



**If you're not on country radio,
you don't exist.**

– Sony Music Nashville Chairman and CEO Gary Overton*

Radio and musicians have a powerful partnership.

Through airplay, interviews with performers, concert promotion and giveaways, radio delivers \$2.4 billion in promotional value to artists and labels each year.

And radio is still the #1 way listeners discover new music – 245 million Americans listen to radio each week.

Let's keep the partnership strong.



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