



Love Affair

In honor of Valentine's Day, we recognize the love affair between the recording industry and free, local radio:

"I have to thank... every DJ, every radio guy, every promotions guy, everybody who ever put up a poster for me and spread the word."

– Alicia Keys, recording artist, 2008

"I have yet to see the big reaction you want to see to a hit until it goes on the radio. I'm a big, big fan of radio."

– Richard Palmese, Executive Vice President of Promotion, RCA, 2007

"Radio has proven itself time and time again to be the biggest vehicle to expose new music."

– Ken Lane, Senior Vice President for Promotion, Island Def Jam Music Group, 2005

"It is clearly the number one way that we're getting our music exposed. Nothing else affects retail sales the way terrestrial radio does."

– Tom Biery, Senior Vice President for Promotion, Warner Bros. Records, 2005

"That's the most important thing for a label, getting your records played."

– Eddie Daye, recording artist, 2003

"Radio helped me a lot. That's the audience. I can't see them, but I know they're there. I can't reach out and touch them with my hand, but I know they're there."

– B.B. King, recording artist, 2002

"If a song's not on the radio, it'll never sell."

– Mark Wright, Senior Vice President, MCA Records, 2001

"Air play is king. They play the record, it sells. If they don't, it's dead in the water."

– Jim Mazza, President, Dreamcatcher Entertainment, 1999

"I am so grateful to radio. Their support has truly changed my life, and I hope they know how appreciative I am for that."

– Jo Dee Messina, recording artist, 1999

It's hard not to recognize local radio's role in promoting new music and new artists. In fact, the majority of Americans say radio is the first place they discover new music.

**Preserve local radio.
Fight the performance tax.**

NAB
NATIONAL ASSOCIATION OF BROADCASTERS