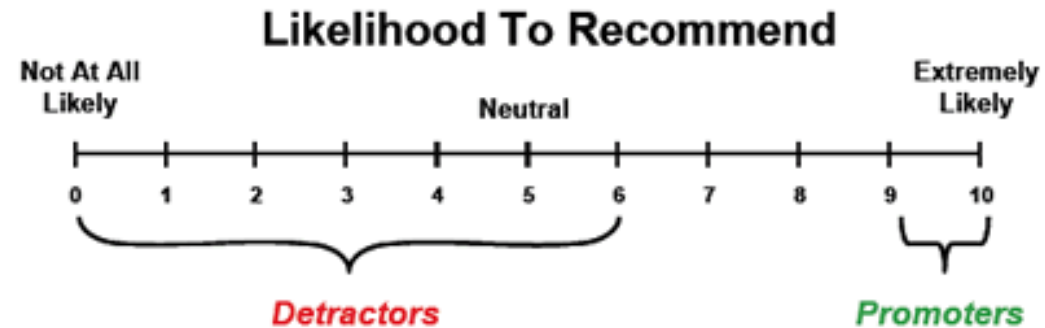
“In addition to your normal job in radio, have you started and/or invested in a secondary business that you hope will become successful?”

7

Attitudes toward radio companies have nosedived since COVID and most talent feel taken for granted.



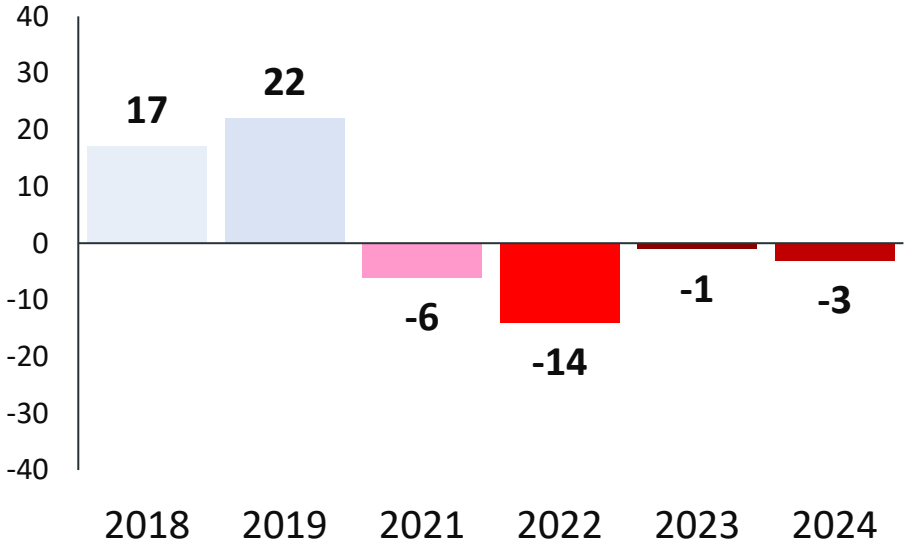
NET PROMOTER



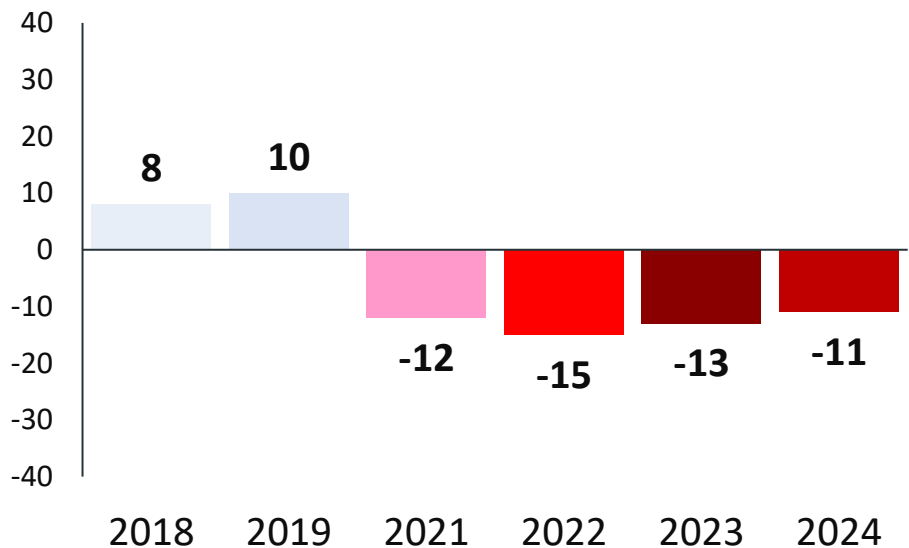
$$\% \text{ Promoters} - \% \text{ Detractors} = \text{Net Promoter Score}$$

While Still Sharply Lower Than Pre-COVID, Recommendation Scores for Radio Stations Are Flat (While Company NPS Scores Remain Low)

NPS: The Station You Work For



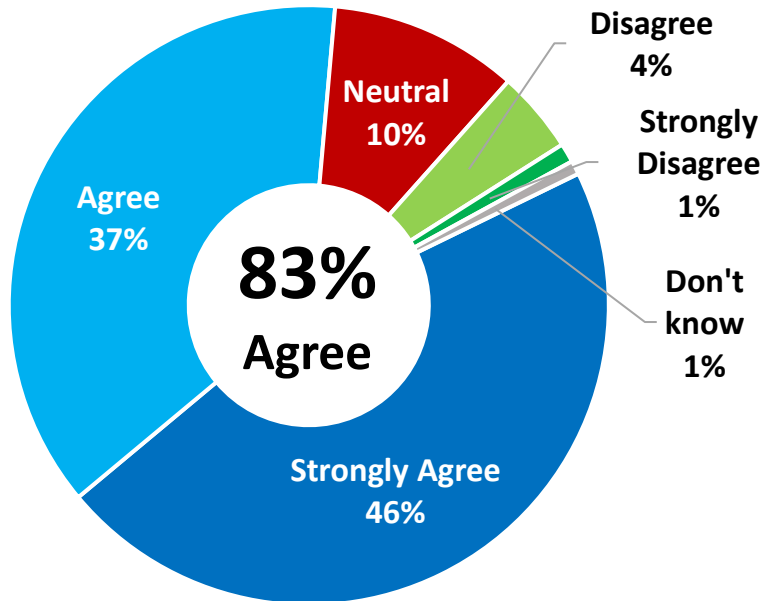
NPS: The Company You Work For



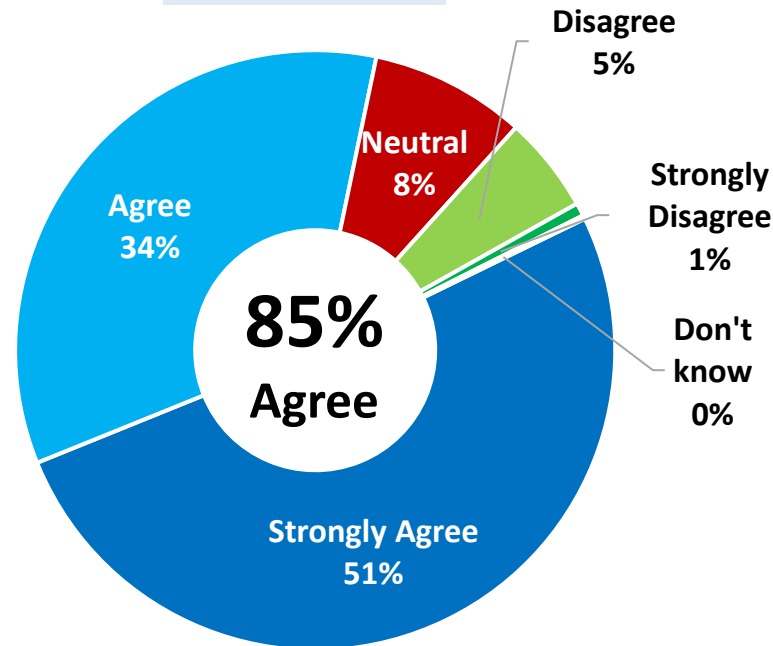
The Vast Majority of Radio Talent Feel Taken For Granted

“Overall, talent in radio is taken for granted.”

