

COVID-19 Media Guide for PR Pros – Episode 3: Radio Survey Results

In the third edition of COVID-19 Media Guide for PR Pros we share the first results of our radio survey. **25 radio stations responded.**

- According to [Nielsen](#), **radio audiences are increasing substantially as more people work from home.**
92% of the stations were interested in a coronavirus related story.
- **88%** of the stations were interested in interviewing a brand expert in a general story unrelated to the virus.

Radio is the fastest and lowest cost way to reach millions of people. It's convenient as the spokesperson and communications team never have to leave home. It's also crucial to include radio because employees listen to radio and you can easily target specific markets while you are creating your crisis communications plan.