Public Radio in the AI Era

@fnjacobs   #PRTS2023

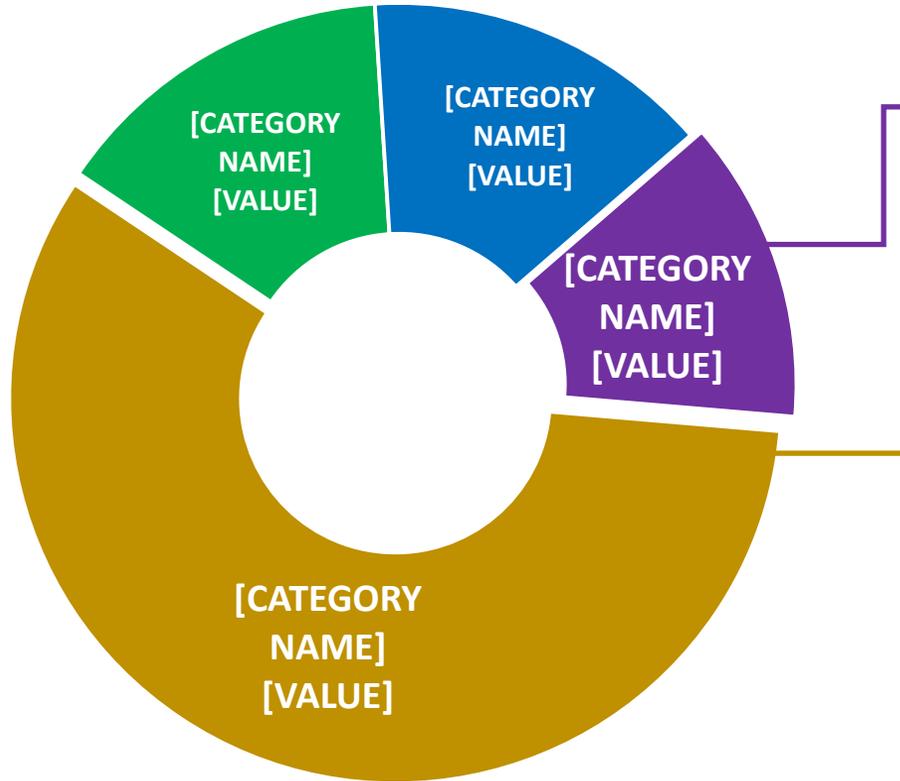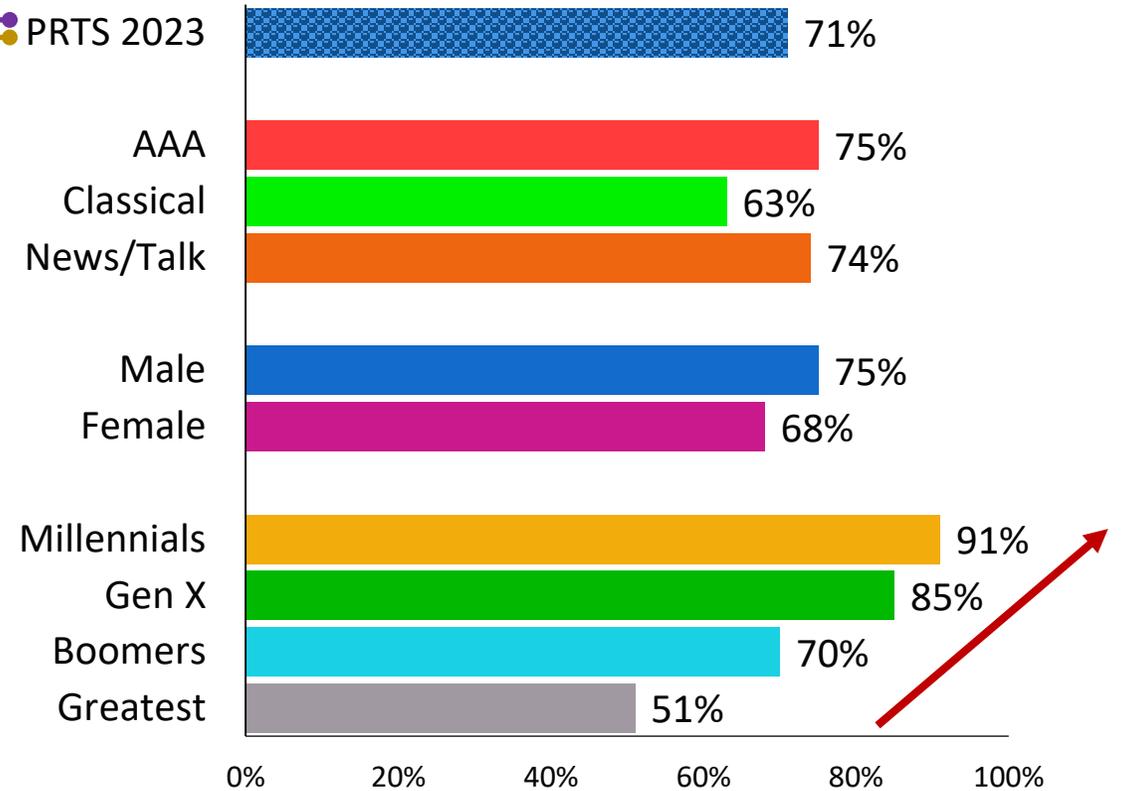**Public Radio core listeners are alarmed about AI technology, especially its potential impact on the election process.**

Seven in Ten Are at Least Somewhat Familiar With Artificial Intelligence, Especially Progressively Younger Listeners

[CATEGORY NAME] [VALUE]

[CATEGORY NAME] [VALUE]

[CATEGORY NAME] [VALUE]

[CATEGORY NAME] [VALUE]

% Familiar (Very + Somewhat) With Forms of Artificial Intelligence (AI)

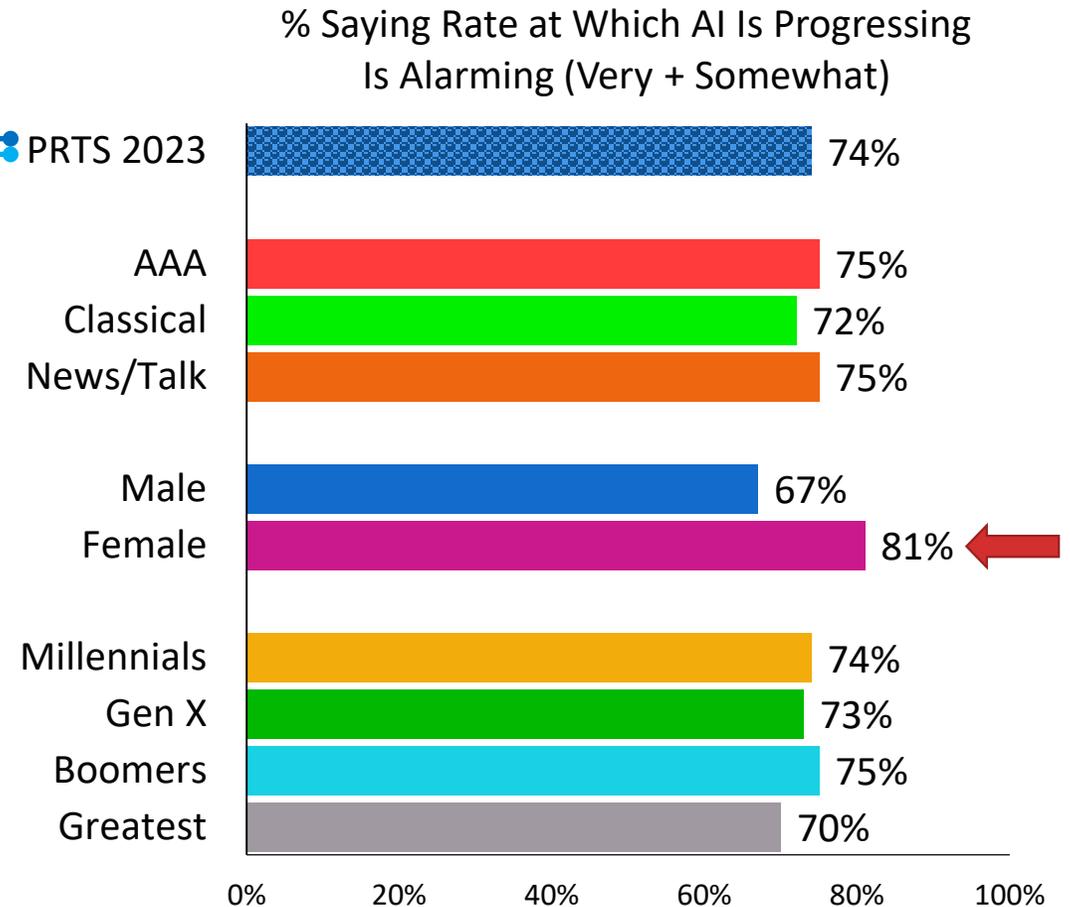|	
PRTS 2023	71%
AAA	75%
Classical	63%
News/Talk	74%
Male	75%
Female	68%
Millennials	91%
Gen X	85%
Boomers	70%
Greatest	51%

