



Bonneville programmer Ken Williams, shown, is thinking outside the box to capture the youth market. His iChannel format of fresh, new artists is now being syndicated to Bonneville HD2 stations in five markets, many using BE HD Radio multicasting technology.

A Welcome Invasion Of Pod People

BE HD Radio multicasting adds youth channel to Bonneville HD2 stations nationwide

Going after today's youth market is quite possibly the most difficult programming challenge of all time. Herding cats comes to mind.

The way many broadcasters see it, you can ease into the 12- to 24-year-old demographic by adding a little hip-hop into the playlist. Or, you can jump in with both feet and set aside a block of time for these youngsters. Either way, you're dealing with a fickle, extremely independent population that can flit from iTunes to iTunes faster than you can say "catnip."

If only you could incorporate the iPod phenomenon into the radio listening experience.

One BE HD Radio broadcaster may have found a solution. Some time ago, programmer Ken Williams with Bonneville Radio Group in St. Louis started experimenting with a playlist made up of hip, independent artists for his local show. With the green light from his General Manager, John Kijowski, he enlisted the help of volunteer college interns, and turned them loose as live, on-air talent to talk about artists who had attained some regional celebrity status, but had yet to break onto a major record label.

Williams introduced the format, now called iChannel, on www.ichannelmusic.com more than a year ago, and the online listener num-

bers started to climb. Every song was fresh, every performance unique and the format began to click with 12- to 28-year-old males tired of loading new songs onto their iPods.

"The reviews we got back from listeners were phenomenal. One of our supers (super-listeners) said that after listening to iChannel, he hasn't had to download songs to his iPod in two weeks," comments Williams. The programmer said he knew iChannel had reached a milestone when Drew Horowitz, Vice President of Bonneville's HD Radio initiative, dedicated a studio to the program and allowed him to hire on-air staff, most of them young interns, to syndicate it on the group's HD2 multicast channels.

"These listeners are what I call digital nomads. They've been lost to the FM band, and we're just giving them a format of music that will draw them back," says Williams.

In May, iChannel began airing on Bonneville HD2 stations in Chicago, Salt Lake City, Phoenix, and D.C., in addition to St. Louis. Many of the stations are using BE HD Radio transmission technology that allows them to transmit iChannel on a second digital channel to be picked up by younger, digital-savvy listeners using HD Radio tuners. **BE**

Let the Good Times Roll

Wyoming broadcaster adds HD2 and HD3 channels to AudioVAULT studio



Russ Davidson—Programmer for Sheridan Media

Small-market radio has never had it so good, according to Russ Davidson. He says not only does the smaller-market guy get to load up on new stations because of FM HD Radio multicasting, he can do so without toiling in program obscurity.

Davidson ought to know. He's the programmer for Sheridan Media in Wyoming, and he's introducing six HD2 and HD3 stations to the diminutive market of Sheridan. Total population: 17,000.

"The beauty of a small market is I can gobble up mainstream formats on HD. I don't have to try to reinvent the wheel like they have to do in Detroit and Miami, where there's every format under the sun times three," says Davidson, who practically runs Sheridan's three FMs and two AMs from a single seat using BE's AudioVAULT digital media system.

Sheridan Media

Case in point: For Sheridan Media's CHR station, he's running an Oldies format on the second HD2 channel—an unlikely format for larger market HD2 channels because of its wide proliferation on main channels. Davidson is tapping Premiere Radio Networks for Oldies music, and while he's at it, he's bringing down the *Air America* talk program for another multicast channel and a comedy show for yet another.

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Dreams Are Made of This

Lake of the Ozarks dream station has integrated BE music rotation, Messagecasting, streaming media and home studio

What would you do if you won the lottery? If you're like most broadcasters, you'd probably build a radio station.

And, not just any station, either.

Your dream station would serve a large resort area that's growing, where you could kick back a little and take in the local scene. And, of course, any dream station of yours would have the latest and greatest, could pretty much run itself when need be and would air the music you wanted when you wanted it.

Add in your own weekend show—originated from a studio in your home, of course—and you'd have the perfect radio station.



Randy Wright built his dream station using BE's AudioVAULT as the foundation.