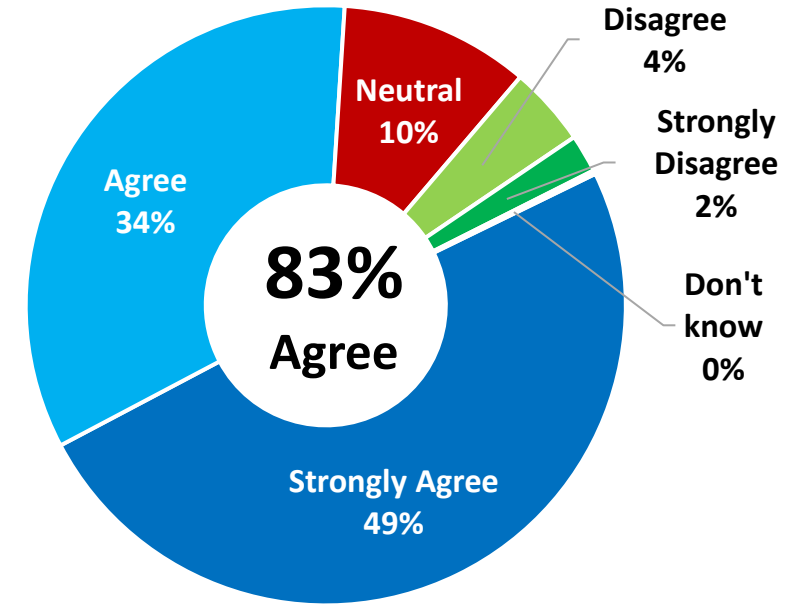
2022



2023

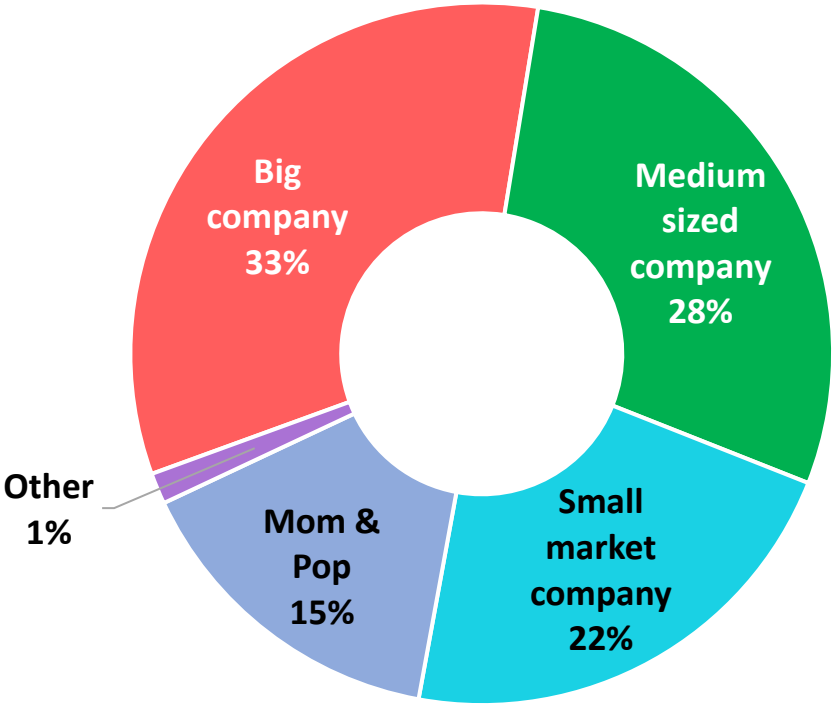


2024

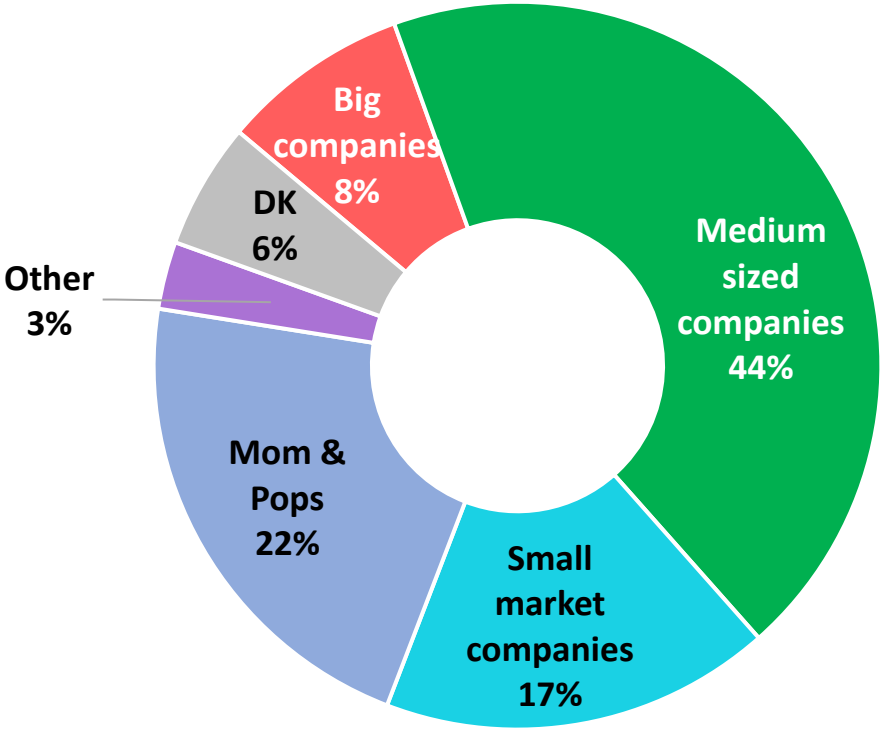


One-Third Work For One of the Big Radio Companies, But If They Could Do It Again...

Current Ownership



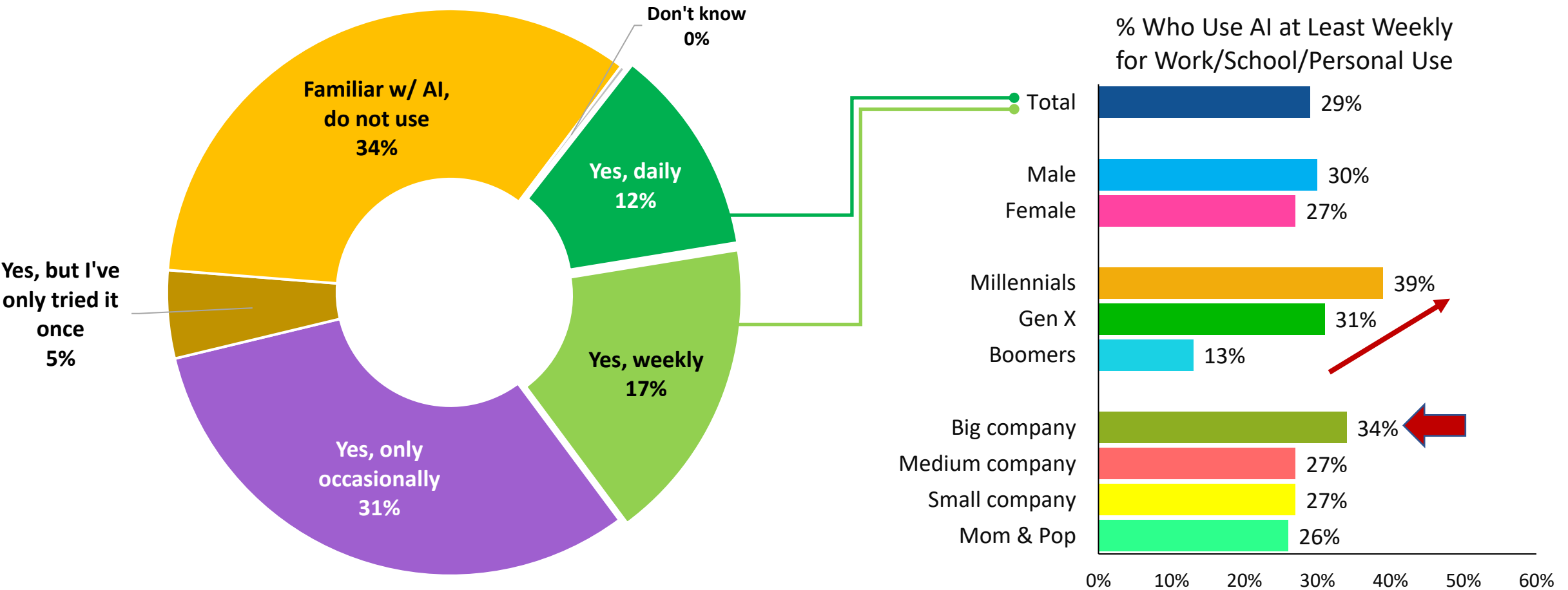
If I could do it again





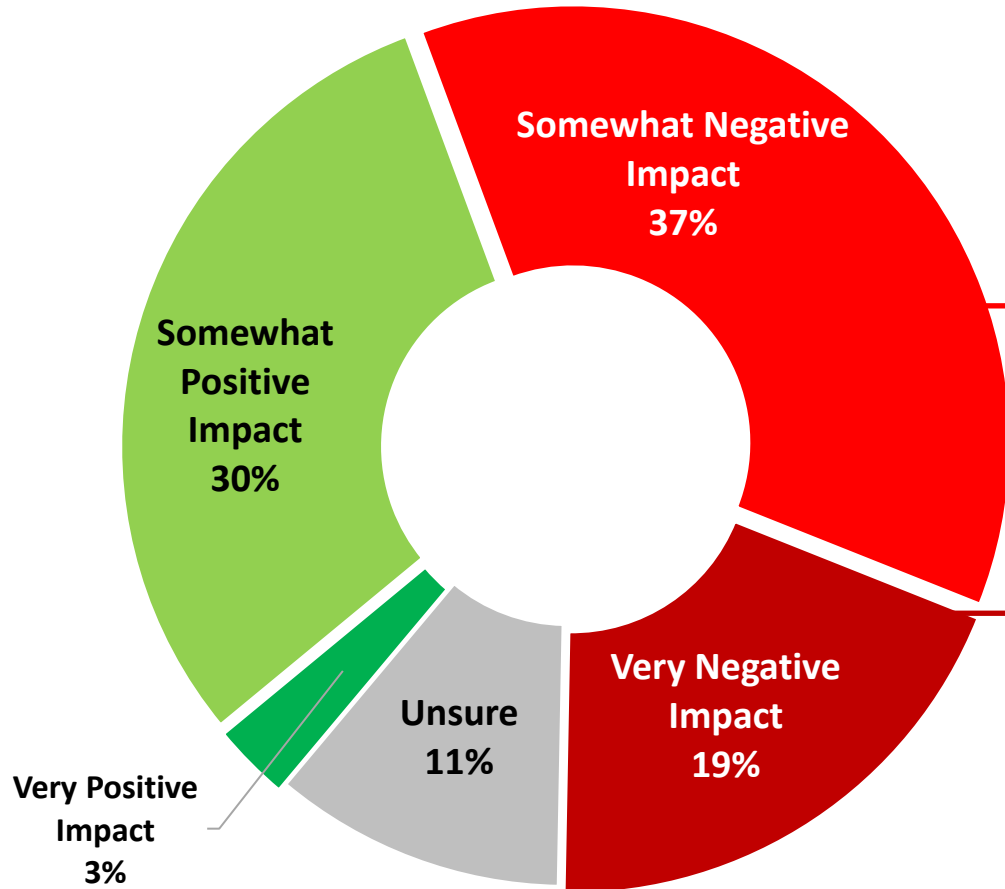
AI fears may be subsiding as more talent recognize its potential for efficiency and personal brand-building.

Nearly Three in Ten Use AI at Least Weekly, Especially Millennials

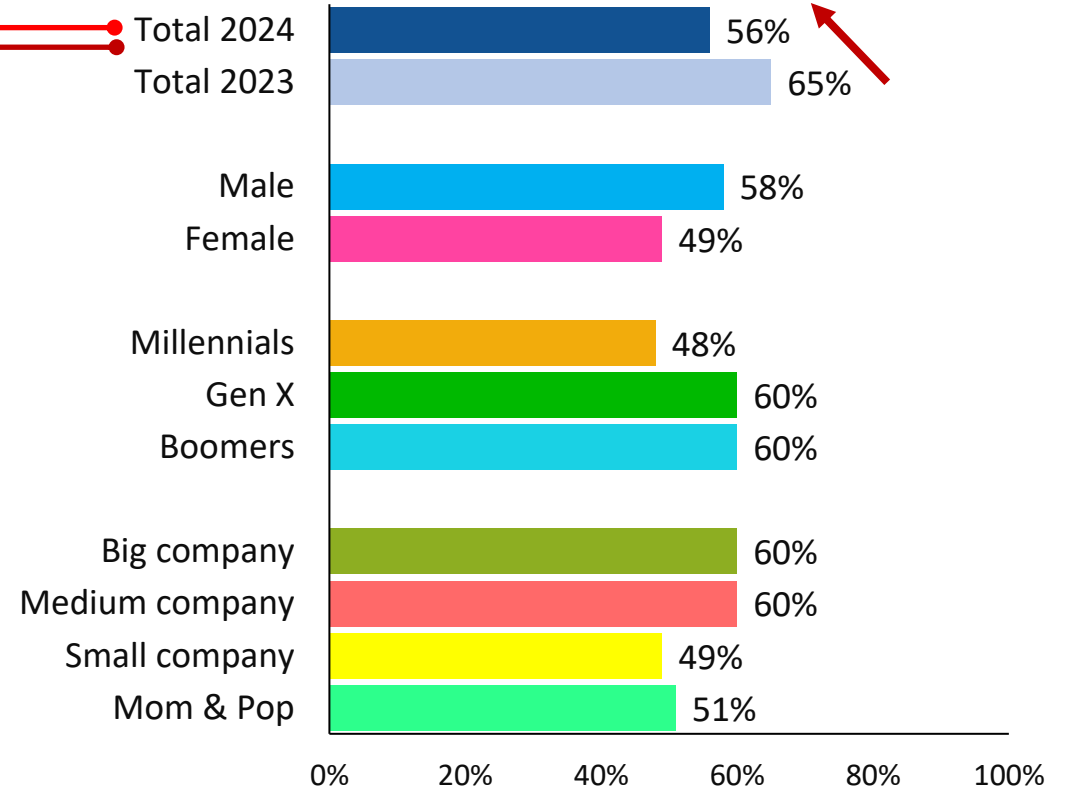


“Do you use any AI platforms or applications for work/school/personal use?”
 Among On-Air Talent Familiar With AI