"AI applications can be used in various forms, including creating realistic images, cloning voices, writing copy, and organizing content. In general, are you familiar with these (and/or other) forms of AI?"

public radio techsurvey 2023

There Is a High Level of Alarm Over AI's Rapid Growth, Especially Among Women

Unsure 3%

[CATEGORY NAME] [VALUE]

[CATEGORY NAME] [VALUE]

[CATEGORY NAME] [VALUE]

[CATEGORY NAME] [VALUE]
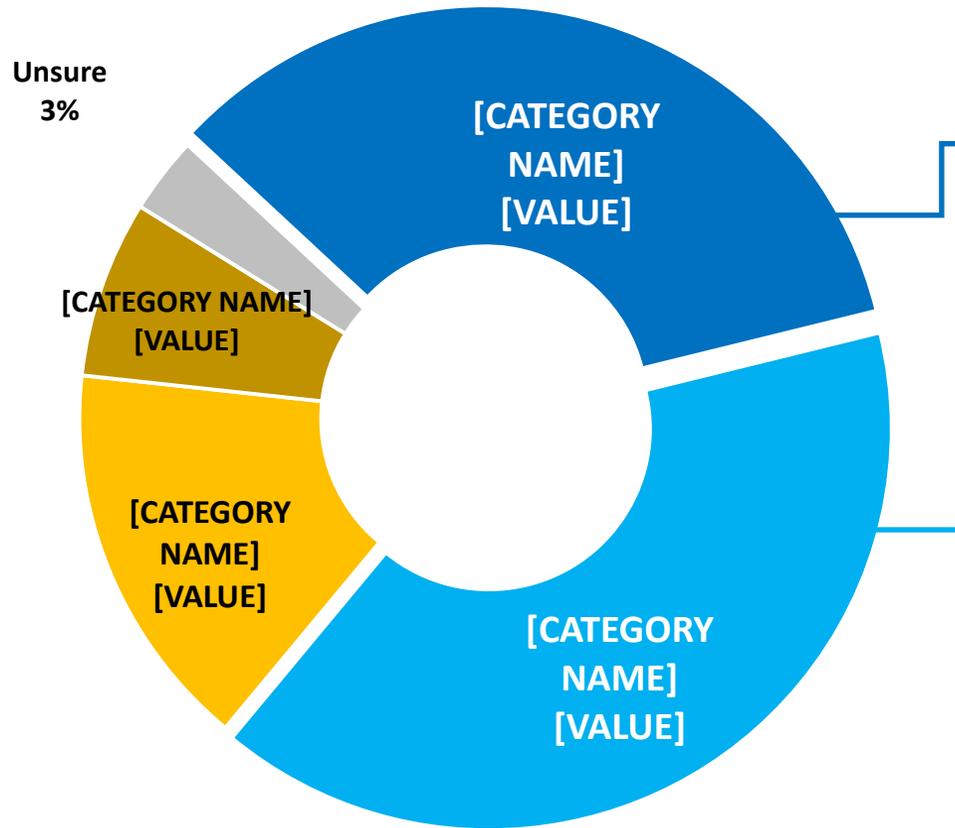
"Based on what you know about 'AI,' which comes closest to your opinion? The rate at which AI is progressing is:"

% Saying Rate at Which AI Is Progressing Is Alarming (Very + Somewhat)

PRTS 2023	74%
AAA	75%
Classical	72%
News/Talk	75%
Male	67%
Female	81%
Millennials	74%
Gen X	73%
Boomers	75%
Greatest	70%

Among those familiar with AI

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Most Say the Federal Government Should Regulate AI; Four in Ten Say AI Desire Strong Government Safeguards
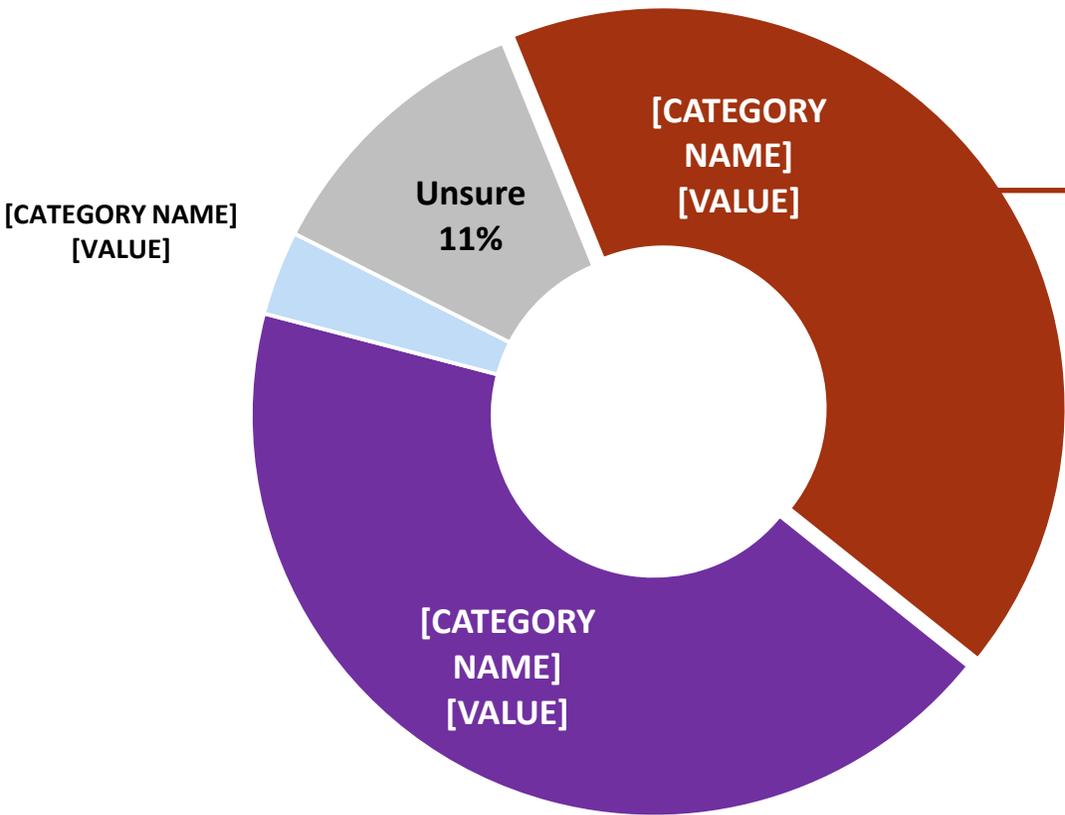
"Based on what you know about 'AI,' which comes closest to your opinion? AI should mostly be:"