Granted, the reality for most broadcasters is far from the above. But we do know of at least one broadcaster who has built a darn cool radio station. Randy Wright, current Chairman of the Missouri Broadcasters Association and General Manager of four television stations in Columbia, Missouri, built his dream radio station from the ground up last year using BE studio equipment. Instead of winning a lottery, he won an FCC auction for a frequency that had gone dark, and began fulfilling his dream. To his good fortune, Wright, along with his partners, acquired 101.9 in Lake of the Ozarks, one of America's largest resort areas in the Jefferson City/Columbia/Lebanon, Missouri market.

KZWW 101.9, "The Wave", plays AC with smooth jazz to a core market of 25-to-54-year-old women. It's the kind of upscale operation that most broadcasters only dream about, with full digital music rotation scheduled, stored and accessed by BE AudioVAULT digital workstations in every studio.

What's more, The Wave is running text and album art out to the latest RDS radios through BE's The Radio Experience system. This, too, is tied into every facet of studio operation through the AudioVAULT

system, along with another integrated streaming media system, SoniXtream by BE, for putting music and audio ads on its Wave Web pages. Morning show host and Program Director Steve Richards uses the suite of BE products to put out a show on the air and on the Internet; he and News Director Stacy Johnson are both finalists for Missouri Broadcasters Association awards for the quality of work being done on The Wave.



Program Director Steve Richards in The Wave's new studios that integrate BE streaming, Messagecasting and broadcasting.

Not only does the station push out its big-market sound to the Internet, it brings in big-market talent as well. Middays are hosted remotely from a studio connected to AudioVAULT, for example.

As for the studio in the home, that, too, is a reality. Every weekday afternoon and on Saturdays, Wright will amble into his home studio, access the day's playlist through his AudioVAULT workstation, cut voice tracks and run them out over a dedicated link to the studio for transmission to The Wave audience. Wright, a former award-winning television weathercaster, is also able to access The Wave remotely from home during times of severe weather and provide up-to-the minute storm updates for broadcast over the air.

"This truly is a dream come true for me and we're all having a blast in the process. Radio was meant to be fun!" says Wright. KZWW's "wavesite" is www.1019thewave.com. **BE**

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BE has teamed with GE Capital Solutions to make it easier for you to move to HD Radio multicasting and Messagecasting—along with their potentials for increased listenership and revenue.

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- Affordable and predictable payments structured to meet your needs and preserve working capital
- Credit decision and contract usually within one business day of completed application
- Leasing may provide the flexibility to upgrade and add-on in the future

Small Town Values Make Big Time Radio

Ron Davis talks of small markets, HD Radio and BE



Few voices resonate with today's small-market operator like that of Ron Davis', who owns KBOW 550 AM and KOPR 94.1 FM in Butte, Montana. Along with his full-time duties as a broadcaster, Ron is a member of the NAB Small Market Committee and is the National Chairman of the Small Market Operators Caucus, www.smallmarket.org. We caught up with this long-time BE customer at the Las Vegas NAB show during his two-day session on small-market HD Radio and later, during a more relaxing time at the NAB HD Radio reception, sponsored by BE. Ron, who is now on his third-generation BE AudioVAULT and whose stations are powered by BE transmitters, was, as usual, insightful and forthright with his answers.

BE: What was your takeaway from the NAB show from a small-market perspective, particularly concerning HD Radio?

RD: The buzz I got at the show is that an awful lot of small-market broadcasters are interested in HD, but at the same time, most of us in small markets are teetering on very limited budgets.

BE: Is the mindset then more of a "pay as you go" approach, rather than a complete HD Radio overhaul?

RD: I think so, and I am the perfect example of this. A station I just purchased in Anaconda came with a construction permit to move from 250 W to 25 kW. (Ron purchased KGLM FM 97.7 and KANA 580 there in December.) I decided that if I'm going to put that investment into building out a station right now, why not build it out as an HD? Why not do it right and get it running as an HD Radio station?

BE: Congratulations on your purchase of KGLM FM 97.7 and KANA 580 in Anaconda, by the way. Will you continue to operate your radio stations as local entities?

RD: Absolutely. I couldn't imagine running a station that isn't more than a few hours from me. Maybe I micromanage too much, but I believe we're licensed to serve the local community.

BE: How so?