Fewer Now Are As Negative About AI's Impact on Radio



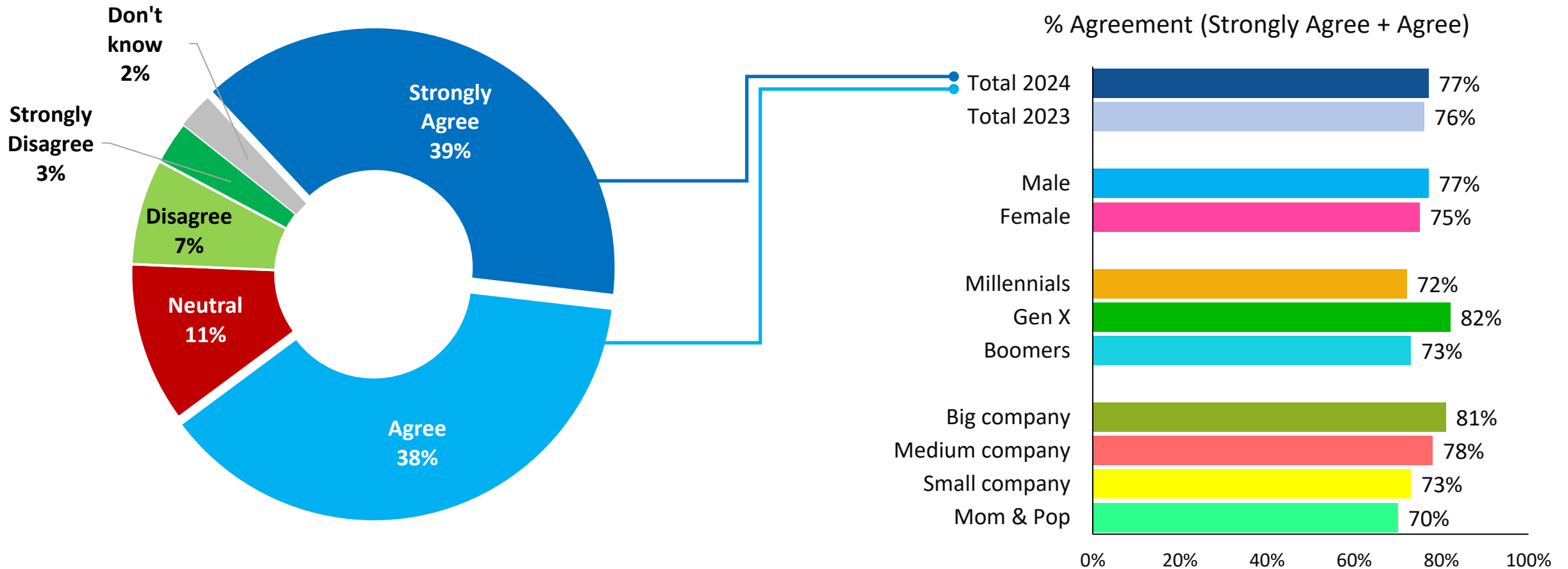
% Negative (Very + Somewhat)
Short-Term Impact on Radio Industry



*“What best represents your opinion about AI (regarding the radio industry)?
In the short term (that is, within the next year or two), I expect AI will generally have a....”*

Among On-Air Talent Familiar With AI

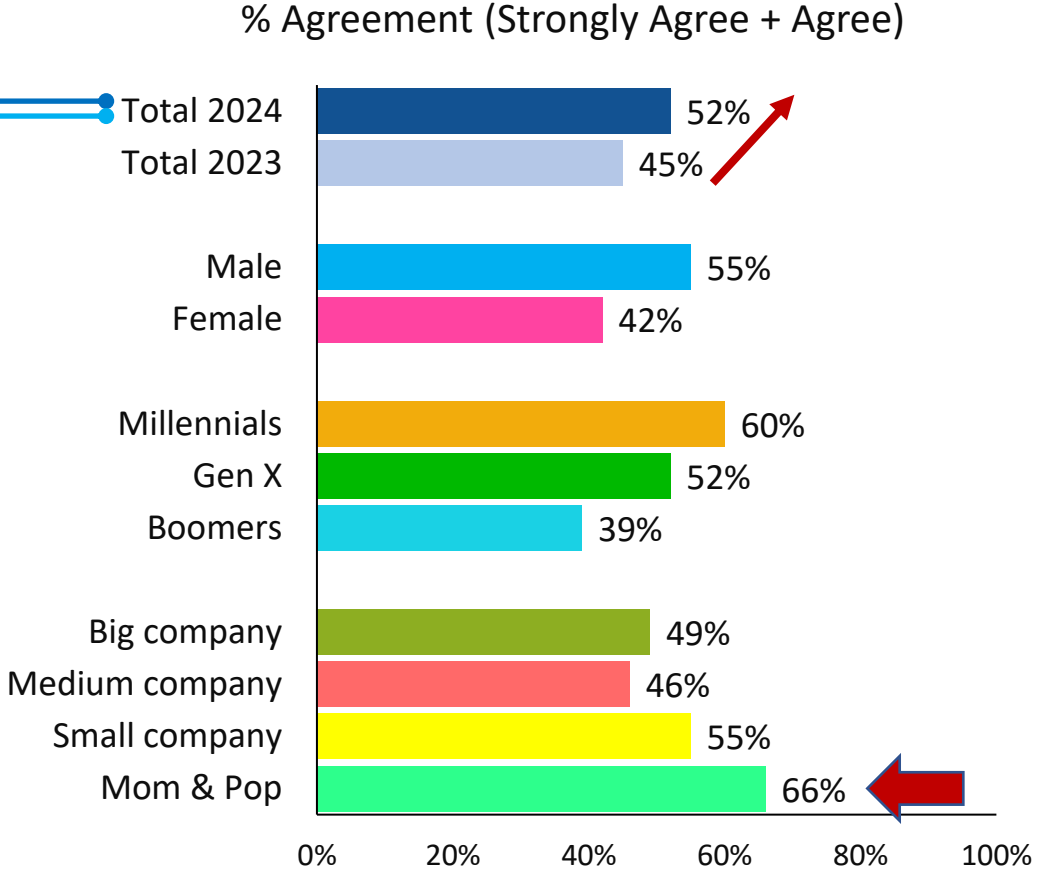
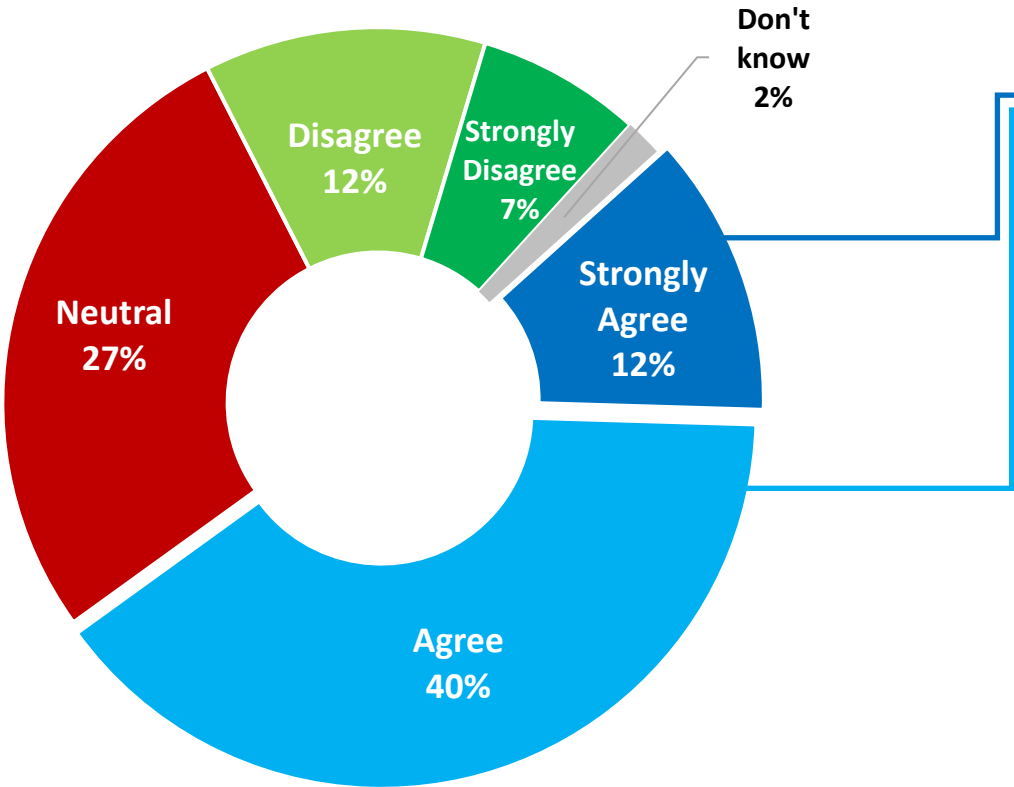
An Ongoing Concern About AI? Talent Job Losses



"I'm personally concerned that AI technology will lead to many more on-air radio jobs being lost"

Among On-Air Talent Familiar With AI

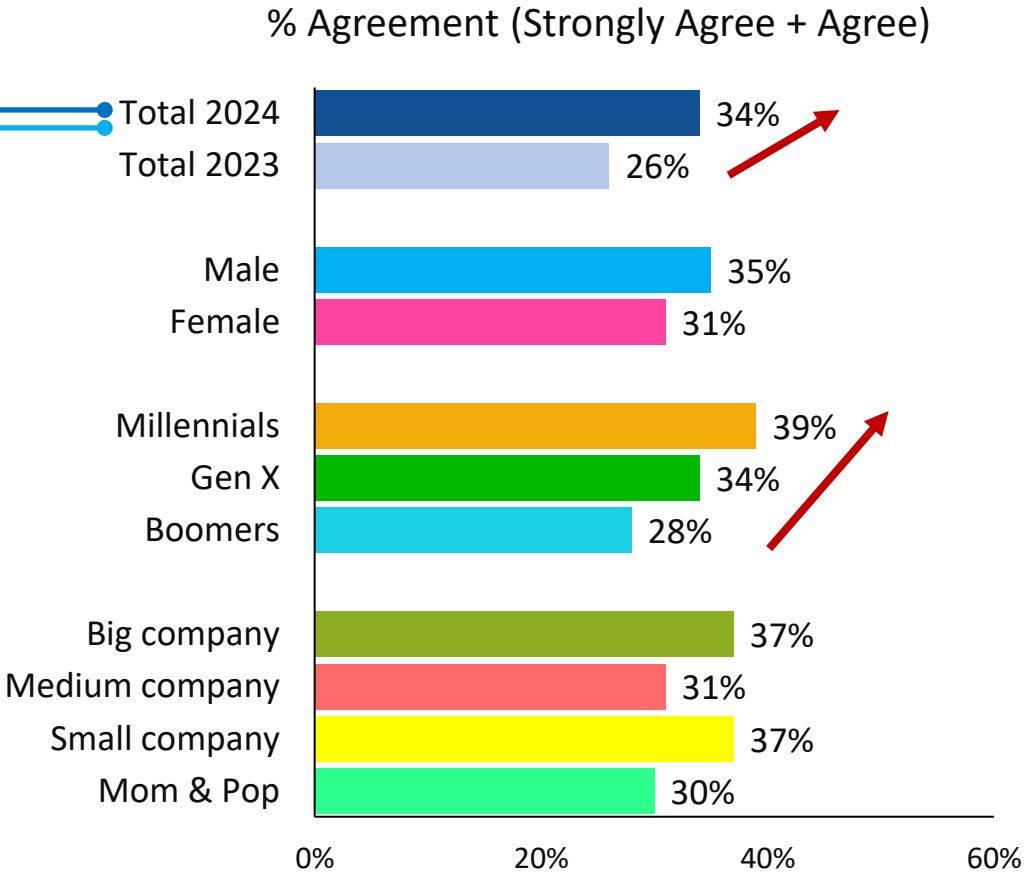
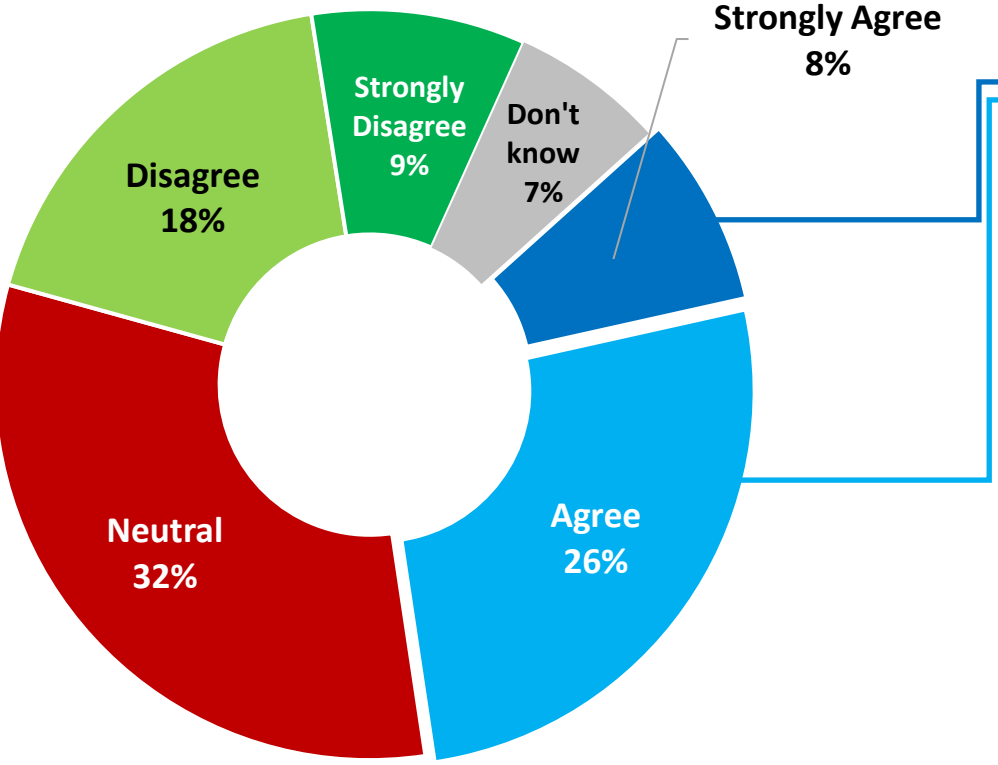
An Upside of AI? According to Now More Than Half, Job Efficiencies



