



Urban Radio's Power Unlocked In New Study

Urban Radio: The Power Unlocked! Discovers the real power behind urban radio's enormous ability to reach, connect and motivate urban listeners and consumers.

([PRWEB](#)) November 9, 2009 -- Urban Radio: The Power Unlocked! dives deeply into the enormous power of urban radio and its unique affinity and ability to reach, engage and connect with urban radio listeners and consumers in the U.S. This report offers new and previously undiscovered findings that are prioritized to assist advertisers, advertising and marketing agencies, policy-makers and the radio industry.

The study uncovers several research firsts by tapping into urban radio audience psychographic, technographic, econometric and demographic patterns and relationships. As a result, the true power behind urban radio is unlocked!

The report includes findings from 2 qualitative studies with insights taken from one-on-one interviews with 200 urban radio professionals, advertising executives and media buyers and planners. Qualitative results were used to develop and drive a telephone survey of 570 urban radio listeners in 5 of the top markets in the U.S. that reflect the 'epitome' of urban life in the U.S. today.

Among other things, this report:

- * Finds that a large perceptual and informational gap yet remains between urban radio and the advertising community based on 200 executive one-on-one interviews. Uncovers new insights on how urban radio can bolster its value proposition in ad sales and broadcast property valuation. Demonstrates new tactics and approaches for advertisers and how they can better maximize urban radio ROI.
- Determines that urban radio professionals need and want new research and methods to describe and bring value to their audience and advertising prowess
- Unveils The 15 Power Points of Urban Radio that every urban radio professional and advertising executive should know about urban radio
- Combines historical analysis of selected of DJ's and announcers and why they are important to urban radio today
- Qualitative interview results were used to drive a 'telling' telephone survey of 570 urban radio listeners in the top 5 urban markets in the U.S. reflecting the 'epitome' of urban life today

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Contact Information

WG Smith

W.G. Smith & Associates, LLC

<http://urbanmarketreport.com/press.php>

(919) 321-8802

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