

Martini Rocks!

One of hundreds of hip programs on BE HD Radio



Jeff Allen, Program Director for KFTK FM

Ever feel like you're stuck on one of those traffic roundabouts, going over and over the same circle of formats in search of a way out of the formulaic programming doldrums?

You're not alone. More than 650 FM broadcasters so far have added a second program channel to their HD Radio broadcasts, and to no one's surprise, the format choices are anything but typical.

In fact, programming on these HD2 channels is all over the road, from jokes and sports to music of all flavors.

Take MyRedLounge, an HD2 station on the same dial position as KFTK Talk 97.1 FM in St. Louis, Missouri. The station is running what is described as "martini music", an interesting mix of jazz, blues, swing and lounge tunes from yesterday and today. Sinatra and Dean Martin follow newer artists such as Diana Krall, Jamie Cullum and Michael Bublé to give MyRedLounge a very unique and contemporary sound.



Total Radio. Guaranteed.



"We aren't at all hesitant about mixing genres, as opposed to what all of us in the industry were doing seven or eight years ago when we wouldn't dream of it," says Jeff Allen, Program Director for KFTK FM, which updated to digital HD Radio with Broadcast Electronics transmitter gear and gained an entirely new channel in the process.

"It almost harkens back before the old Top 40 days when we weren't afraid to try new things," he adds.

HD2 offers the best of both worlds as a channel separate from, but coexisting on, the same frequency as the main program. What plays on one doesn't affect the other, except to generate some market synergy. MyRedLounge is aimed at the 35- to 64-year-old age group, the very same age demographic as its main talk host, but targeted to a totally different demographic lifestyle.



Because MyRedLounge broadcasts from the same RF facility as the main talk program—and without a separate broadcast license from the FCC to boot—adding the channel required minimal capital outlay. In fact, Emmis Broadcasting had already invested the capital in converting KFTK FM to HD Radio, so adding the second channel became a simple matter of installing another box to generate the HD2 broadcast.

Adding text data or even a third channel will be even easier, requiring a simple setup change to the BE gear. "Another channel has come up in our discussions, yes. It's one of those situations in that the more we do with HD Radio, the more we realize what we can do with it," comments Allen. **BE**

New Jersey Radio on the Spot

...and on YouTube, The Sopranos and other nontraditional revenue courtesy of BE



Billy Clanton, Jr., Interactive Marketing Director for Greater Media New Jersey

Nontraditional revenue is practically an institution in New Jersey. So, when it came time to explore new ways to make money in radio, we cued up the Soprano's music and called on our good friends in the Garden State.

We only had to go as far as Greater Media, which owns two FMs near the Jersey shore, an FM and two AMs at the top of the state in Morristown and an AM and FM in central Jersey.

Greater Media's New Jersey organization gave us plenty to think about in terms of NTR, with the group's impressive lineup of income-generating Web, text, streaming and social networking opportunities.

Sure, we knew this cluster had been streaming content for some time and had ventured into Messagecasting in the last year. After all, we supplied the streaming media system, SoniXtream, and The Radio Experience product, used for Messagecasting, along with HD Radio transmitters for broadcasting digital on three of its four FM stations.

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Speaking of Great Media



Dan Finn—Vice President & Regional General Manager for Greater Media New Jersey

You name it, Greater Media New Jersey is doing it. Its rock station, WRAT 95.9 FM in Point Pleasant, was the first New Jersey FM to convert to HD Radio in 2003 using BE's transmission system. Other FMs in the group soon followed, and it wasn't long before the group went on to standardize webcasting on all six of its stations using BE's SoniXstream studio tools and backend bandwidth hosting services. More recently, the group began Messagecasting advertiser information using BE's The Radio Experience products. We talked briefly with Dan Finn, Vice President & Regional General Manager for Greater

Media New Jersey, about the group's bold, progressive move into new media and what advice he can offer to other broadcasters.

BE: How committed are you to HD Radio?

DF: Very committed. Our rock station down the shore was the first FM radio station in New Jersey to convert to HD Radio. I'd personally like to see all stations in New Jersey advance to HD. After all, the Garden State has always been in the forefront of new technology. Marconi, Bell, Edison and Tesla all lived and worked in the area. I almost feel a responsibility for New Jersey broadcasters to be out front with regards to radio's next evolution.

