



## Going Places

Cape Cod, the popular New England vacation community, has a strong, vibrant year-round population. During the six-month high season, its population doubles as second home owners, weekend warriors from Boston and tourists from around the world call Cape Cod home, too. Every year at the end of the season, visiting WQRC 99.9 FM and WOCN 103.9 FM listeners return home, but their ties to this unique seaside community remain strong.

Understanding these strong ties, station management has a plan to lure them back—and, in fact, let them enjoy Cape Cod year round. The stations will be following listeners to their winter homes with live streaming on the web.



**Jean Kourafas—WQRC/WOCN  
Manager of Online Services**

They launched program streams on [www.wqrc.com](http://www.wqrc.com) and [www.ocean104.com](http://www.ocean104.com) in May using BE's SoniXtream services. "Our listeners can now take a little bit of Cape Cod with them when they leave," says WQRC/WOCN Manager of Online Services Jean Kourafas, whose previous experience in the interactive media industry gives her a world view of streaming for broadcast.

To support distant listeners, Kourafas is also taking advantage of BE's The Radio Experience message-casting option. Listeners can view online which song is currently playing or search by date/time to find the name or artist of a song that previously played. Providing online data not only benefits listeners that would have to make a toll call but helps to minimize administrative costs from phone inquiries.

Kourafas expects music royalties to be one of the biggest expenses of streaming but she has found a way to contain these costs, if necessary. BE's SoniXtream reports on the stations' online aggregated listening by number of listeners and hours listened, and can be set not to exceed a predetermined volume in case music royalties begin to outpace the online benefits of streaming.

The benefits of reinforcing the WQRC 99.9 FM and Ocean 104 brands, however, aren't expected to run out anytime soon. Streaming to year round, second homeowners and everyone who wants to visit Cape Cod every day is now easy and efficient.



*Greater Media hosted its Interactive Media Summit in May for local merchants and businesses in Philadelphia to discuss streaming as part of its multi-tier marketing program.*

## SoniXtream=Revenue Stream

Radio isn't just a number on a dial. It's also a stream on the Internet, according to Paul Blake, who was recently promoted to Sales Director with Greater Media Philadelphia. "I want our clients to think of us as a multi-tier media company, not simply a radio station," he says.

The group operates WMGK 102.9, WMMR 93.3, WBEN 95.7, and WPEN 950 in the Philadelphia area, including streaming live programming on the Internet using BE's SoniXtream system.

Blake is going after ad dollars with a radio variation of the Internet advertising model, by selling in-stream audio ads and synchronizing banner and button ads with live radio programming on each of the four stations' websites.

He says advertisers like the cross promotion between over-the-air and on-the-web because it's a great combination of mass and targeted marketing. An automotive shop, for example, can air spots on one or all four stations in addition to separate in-stream ads inviting listeners to click on a button ad to get a discounted oil change. Greater Media Philadelphia is offering its on-air advertisers packages that include a spot per daypart on the streams. Advertisers also can sponsor podcasting or a video opening to the podcast or webcast.

All four stations are streaming on-air content live sans the commercial breaks to avoid additional AFTRA talent fees on spots intended for broadcast. On-air spots are eliminated from the stream by BE's SoniXtream and replaced with in-stream station promos or avails. The media players used to playback online content are customized for each station as part of the SoniXtream solution, as is backend processing at a BE data center to handle all streaming file server functions.

"The technology's not that expensive and it's not that complicated so we are able to focus on educating our sales staff and our customers," comments Blake, who recently sponsored the first open-invitation Interactive Media Summit for local businesses in the Philadelphia area.

"The way these revenue streams are shaping up, we should have some return on this investment in the next three to six months," he says.



**Paul Blake—Sales  
Director, Greater  
Media Philadelphia**

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- Streaming on Your Station
- Small Market Messagecasting



Total Radio. Guaranteed.



Chad Brown —101.1 Jack FM General Manager

## Jack Flash Fever

101.1 Jack FM/WCBS in New York City is imprinting its brand on multiple media: Internet Broadcasting via BE's SoniXstream, HD2 Multicasting with BE's FM HD Radio technology and, using The Radio Experience, instant-messaging listeners when a favorite song is about to play. We talked to 101.1 Jack FM General Manager Chad Brown about these new services, WCBS' heyday as an Oldies station, viral marketing, Toyota and more.

