

Preserving AM Radio in the auto dashboard



The issue:

As automotive manufacturers 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. Some automakers claim electromagnetic interference with the AM band is an insurmountable obstacle. Other manufacturers cite the ability to get AM radio from other sources. Either way, 82 million Americans* are in danger of losing the AM radio they rely on for music, news and information, emergency messaging, and other forms of entertainment.

*Source - Nielsen

What makes AM radio unique?

AM radio signals can travel farther than any other



AM radio serves as the backbone of emergency alerts.

The 4,500 AM radio stations in the U.S. boast diverse genres in many different languages - something for everyone!



AM radio signals can travel through solid objects like mountains and buildings.

Why is it worth protecting?



AM radio is essential in an emergency

AM radio is one of the critical ways that federal, state, and local officials communicate with the public during natural disasters and other emergencies. Former leaders of FEMA stated that the success of the National Public Warning System hinges on the use of AM radio due to the distances that its signal carries and its resiliency during catastrophic events. Although many automakers suggest that other communication tools - such as internet radio, could replace AM, in an emergency, drivers might not have access to the internet and could miss vital safety information.



AM radio is important to rural areas of the U.S.

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



AM radio matters to all communities and is still valued by automotive consumers

There are nearly 4,500 licensed AM stations across the United States. Of those, nearly 500 broadcast in Spanish. It's clear that AM radio plays a vital role in connecting Black, Asian, Native American, and Hispanic communities with stations that serve these audiences with niche and in-language programming. City dwellers across the U.S. rely on AM radio for news, weather, sports, and more - all for free over-the-air. Consumers still desire AM in-car listening. 33% of new car buyers say that AM radio is a very important feature in a vehicle - higher than dedicated wi-fi (31%), satellite radio (27%) and personal assistants like Amazon's Alexa (6%?)*. Whatever the reason, AM radio remains a critical piece of America's audio consumption habits.

*Source - Jacobs Media Techsurvey

AM radio in the U.S. by the numbers

4,475 AM stations

2,089 Music stations

2,085 Spoken word stations

639 Minority-owned stations

556 Non-English language stations



The Ask

Please join our effort to preserve AM radio in all future vehicles sold in the United States. Congress should urge automakers to keep AM radio as a standard feature. It is vital to public safety and to over 80 million Americans that depend on AM radio.

Text "AM" to #52886 to tell legislators why you depend on AM radio.

For more information visit
WeAreBroadcasters.org/DemandonAM