% Saying AI Should Be Highly Regulated By the Federal Government

PRTS 2023	42%
AAA	37%
Classical	44%
News/Talk	42%
Male	36%
Female	47%
Millennials	36%
Gen X	37%
Boomers	43%
Greatest	49%

Among those familiar with AI

public radio techsurvey 2023
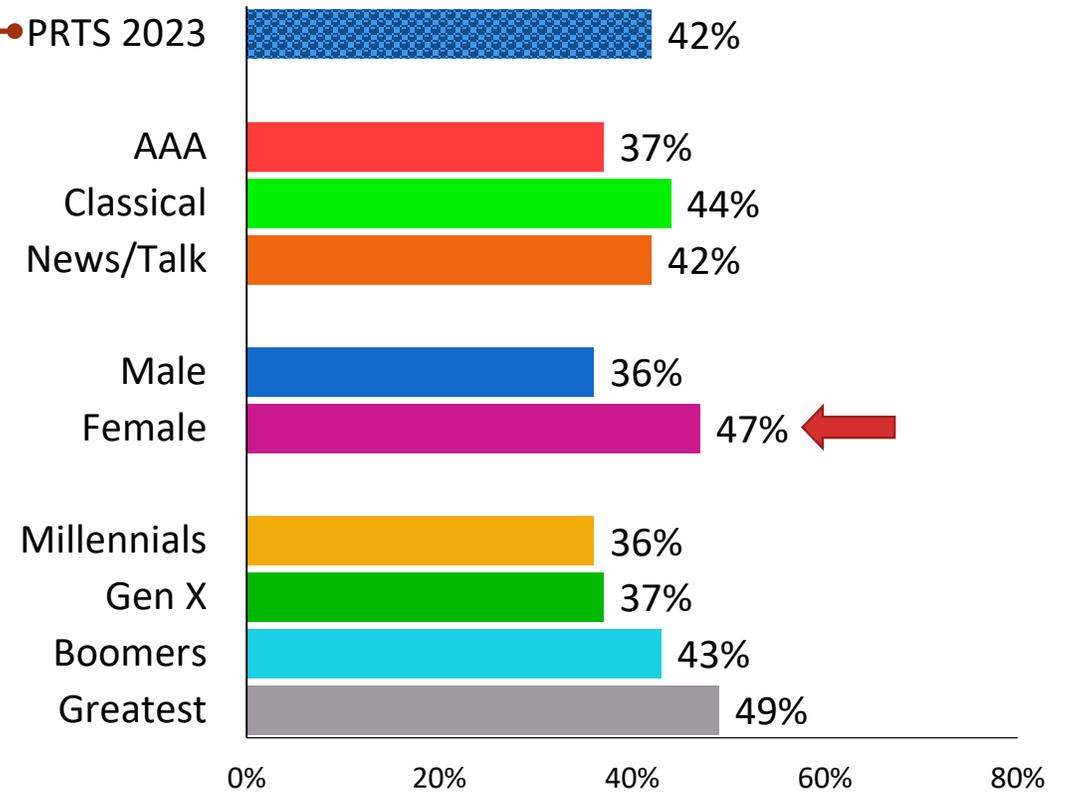
Most Are Highly Concerned About AI's Potential to Influence 2024 Elections, Especially Women and Older Listeners

Unsure
4%

[CATEGORY NAME]
[VALUE]

[CATEGORY NAME]
[VALUE]

[CATEGORY NAME]
[VALUE]
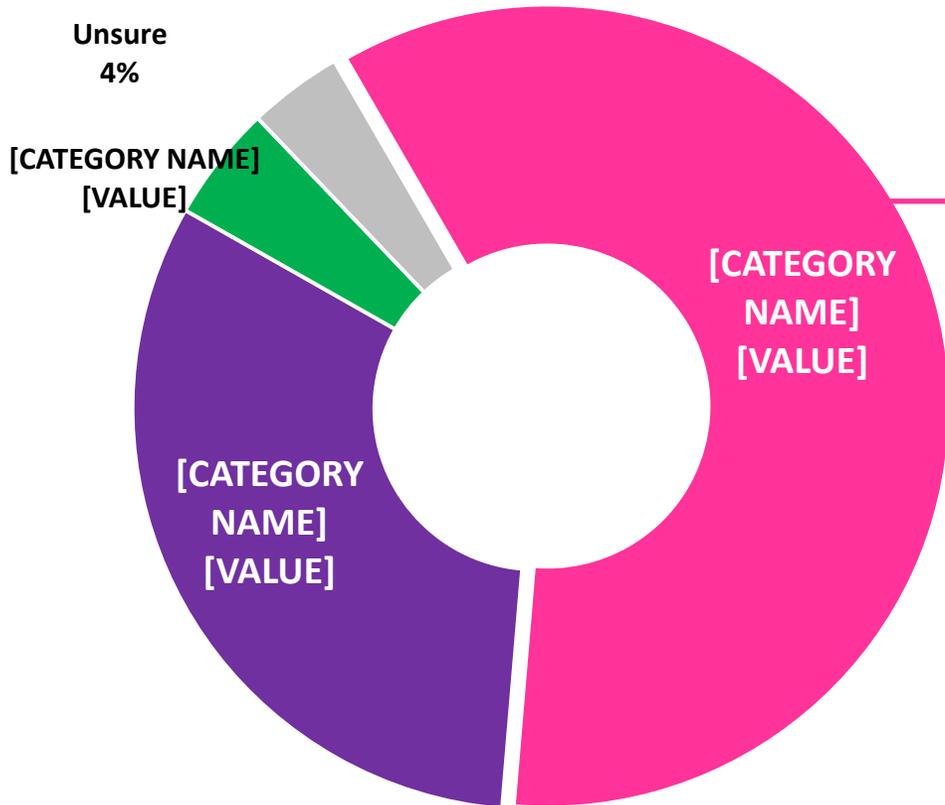
"Which of the following best describes how you feel about AI and its potential to influence upcoming 2024 elections?"

% Who Are Very Concerned With the Potential of AI to Influence 2024 Elections

Category	Value
PRTS 2023	60%
AAA	54%
Classical	58%
News/Talk	62%
Male	53%
Female	66%
Millennials	46%
Gen X	53%
Boomers	63%
Greatest	62%

