



Bruce Beasley, President of Beasley Broadcast Group, Inc.

## BEinterview Beasley Going for Triple Play

### using BE Streaming, BE Multicasting and BE Messagecasting

The group known for turning under-performing stations into money-makers over the past four decades is now turning its full attention, and all 42 of its stations, on the opportunities that are currently before terrestrial radio.

Within the next 60 days, all Beasley Broadcast stations will begin streaming program content on the Internet using BE SoniXstream, and those not already broadcasting text or multicasting a second digital program channel will begin preparations to do so using BE HD Radio technology and BE Messagecasting products.

President/Chief Operating Officer, Bruce Beasley, took a few minutes out of his busy schedule to talk to us about these new developments, and the state of the industry in general.

**BE:** Any one of these—streaming, multicasting or broadcasting text—is a huge undertaking for any group. But all three? You're essentially redefining radio.

**BB:** Absolutely. Terrestrial radio seems to be in a transitional state right now, and these technological opportunities are going to be important as we continue to develop that relationship with the consumer.

**BE:** How so?

**BB:** For example, the different types of music and niche programming that we can put on our second HD channels will deliver something to the consumer that they don't have today. It gives them additional choices, and it's free! Likewise, the listeners we can't reach over the air now are reachable through streaming. And, as far as the text messaging goes, this aligns with what we're trying to accomplish on the air, not only the "now playing" artist and title information but also promotional and service opportunities. We're working with BE on all three of these because they each benefit the listener.

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## SoniXstream: Listen While We Work

They duck into office buildings in the morning and reemerge eight hours later after a daylong radio blackout. Ah yes, the elusive listener.

How can radio penetrate the workplace and reach today's listener all day, everyday? The desktop computer could hold the key to office listening, where demographics may very well favor advertiser revenue.

A survey by Arbitron and Edison Research indicates that the overwhelming majority of Web radio listeners are station P1's, or those prime advertising targets who claim a particular station as their favorite.

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### in this issue:

- The Radio Experience helps New Orleans stay alert.
- HD Radio in mid-sized markets? Far from impossible!
- BE's HD Radio Seminar @ The NAB Radio Show is a must-attend event for radio decision-makers... and it's free.
- Get more of the BE gear you need with our **All the Good Stuff Promotion**.

**HD Radio** Total Radio. Guaranteed.

## SONIXSTREAM, Continued from page 1

This may be especially true for Country, Adult Contemporary, and Urban listeners, who are demographically concentrated in office environments ideally suited to live program streams. The typical office computer is hooked up to the outside via a broadband link capable of carrying full-fidelity audio.



"We can't say for certainty, but it's a reasonable assumption that because these people spend long periods of time online, many of them are P1's," comments Ned "Tack" Attayek, IT and Web manager with MIX 101.5 WRAL-FM, Raleigh, N.C., which is streaming its AC programming live using BE's turnkey SoniXstream system and BE Data Center services.

MIX 101.5 WRAL-FM streaming logs show sustained listening, presumably due to in-office listening by its targeted demographic of 25- to 54-year-olds, predominately women.

MIX 101.5 started streaming its main program consistently two years ago. It recently added another stream to carry its HD2 channel, a long-form version of its regular format with the addition of local and regional artists. "Streaming is a significant form of brand extension," sums up Attayek. **BE**

## How Streaming Works...

Operationally, MIX 101.5 WRAL-FM feeds music from a BE AudioVAULT digital media system to BE's Data Center over a broadband link, where the program is distributed to individual listeners over the Internet. BE's SoniXstream handles all the connectivity, formatting and ad insertion functions, including stripping the on-air spots from the stream to avoid AFTRA talent fees on ads originally intended for radio broadcast. As a turnkey package, SoniXstream also handles all listener/per song reporting for music rights fees as required by law. **BE**

# New Orleans' WWL on Full Alert with BE Messagecasting



It's hurricane season once again and WWL 105.3 FM in New Orleans is on full alert, this time with a new text capability that will give local listeners yet another information lifeline should disaster strike.

WWL 105.3 FM, which is owned and operated by Entercom, is using BE Messagecasting from The Radio Experience to broadcast emergency text readouts along with regular audio announcements. As EAS activations from the weather bureau occur and evacuation updates from civil authorities develop, relevant text messages scroll across the face of RDS text-enabled receivers as a critical source of information. "This is the kind of thing that really makes local radio useful. While EAS tends to be used for warning about transitory events like tornados, explosions and civil emergencies, putting the EAS text up on WWL-FM's RDS display gives us a

way to communicate with the community 24/7, even with the radio's volume turned down," says Joe Pollet, Director of Engineering for Entercom's New Orleans stations.

