

## Main Message Points

### Ensure Your Mobile Phone is Radio Ready!

#### **Listeners want radio in their mobile phones.**

Radio's listenership continues to grow – more than 241 million Americans listen to radio in a given week.

It makes sense that the free, local radio Americans know and love should be available on the device they can't live without... their cell phone. Listeners want their favorite stations available anywhere, anytime.

In a 2010 study, 73 percent of cell phone owners indicated that it was important to have a radio built into their cell phone.

With a radio receiver in your phone, there are no data streaming charges to worry about – radio is free!

#### **A "radio ready" cell phone could provide crucial information in times of emergency.**

Whether it's a hurricane, tornado, brutal snowstorm or simply a power outage, radio is a lifeline in times of emergency – connecting listeners to the information they need to stay safe.

Radio and television broadcasters are the backbone of the public warning system, providing emergency alerts, live coverage during emergencies, and information on storm paths and evacuation routes.

Mobile networks are built on the assumption that only a percentage of users will be on the network at one time. Radio's ability to broadcast to everyone at the same time and stay "on air" even in times of extreme crisis make it the perfect complement to cell phones.

The nation's largest wireless companies and federal officials plan to roll out a text-based messaging system for emergency alerts on mobile devices. But this system is limited to 90 characters and would not work if cellular networks went down.

If your cell phone were equipped with a radio receiver, you could get instantaneous emergency alerts wherever you are. Even when cell phone networks are down, radio works.

#### **The cost of making a phone "radio ready" is nominal.**

The one time cost to cell phone manufacturers is estimated to be pocket change – less than the price of a candy bar. So there's no significant cost to be passed on to the buyer.

But interestingly, in a 2010 poll, three out of four consumers said they'd pay the one time fee to ensure their phone is "radio ready," with access to free, local radio stations. That's how much listeners want radio!

**A free, local radio feature would not add unwanted bulk to your cell phone.**

No need to worry that adding free, local radio to your cell phone would weigh you down – the components necessary to make your phone radio ready weigh less than a Tic Tac!

**A radio would not have a significant impact on battery life.**

A typical cell phone with a broadcast radio receiver could provide the cell phone user with more than a full day's worth of consecutive hours of radio listening on a single battery charge.

**Make sure the cell phone you choose is radio ready!**

Radio-enabled phone technology is available today – at least 30 models of handsets in the U.S. already have a free, local radio. Visit [www.RadioRocksMyPhone.com](http://www.RadioRocksMyPhone.com) to find one that's right for you.