



Inside the Power of **Local Radio Personalities**



Embedded in communities across America, local Radio personalities have a special relationship with their listeners – the kind of relationship that builds brands.

In this special report, Katz Radio Group takes a deeper look at the human connection between on-air talent and their fans.

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Today, engaging with the sound of the human voice has taken on renewed importance. In a world where you can pretty much go through your entire day without ever interacting, in-person, with a human being, it's affirming to hear a human voice riffing – unpredictably, spontaneously – for each of us alone and together – all at the same time. That's why 81% of consumers in our most recent research agree that a "human voice can establish a connection like nothing else can."

Radio – with its live dialogue on-demand – provides each listener with a true sense of "belonging" in the here and now. Through carefully curated content and masterful on-air personalities, Radio has mastered the art of influence with consumers on-air, off-air, and online. Brands seeking to make Influencer Marketing an effective part of their engagement strategies need to get smarter about the connection that radio influencers have with their audience.

At Katz Media, we've embarked on a continuous study of the relationship between consumers and their local media. In this report, we share our findings on the power of local Radio personalities. Utilizing our proprietary Our Media panel of 2000 local media consumers, Katz surveyed Radio listeners about their relationship with the men and women that keep them company in the car, at work, at the gym, and while they carry on their daily errands – the human voices that keep us entertained and informed, and tuning in every day.

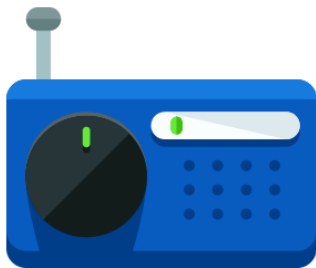
Read on to learn more.

Loyal

These days consumers are inundated with automated processes, effectively erasing the human element from many daily interactions. One place where the human voice is still appreciated and sought out day after day is on the Radio. Consumers enthusiastically embrace their local on-air personalities.

Half of Radio listeners have a favorite personality. And just how much of a favorite are they? Turns out listeners are in it for the long haul! Favorite personalities have been so for an average of eight years. Listeners have had nearly a decade to get to know that personality, relate to them and cement a place for them in their media day.

Not only is there longevity, there's commitment as well. 84% of listeners would follow this personality to a different station if that personality were to leave. For listeners with favorite personalities, that human connection is a huge factor in what drives them to tune in to a particular station every day.