EAS/RDS texting is a new function of TRE Message Manager, which Entercom originally installed on WWL 105.3 FM to manage song title and artist text. In the wake of Hurricane Katrina, BE added an upgrade to the system based on emergency triggers and EAS codes established by authorities. Text readouts of these messages instantaneously appear on the face of HD Radio or RDS tuners in place of the song title and artist name during an emergency.

With this new function, available to all TRE Message Manager customers, WWL 105.3 FM is able to notify listeners of shelter locations and update the public on safety issues and health conditions.

WWL-AM is the designated Louisiana LP1 and EAS Primary Entry Point (PEP) for the southeastern region of the state. Listeners here haven't forgotten how WWL provided comfort and information as Hurricane Katrina slammed the Gulf Coast last year, unleashing a torrent of water and setting off a series of events that proved catastrophic to the city and its residents. New Orleans' oldest radio station continued coverage throughout the ordeal, despite the lack of power and telephone communication, and was recognized with nine regional Edward R. Murrow awards for its coverage and reporting during the hurricane. **BE**

# HD Radio Meets The Apprentice

It would make a great episode of *The Apprentice*. Imagine that Donald Trump helicopters in to meet the latest cadre of young business savants, who have been given an impossible assignment.

Develop a 15-year business plan for radio.

The year is 1995, and the candidates are aware that in-band, on-channel (IBOC) is in the offing, but no one knows when it will be available, much less what it costs and how it will be used. Meanwhile, our apprentice hopefuls have payroll to meet and listeners to entertain, all the while aware that they'll need to compete against new entertainment platforms such as mobile phones, the Internet and satellite.

Seem familiar? Just about every broadcaster has imagined this episode, or one like it. A few have even lived it, and actually developed a business plan that is now starting to run its course. "Back in 1995 we put our Alvin Toffler hats on and asked ourselves where we'd be 10, 15 years from now. We had some general ideas, but we knew for certain that we had to invest in the hardware and the software, especially the content development for a younger listener," says Peter Booker, President/CEO of Delmarva Broadcasting Co., which owns and operates 11 radio stations serving Delaware, eastern Maryland, and southern New Jersey.

Delmarva Broadcasting started with an Internet plan in 1995, and soon after began Internet broadcasting a format for 20-something listeners that it continues today with the help of a BE SoniXstream system. When IBOC, now HD Radio, gained traction, Booker wasted no time in forming a rollout strategy that put HD Radio on the map initially at WSTW 93.7 FM in Wilmington and WAFL Eagle 97.7 FM in Milford, with WXCX 103.7 FM in Havre de Grace to follow by year-end. Most of the group's remaining five FMs will be converted to digital by late 2007.

It's an aggressive rollout plan for any station group, especially a small group owner. But like many progressive broadcasters, Booker believes HD Radio is necessary to capture today's more media-savvy, younger listeners. The next few years, he says, are critical launch points for radio to engage the 20- to 30-something listener.



*Delmarva Broadcasting's new Graffiti Radio program for its HD Radio multicast channel is developed for young adults, by young adults. It offers a new listening experience with music that is typically heard on the Web and listeners as DJs.*

**Peter Booker, President/CEO  
Delmarva Broadcasting Co.**

Besides, he adds, stations can convert to digital and still continue with their usual broadcasts, a plan that is made all the more doable because of the affordable HD Radio conversion options offered by Broadcast Electronics. For some of its stations, Delmarva Broadcasting is able to keep existing infrastructure and add only the digital components needed for HD Radio. For others, the group is replacing aged infrastructure with a combined digital and analog BE transmitter at an overall cost savings, depending on the depreciation lifecycle of existing transmission equipment.

Regardless of HD Radio configuration, all Delmarva stations using BE HD Radio systems will have a clear upgrade path to multicasting, Messagecasting and other new digital services emerging from HD Radio. In fact, at the first hint of HD Radio multicasting, Delmarva began developing a second program channel aimed at young adults. Graffiti Radio, as the format is called, was developed exclusively by non-programmers who are themselves under 30, and will begin broadcasting on Delmarva HD2 channels in the coming months.

What's next? "I see brand sponsored program channels, traffic alerts, even the possibility of listeners buying songs that we've played. We have a whole new platform here, a departure from the norm, and it's just the beginning," comments Booker.