BE: What do you think new media means for radio today?

DF: New media means more than websites and text messaging. It's all about generating creative ideas, and then having your technical staff turn those ideas into reality. Basically, we all have a clean sheet of paper, and I believe anything is possible with radio and new media.

BE: What can you tell broadcasters in small- and medium-sized markets about generating income today?

DF: It should simply be all about delivering results for advertisers. As long as we continue to succeed in that goal, our topline growth will be consistent. New media will enable us to offer our advertisers increased exposure while generating additional revenue for the stations. Sounds like a win-win to me. **BE**



New Jersey Radio on the Spot

(Continued from cover)

But, the extent of this group's use of new media surprised even us. Examples include advertiser coupons text-messaged to listeners' phones, YouTube-like backstage interviews of bands sponsored by Heineken, a social network for women combining Flickr and MySpace under its Magic 98.3 website, and our favorite, a "Who Got Whacked" podcast following The Sopranos show each week that had amassed a loyal following in upper New Jersey. "The podcast was another example

of taking something literally from thin air, and making \$7,500 from nothing," says Billy Clanton, Jr., Interactive Marketing Director for Greater Media New Jersey. Clanton says NTR could easily account for 25% of the group's income in the next five years, but that



won't be because they put up a website and ran music over it. "We had to go beyond not only the traditional radio model but the traditional Internet model that radio was playing, as in just throwing up a web page and putting some pictures on it," he comments.

The group's venture into new media has the support of Greater Media corporate and is aided by vendor partnerships, according to Tony Odachowski, Executive Director Internet and Marketing Group for the cluster. "From a technical standpoint, we have tremendous support from Peter Smyth and Paul Krasinski at corporate," says Odachowski. "That has made it possible for us to move a little quicker into these new media areas," he adds.

Greater Media New Jersey partners with mobile phone companies as well as application vendors, and, of course, Broadcast Electronics, which is turning text into coupons and taking care of all the logistics of streaming for the stations, including bandwidth issues. **BE**



Radio Disney Ups Game with HD Radio AM



Drew Korzeniewski—Vice President of Distribution and Operations for Radio Disney

For Radio Disney, HD Radio AM can't happen fast enough.

"When we started Radio Disney 10 years ago, we decided that the format itself was more important than the fidelity. We don't think that anymore," says Drew Korzeniewski, Vice President of Distribution and Operations for Radio Disney, which is converting its BE and other transmitters to HD Radio on an accelerated rollout schedule.

It's no secret that Radio Disney has a tough audience. Kids today are difficult to entertain; they've literally cut their teeth on interactive gaming and other forms of new media.

Although its programming is available on the Internet and over satellite, Radio Disney is a network of predominantly AM stations. Forty of its 42 stations are AMs, which essentially means the Mickey Mouse network is competing for the attention of the highly distractible 6- to 14-year-old with a medium that is older than most of our grandparents.

The need to upgrade to digital AM became evident when Radio Disney purchased two FM stations. It wasn't long before management began wondering how to get that same FM sound on all 40 of Radio Disney's AMs.

AM HD Radio offered a boost in audio quality on par with FM, but without abandoning existing listenership. "For more than 75 years, the Disney brand has stood for quality and innovation in entertainment. That expectation of quality applies not only to creative content but to technical quality as well. At Radio Disney, we are focused on delivering listeners a high-quality listening experience, which includes HD Radio," comments Korzeniewski.

By the end of 2007, Radio Disney will have converted 70% of its AMs to HD Radio, in many cases by adding a BE unit and making a 15-minute field modification to a BE AM transmitter. The remaining majority of Radio Disney AMs will follow in 2008 in much the same way.

Meanwhile, Radio Disney's FM stations in Indianapolis and Little Rock have already converted to HD Radio though BE's upgrade path, giving these stations a CD-like sound and raising the standard yet again for quality radio. **BE**

Young recording artist Corbin Bleu, star of *High School Musical*, *High School Musical 2* and *Jump In*, can now be heard in high quality HD Radio AM on the majority of Radio Disney's 40 AM stations nationwide.