RD: Well, we have 24 people running two radio stations in Butte. Others might think we only need 10 people here, but my belief is this is what it takes to cover this market. If I didn't believe that, I wouldn't be spending the money.

BE: That's the challenge, I suppose, automating just enough to keep costs at a manageable level, but not so much that you take the local out of radio.

RD: Exactly. You know, when my son was born, we received 18 presents from listeners because they consider us part of their families. When my father died, I received 42 sympathy cards from listeners. At the same time, if we screw up on the air they don't hesitate to tell us because they think it's their radio station.

BE: What do you think medium- and large-market broadcasters can learn from small-market broadcasters?

RD: Well, you certainly don't find small-market people taking notes at those NAB or Radio Show sessions on how to sound local. We already know how to sound local, because we are local.

BE: I have to ask. Do you find that same small-town commitment and service from BE?

RD: I don't mind telling you, we are a strong BE customer. You know, as a small broadcaster, you just can't afford to take chances.

BE: Thanks, Ron. That's good to know. **BE**



AudioVAULT Google Interface Clicks with Youth Advertisers, Too

Millions of new radio advertisers are just a click away.

A software plug-in is now available for BE's AudioVAULT digital media system that interfaces to Google's ad-buying engine so Internet advertisers can buy stations' available ad inventory online like they do their usual buys.

Google advertisers are largely new to radio, and they number in the millions. To gain access to this untapped advertising base, broadcasters simply mark air time available for purchase through their AudioVAULT systems and wait for the click.



eXtra

Extra Revenue • Extra Sales Commission • Extra Listeners • Extra Promos • Extra Fast Return on Investment

Let the Good Times Roll

(continued from cover)



ESPN sports broadcasting is also brought in and rebroadcast on another HD channel, a first for the sports venue. "We're the first ESPN HD Radio affiliate. When I called ESPN Radio months ago, they didn't know what to do with us," says Davidson.

In fact, Sheridan Media is reportedly the first small-market broadcaster taking advantage of its HD3 channels, and not just on one station, but on all three of its FM stations in Wyoming. With its three FMs now broadcasting three programs each, plus its two existing AMs, that's 11 program streams coming from one building in Sheridan. Davidson's advice to any broadcaster considering adding an HD2 or HD3 channel to their FM signal is to take advantage of network feeds for programming, and to use an expandable system like BE's AudioVAULT digital studio system to run it.



"I'm the only programmer in the building, but that's okay because I have all the tools I need to make it work," he says. **BE**

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HD Radio Workshop for Engineers

Get an overview of today's HD Radio system architectures and technical implementations.

Tuesday, June 19 & Thursday, June 21

HD Radio Workshop for Managers

Discover where HD Radio is today and where it is headed.

A non-technical presentation for management, programming, promotions, sales and operations.

Tuesday, June 26 & Thursday, June 28

The Now of Messagecasting

Explore how to engage listeners and advertisers using text over HD Radio, FM RDS and your website. Stuff you can use today, appropriate for everyone at your station.

Tuesday, July 10 & Thursday, July 12

Where HD Radio Meets Creativity, Revenue and Technology

Learn about tools and techniques that can put you at a competitive advantage. For management, programming, promotions, sales and operations.

Tuesday, July 17 & Thursday, July 19

Networking and STL Issues When Implementing Multicasting for HD Radio

Engineers can get a better understanding of these important aspects of designing an HD Radio system.

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HD Radio Tube Transmitters & A Look Ahead at New HD Radio Technologies

Are tube transmitters the right choice for your stations? Find out if they are and get a peek at HD Radio technologies on the horizon. Primarily for engineers.

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All Roads Lead To HD Radio

BE Puts You AND Your Engineer in the Driver's Seat!

When you convert to HD Radio, you want to know the costs now and in the long-term. So carefully examine efficiency specifications when shopping — the impact on your electric bill could be huge.

BE's FMI T Series tube transmitters, with FM+HD Radio power levels from 15 kW to 50 kW, outperform everything in their class. 55% is a conservative, AC-to-RF output efficiency spec. What's that mean to you? Grab your latest electric bill and contact BE to calculate your potential annual savings.

High performance. Fuel efficient. Let BE technology put you ahead of the pack.