"I can see how AI would lead to efficiency in getting my job done"

Among On-Air Talent Familiar With AI

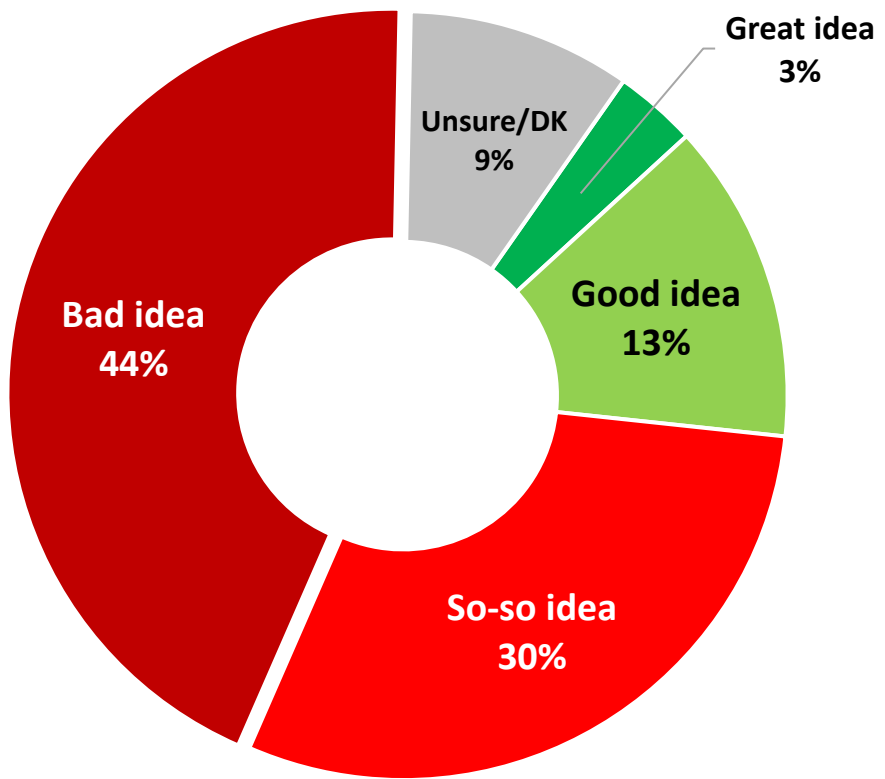
Now One in Three Says AI Could Help Build Their Personality Brands



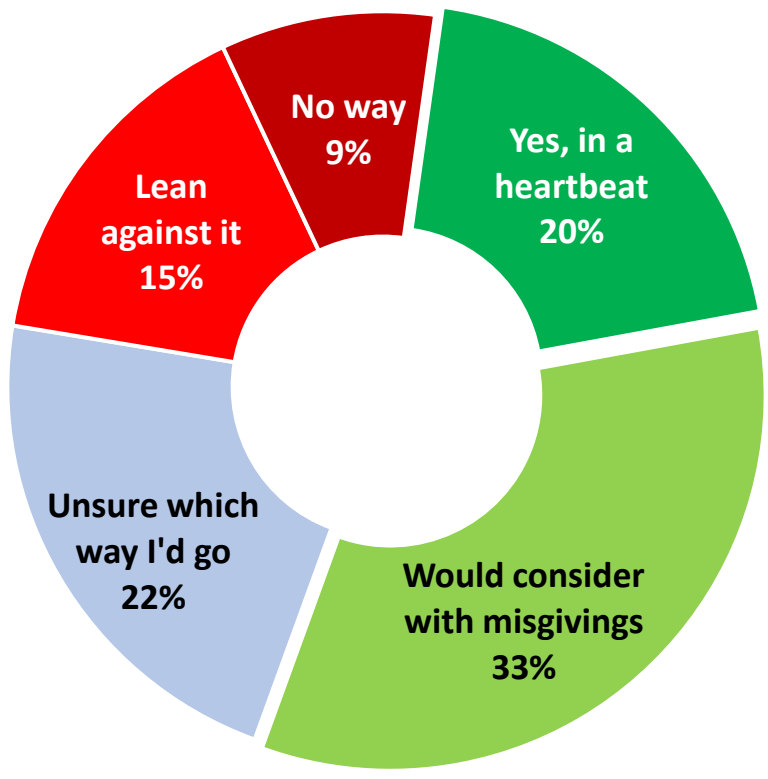
"AI technology could be a way for me to build my personality brand"

Among On-Air Talent Familiar With AI

While Nearly Half Think an “AI” AI Michaels-like Project Is a Bad Idea, One-Fifth Say They’d Personally Do it “in a Heartbeat”

