

# Celebrate Radio



Author: Annette Malave, SVP/Insights, RAB

Radio. According to Merriam-Webster, radio is “the wireless transmission and reception of electric impulses or signals by means of electromagnetic waves.” At the Radio Advertising Bureau, these are just *some* of the words we use to define and describe radio: mass, personal, engaging, live, local, interactive, informative, entertaining. And yes, there are many more that can be used as we celebrate radio.

This Thursday is National Radio Day. It is the day that we celebrate and recognize the great invention of the radio, along with the news, information, music, stories and the voices of the personalities on those stations carried across the airwaves, via mobile, streams and on-demand.

While we all know that radio is the top reach medium, it influences behavior and delivers results for advertisers, there is so much more that radio does.

There are many reasons to celebrate radio – not just Thursday, but every day. Here are just a few:

- *Radio boosts businesses and unifies communities.* As states instituted restrictions due to COVID-19, businesses needed to get the word out that they were open and there to help. [Impact Radio Group](#) (a division of ILIAD Media Group), provided free schedules to 100 small-market businesses and commissioned a jingle to unify the community.
- *Radio connects.* COVID-19 related stay-at-home orders challenged the education and learning systems. Teachers were trying to figure out how to connect with their students. [Neuhoff Media](#) stepped in, allowing teachers and staff to air stories and lessons – maintaining that critical connection between students and their teachers.
- *Radio saves businesses.* At the onset of the lockdown, a local Florida radio station morning team prompted call-ins and learned of one restaurant that was close to closing its doors, notified listeners and the business had record-breaking sales.
- *Radio drives donations.* From radiothons, to food drives and fundraisers, radio helps drive donations via the power of storytelling and its emotional connection with its listeners.
- *Radio supports the community.* Radio saves lives. During floods and hurricanes, it informs people of what to do and where to go for help.
- *Radio is a trusted source.* Current events and concerns about social media have placed a renewed interest in traditional media. Radio has always been a trusted source in times of crisis and need.
- *Radio is a source for music discovery.* Benefits of music are plentiful and staying up to date with music is important to many. Radio is always a great source for [new music discovery](#).
- *Radio informs and entertains.* Loneliness and isolation were common feelings at the onset of the pandemic. Radio not only delivered the information listeners needed, but it also provided the companionship and entertainment that so many needed.