

BLACK *is* BLACK  
Radio History

*exclusively presented to*

**MAGNA**

**SPOTSET**  
RADIO NETWORK



2023 is the 75<sup>th</sup> Anniversary of the first radio station in America, WDIA-AM in Memphis, TN, to broadcast with announcers and programming targeted to Black audiences.

The first Black- owned radio began just a year later, in 1948 when WERD Radio signed on in Atlanta, GA.

WDIA and WERD were the models with the essential blend of entertainment, information, community service and engagement.





Fats Domino

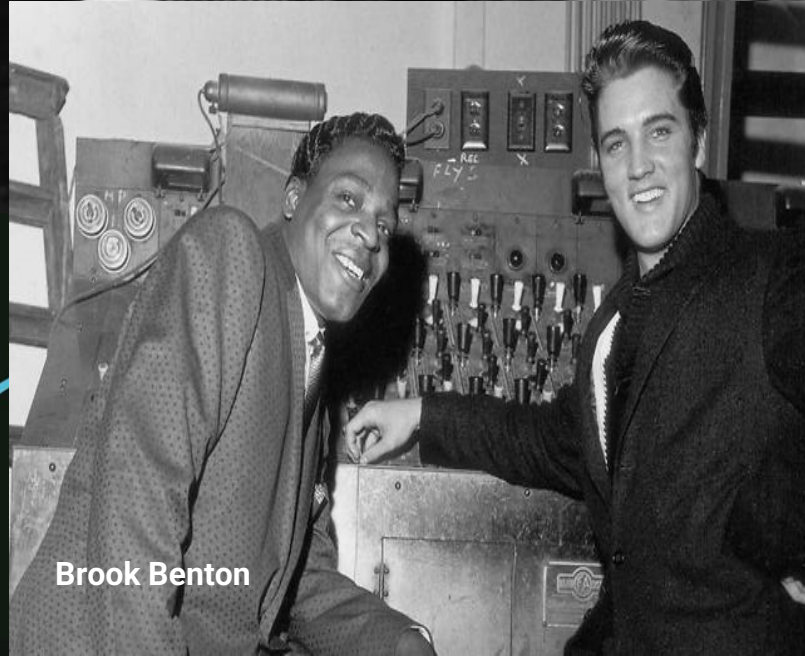


B.B. King

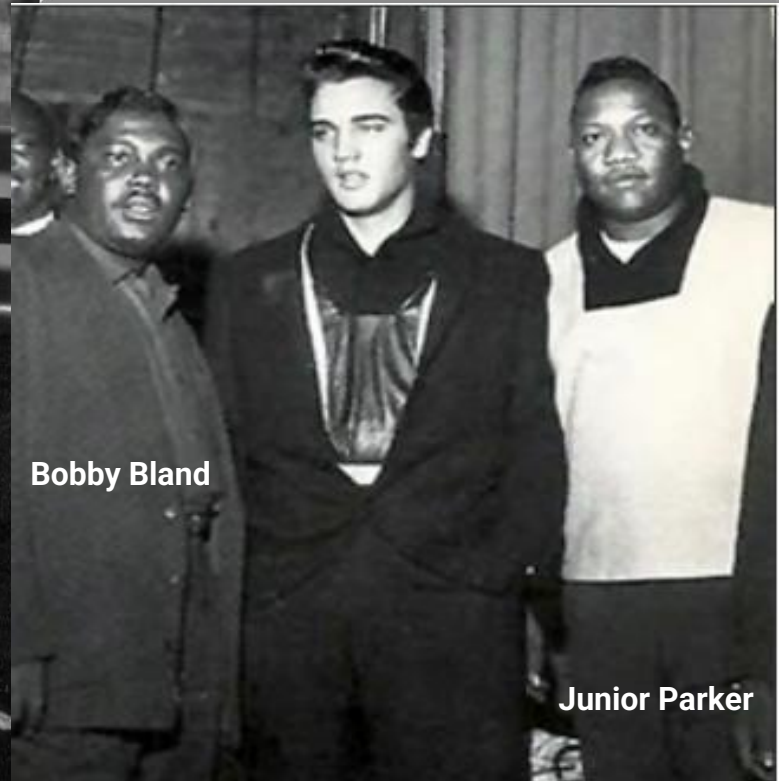
# BLACK & URBAN RADIO 75<sup>TH</sup> ANNIVERSARY



