Engage And Interact

Griff
JOHNGRIFFIN.**RADIO**

ENGAGING AND INTERACTING

- 9 out of 10 listeners actively engage with their local radio stations
    - Calling in
    - Texting
    - Meeting a DJ in their community
    - Other ways

- 7 out of 10 have attended a radio station event.

Source: Katz Media Group, Our Media Survey, Q4 2018

RAB RADIO ADVERTISING BUREAU