Donald Trump would be pleased. **BE**

## BEASLEY TRIPLE PLAY, Continued from page 1

**BE:** You have been very active in the HD Radio Alliance as a key member. What have you learned so far about formats for those additional HD Radio channels?

**BB:** We're trying to stay away from competing directly with established formats because we want to be able to deliver new programming that's not otherwise on the air. In some cases, we try to line up the second program with what we're airing on the main channel. Our Gretchen Wilson (HD2) channel is a really good example of how we've been able to align a new format with the main Country format on WKIS 99.9 (Miami). We're also getting a lot of good reviews on our dance format on Power 96 in Miami. We're working with a company in London to program this all-dance music station. All of this will hopefully benefit the consumer, and if it benefits the consumer, then it'll be well worth the time and investment.

**BE:** I can certainly see how this will benefit the consumer. Will it also affect investor relations for radio?

**BB:** I think the investment community is waiting to see how radio will be able to grow at a reasonable rate. And, I think these opportunities will give radio additional revenue opportunities beyond the normal, day-to-day business. We're very committed to that. It's all about finding new avenues that can create revenue. **BE**





# eXtra

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

## All the good stuff... and more!



### The BE HD Radio Seminar @ The NAB Radio Show

BE's FREE HD Radio Seminar is a must-attend event for managers, programmers, engineers and all radio decision-makers.

The seminar will be divided into three sessions on HD Radio conversion— attend one or all three!

- HD Radio**
- Processes, Pitfalls, Strategies and Successes
  - Technical Planning and Realization
  - Nuts and Bolts Technical Issues

The seminar will be held twice and is for stations planning HD Radio conversion as well as those already there.

**Primary Session:**  
Tuesday, September 19  
Hilton Anatole Miro Room  
from 2pm until 5pm

**Second Chance Session:**  
Wednesday, September 20  
Hilton Anatole Travertine Room  
from 2pm until 5pm

### Buy Now and Get MORE of What You Need

Now is the time to upgrade and make the most of your budget! Take advantage of BE's "All the Good Stuff Promotion".



Upgrade your automation system to AudioVAULT Vault<sup>2</sup>, buy RDS gear from The Radio Experience, start Internet broadcasting with SoniXstream or purchase other qualified products between now and the end of the year.

BE will SUPERSIZE your system with free software, no-charge training and/or additional hardware based on the size of your order.

Contact your BE sales representative or visit our website for details.

[theradioexperience™](http://theradioexperience.com)

**For complete info, visit [www.bdcast.com](http://www.bdcast.com)**

## Small Town Radio by the Minute

Bill Struyk has done some serious time in small-town radio.

He's been the General Manager of WGHN AM/FM in Grand Haven, Mich., for 23 years. That's almost 24 million minutes total between the two stations, each one filled with program content of one sort or another.

Along this stretch of the Lake Michigan shoreline, WGHN "The Rhythm of the Lakeshore" is the community's source for fishing reports, local traffic and news, school sports, and entertainment. Except for a handyman show that is piped in on Saturdays and a few other national syndications, most of the programming that comes across 92.1 MHz and 1370 kHz is homegrown Struyk & Co... and a BE AudioVAULT digital media system.

"We're the last of the old-fashioned, one AM and one FM operations. We're a dinosaur. We're still here for one reason, computerization," says Struyk.

That WGHN has survived, even thrived, is saying a lot. With the closest Arbitron market 30 miles away in Grand Rapids, agency buys here are rare. And, local merchants with deep pockets are even rarer. For Struyk, the business of radio is all about cost containment and maximizing output.

"We have to do the same, if not a better job than we did 20 years ago but with half the resources," he says. WGHN AM/FM simulcasts a soft Adult Contemporary playlist of about 1,200 songs stored and rotated on BE AudioVAULT. The AM/FM combo runs heavy local news and information in the morning, a noon-hour of news and local news and information again during the evening.

Despite the heavy demand on its studios for local content, WGHN staff size has remained steady at less than ten people compared to 18 two decades ago. How does Struyk do it?

He put in a BE AudioVAULT digital media system more than 15 years ago, and over the years, has built upon this platform to increase operational efficiencies at the same rate as computerization as a whole—without imposing a huge learning curve on his staff. "Everything is assimilated into the AudioVAULT, and that's really helped us get a handle on payroll," says Struyk.

Today, the AudioVAULT is networked throughout WGHN's studios, assuming double-duty as both on-air music scheduler and production support. **BE**



*Bill Struyk, General Manager WGHN AM/FM in Grand Haven, Mich, pictured here with the BE AudioVAULT, his favorite digital media system.*