BLACK *Radio is* BLACK  
History



Brook Benton



Bobby Bland

Junior Parker

# Radio is Still One of the Most Consumed Forms of Media

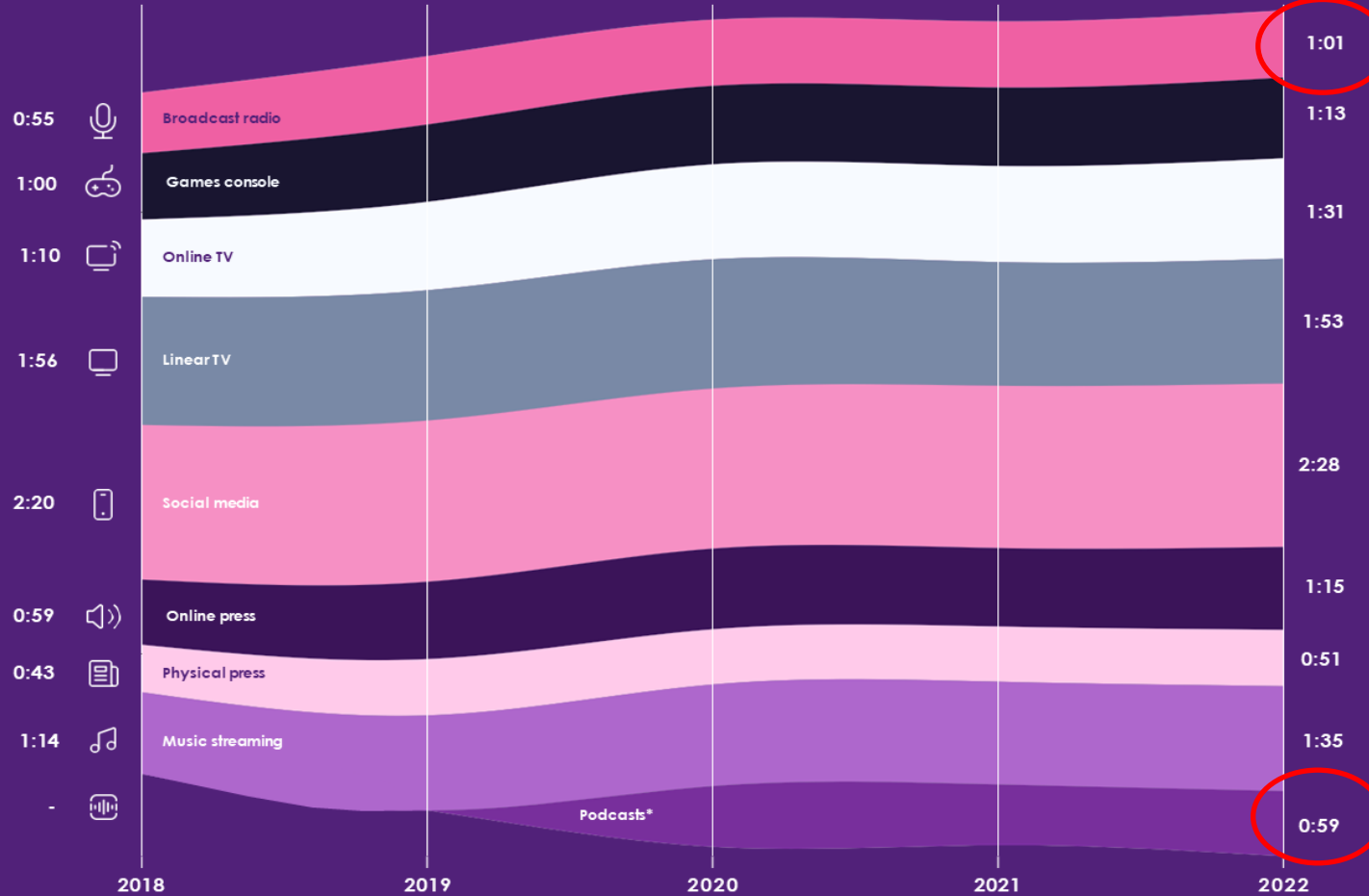
**2:00 hours**

Average daily time spent on broadcast radio and podcast listening combined.