Among those familiar with AI

public radio
techsurvey
2023
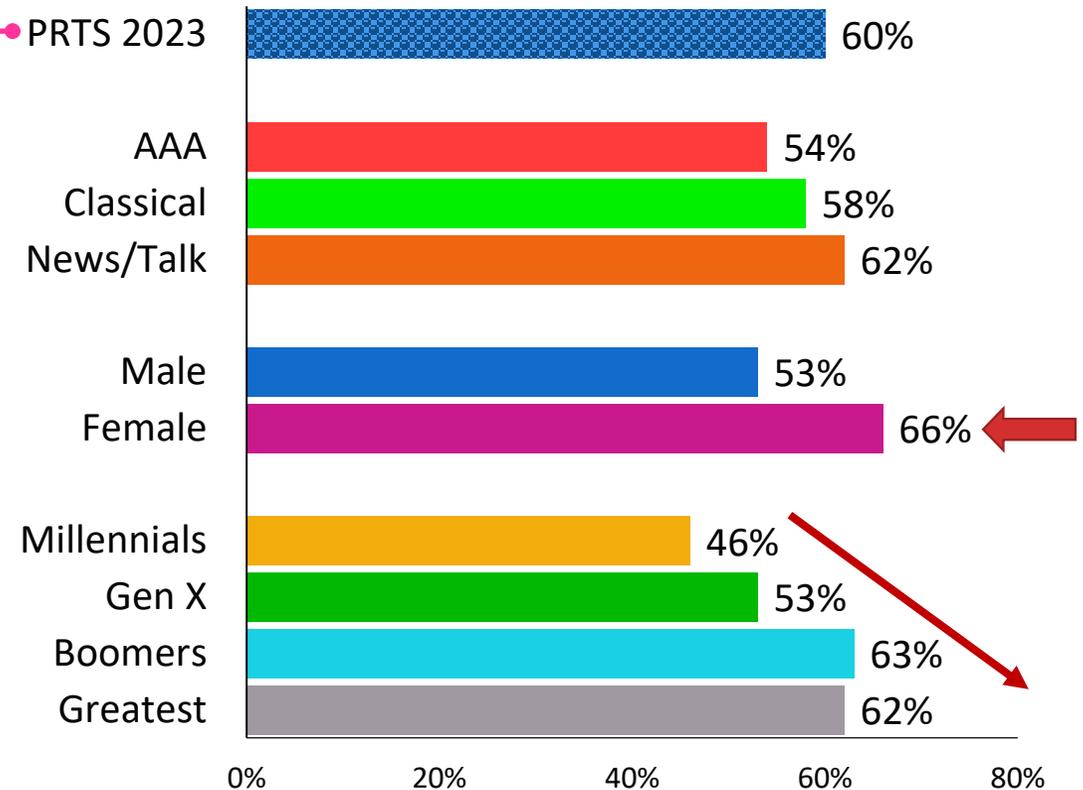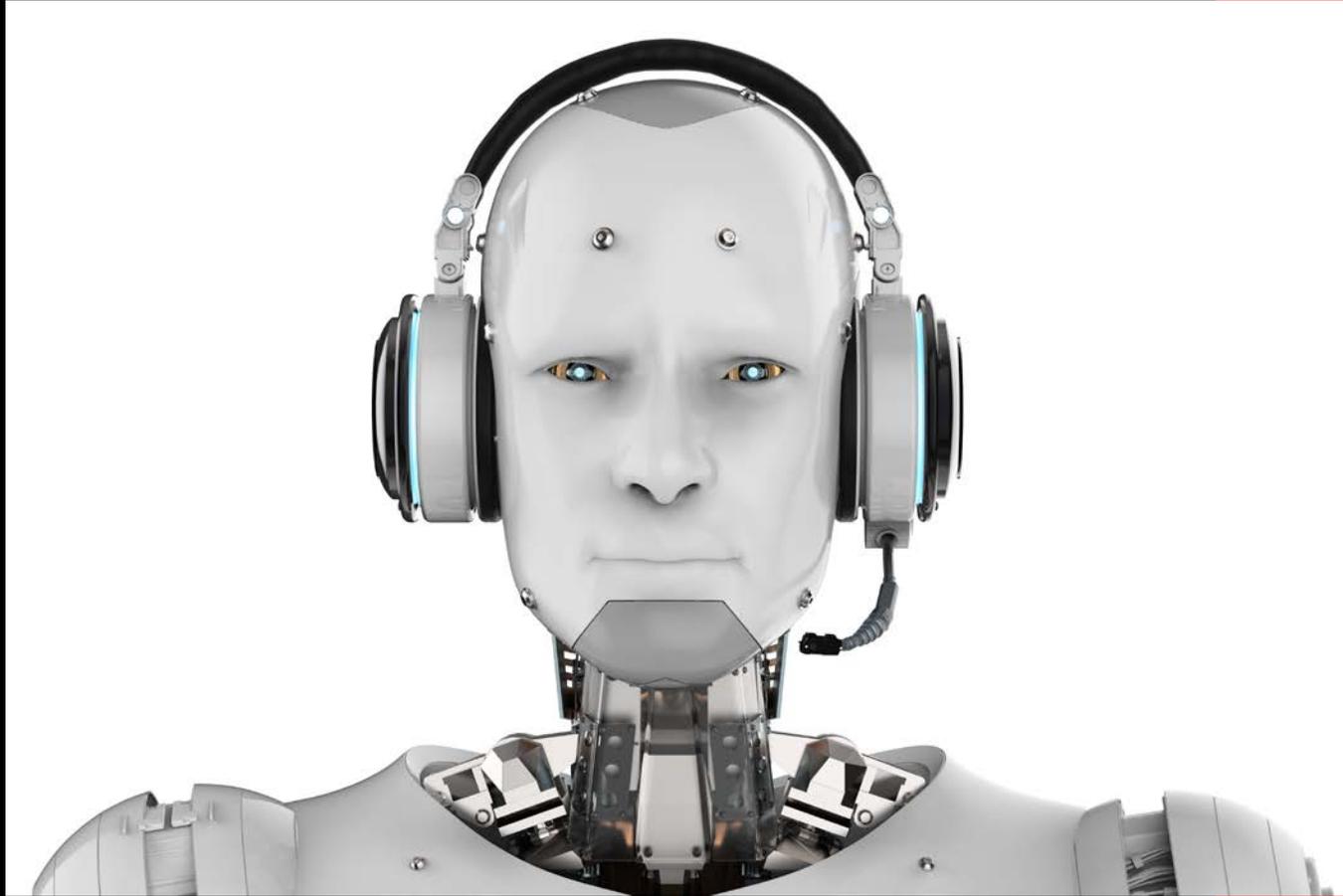
How can AI technology be used at Public Radio stations (or can it)?

public radio
techsurvey
2023

Of the Three Applications Tested, Using AI Technology to "Voice" Station IDs is the Most Acceptable to Public Radio Fans

"One of the applications of AI technology is its ability to clone voices – that is, to make artificial voices sound human and/or to copy a familiar personality's voice. Some stations are thinking about how they might use AI in the future. If a station you listen to used AI voice technology to (item), which of the following best describes your opinion?"

Application	Major Concerns	No Problem With It
Produce a Top of the Hour Newscast	55%	8%
Read Sponsor Announcements	29%	31%
Read Station IDs	18%	52%

■ Major Concerns   ■ No Problem With It

public radio techsurvey 2023
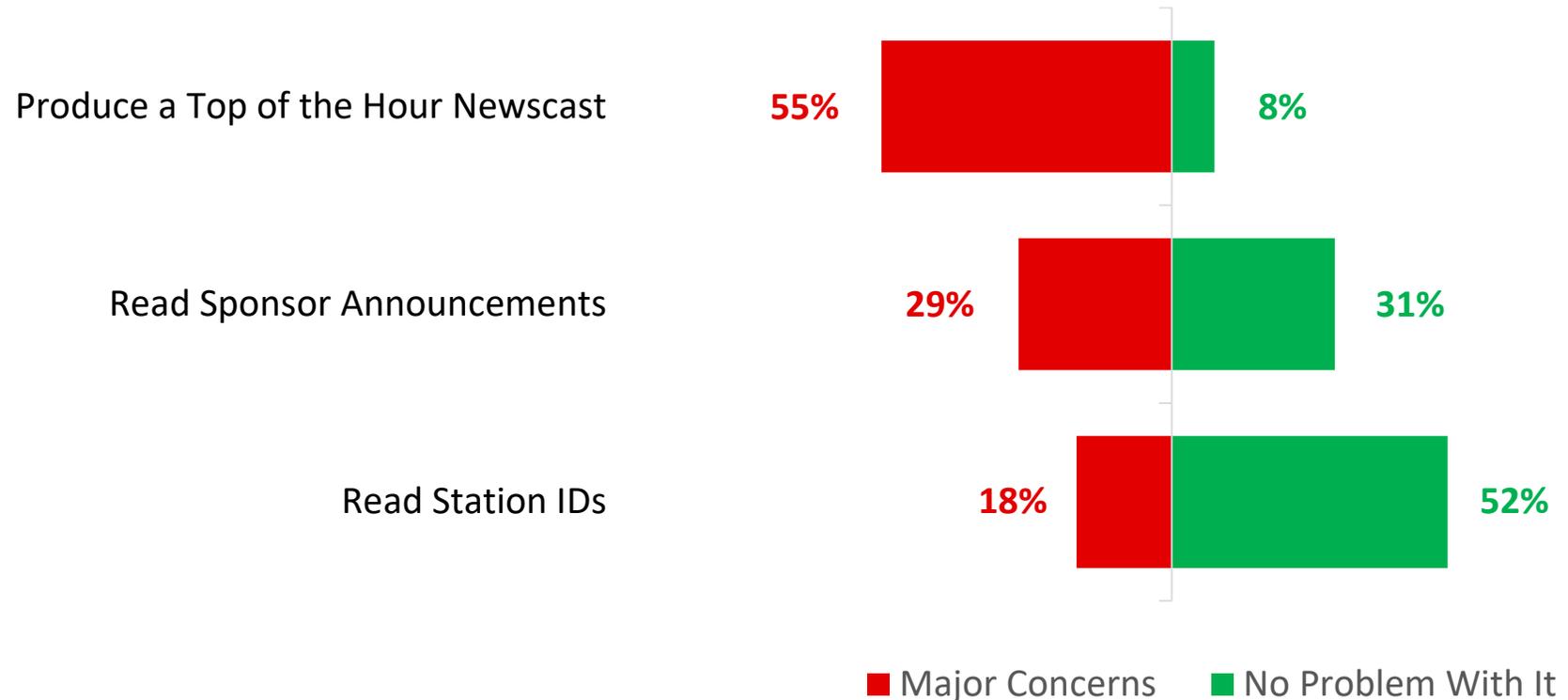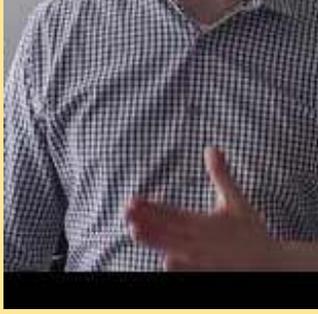
Radio Talent In the AI Era

