



WHY ISN'T MY PHONE EQUIPPED WITH FREE, LOCAL **RADIO?**

Nearly 243 million Americans count on local radio to provide the news and information they need daily. Wouldn't it be nice to have the local radio stations you know and love available in the device you can't live without – your mobile phone?

Americans are asking why the mobile phone gatekeepers are resistant to offering a free entertainment option that will also provide lifesaving emergency information in times of crisis, especially since the top 10 best-selling smart phones already contain the chip that allows broadcast radio reception; it simply needs to be activated.

Getting Past the Gatekeepers

Despite a ready audience of nearly 243 million radio fans, only a small percentage of mobile phones on the market in the U.S. today offer free, local radio as a feature. Some believe this is because carriers make a significant amount of money off of data streaming, and might lose some of that revenue if customers had the ability to access local radio on their phone for free. Some manufacturers claim that it's because a radio feature would be costly to add, take up too much space, make phones heavy or drain the battery – but none of those excuses are true.

The Real Facts

- It would be of little or no cost to phone manufacturers and carriers to offer free, local radio as a feature in mobile phones. In fact, the top 10 phones in the marketplace already include radio chips that are simply not activated.
- A mobile phone radio chip weighs less than a Tic Tac and has no significant impact on battery life.
- If your phone has built-in radio, you can get instantaneous emergency news wherever you are, along with continuing coverage of crisis situations to keep you safe. Even when mobile phone networks are down, radio works.
- There are no monthly fees and no extra charges – local radio is free.
- A recent survey found that 81 percent of Americans not only want free, local radio as a feature, but would be willing to pay a small one-time fee to get it, citing its importance during emergencies.

The Bottom Line

Radio provides the most efficient and cost-effective way to keep Americans safe and informed in times of crisis. Mobile phone carriers should clearly communicate to consumers which models have built-in broadcast radio and agree to activate the radio feature in any phone capable of providing radio service.

To learn more, visit RadioRocksMyPhone.com.