

# NAB 2023: How Radio Sellers Are Compensated.

How much radio sellers are being compensated and how they are being compensated were discussed in the NAB Show session, "Radio and Television Compensation: What You Need To Know." The good news is, it's on the rise. The bad news, radio is losing sellers because "the good, the bad, and the ugly" of job descriptions are not being properly relayed to potential salespeople.

The results come from a survey conducted by Media Staffing Network, in partnership with **Inside Radio**, with 65% of respondents being sales managers.

Radio sells to demos – 25-54, 18-34, etc., but it's also a good idea to examine the age of your sellers. According to the study, 84% of radio salespeople are between the ages of 30 and 50 years old. The upper end of those sellers will "age out of the system very shortly," Patty Kincaid, VP/GM of Media Staffing Network told attendees. "If you are not diversifying the way that you hire, and you're not bringing non-media people into your organization, you are going to be missing out. And you're also going to find yourself short-handed."

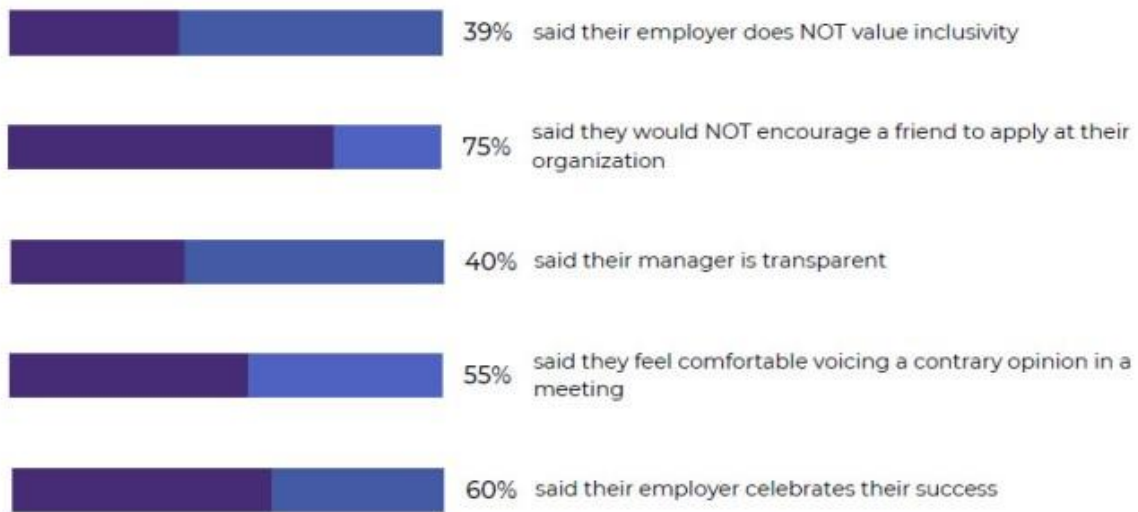
An important factor for radio salespeople is flexibility. Post-COVID, sellers still prefer a hybrid workplace. "Flex time and hybrid workplaces are two times more important to radio managers than they are to TV," Kincaid continued. "And it's double what it was in 2021."

Company culture is something employers should be aware of. It helps in the hiring of new sellers and helps with retaining your seasoned veterans. A positive company culture "cements your employees' confidence in the workplace" and "keeps employees motivated to do a good job," Kincaid explained. "And it also helps you present yourself as an employer of choice."

The three things most important to a new generation of hires are company culture, compensation, and a flexible work option.

"It's something that we don't really pay enough attention to," she continued. "And I think sometimes we forget that the whole point of positioning yourself as an employer of choice is to increase retention and decrease turnover. And those are critical pieces of the puzzle."