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The AI Conundrum

Radio Talent Are Well Familiar With AI

[CATEGORY NAME] [VALUE]

[CATEGORY NAME] [VALUE]

[CATEGORY NAME] [VALUE]

[CATEGORY NAME] [VALUE]
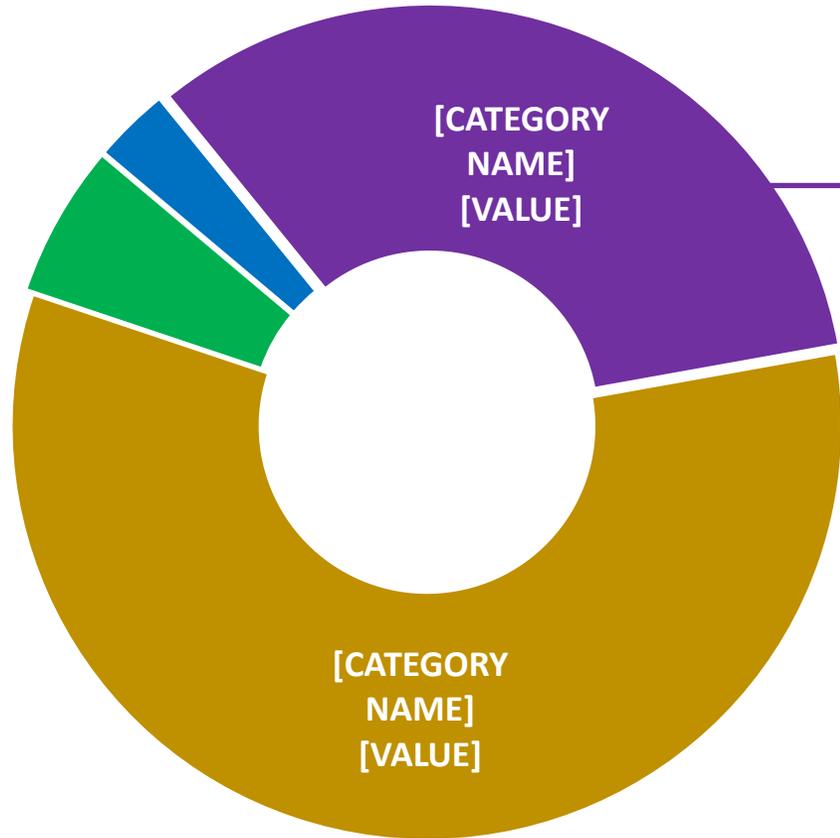
% Very Familiar With Forms of Artificial Intelligence (AI)
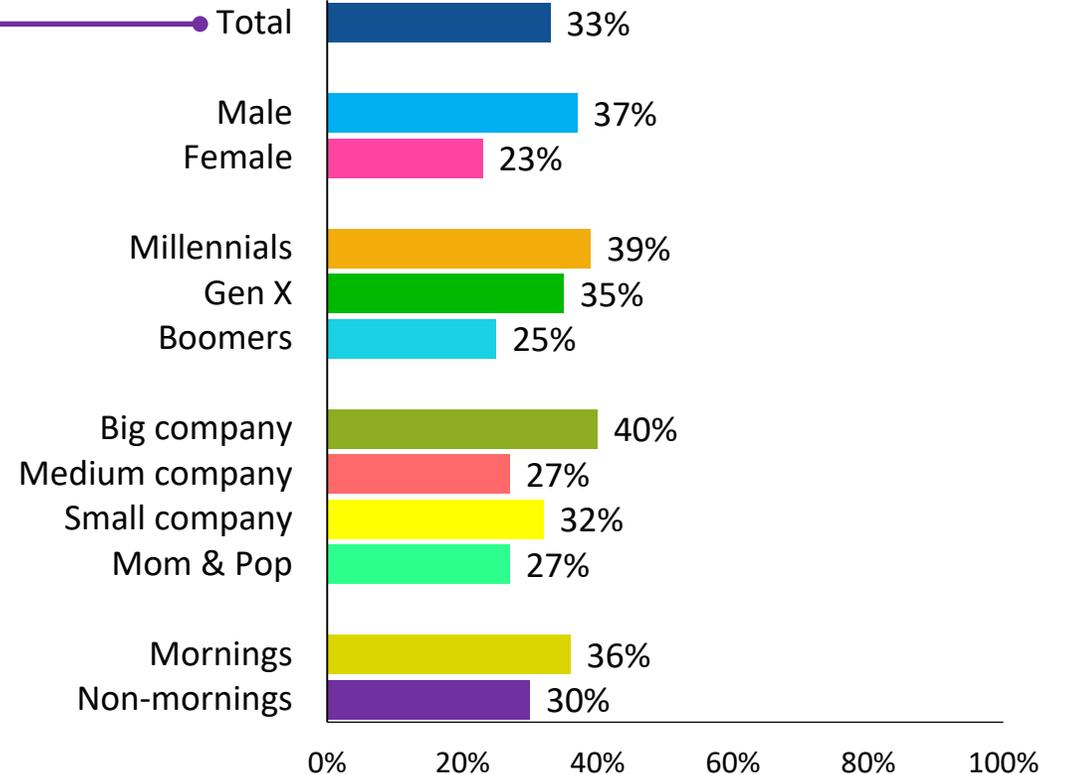
Category	%
Total	33%
Male	37%
Female	23%
Millennials	39%
Gen X	35%
Boomers	25%
Big company	40%
Medium company	27%
Small company	32%
Mom & Pop	27%
Mornings	36%
Non-mornings	30%

"AI applications can be used in various forms, including creating realistic images, cloning voices, writing copy, and organizing content.
In general, are you familiar with these (and/or other) forms of AI?"

