

HD Radio on the Double

Pittsburgh FM Adds Two HD Channels

Radio formats are like potato chips. You simply can't stop at one, especially now that HD Radio is making it so tempting to put up two, even three formats on an FM frequency.

But are multiple HD channels practical, and if so, will they sound good?

Yes and yes, according to Gregg Frischling, the station manager for Steel City Media's WLTJ FM in Pittsburgh, which added an HD2 and an HD3 program channel to the FM signal in March.

"If you like having one channel, you're going to like having two even better," he says.



As one of a growing number of stations adding not one, but two multicast channels, WLTJ FM is doubling up on media output to serve an increasingly fragmented listening audience. The family-owned station is broadcasting a Classic Rock format and an Urban Adult Contemporary format in addition to its main Lite Rock format; all three channels are multicasting on 92.9 MHz using BE's transmission and multicast technology.

Multiple channels over HD Radio offer this rocker the program slots to indulge in the related formats that will snag new listeners and build cume, yet maintain the large number of core listeners needed to feed the ratings machine.

What's more, adding channels required little more effort than the flip of a switch once WLTJ FM had installed the HD Radio digital path.

WLTJ FM began broadcasting its main program in HD Radio in August 2005. It acquired a new BE RF system for generating the HD Radio signal and installed a broadband link, BE's Big Pipe, capable of transporting the full program payload — and much, much more — from the studio to the transmitter site.

Six months after signing on in HD Radio, the station turned on two additional program channels. The key to this expandability is BE's IDi 20 Importer multicast unit, which splits the digital signal into the desired program streams. With this one unit, stations can add an HD2 channel now and an HD3 channel later, or broadcast both now.



Gregg Frischling—Station Manager, WLTJ

Aside from content, the only requirement was to allocate the bits for each channel.

As for sound quality, Frischling says the three channels sound as good, if not better, than the station's analog broadcast. Noise is indiscernible and the laser-like reproduction of digital gives these channels a CD-like quality, despite the fact that each occupies little more bandwidth than typical dial-up Internet audio.

With the successful launch of two new stations under his belt, Frischling is now considering another HD channel. "I'm ready for HD4 when the market is," he says.

FM 95

THE Country Station

Good News for Station with AudioVAULT



Roger Lundeen—General Manager

There's good news and bad news in today's media business.

The bad news is the increasing competition for "ears" from new media sources. The good news is that as a result, local market share is falling to radio like loose change from a Ferris wheel.

Consider Galesburg Broadcasting Company, a four-station group out of Galesburg, Illinois. "Our market position keeps getting stronger, because the good thing for radio in the small market is that the printed newspaper is losing its influence. Which leaves an opening for us," says Galesburg Broadcasting's General Manager Roger Lundeen.

While many local newspapers are feeling the pinch of readership decline, by 15 percent in some cases, stations like Galesburg Broadcasting's WGIL 1400 AM, WAAG 94.9, WKAY 105.3, and WLSR 92.7 are making off with market share by playing more local sports, local news and local content of all kinds.

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- Increasing market share with local content and BE's AudioVAULT
- HD Radio receivers—availability up and prices down
- Get more of the BE gear you need with our **All the Good Stuff and More Promotion**

HD Radio Total Radio. Guaranteed.



Deals and Discounts on HD Radios



Our informal roundup counts more than 21 HD Radio SKUs for the home, a half-dozen manufacturers of HD Radio-enabled radios for aftermarket auto installation and 49 HD Radio-available car models hitting the showroom floor through 2009.

All receiver categories have HD radios on the market, including custom-home options that integrate HD into multi-room sound and entertainment systems and auto-radio converter units.



And, while the number of HD Radio tuners is going up, another important number—pricing—is coming down. Multicasting and text messaging is a standard feature in all of these radios. As for retailers, we observe national and regional outlets such as Fry's Electronics, Amazon.com, Radio Shack, Tweeter, Crutchfield and others.