**Q: 101.1 Jack FM has embraced digital, first with streaming media, then with multicasting, and now with this latest IM application. Why the big push into new media?**

**A:** We had to find ways to extend our brand with new technology because we're dealing with an evolving marketplace that is becoming increasingly iPod and MP3 savvy. Radio still reaches 96 percent of the population, and it's obvious to me that iPods are used as supplemental entertainment. It hasn't replaced radio, but it has made us want to become more relevant to the listener.

**Q: I take it relevancy also played a role in your format change from Oldies, which had been in-format for decades on WCBS, to Jack FM. Did having a digital alternative for your Oldies listeners make a difference?**

**A:** Yea, it really helped. For demographic purposes and business model purposes, we had to make the change. Rather than disenfranchise our Oldies listeners, we streamed Oldies live on [www.wcbsfm.com](http://www.wcbsfm.com) and kept the format alive that way. And as soon as we had our HD antenna completed we put [the format] on our second channel. It was a big story here in New York. In its heyday, this station was number one, 12+. I don't know of another Oldies station in the country that ever got number one, 12+.

**Q: Well, it looks like WCBS is making history all over again with some of the nifty applications you're offering listeners. Tell me about the FM411 song notification application that you recently added to your BE messagecasting application?**

**A:** It's another extension of the brand. We call it Jack Flash and one of the cool things we've noticed is that it helps create constant listenership. For example, a listener can sign up to the service and tell us that his favorite artist is Bon Jovi and he wants to be alerted every time we play Bon Jovi. We actually text-message him on his phone or email him that coming up in a few minutes on 101.1 is Bon Jovi's Livin' on a Prayer, for example. If he doesn't already have the station on, he'll turn it on, and hopefully leave it on. It's another way to build cume and TSL.

## Streaming Makes Sense

### Internet broadcasting:

- Expands your potential listening area to everyone worldwide.
- Can be relatively inexpensive and straightforward to implement.
- Leverages your current sales activities for greater return-on-investment.
- Makes listenership statistics instantly available for advertiser presentations.
- Combines audio with compelling graphics.
- Enhances your brand by tying-in to your other promotions and your station's web site.
- Gives you new opportunities to communicate with your local listeners, enhancing promotional and programming efforts.

Many broadcasters don't stream their programming because startup and operation are perceived as technically difficult. Delivery service choices, AFTRA concerns, bandwidth and up-time issues, online tuner designs, and other decisions may seem overwhelming.

Fortunately, there is SoniXstream from Broadcast Electronics. SoniXstream makes it easy to startup and operate your Internet streaming services, so you can focus on your core competencies—programming, promotion and ad sales. Consumer-grade streaming packages can't match SoniXstream's professional feature set and quality. Bringing together

radio hardware and software is nothing new to us. And, as with every BE product, we have experienced people to help you every step of the way.



SoniXstream offers a host of unique features designed to engage listeners beyond simple audio, putting you ahead of on-line competitors and providing additional revenue opportunities. Multiple graphic/banner sponsorship positions can be incorporated

into your tuner and can even be tied to specific audio playback giving a boost to your sales team. SoniXstream also includes support for multiple post-encode audio ad sales systems which target banner ads to demographics of registered listeners.

SoniXstream supports CSS-based custom tuners based on Windows Media technology, enabling you to marry your stand-out audio with engaging custom graphics that showcase your station's style. The tuners also can incorporate Flash-based

**Q: Do you think that the listener is also reminded on a subconscious level that your station plays his favorite songs?**

**A:** Absolutely, plus it has a viral marketing component. If you dedicate a song that's coming up on the station to someone who hasn't listened to us, they'll tune us in.

**Q: I can see what's in it for your listeners. But, what's in it for your advertisers?**

**A:** What it does is create a total advertising platform for them. It's not just spots on a radio; it's engaging the listener. For example, Toyota is currently sponsoring Jack Flash and in addition to promos on the air, they have a logo and tag on the instant-message that go out to the listener when their favorite song or artist is about to be played on-air. This really gives them a huge presence because let's say there are 25,000 people in the system [requesting song notification]. That's a quarter-million gross impressions where listeners have said to us, "I invite you into my life." It's a personal, one-on-one invitation for Toyota. This is in addition to the on-air promos Toyota does and a hyperlink to their website from ours. This is permission based marketing at its most timely and best.