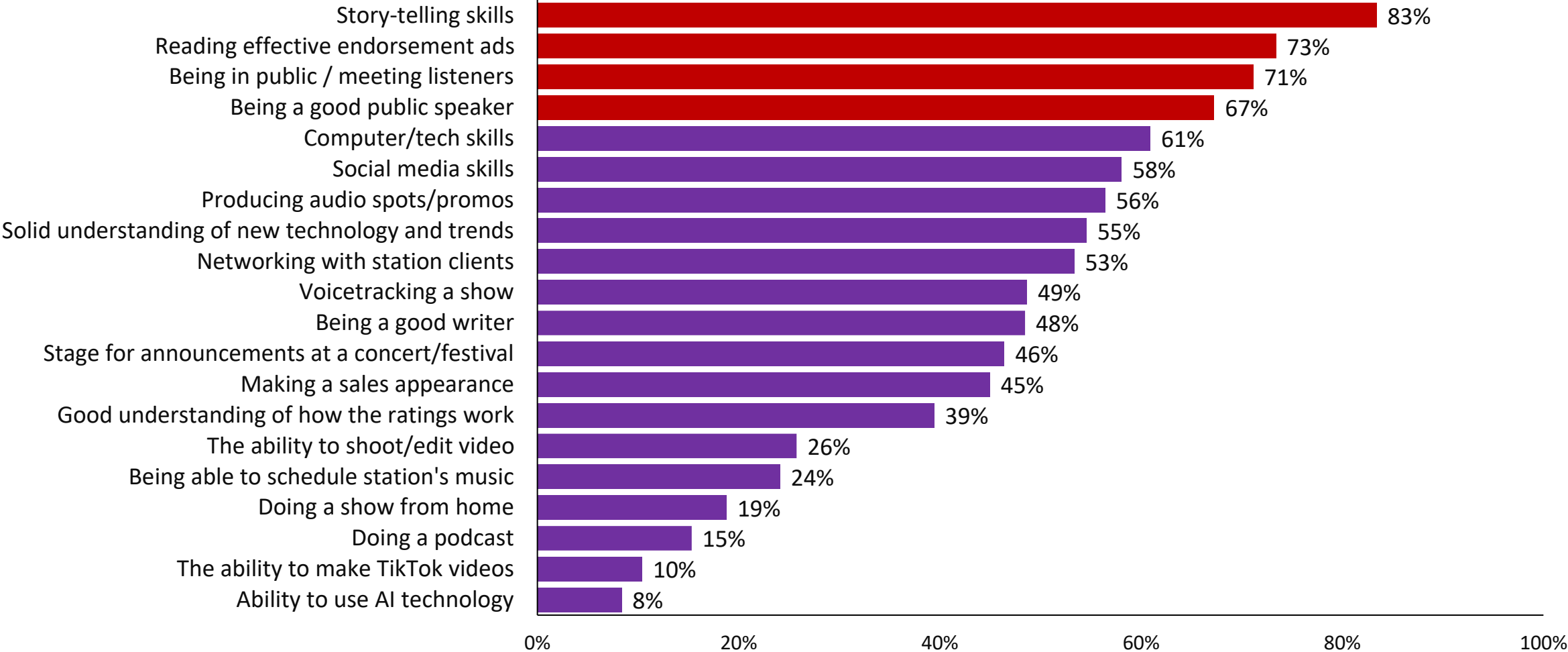


Reactions to the “AI” AI Michaels idea



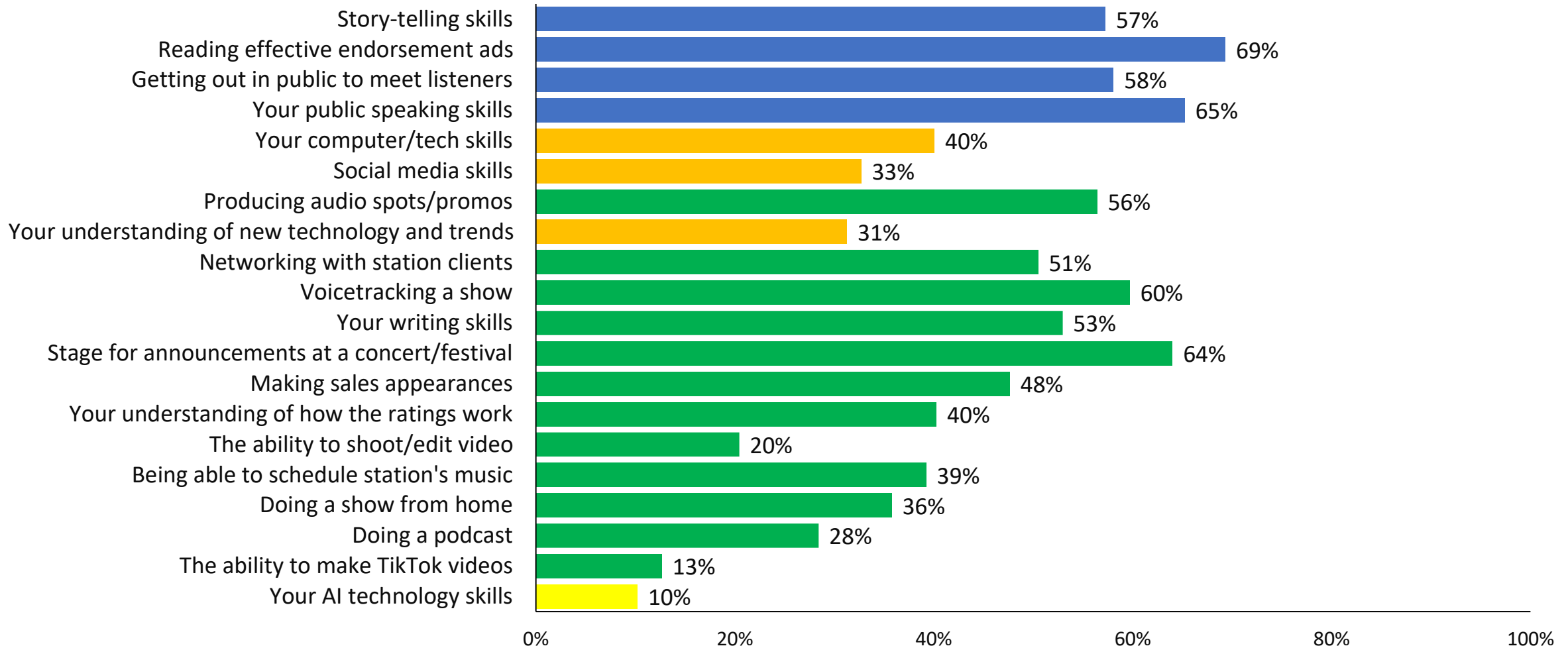
Reactions to a similar deal if offered to you

Very Important Skills for Being Successful on the Air in 2024



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

9

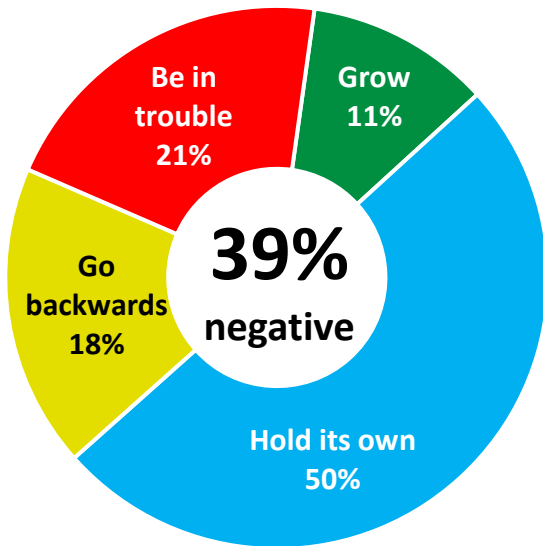
There's been erosion in perceptions about radio's progress over the past year; fewer now think they can get to the "finish line."



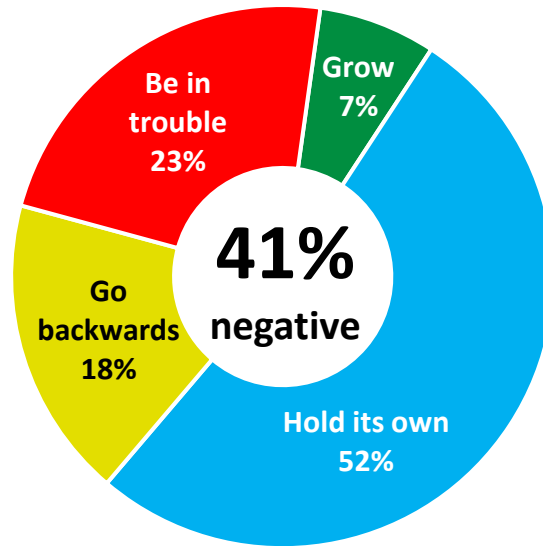
A Majority Feel Broadcast Radio Will Hold Its Own Over the Next 5 Years, But Fewer Predict Growth

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

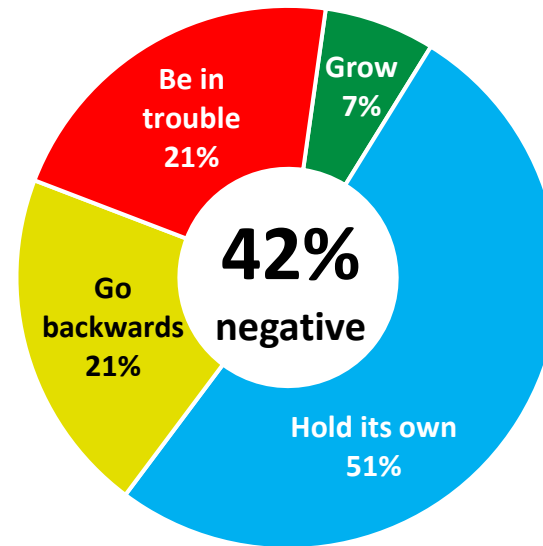
2021



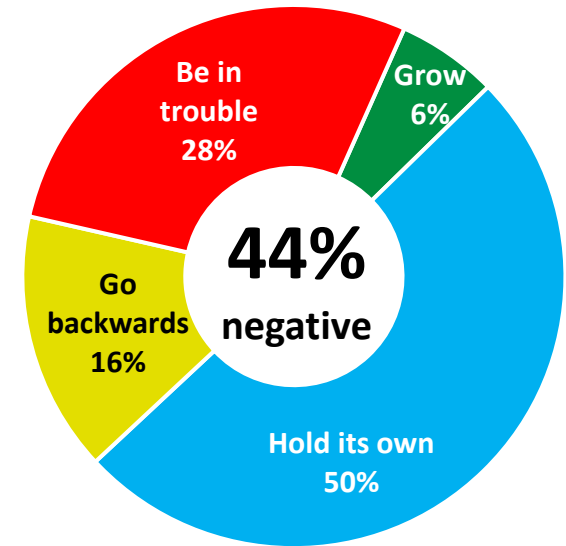
2022



2023

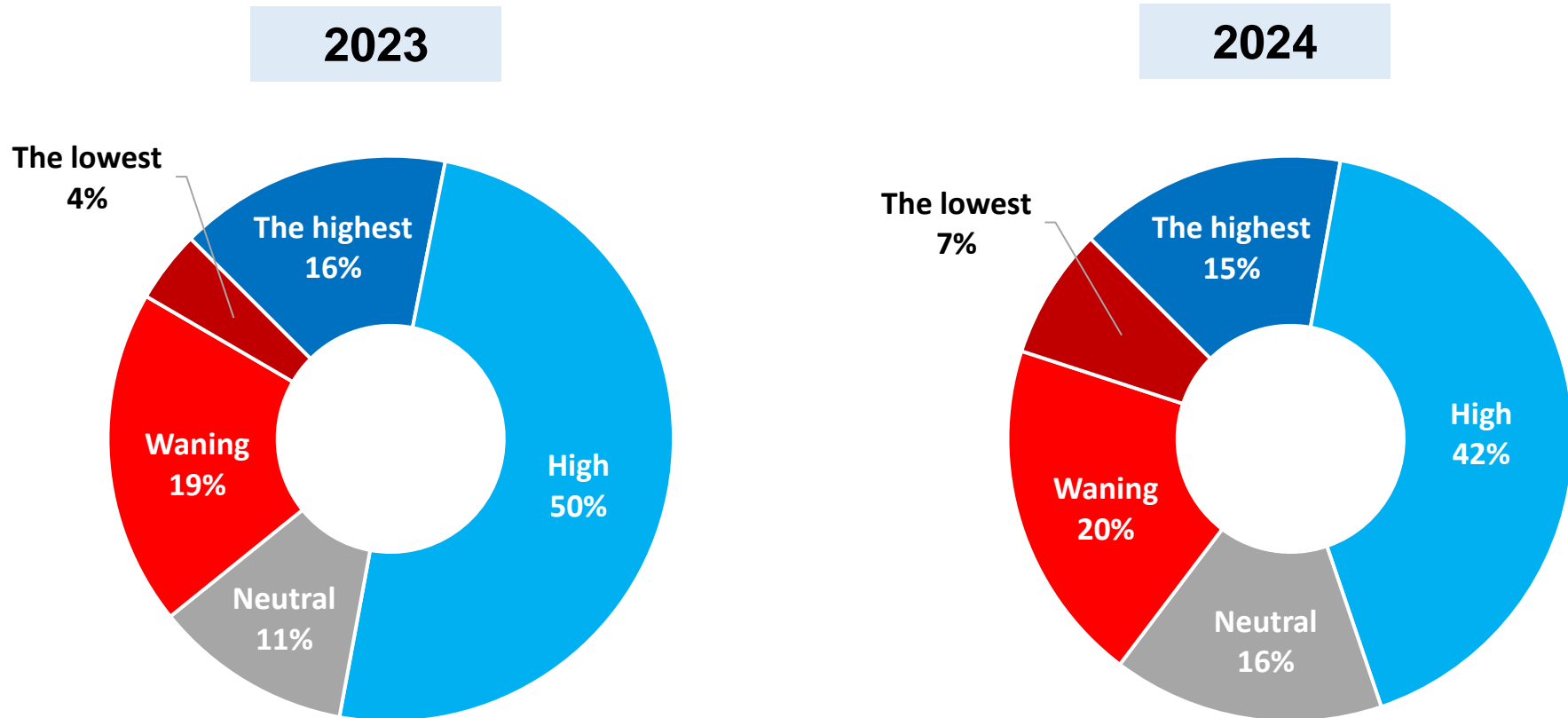


2024

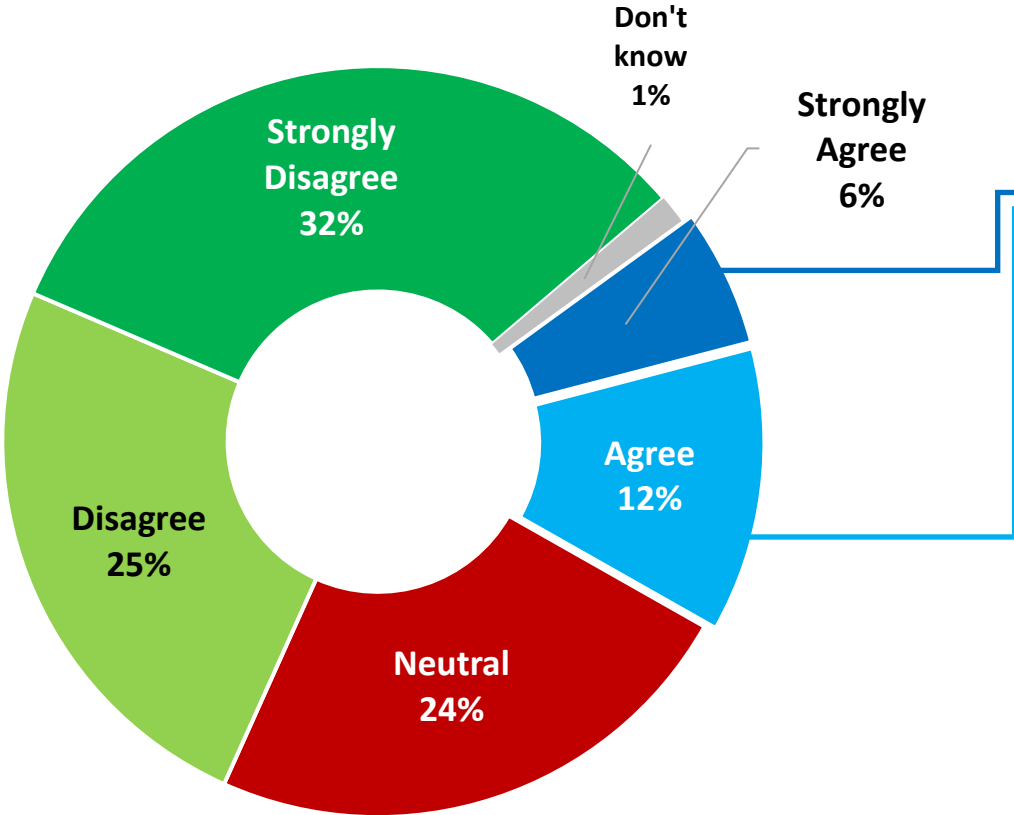


Though Nearly Six in Ten Are Still Passionate About Radio, Fewer Feel That Way in 2024