This is more than linear TV, gaming, music streaming, and Online video

## The evolution of media

Average daily time spent on the following (h:mm)



\*added in Q1 2020



GWI Core 2018-2022 (averages of all waves conducted each year between Q1 2018-Q2 2022) 3,073,732 internet users aged 16-64

**Black radio** has been one of the most trusted media sources...for Generations.

Yet Black-Owned Radio is still **under**-invested, **under**-valued and **under**-utilized.

Black-Owned Radio Stations avg.  
Annual Revenue Share

**2.5%\***

Black-Owned Radio Stations avg.  
Local Commercial Share

**2.8%\***

\*2022 NABOB/BIA Advisory Services Black Owned Radio Stations Ownership & Rev. Report





# BLACK & URBAN RADIO 75<sup>TH</sup> ANNIVERSARY



In honor of 75 years of Black Radio, Spotset and NABOB expect to drive **at least \$75 million** in advertising to Black and Independently-owned radio stations within approx. 75 wks.

**Though precedent-setting for Black radio, it represents only 2% of a large audio company's revenues for 2021 alone.**

## Content

(the good stuff that speaks to, moves, connects and affects people in the right way)

## Character

(understand people as humans, better than identity, this is who they really are)

# C'ing

*your way*

# Clear

## Context

(this is calling people by name, in just the right way, at just the right time, in a familiar and authentic environment)

## Coverage

(reaching people where they are is always right, it's the difference between a personal invitation and a flyer)



