

# Radio Insights

**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 1,900 members...and growing! The panel provides a forum to ask about media, brands, advertising and other topics.

Katz will continue to share insights with you around the influence of local broadcast and the importance of real community. This newsletter provides highlights from research conducted through 3rd Quarter 2017.

We believe Our Media is a powerful window into the heart of America.

## HIGHLIGHTS

### Halloween: Scary Good Opportunity for Radio Advertisers

Trick-or-treat! Halloween is truly a top-of-mind holiday, celebrated by young and old in neighborhoods across the country. The majority of Our Media panelists (83%) participate in Halloween activities, whether it is decorating their property, giving out candy or attending a party.

**Halloween is the quintessential community event**, providing a fun way for people to interact with their fellow neighbors. 3 in 4 Halloween celebrants are happy their community participates in the festivities.

How can brands leverage Halloween for their own benefit? One way is to utilize the power of sound. 7 in 10 Halloween celebrants believe it is a good idea for Radio advertisers to incorporate spooky sounds into their marketing.

**The moaning of a ghost...the cackle of a witch...the creaking of a door.** People are "primed" for Halloween-themed sounds this time of year.

**76%**  
like that their  
community  
takes part in the  
festivities and  
traditions of  
Halloween



**72%**  
say spooky sounds  
in Radio ads  
make them more  
entertaining and  
memorable



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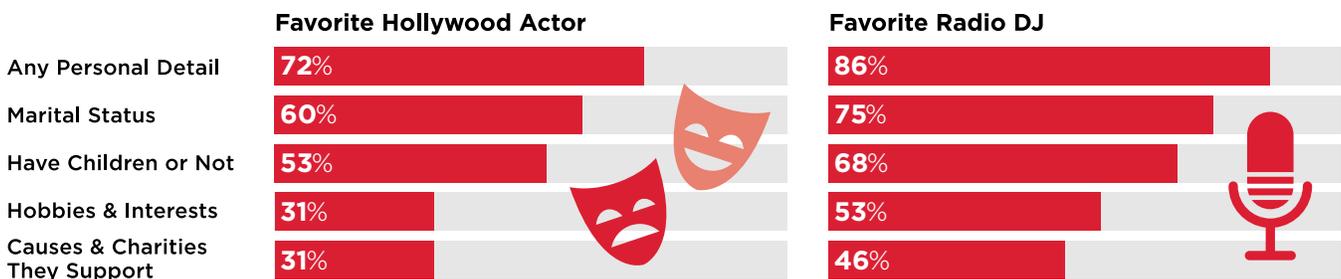
## Radio DJs — The Ultimate Celebrity Endorsers

Advertisers often hire celebrities to be the faces and voices of their marketing campaigns. It is believed these famous figures have cachet with consumers and make for ideal brand spokespeople. But how connected do people really feel towards these celebs?

We asked Our Media panelists just how well they know their favorite actors, and compared the results to their favorite on-air personalities. Many know at least one personal detail about their favorite Hollywood actor (72%). But people are far more intimate with the lives of Radio DJs, whether it is knowledge about their home life, the hobbies they pursue, or the charities they care about (86%).

Note to brands seeking a celebrity endorser—not only are Radio DJs well-known members in their communities, but they have a deep bond with fans beyond that of traditional celebrities.

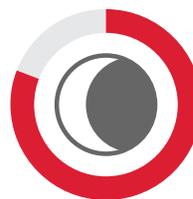
### Intimate Details People Know About Their...



## A Topic that “Eclipsed” All Others on the Radio Dial

Often, the conversations on Radio echo the same ones people are having across the country. We were treated to a rare phenomenon in the skies on August 21st: the Great American Solar Eclipse.

In the days surrounding the celestial event, the radio dial was truly abuzz!



**81%**  
of People Heard Radio DJs Talking About the Solar Eclipse

## 'Tis the Season...to Listen to Holiday Music!

Holiday music crosses genres and generations, and is enjoyed by consumers throughout the season. According to 3 in 4 panelists, listening to holiday-themed music is anchored in their family traditions.

Another two-thirds look forward to local radio stations putting holiday songs into their rotation.

### % of Americans That Say...