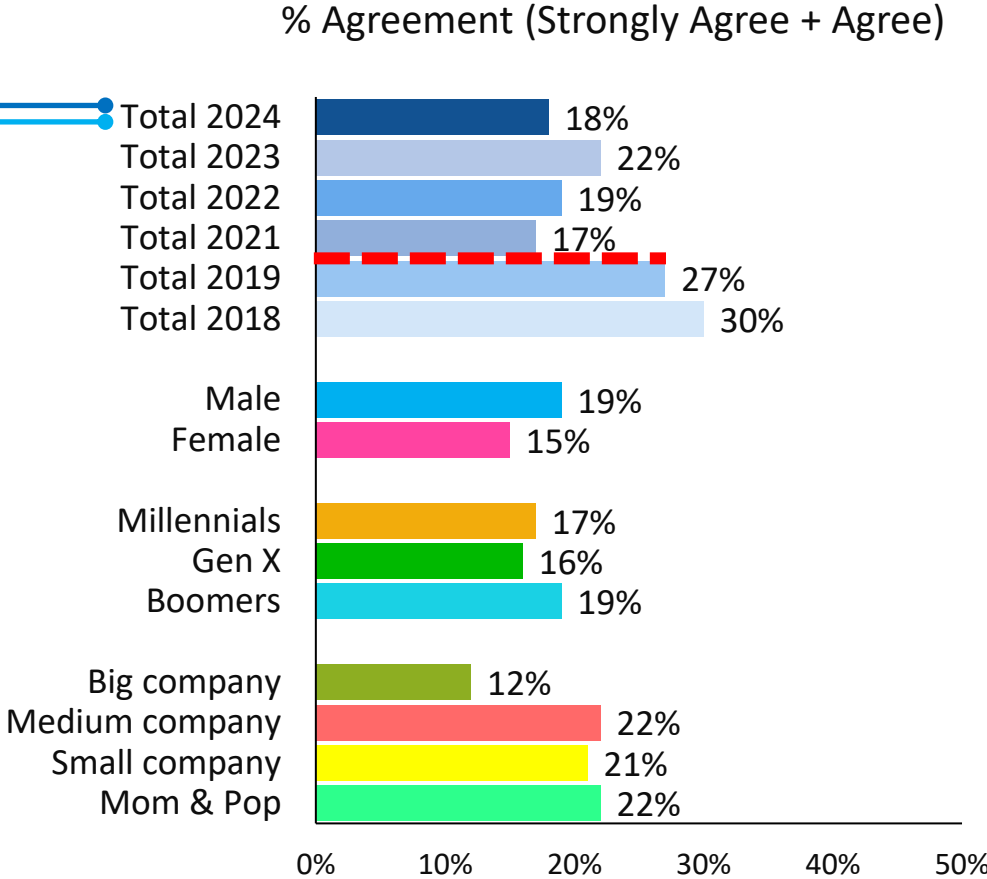
“Your current passion level for the broadcast radio business is...”



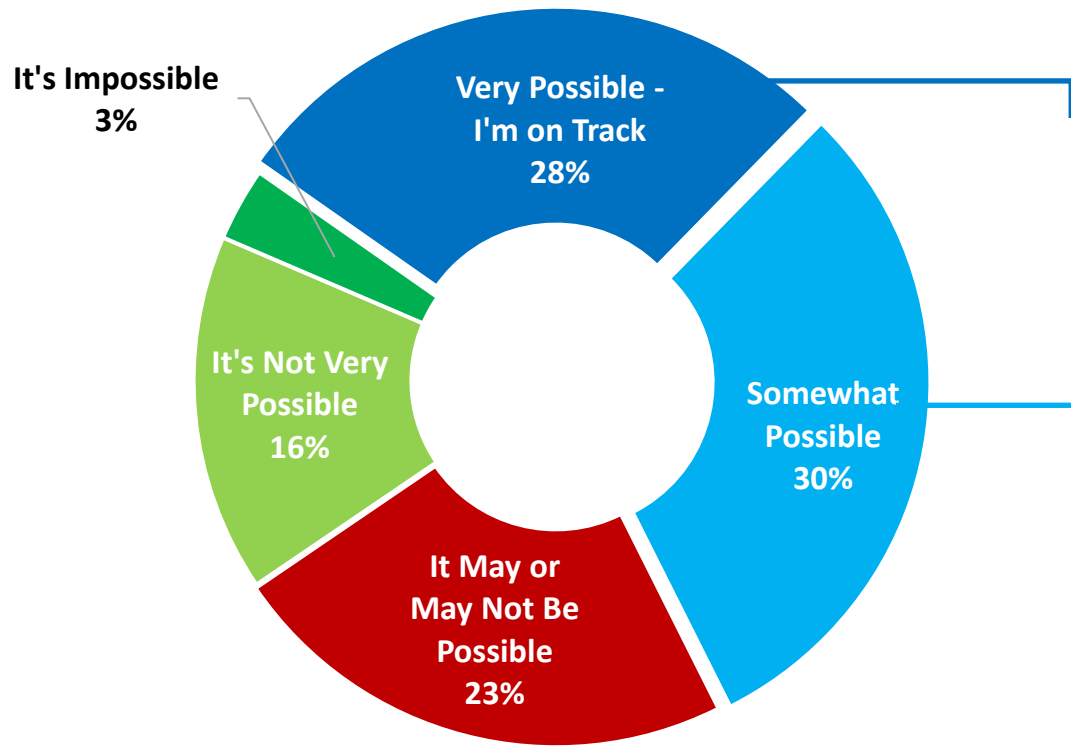
Few Highly Recommend Radio As a Career, Especially Since COVID



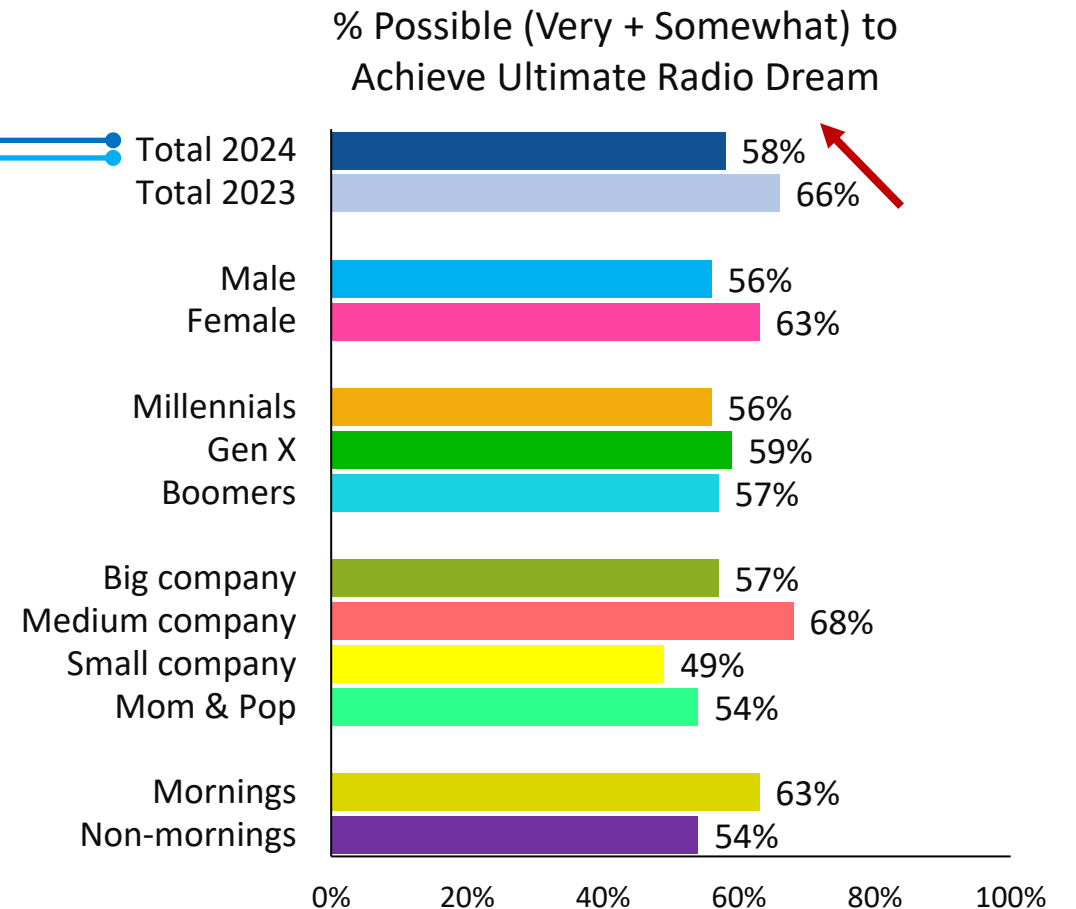
"I would absolutely recommend a high school student pursue radio as a career"



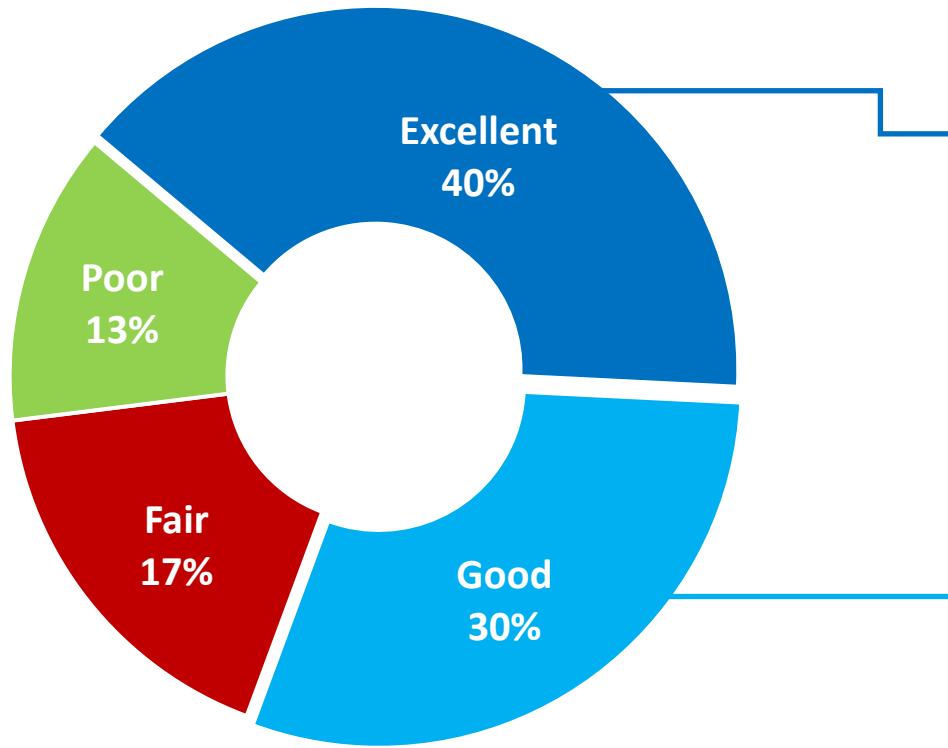
While Nearly Six in Ten Think It's Possible to Achieve Their "Ultimate Radio Dream," Fewer Now Are As Optimistic