1 in 2

Radio listeners have a favorite Radio personality

...whom they've been listening to for an average of

8 years

84%

would follow their favorite to a new station

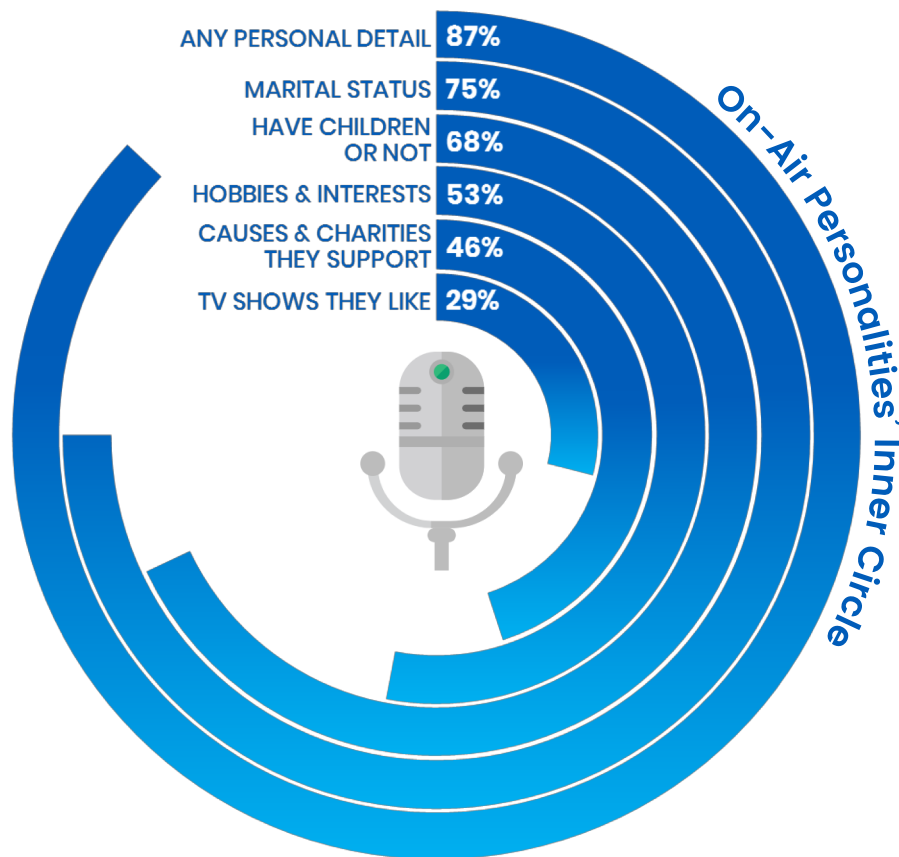
Personal

To delve further into the extent of this relationship, Katz asked Radio listeners in the Our Media community just how well they know their favorite on-air personalities.

As it turns out, listeners are not just fans – they are part of the inner circle. Nine out of ten listeners are familiar with personal details about their favorite DJ's home life. Seventy-five percent (75%) know their marital status, and another 53% know what hobbies and interests these DJs pursue.

This relationship that personalities foster with their listeners translates to a platform of authenticity that extends to endorsements.

9 in 10
Radio listeners know
personal details
about their favorite
on-air personality



What Listeners Know About Their Favorite On-Air Personalities



Radio creates a synergistic relationship, where listeners invite DJs into their personal space, their cars, homes and workplaces, all while personalities invite listeners into their own lives, sharing personal anecdotes and fostering long term relationships with their listeners. As these DJs engage with the ears, hearts and minds of their listeners, it expresses itself through thoughts and actions.



81%

Consider DJs a friend, family member or acquaintance

Friends & Family

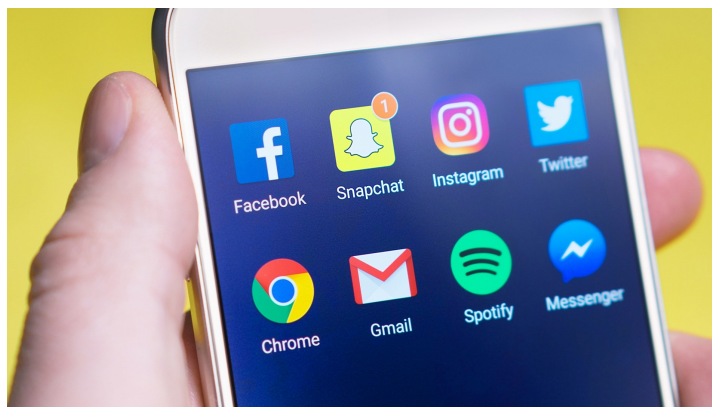
Listeners have had an average of nearly a decade to develop their relationship with their favorite Radio personalities. It may start as just a disembodied voice on the Radio, but evolves into the voice of a personality they recognize, appreciate and relate to. Eight out of ten have grown to classify this relationship as a friend, family or acquaintance.

Social Connection

Radio reaches millions of consumers every day, and 6 out of every 10 are reaching back. Listeners begin their relationships with personalities on-air, but continue them online. Radio truly is a social medium.

59%

Follow their favorite Radio personality on social media



Influential

The relationship listeners feel to on-air personalities comes with a certain level of credibility built in as a natural byproduct of longevity and intimacy. Because listeners know so much about personalities' personal lives, their statements about products and brand recommendations are assumed to be based on personal experience, making them feel more like a friend's recommendation. That is why 83% of listeners say their favorite Radio personality has opinions they value and trust.

It's a Matter of Trust

83%

value & trust their
favorite personality's
opinions



From Ears to Action

Radio personalities are influential members of their communities – and they have the ear of the consumer. Eight out of ten listeners say they would consider trying something that their favorite personality recommended. DJs have been influencers for all of Radio's history, well before social media was even a thing.

Amplifying Influencers

Consumers may vote with their wallets, but they influence with their voices. Radio's inherent ability to influence consumers, who in turn share what they hear with others, brings massive word of mouth to campaigns. 78% of listeners talk about what they hear from their favorite Radio personalities. Radio conversations echo the same ones people are having across America, and when that dialog is about big events with advertiser investments, marketers win.





For more information about how you can harness the power of local Radio personalities, please contact the Katz Radio Group.

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