

(Our
Media)

THE VOICE OF
LOCAL MEDIA FANS

1Q/2017

Radio Insights

Welcome to our first newsletter! Our Media is an exclusive community of everyday people who love their local media and their hometowns. Managed by the Katz Media Group, Our Media has access to the thoughts and opinions of 1,500 members...and growing! This panel provides a forum to ask about media, brands, advertising and other topics.

We believe Our Media is a powerful window into the heart of America. On an ongoing basis, Katz will share insights with you around the power of local broadcast and the importance of real community.

HIGHLIGHTS

From Ears to Action... When a DJ Makes a Recommendation

Radio DJs have the ear of the consumer. 78% of Our Media panelists say they'd consider trying a product, a restaurant or a TV show if their favorite Radio personality recommended it.

DJs are influential members in their communities, and kudos to advertisers who leverage them to get their message out.



Local Radio: A “Fake-Free” News Zone

In this chaotic political climate, the integrity of all news outlets is being challenged, but Local Radio has stayed above the fray.

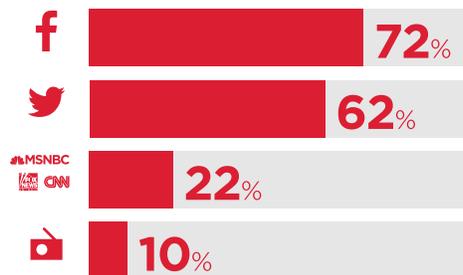
The majority of Our Media panelists (90%) believe that Local Radio news stations are a place free of fake news. Only 10% questioned the validity of Local Radio news coverage - less than half of that of Cable TV News.

So where do panelists believe is the most fertile ground for fake news? Social Media. 72% believe Facebook is a place they'd encounter fake news stories and 62% say the same about Twitter.

As for Cable outlets like CNN, MSNBC and Fox News, more than a fifth of Our Media panelists (22%) expect to find fake news stories there.

For marketers looking for a credible media environment to put their message, Local Radio offers an ideal solution.

Where People Believe They'll Encounter Fake News



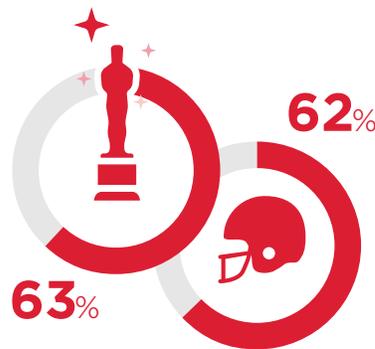
Radio: Water Cooler Talk

Did you see that Patriot comeback? Did you hear about the Best Picture mess up?

On the Monday following two of 2017's biggest events-to-date, the radio dial was abuzz with discussions around the previous night's developments. 62% of Our Media panelists said they listened in on DJ conversations around the Super Bowl the following day. As for Monday after The Oscars, 63% of panelists said they heard discussions about the awards show on the radio.

Conversations on Radio echo the same ones people are having across America - and when that dialogue is about big events with big advertiser investments, marketers are also winners.

% Of People Who Heard Radio DJs Talking About Event The Following Day



Country Music: A True Feel Good Story

Country is known for having a passionate fan base. When asked for the #1 reason why they listen to Country, 53% of Our Media panelists say it “picks me up and makes me feel good”.

Numerous studies have proven that consumers are more receptive to advertising when they are in a happier mood. Country Radio stations can help any brand “set the mood” for a successful campaign!

% Of Country Fans That Listen Because It Makes Them Feel Good