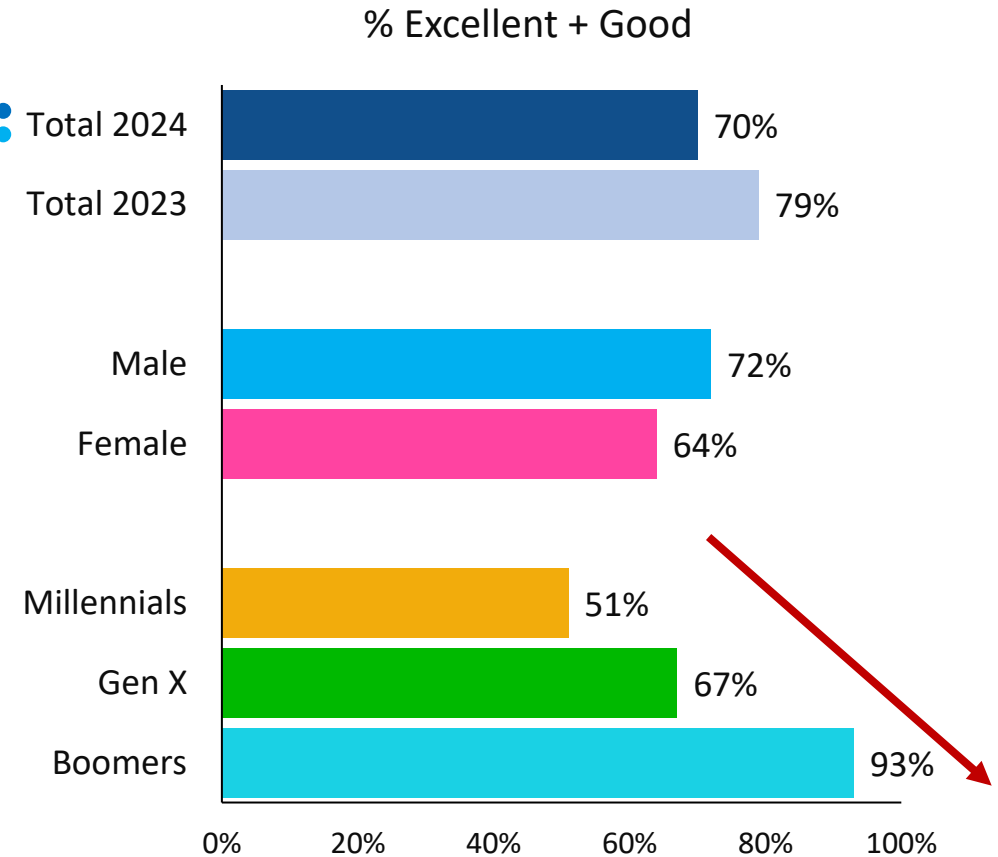
"How do you feel about the current possibility of achieving your ultimate radio dream – whatever it may be?"



Boomers and Gen Xers See The Finish Line But Millennials Are Much Less Certain They'll Spend Their Entire Careers in Radio



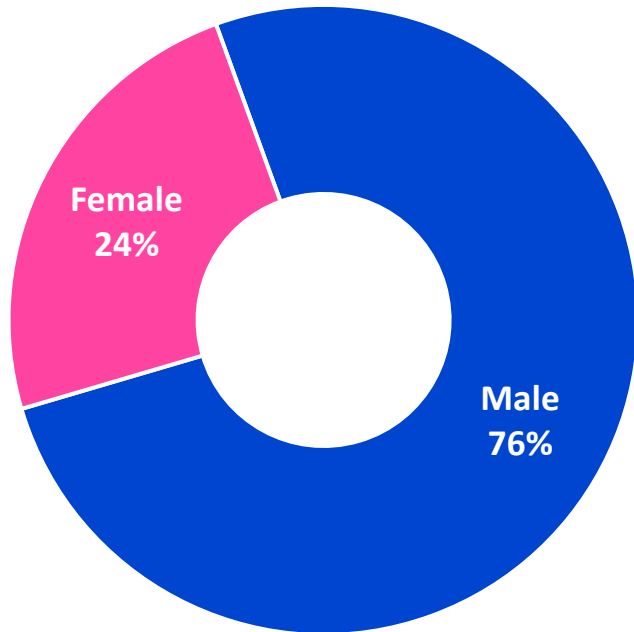
“What do you think are the chances you will spend your entire career working in radio?”



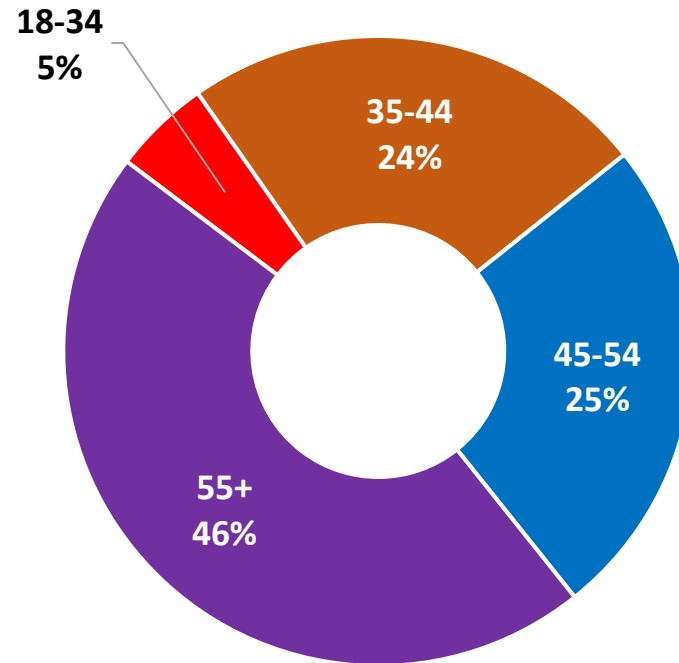


Who Is On the Beach?

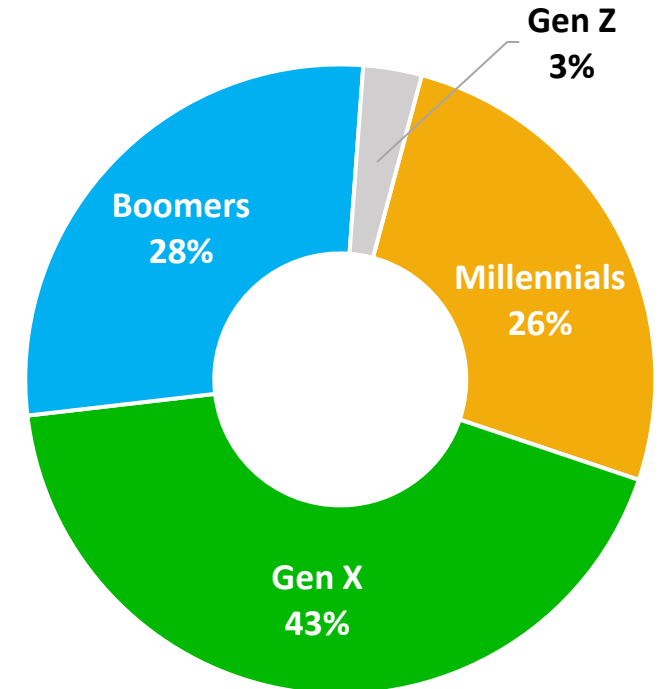
Gender



Age



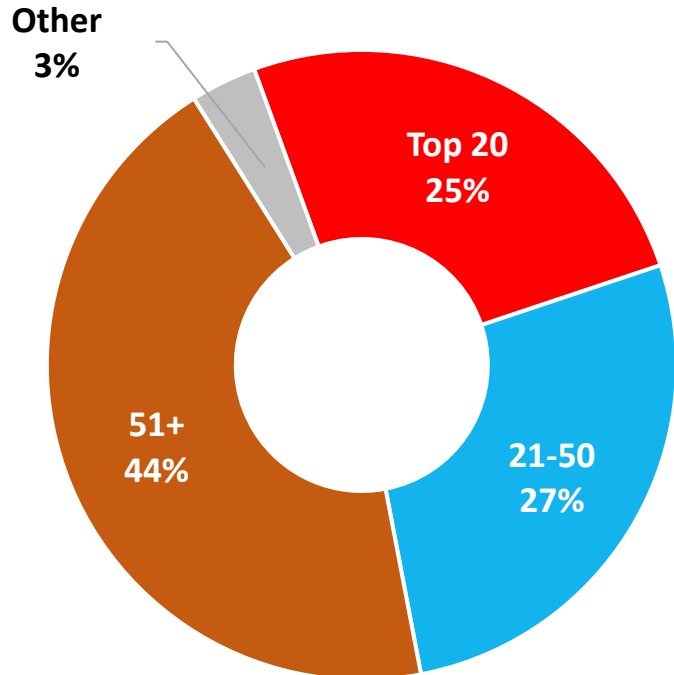
Generation



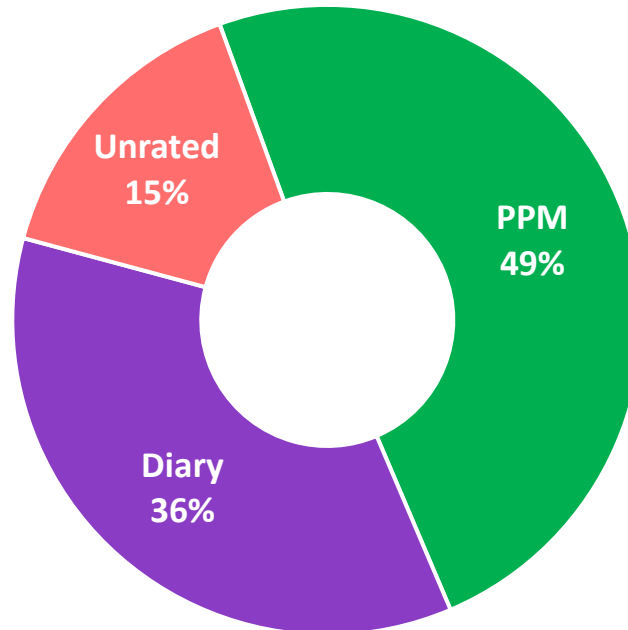
Average Age: 52.9

Who Is On the Beach?