# CONTENT OPPORTUNITIES



Play Ode

**SPOTSET**  
RADIO NETWORK





BLACK *is* BLACK  
Radio History



Click above to play sample spot

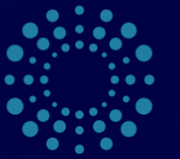


Play Ode

**SPOTSET**  
RADIO NETWORK



# In Their Own Words



Play Ode

**SPOTSET**  
RADIO NETWORK





MYW

IT'S YOUR WORLD



Play Ode

**SPOTSET**  
RADIO NETWORK





# Black Music Makers Moments

# TALKING ABOUT JUNETEENTH





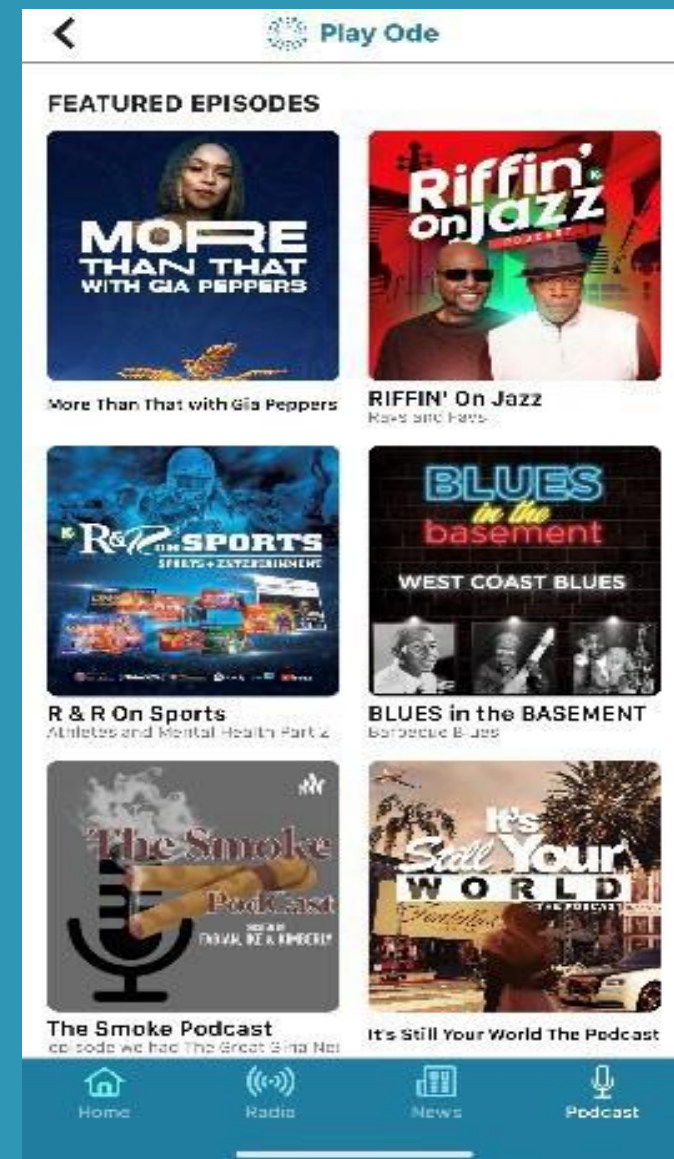
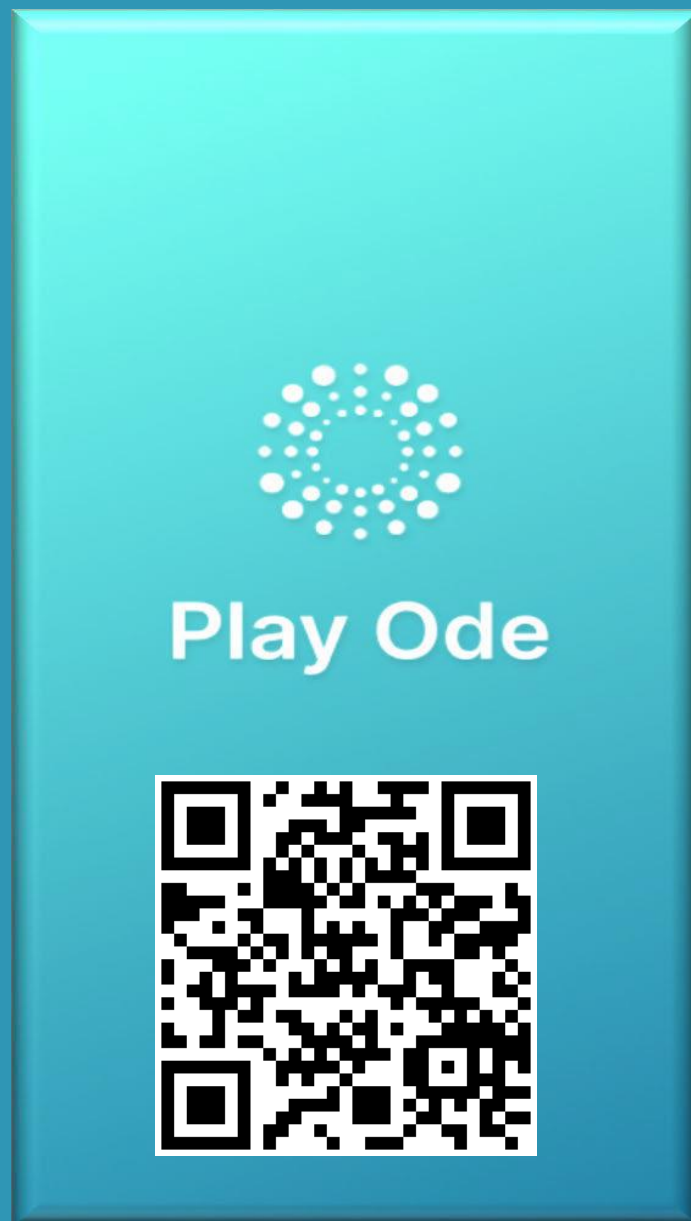
# Podcast Sponsorships



