

# PRESERVING AM RADIO IN VEHICLES

From FDR's fireside chats to global conflicts and once-in-a-generation disasters, AM radio has transported millions of listeners to the front lines of history and has for more than a century. Local stations have been the source of entertainment and connection to our communities. And, perhaps most importantly, when tragedy strikes, AM radio serves as the backbone of the Emergency Alert System, informing Americans of impending danger and directing people to safety. With its unique ability to reach a wide geographic area, AM broadcasting offers many Americans struggling with poor, or non-existent cellular and broadband coverage a chance to stay connected. The car often is the only source of power and news for many in times of emergency.

## THE ISSUE

As auto brands introduce more electric vehicles (EVs) into the market to meet growing consumer and clean energy demands, the availability of AM radio is declining or being eliminated altogether. This is due to electromagnetic interference causing static and limited coverage with AM radio in EVs. Despite well-known mitigation solutions, some automakers have stopped putting AM radios in their dashboards. Among them so far are Audi, BMW, Porsche, Tesla, Volvo, Volkswagen, and Ford.

## AM RADIO ESSENTIAL FOR CRITICAL EMERGENCIES

AM radio is one of the critical ways federal, state, and local officials communicate with the public during natural disasters and other emergencies. The Federal Emergency Management Agency (FEMA) stated the success of the national public warning system hinges on the use of AM radio due to the distances its signal carries and its resiliency during catastrophic events. Although many automakers suggested other communication tools like internet radio could replace broadcast AM radio, in an emergency, drivers might not have access to the internet and could miss important safety information and updates.

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*AM radio serves a vital role in our nation's emergency infrastructure as the backbone of the Emergency Alert System. When the power goes out and cell networks are down, the car radio often is the only way for people to get information, sometimes for days at a time.*

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## IMPORTANCE OF AM RADIO TO THE AG COMMUNITY AND RURAL AREAS REMAINS HIGH

Radio is the most used source of daily agribusiness information. Farmers and ranchers depend on AM radio to obtain information about topics such as weather, markets, ag news, ag commentary, and local events. AM radio is especially critical in areas where reliable broadband has yet to be deployed as well as in areas where FM signals don't extend. AM radio gives a larger coverage area and is often the only stable form of communication for rural areas.

## AM RADIO MATTERS TO ALL COMMUNITIES, IS STILL VALUED BY AUTOMOTIVE CONSUMERS

There are more than 4,470 licensed AM stations across the country. Of those, 1,500+ provide agriculture programming. It is clear AM radio plays a vital role in connecting communities with stations that serve these audiences with niche and in-language programming. City dwellers across the state rely on AM radio for news, weather, sports, and more. Consumers still desire AM in-car listening. Thirty-three percent of new car buyers say AM radio is a very important feature in a vehicle — higher than dedicated Wi-Fi (31 percent), SiriusXM satellite radio (27 percent), and personal assistants such as Google Assistant or Amazon Alexa.

## NEXT STEPS

Please join our efforts to preserve AM radio in all future vehicles. Your involvement will ensure you receive the latest news and information on ways you can help with our initiatives aimed at connecting with members of Congress and the automotive industry on this important issue.

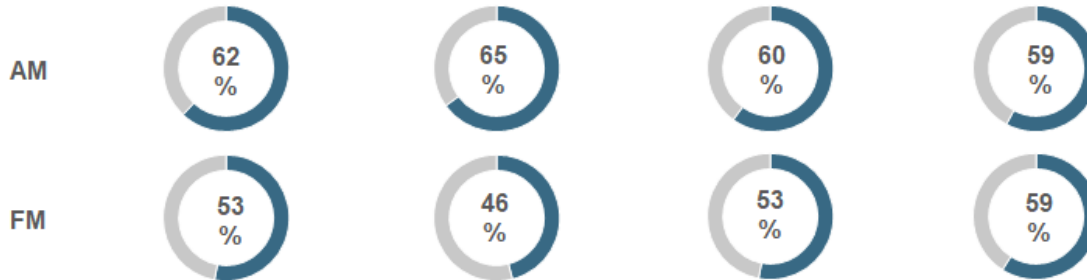


## THIRD-PARTY RESEARCH PROVES RADIO IMPORTANCE TO FARMERS, RANCHERS

In 2021, the National Association of Farm Broadcasting (NAFB) partnered with Aimpoint Research to execute a nationwide, year-long tracking study of approximately 800 farmers across four waves (quarters) throughout the year who listen to ag radio programming.

### Ag radio listeners most often listen to AM and FM radio for ag information.

#### Radio bands



Source: Total farmers who listen to ag radio: Wave 1 (n=202), Wave 2 (n=197), Wave 3 (n=200), Wave 4 (n=195)  
On which of the following radio bands do you listen to farm news, weather, markets, and ag information during this time of year?

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Listeners report receiving a variety of topical information from ag radio; however, they are primarily listening to/for **agricultural markets, commodity prices, weather, and local/regional ag news.**

	Wave 1	Wave 2	Wave 3	Wave 4
Ag markets/commodity prices	93%	92%	95%	89%
Ag weather	72%	77%	78%	70%
Local/regional ag news	50%	53%	67%	61%
World ag/trade news	47%	32%	62%	49%
Farm commentary	43%	48%	54%	51%
Insights from Washington, D.C./policy updates	40%	31%	45%	37%
New products: seed, equipment, technology	36%	32%	40%	42%
Agriculture innovation	30%	26%	37%	33%
Other	3%	6%	11%	19%
None of the above	1%	1%	1%	1%

For those farmers and ranchers who listen to ag radio, it continues to be the **primary source of daily ag news for its listeners throughout the year.** Listeners most often are listening to AM and FM radio.

On average, ag radio consumers are listening for **at least one hour** on a typical weekday.

Ag radio listeners consistently rate their farm broadcasters **high in credibility, accuracy, and timeliness** of information.

### TELL LEGISLATORS WHY YOU DEPEND ON AM RADIO

Local AM radio stations keep us connected. They provide the news, sports, weather, traffic, and music on which we all depend. And during emergencies, local stations offer a lifeline to keep us safe, informed, and connected. For millions of drivers, local radio is what keeps them company on their commutes or road trips. In fact, nearly 90% of prospective car buyers say an AM/FM radio should be standard in every car. Despite AM radio's continued popularity, some automakers have begun discontinuing the feature in new vehicles. If you want to help keep free, local radio in cars, now is the time to act! Take action today and tell your legislators why you depend on AM radio. Your voice matters.