

Reality Radio

Transcript

Week: 09.22.09 Spot: 14

This is Reality Radio.

Now that school is back in session, I have a pop quiz for you. Which one of these quotes is from a record company? **A.** “Radio remains the best way to deliver new music into the listeners’ lives.” **B.** “Radio is still the leading force for determining what songs and what artists break through.” **C.** “Our partnership with radio is paramount to breaking new acts, as well as keeping superstar artists in the eyes and ears of their fans and the music buying public.” Whether you chose A, B or C you would be right.

The record industry spends countless hours in resources calling, emailing and visiting radio stations in an effort to secure radio airplay because it’s free advertising and results in increased record sales. In fact, the estimated value of record sales directly attributable to radio airplay is currently placed at \$2.4 billion dollars a year. So why is it now that the recording industry is spending millions of dollars to convince congress to impose a tax on the music that radio stations play? That’s a real easy one to answer – because even high school students are aware that the music industry has arrogantly refused to keep pace with technology and now find themselves losing money because of it. Record companies also know that most members of congress are totally uninformed of how the record industry really functions and can be swayed by political contributions and visits from celebrity superstars. However, it would be very advisable for any elected official to compare the number of votes that a radio station can deliver with the number of votes that a singer can bring to the polls.

This is reality radio with Cathy Hughes. What’s your reality?