Among On-Air Talent

Two-Thirds Lean Negative About AI's Impact on Radio

% Negative (Very + Somewhat)
Short-Term Impact on Radio Industry

Category	%
Total	65%
Male	65%
Female	64%
Millennials	64%
Gen X	67%
Boomers	63%
Big company	66%
Medium company	60%
Small company	62%
Mom & Pop	71%
Mornings	64%
Non-mornings	66%

Pie chart categories:
- [CATEGORY NAME] [VALUE]
- [CATEGORY NAME] [VALUE]
- [CATEGORY NAME] [VALUE]
- Unsure 15%
- [CATEGORY NAME] [VALUE]
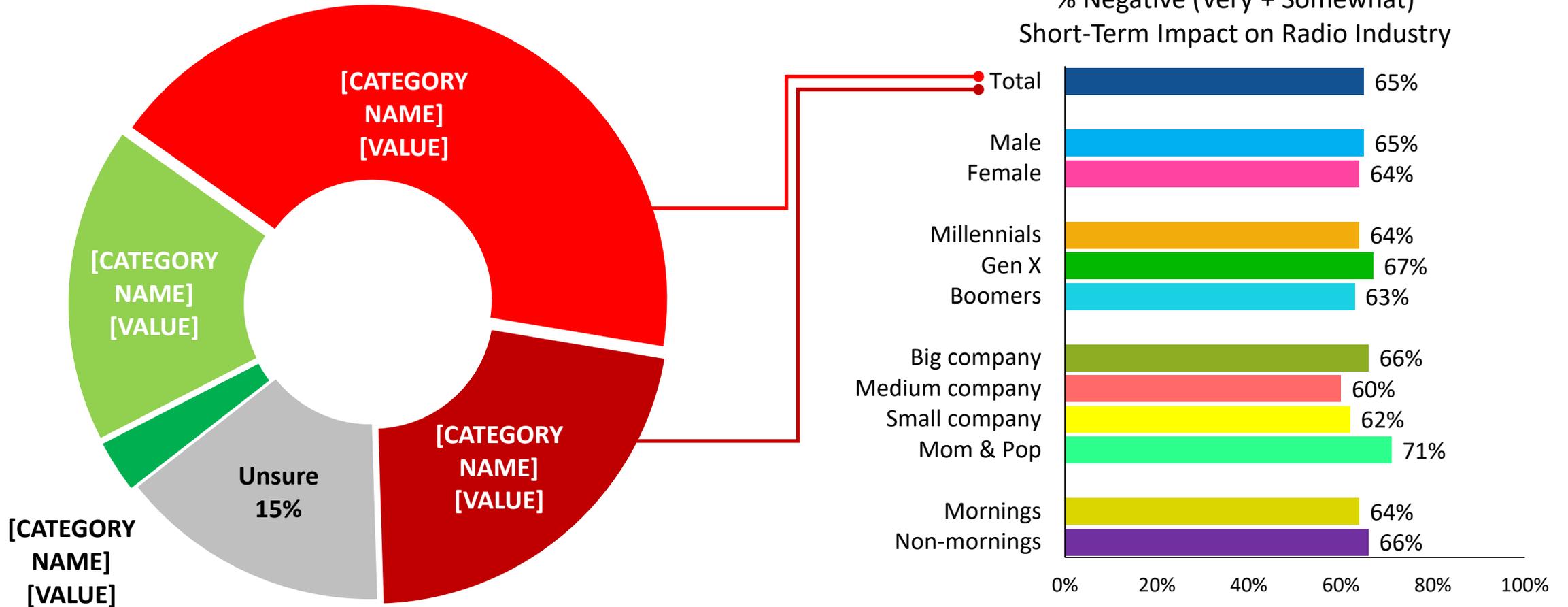
"What best represents your opinion about AI (regarding the radio industry)?
In the short term (that is, within the next year or two), I expect AI will generally have a...."

Among On-Air Talent Familiar With AI

Nearly Half Believe AI Will Have a Negative Short-Term Impact on Their Radio Careers
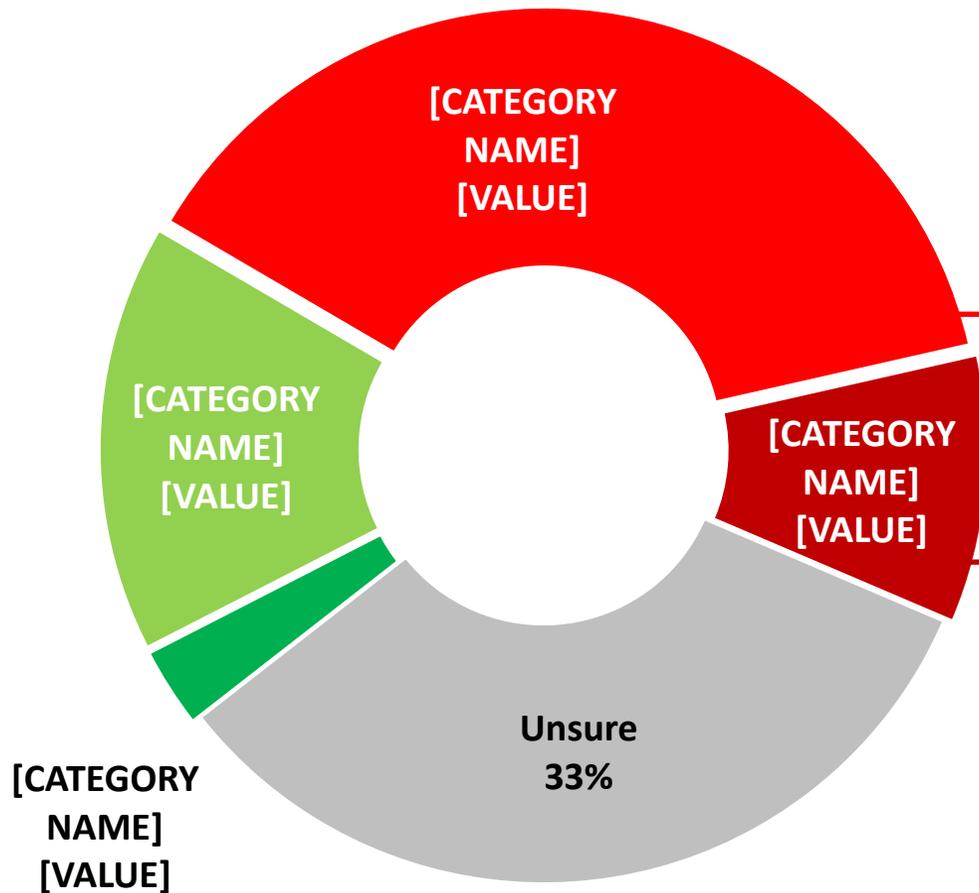
% Negative (Very + Somewhat) Short-Term Impact on My Radio Career

Category	%
Total	48%
Male	47%
Female	49%
Millennials	50%
Gen X	53%
Boomers	38%
Big company	51%
Medium company	44%
Small company	48%
Mom & Pop	46%
Mornings	45%
Non-mornings	50%