Play Ode

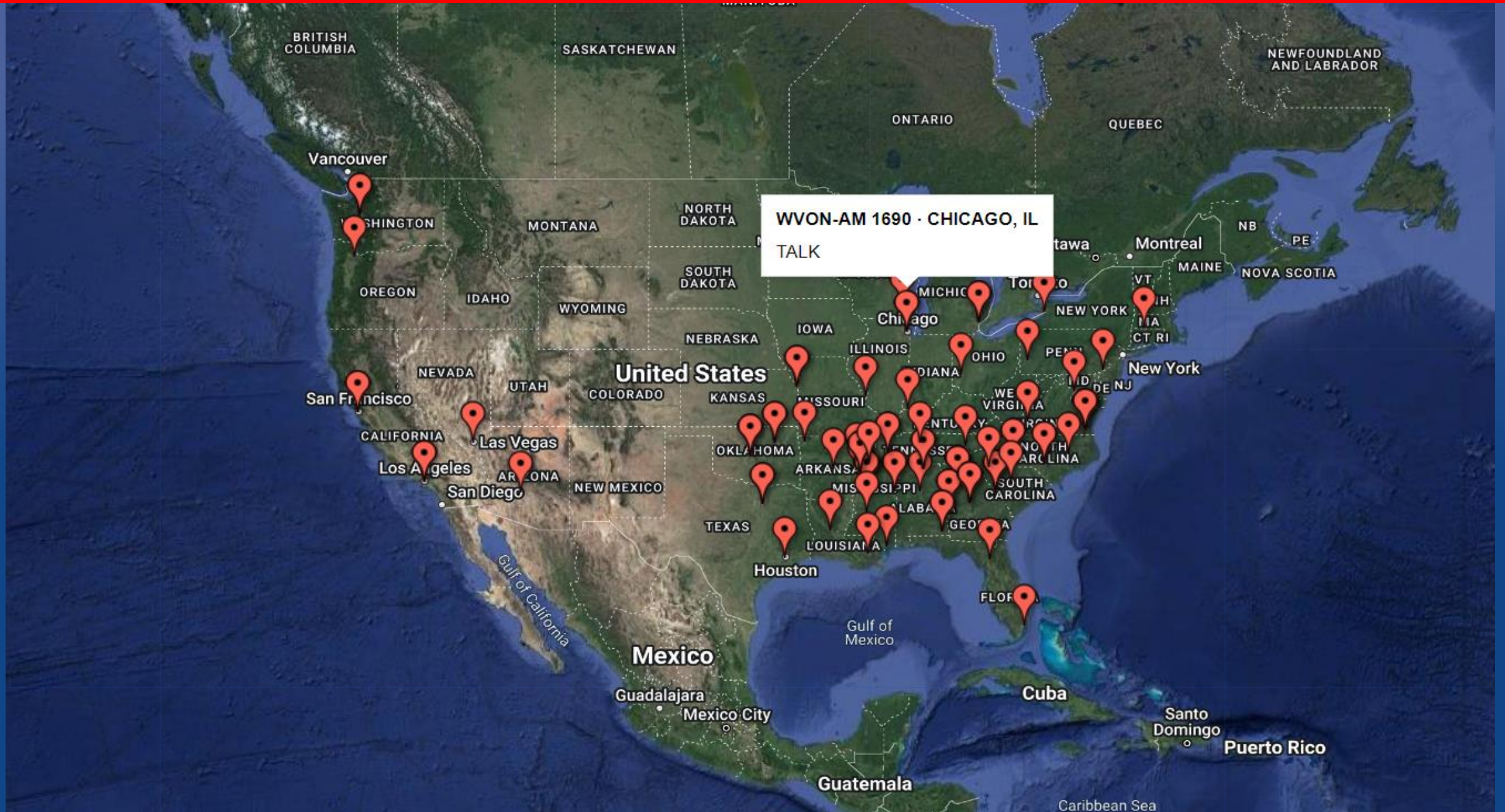
**SPOTSET**  
RADIO NETWORK





Scan the QR code above to  
download Play Ode

# The Spotset/NABOB Network





Melody Spann – Cooper, President & CEO  
Midway Broadcasting Corporation





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