Our friends on the receiver side of the broadcast business tell us that there are HD Radio discounts and deals galore this season. Here are a few we know about as we go to press:

For a limited time, **iBiquity** is offering \$99 HD Radio receivers to broadcasters exclusively for promotions. In addition, iBiquity is offering up to \$50 in rebates on 20 models, through January 14.

Sangean America is working with Fry's this holiday season to conduct in-store demos and promotions, with \$25 instant-off rebates on select HD Radio models.



The **Receptor Radio HD** by Boston Acoustics is available at special broadcaster pricing. The manufacturer also has an affiliate program for Internet referrals.

Polk Audio is offering its tabletop radio, the I-Sonic Entertainment System, at reduced pricing to broadcasters and offers affiliates commissions on sales referred to their website.



See the HD Radio Resource Center on our home page www.bdcast.com/hdradio for an updated list of HD Radio receivers, details on the programs for broadcasters from iBiquity, Boston Acoustics, Polk and others, as well as links to further information.



Company	Product	Retail *
Alpine	Auto	\$599
Audio Design Associates	Home	\$999
Boston Acoustics	Home	\$299
Cambridge Soundworks	Home	\$299
Day Sequerra	Home	\$1500
Denon	Home	\$599
DICE	Auto converter	\$299
Directed Electronics	Home	\$249
Directed Electronics	Auto converter	\$199
Eclipse	Auto	\$499
JVC	Auto	\$199
Niles	Home	\$299
Panasonic	Auto	\$299
Pioneer	Auto	\$189
Polk	Home	\$599
Radio Shack	Home	\$199
Radiosophy	Home	\$269
Rotel	Home	\$899
Sangean	Home	\$199
Sanyo	Auto	\$499
Tivoli	Home	\$299

* Prices are based on our retail survey in October 2006 based on a selection of available models. Some companies offer additional models at prices other than cited above. Availability and prices are subject to change by the manufacturers and retailers.



Good News for Station with AudioVAULT

Continued from cover...

The group is linking the operations of all four stations in Galesburg as well as four other stations in Burlington, Iowa, through the Broadcast Electronics AudioVAULT digital media system.

"The AudioVAULT is critical to our operation more so now than ever," says Lundeen. "We've been voice-tracking off the BE system via a WAN for several years, and of course, we're constantly dropping in local recordings and producing around network delays, that sort of thing."

The group started using BE's AudioVAULT originally to replace cart machines, installing one of the then just-introduced redundant hard-drive systems as a failsafe against losing its entire music library. Over the years, the group added networking prowess to its AudioVAULT system.

More recently, Galesburg Broadcasting added BE's The Radio Experience solution for RDS and HD Radio Messagecasting. Its stations have been broadcasting song title and artist text to RDS receivers, with the occasional promotional text from local events interleaved for readout on the radio.

Bonneville Programmer Talks of HD, Text



Greg Solk—VP Programming, Bonneville Chicago Radio Group

The activity at Bonneville's studios in downtown Chicago rivals the air traffic at nearby O'Hare airport. Program content is coming out of the studios in droves, landing on three main frequencies on the FM dial as well as their respective HD Radio multicast channels, plus four streaming websites. There are 10 program streams, many automated by BE's AudioVAULT digital media system and aired by BE transmission and HD Radio systems. In addition, title, artist and promo text is being broadcast on each of the HD channels, handled by BE's Messagecasting system, The Radio Experience.



Bonneville Chicago Radio Group Vice President of Programming, Greg Solk, managing one channel for each finger, talks to BE about the challenges and rewards of programming for HD and the web, and how these new program opportunities remind him of early FM, when managers turned over the burgeoning medium to jocks who brought in their record collections to play on the air.

BE: What's your programming approach for these new HD channels?

GS: We're going way deeper on HD2 to try to provide a more unique listening experience for those early adopters of HD. On all three HD2 channels and their streams, we're rotating thousands of album cuts that are rarely heard on radio anymore.