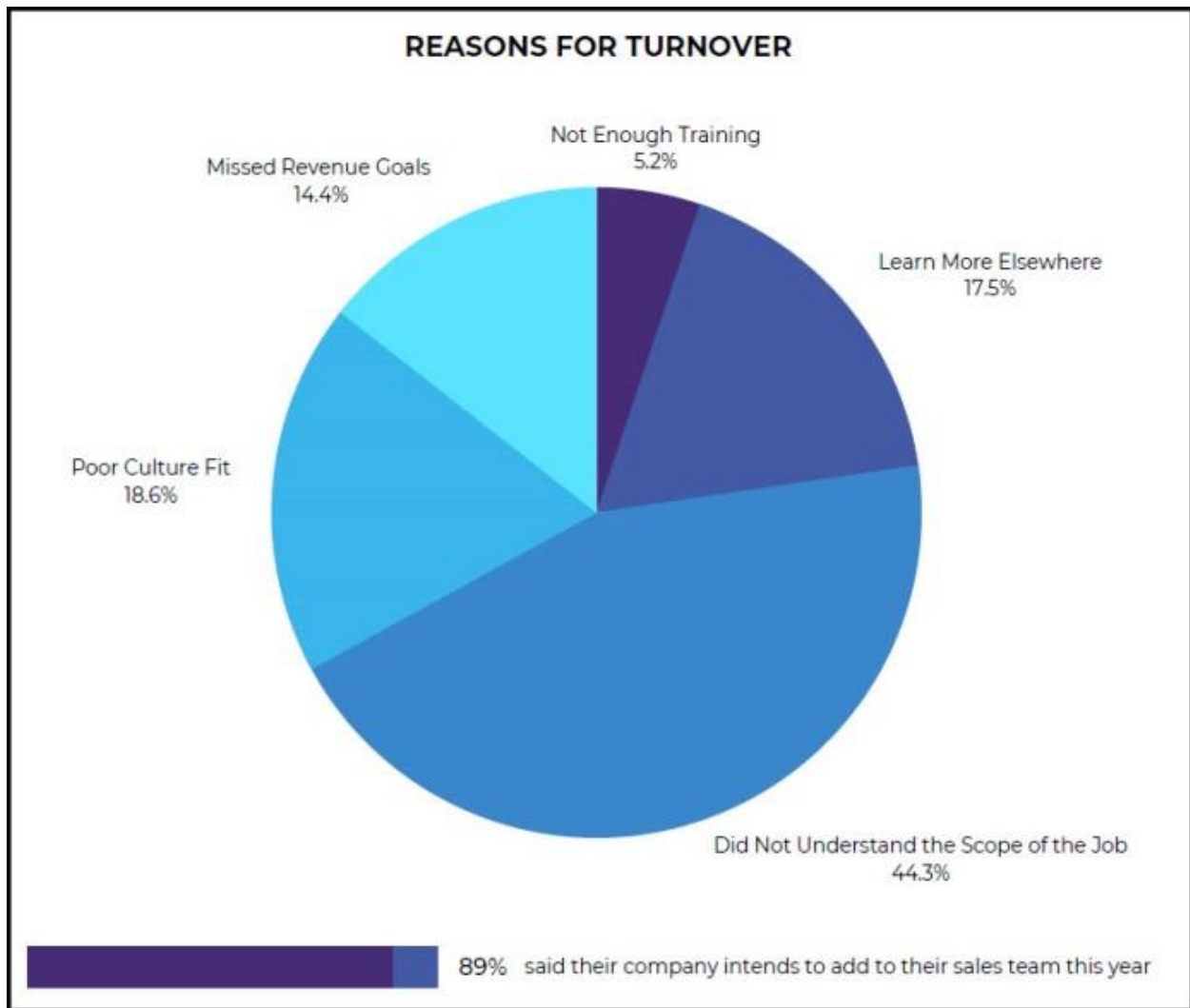
## COMPANY CULTURE



When asked about company culture 39% of radio respondents said their employer does not value inclusivity; 40% said their managers were transparent, and 55% said they felt comfortable voicing a contrary opinion in a meeting. On the flip side, 60% said their employers celebrate their success.

Something to chew on, 75% of radio sellers said they would not encourage someone to come work for the company they are employed at. "Let that sit in for minutes 75% of our radio salespeople would not tell their friends to come work here," Kincaid remarked. "That's unbelievable."