Pie chart categories:
- [CATEGORY NAME] [VALUE]
- [CATEGORY NAME] [VALUE]
- [CATEGORY NAME] [VALUE]
- Unsure 33%
- [CATEGORY NAME] [VALUE]
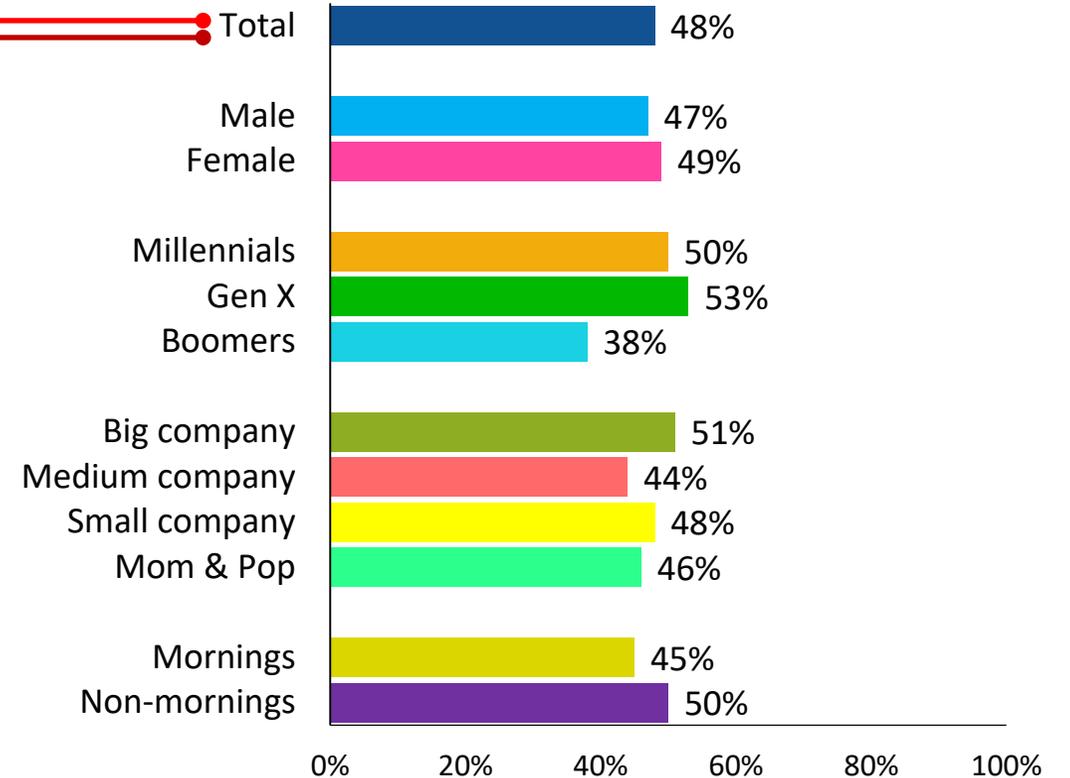
"What best represents your opinion about AI and your radio career.
In the short term (that is, within the next year or two) I expect AI will generally have a...."

Among On-Air Talent Familiar With AI

Jacobs media strategies   MS3BC5 DALLAS   AQ5

A Big Concern About AI? Radio Job Losses

Don't know 2%

[CATEGORY NAME] [VALUE]

[CATEGORY NAME] [VALUE]

[CATEGORY NAME] [VALUE]

[CATEGORY NAME] [VALUE]

[CATEGORY NAME] [VALUE]

% Agreement (Strongly Agree + Agree)

Category	Percent
Total	76%
Male	77%
Female	71%
Millennials	74%
Gen X	77%
Boomers	76%
Big company	69%
Medium company	76%
Small company	78%
Mom & Pop	86%
Mornings	72%
Non-mornings	79%

0% 20% 40% 60% 80% 100%
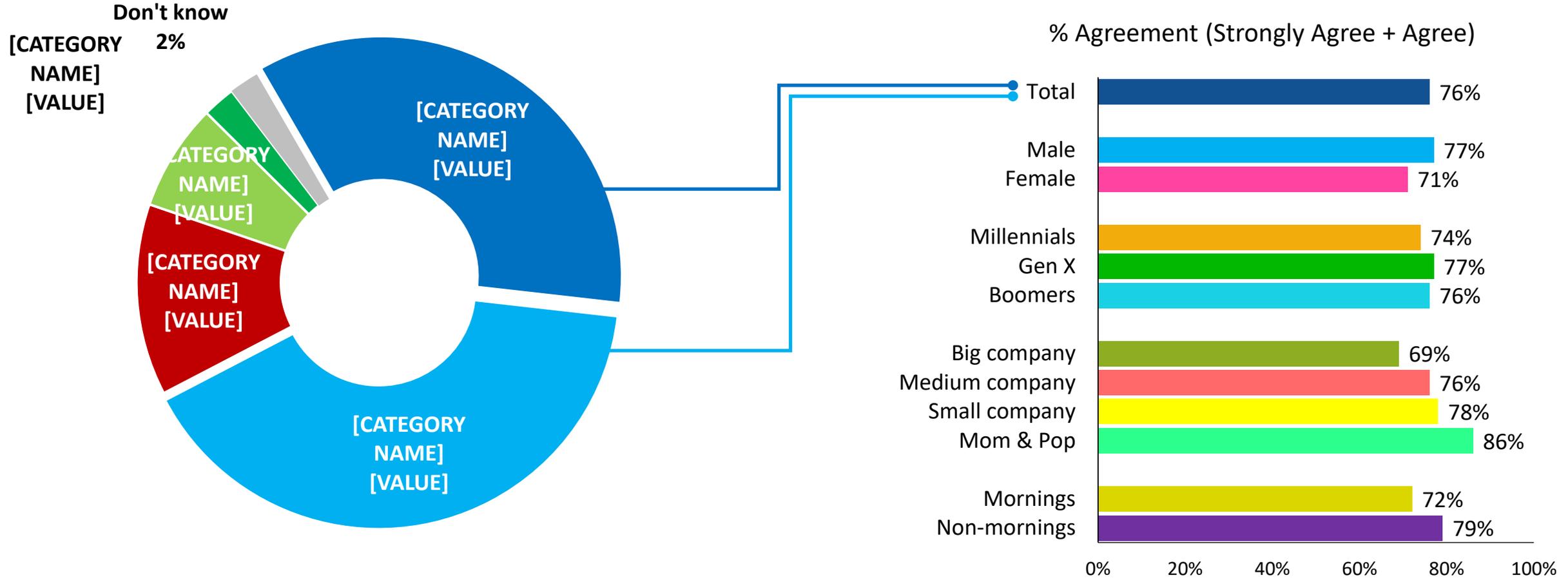
"I'm personally concerned that AI technology will lead to many more on-air radio jobs being lost"

Among On-Air Talent Familiar With AI

Jacobs media strategies

MS3BC5 DALLAS

AQ5

Only One-Fifth Fear Losing <u>Their</u> Jobs To AI

Don't know
2%

[CATEGORY NAME] [VALUE]

[CATEGORY NAME] [VALUE]

[CATEGORY NAME] [VALUE]

[CATEGORY NAME] [VALUE]

[CATEGORY NAME] [VALUE]

[CATEGORY NAME] [VALUE]

% Agreement (Strongly Agree + Agree)

Category	%
Total	19%
Male	18%
Female	21%
Millennials	22%
Gen X	21%
Boomers	15%
Big company	21%
Medium company	18%
Small company	17%
Mom & Pop	21%
Mornings	16%
Non-mornings	22%

0%   20%   40%   60%
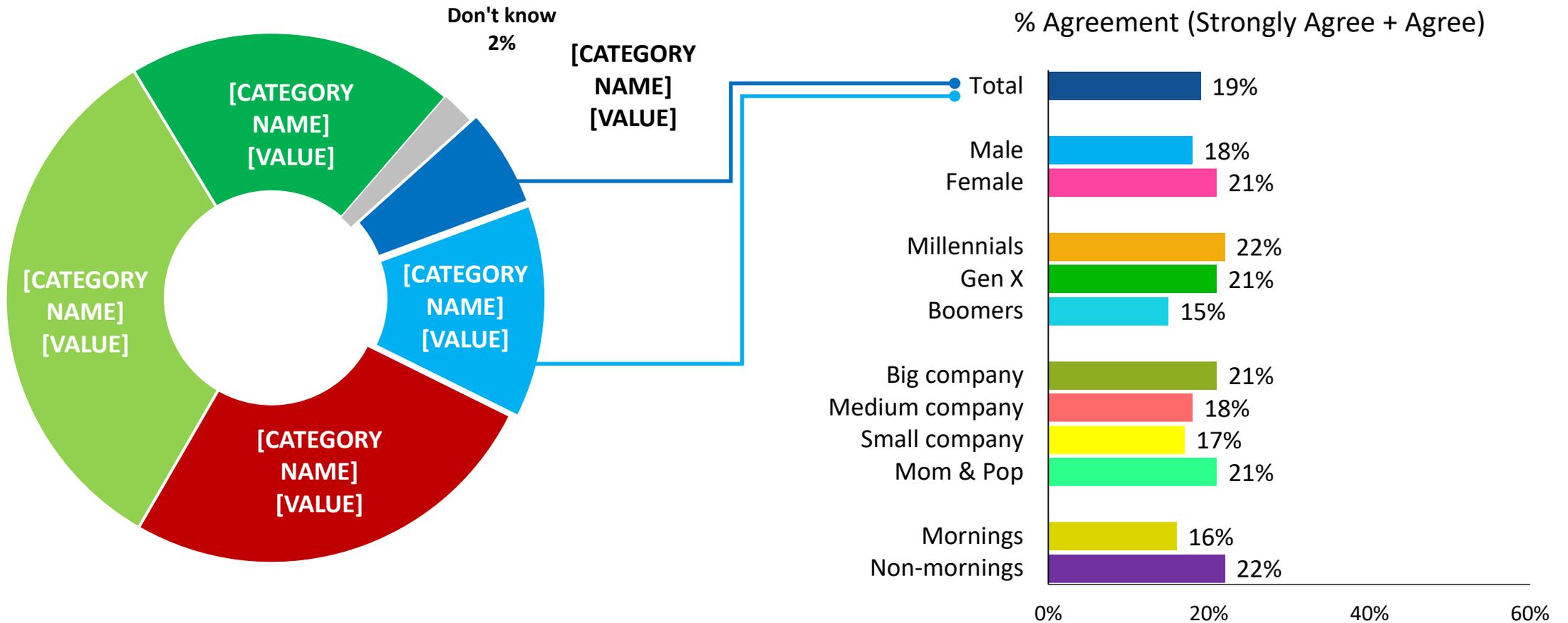
"I often fear losing my job to AI"