WDRV Chicago

BE: Why do you think the deep tracks format works so well for HD2 and streaming, and not for the main stations?

GS: The competition is too fierce these days for a station in a market this big to run such niche formats [as a main broadcast]. We have to go for a lot more familiarity and a larger cume base. But the Internet or the HD2 channel is a really good place for these formats.



BE: It sounds like there are several underserved markets that HD addresses.

GS: Yes. We're talking rotations that are so deep and the cuts are often obscure and so long, it's hard for a traditional radio station to put that on a main signal. A Pink Floyd song that runs for 20 minutes, for example, doesn't work on The Drive (WDRV 97.1), but it does work on our Drive Deep Tracks HD2 channel. The same goes for our Love Songs HD2 format on 100.3 (WILV, Love FM),



which is a soft blend of traditional AC that's missing in a lot of markets right now. Nowhere else on the radio can you hear artists like Bette Midler or Manilow or Roberta Flack. And, our HD2 on WTMX 101.9, which is everything

'80s — that's a format that's kind of gone away because the demo got a little older, and people are chasing those younger 25-44 and 25-54 listeners, so this is music that has been forgotten.

BE: Whew! How do you manage all that programming material?

GS: That's what the AudioVAULTs are for! Seriously, it's somewhat reminiscent of the old AOR days, when everyone brought in their albums. That's how a lot of the deep tracks are played here, actually. The jocks just bring in CDs from home, and we play them, and we get a great response. We have over 100,000 users a month on our deep tracks Internet stream alone.

BE: Where does text, such as title and artist information, fit in?

GS: Text is another benefit to our audience. They get something they're constantly asking of radio: tell me who sings that song. It's right there on their radio, and we have it for all our HD channels. Very cool. We're also working on a brand new concept with BE (The Radio Experience) to put up messages and promotional information that can be updated throughout the day.

BE: Any words of wisdom to programmers about to go HD2?

GS: Trust your instincts. A lot of programmers have said to themselves for a number of years, "Boy, if only they'd let me do this or that." Well, hopefully, HD2 is allowing them to take chances and put on some unique, compelling content.



eXtra

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All the Good Stuff & More

Buy or upgrade an AudioVAULT system and get things you need. FREE!



There has never been a better time to invest in the industry's most reliable choice in radio automation. Whether you are a first-time AudioVAULT user; are upgrading a legacy AV100; or expanding your current Vault² system, BE will "supersize" your purchase based on the total package price.



Sign up for Tunefly and get a 60-day FREE trial of TRE Message Manager.

With Tunefly, you can let your listeners know when their favorite songs or programs are about to play via email or text messages! Tunefly includes off-air dedications and contests. With practically no up-front investment, Tunefly is major market promotion for stations of all sizes.

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BE's TRE RDⁱ 20 Advanced RDS encoder, when coupled with software from BE's The Radio Experience, is a Messagecasting powerhouse. It's never been faster or easier to deliver your messages to listeners, billboards and other platforms.



Good Morning Vietnam!

This past September, Vietnam disc jockey Adrian Cronauer shouted out his famous greeting, "Gooooood morning, Vietnammmmmmm!" from a temporary studio equipped with a BE AudioVAULT digital media system during a Vietnam memorial attended by almost 40,000 people in Pierre, SD.

Cronauer was the Armed Forces Radio Saigon (AFRS) disc jockey who was made famous in the 1987 movie *Good Morning, Vietnam*.

The temporary station was organized by the South Dakota Association of Broadcasters and set up at a conference room in the state capital. BE loaned two PCs and its AudioVAULT digital media system for the two-day event. Announcers from stations around the state conducted interviews and hosted shows from the studio in shifts, streaming live broadcasts to their home studios for re-broadcast.



Inside the temporary studio in the Capitol Building, from left to right:

Dave Roberts (SDBA Radio Show Program Director, KSOO Radio), Rick Knobe (KSOO Radio), and Randy McDaniel (KSOO Radio).