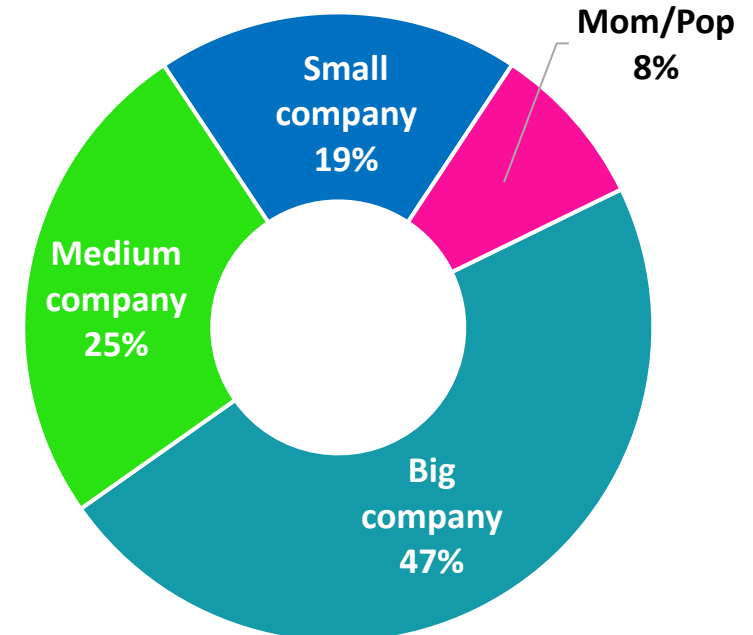
Market Size



Ratings Methodology



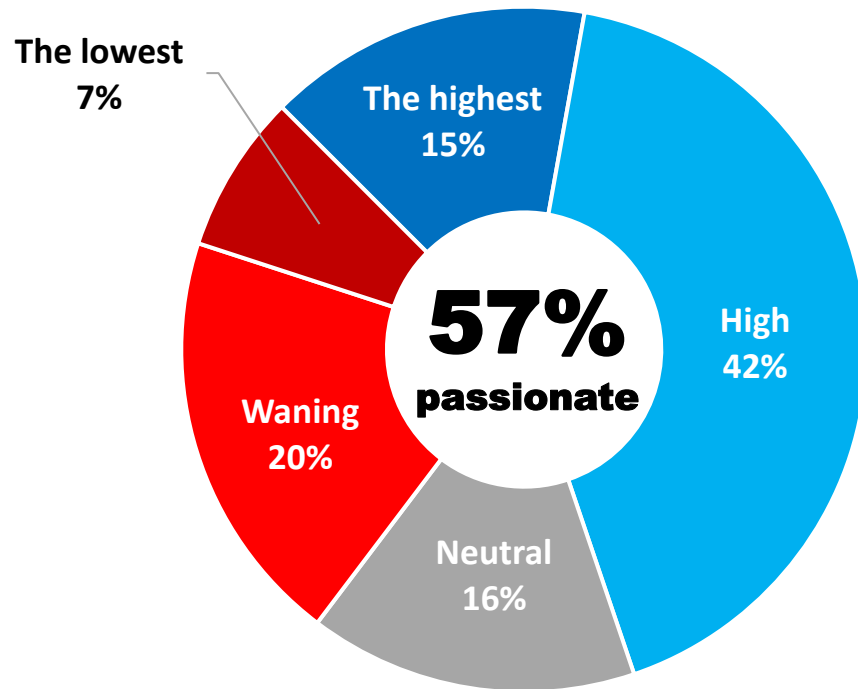
Ownership



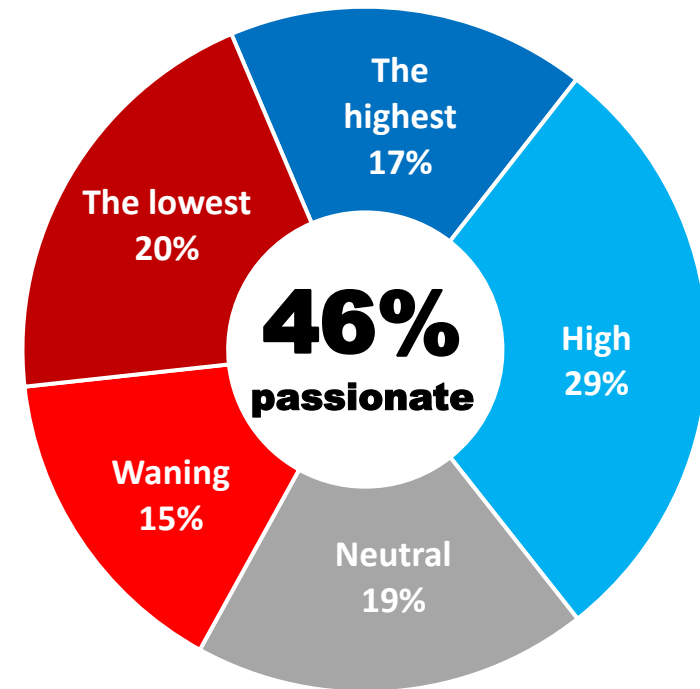
Out of Work Radio Talent Are Less Bullish on Radio, But Many Have Retained Their Passion For the Business

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

Currently Employed



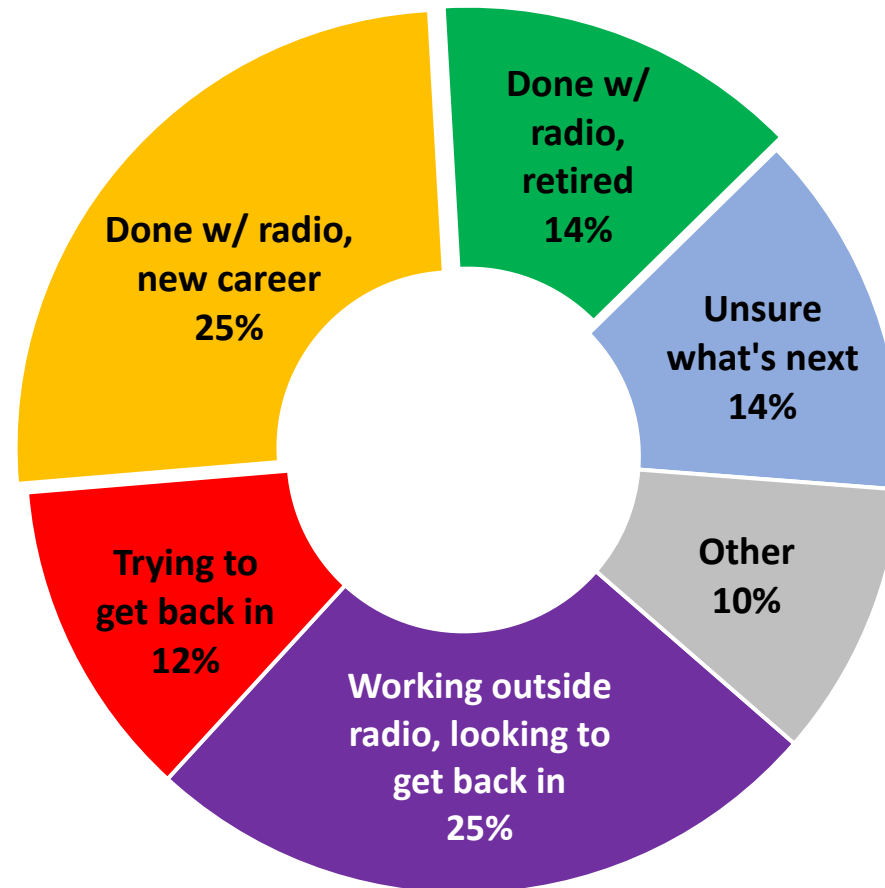
On the Beach



Among Those Radio Pros Out of Work, About Four in Ten Say They Won't Be Back

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

On the Beach

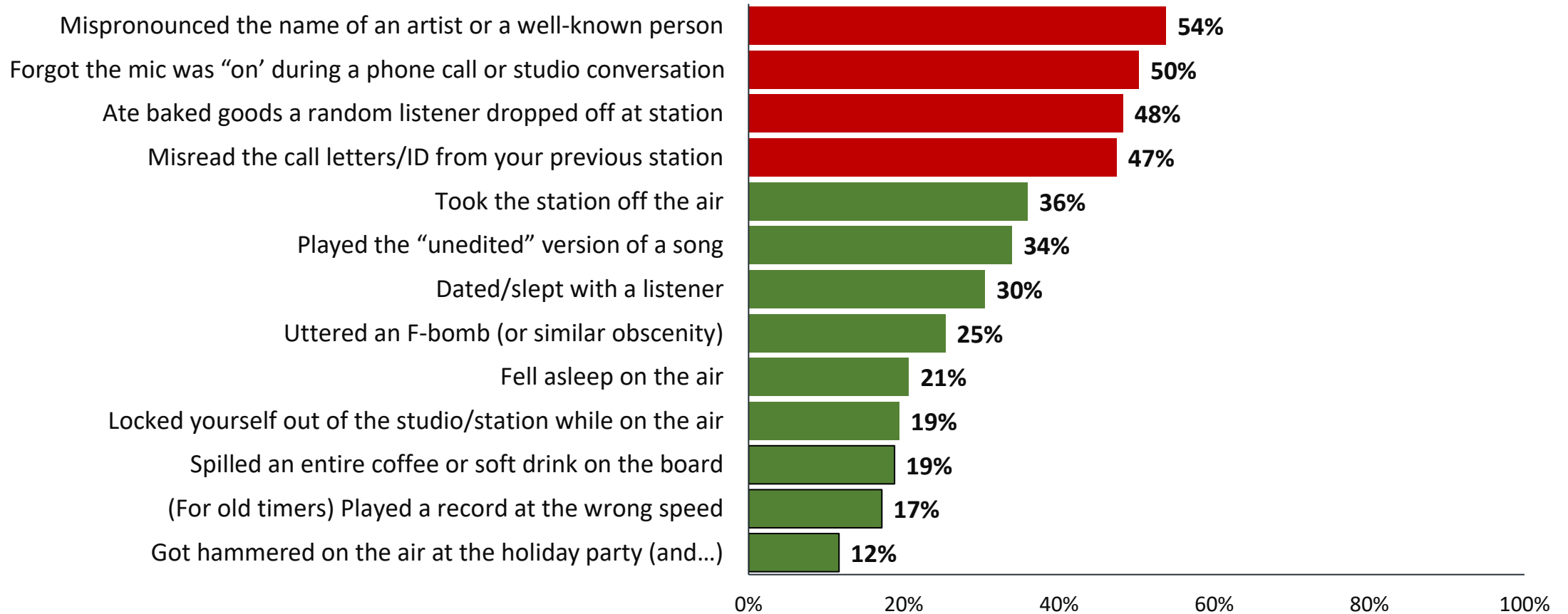


9 Key Takeaways

1. Opportunities for women continue to lag & the “gender gap” is wide.
2. Serving their communities is a main reason talent love their jobs.
3. The work/life balance aspiration is elusive, exacerbated by all those “hats.”
4. The day-to-day routine of talent has been rocked by technology like voicetracking, facilitating work on multiple stations.
5. The general vibe is that radio companies are coming up short on talent recruiting and tech training. It’s getting harder to learn the craft of radio.
6. Economically for talent, it’s a case of the Haves and the Have-Nots.
7. Dissatisfaction with radio companies has grown since COVID.
8. AI fears are subsiding as talent discover “WIIFM,” but more should educate themselves.
9. There are concerns about radio’s progress & survivability in this era.
- 10. BONUS:** If you know a friend or associate who’s on the beach, lend them a hand.

In Radio, Mistakes Happen (But Some Happen a LOT!)

“Which, if any, are some of the dumbest things you’ve ever done at a radio station?”



Among On-Air Talent

(multiple responses accepted chosen from a list of provided options; items 10% and higher shown)

THANK YOU!

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