"The number one recruiting tool... your current employees," Cori Hirsh, Senior Business Development Manager, Media Staffing Network interjected. "If they're not recommending you, you're missing the mark completely."



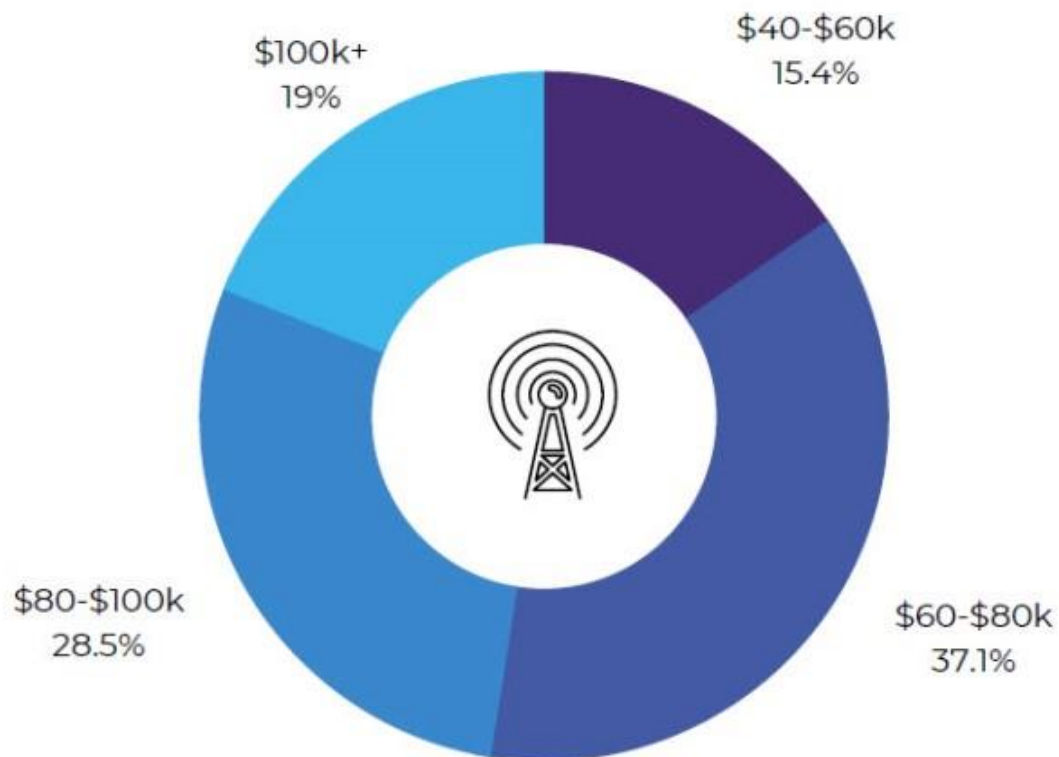
Hirsh provided some pointers to successfully recruit new employees, which include providing descriptive job descriptions. "Please make them candidate friendly. Not HR friendly," she advised.

"It's incredible what a descriptive job description will do," Kincaid added. The questions you should be answering are "Why should I move to your market? What should I be thinking about the value and the cost of living? What are some of the lifestyle benefits that I'm going to get from moving to market?"

