

Radio

Readers: Future of radio is small radio

Readers have great confidence in medium, but they predict change

April 15, 2016

By the editors of Media Life

This is one in a number of stories on radio in Media Life's ongoing series "The new face of radio in America," examining all the changes taking place in the medium. [Click here for earlier stories.](#)

Media buyers and planners are big fans of radio as a medium.

But as has been well-documented at this point, they are [not big fans of big radio](#).

They see a promising and dynamic future for the medium, just not [under the stewardship](#) of the [iHeartMedias](#) and [Cumuluses](#) of the world.

They believe radio's future lies with companies that own fewer stations but know how to manage them to better serve listeners and advertisers.

Call it small radio.

Small radio, buyers and planners believe, understands the nuances of the medium that makes radio great. It's foremost a local medium, and done right a hugely effective local medium.

This is the vision voiced by media people in a recent Media Life survey asking them to weigh in on the future of radio.

Readers point to a number of radio companies that are doing it right. They also praise some of the reps working for big companies trying to make the best of what they're dealt.

But the overriding theme of their answers is this: Change is coming, and smaller, nimbler companies will be better prepared to deal with it. They are and will be the new face of radio in America.

The New Face
of Radio in America



A Media Life Series



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