More HD Radio on the Side

Joplin group gains stations as part of BE conversion technology

Sometimes, more really is more. Consider Zimmer Radio, Inc. in Joplin, Missouri, and its conversion to HD Radio using Broadcast Electronics transmission technology.

Zimmer not only covers all the major demographic groups with its lite rock, CHR, classic rock and country stations, it's broadcasting more of the same on new HD2 channels.

For this small-market group, adding HD Radio channels onto existing FM broadcasts didn't call for a new program manual. What the opportunity called for, according to Zimmer Radio Operations Manager Chad Elliot, was simply more country, more CHR, and more rock tunes.

"We wanted the secondary format to be close to what we already do, at least for now, just because we want to keep the listener on our dial position," says Elliot, who added extra program channels to three of the group's four FM stations as part of the conversion to HD Radio using



BE transmission and studio products.

With this upgrade, HD Radio listeners jumping up the dial a half-click from, say, KIXQ 102.5 Country to KIXQ 102.5-HD2 Country Classics will find more of what they like, not an entirely different music format. "When they land on that dial position, it's the same brand and the same moniker but an expanded playlist of what they're used to," he explains.

Elliot believes that running complementary HD2 programming on three of the group's four FM stations—a CHR rhythmic HD2 channel for its KSYN "Kissin" 92.5 CHR station and an active rock HD2 channel for its KXDG "Big Dog" 97.9 rock station, in addition to country classics on KIXQ's HD2 channel—will retain existing listeners while attracting new listeners.

At the very least, he says, "We hope our listeners remember us when it comes time to fill in the (Arbitron) book." **BE**





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One Studio, 16 Stations

Audio-over-IP unit offered by BE unites stations in 8 states under one studio



Alan Cook—previous KFLR FM General Manager of 25 years, now anchor of the group's Arizona morning show

Family Life Radio has one mission, one main studio and 16 radio stations. This Christian radio group spreads the Word across eight states by centralizing programming from a single studio in Tucson, Arizona, which is shared by all 16 stations through the Internet and using the AudioTX audio-over-IP unit offered by Broadcast Electronics.

The shared studio arrangement has enabled Family Life Radio to sell off studio buildings in seven of its markets at a huge capital and operational savings—not only in terms of real estate, but also in terms of insurance, personnel, electrical and other office expenses.



Specifically, the AudioTX STL-IP unit makes it possible for its radio stations to share programming from a single location, whether stations have a separate studio or not. An AudioTX STL-IP with a T1 drop is at each of the studio-less transmitter sites for direct program access to the main studio via the Internet. "This is saving us a lot of money, but just as important, it gives us program consistency that we wouldn't have with separate studios," says Alan Cook, who recently semi-retired as KFLR FM's General Manager of 25 years to anchor the group's Arizona morning show.

"Physical location is less important than it was," he adds. Cook performs his anchor duties remotely using the two-way communication features of the AudioTX STL-IP, which is manufactured by MDOUK and distributed and supported in the U.S. by Broadcast Electronics.

Family Life Radio has broadcast licenses in Michigan, Wisconsin, Georgia, Florida, Texas, Kansas, New Mexico and Arizona. It has applied for and received a provision from the FCC for shared distribution of programming from its Tucson studio. **BE**



BE @ The NAB Radio Show 2007

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We'll have the latest in radio automation, Messagecasting, transmitters for AM, FM and HD Radio and more. And we'll share valuable information with your station on keeping a competitive edge for greater listenership and revenue.

BE personnel will be making several technical presentations. Attendance at these sessions requires a paid registration.

THE NAB RADIO SHOW®

HD Radio Technology Update

Part of the SBE Radio Engineering Forum. A practical overview of the latest developments for HD Radio, such as conditional access, electronic program guides and how these fit into the HD Radio data system, along with any updates on the system as a whole.

Presenter: Ray Miklius, BE VP Studio Systems

Date/Time: Wednesday, September 26 from 8:00am to 8:30am

AM/FM Transmitter Workshop & Breakfast

How well do you understand your transmitter site? This session offers an in-depth look at transmitter troubleshooting. And, breakfast is on us!

Presenter: John Bisset, BE Northeast Regional Sales Manager

Date/Time: Friday, September 28 from 8:00am to noon