## Compensation

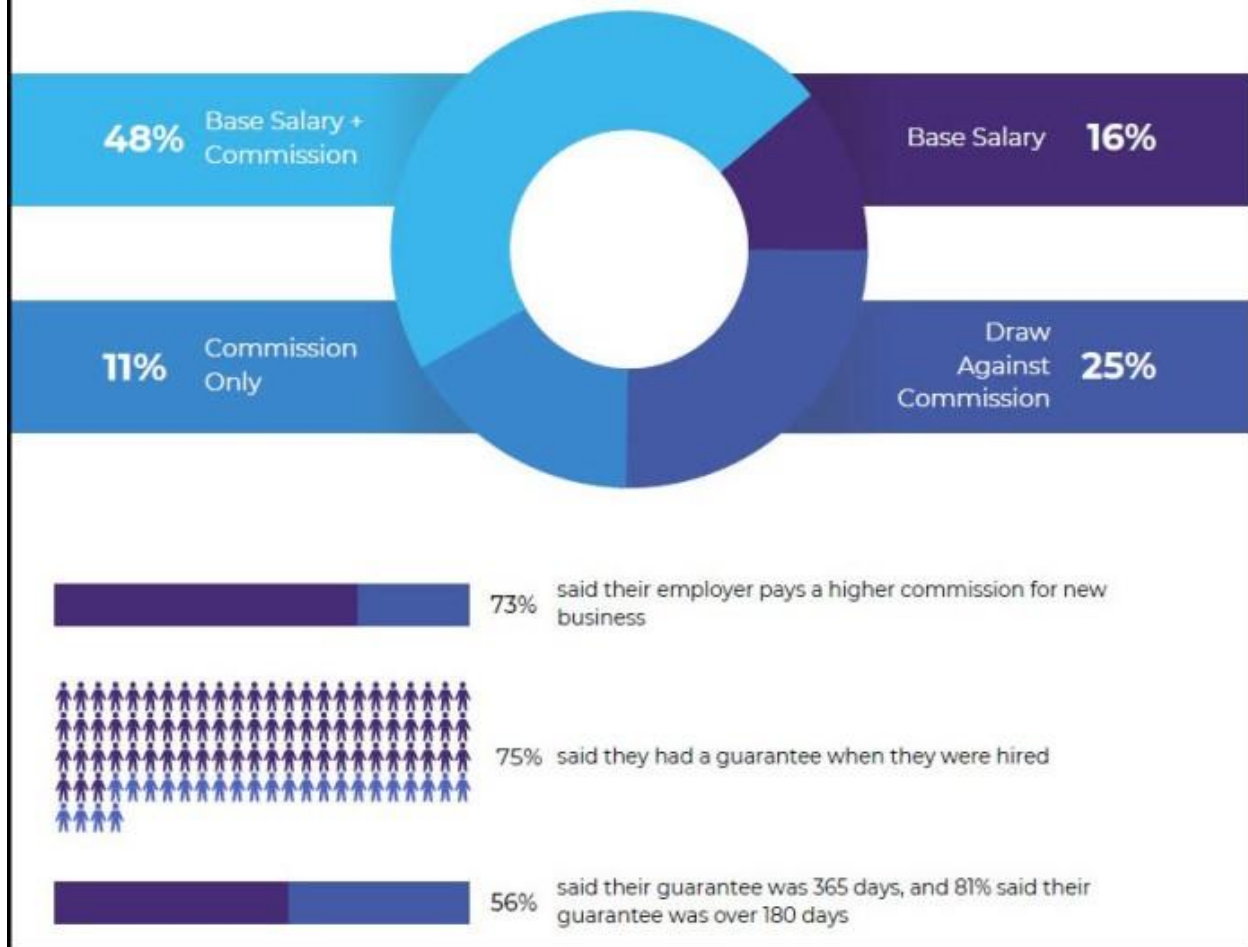
Incomes for radio salespeople are up, but the overall range in the industry is lower than what television offers, with 19% of radio salespeople responding that they make over \$100,000, compared to 48% of TV respondents. The study found that 37% of radio sellers make between 60,000-80,000, 28.5% are in the 80-100k range, and 15.4% make between 40-60k.

## WHAT IS THE INCOME OF A RADIO SALES REPRESENTATIVE?



Seventy-five percent of radio sellers say they had a guaranteed salary when started, with 56% saying the guarantee lasted for a year, "which is almost double of what it was two years ago," Kincaid said.

**THE MAJORITY OF SELLERS EARN EITHER A BASE SALARY + COMMISSION OR A DRAW AGAINST COMMISSION**



Base salary plus commission and draw against commission were two of the most prevalent categories of income for media sellers. "Commission only is almost non-existent anymore," Kincaid revealed. "People are definitely getting rid of it." – *Jay Gleason*