Among On-Air Talent Familiar With AI

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media strategies

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DALLAS

AQ5

An Upside of AI? According to Nearly Half, Job Efficiencies

Don't know
4%

[CATEGORY NAME] [VALUE]

[CATEGORY NAME] [VALUE]

[CATEGORY NAME] [VALUE]

[CATEGORY NAME] [VALUE]

[CATEGORY NAME] [VALUE]

% Agreement (Strongly Agree + Agree)

Category	%
Total	45%
Male	49%
Female	36%
Millennials	52%
Gen X	42%
Boomers	47%
Big company	42%
Medium company	39%
Small company	52%
Mom & Pop	51%
Mornings	49%
Non-mornings	42%

"I can see how AI would lead to efficiency in getting my job done"

Among On-Air Talent Familiar With AI

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AQ5

One in Four Say AI Could Help Build Their Personality Brands

[CATEGORY NAME] [VALUE]

Don't know 8%

[CATEGORY NAME] [VALUE]

[CATEGORY NAME] [VALUE]

[CATEGORY NAME] [VALUE]

[CATEGORY NAME] [VALUE]

[CATEGORY NAME] [VALUE]

% Agreement (Strongly Agree + Agree)

Total	26%
Male	26%
Female	29%
Millennials	33%
Gen X	26%
Boomers	22%
Big company	26%
Medium company	28%
Small company	22%
Mom & Pop	29%
Mornings	27%
Non-mornings	26%
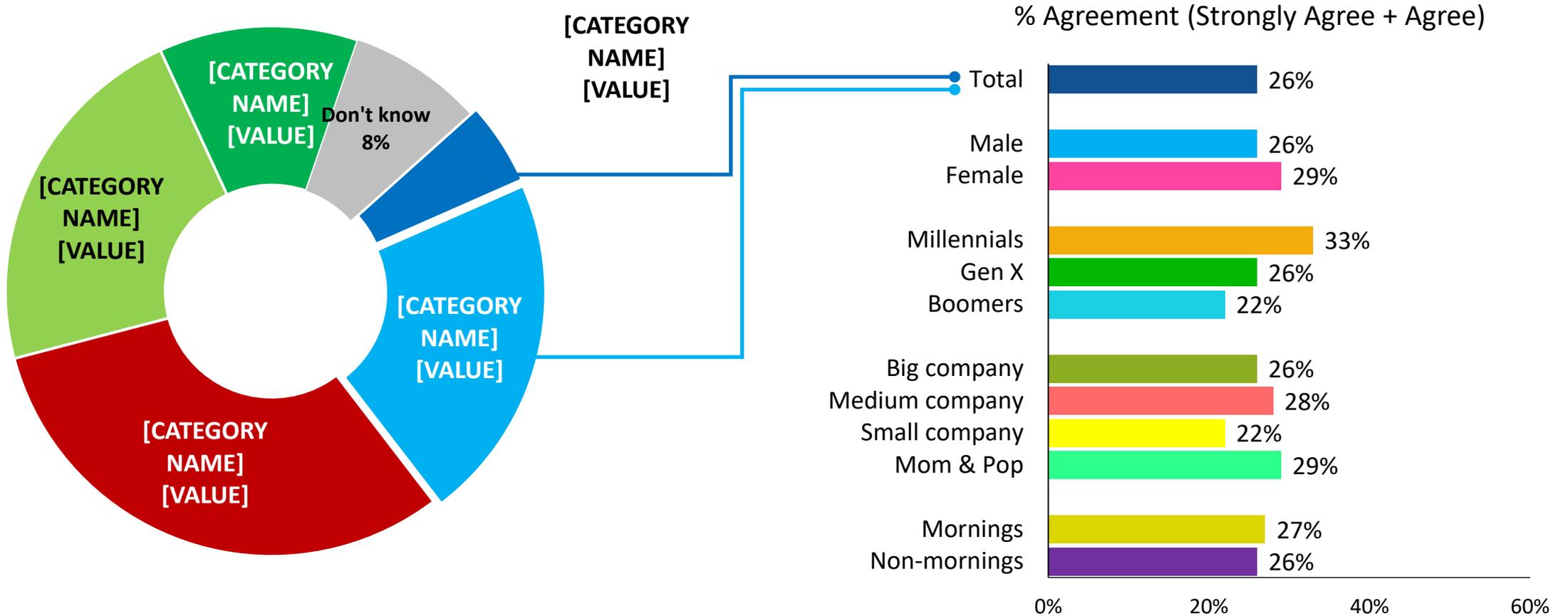
"AI technology could be a way for me to build my personality brand"

Among On-Air Talent Familiar With AI

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AQ5

Very Important Skills for Being Successful on the Air in 2023

Skill	Percentage
Story-telling skills	80%
Being in public meeting listeners	68%
Reading effective endorsement ads	65%
Being a good public speaker	63%
Computer/tech skills	61%
Social media skills	56%
Producing audio spots/promos	55%
Solid understanding of new technology and trends	52%
Being a good writer	49%
Networking with station clients	48%
Voicetracking a show	46%
Good understanding of how the ratings work	40%
Making a sales appearance	40%
Stage for announcements at a concert/festival	38%
The ability to shoot/edit video	26%
Being able to schedule station's music	25%
Doing a show from home	19%
Doing a podcast	14%
The ability to make TikTok videos	10%
Ability to use AI technology	9%

Among On-Air Talent, % who say each skill is "very important" to being successful on the air

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Self-Rated Skills for Being Successful on the Air

Skill	%
Story-telling skills	62%
Getting out in public to meet listeners	59%
Reading effective endorsement ads	66%
Your public speaking skills	64%
Your computer/tech skills	36%
Social media skills	31%
Producing audio spots/promos	56%
Your understanding of new technology and trends	30%
Your writing skills	54%
Networking with station clients	44%
Voicetracking a show	63%
Your understanding of how the ratings work	45%
Making sales appearances	43%
Stage for announcements at a concert/festival	61%
The ability to shoot/edit video	16%
Being able to schedule station's music	42%
Doing a show from home	35%
Doing a podcast	22%
The ability to make TikTok videos	9%
Your AI technology skills	8%

Among On-Air Talent, % who rate themselves as
"excellent" for each skill/ability
In order of Total

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THANK YOU!

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- fred@jacobsmedia.com
- @fnjacobs
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- www.jacobsmedia.com/blog

AI

Radio, AI Technology, and You