**Q: I can see why all this is important to a station in the number-one market in the U.S., but what about the rest of the country?**

**A:** Technology does not discriminate. I believe it will be just as important in market 100 as it is in market 1. Think about it: a lot of this technology incorporates cell phones, and cell phones have tremendous penetration no matter what the market size is.



*Toyota gets the word out with Jack Flash, 101.1 Jack FM's latest foray into digital. As part of its sponsorship of the new service, Toyota is featured on the station's website where listeners log in to be notified when a favorite song is about to play on 101.1 Jack FM.*



*The Toyota brand is reinforced when listeners are notified via email or a mobile text message that their song or dedication will air.*

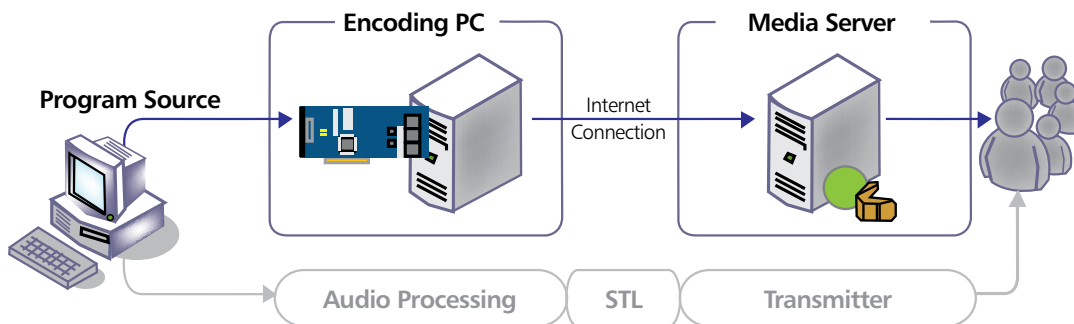
searchable as-played databases and advanced Messagecasting features with native support for The Radio Experience data products from Broadcast Electronics.

Not only will you look better with SoniXstream, you'll sound better too. Our encoding software takes advantage of broadcast-quality sound cards, some with onboard audio processing, to deliver better sound at lower bit rates.

BE's experience with radio worldwide has resulted in features and tools for real radio stations, including web-based management and reporting tools that are powerful yet easy to understand. We've incorporated a superior ad-replacement solution based on

our industry-leading AudioVAULT software. SoniXstream supports on-demand and specialty program within the main tuner, and is flexible enough to meet the needs of stations with multiple or showcase studios.

It's easy to start streaming with SoniXstream because BE provides you with the necessary hardware and software. Using BE-managed media servers makes it easier, safer and faster for you to start streaming. We handle all the media configuration, backups, and security letting you concentrate on what you do best. We'll even work with your IT department to set up the Internet connections to get your signal on the Internet quickly and easily. And once you're up, you can count on BE world-class support to keep you there.



*The components of streaming are analogous to your conventional broadcast signal: a program source, audio processing components, a transmission system and a transmitter.*



## Putting Your Advertisers' Messages on the Radio

WQKX 94.1 advertisers don't know quite what to call it. Nor do most of the station staff, for that matter. But they all have a pretty good idea what to do with messagecasting, or transmitting text for readout on many newer radios.



Drew Kelly—WQKX Program Director

To wit: Last month, WQKX 94.1 messagecast a cash giveaway contest, courtesy of the local bank. "We spent two months giving away 10 grand and that message would trickle across the radio display: "Win 10,000 dollars from Swineford National Bank." All the other banks were kind of like, "Hey, I'd like to be on the radio,"" says WQKX 94.1 Program Director Drew Kelly.

Plenty of WQKX advertisers will get the chance to be on the radio. At the time of this writing,

the Sunbury, PA station was getting ready to scroll a text message for a car giveaway, this time courtesy of the local car dealer.

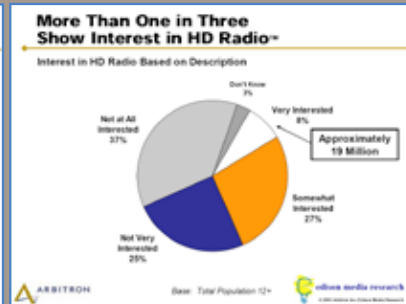
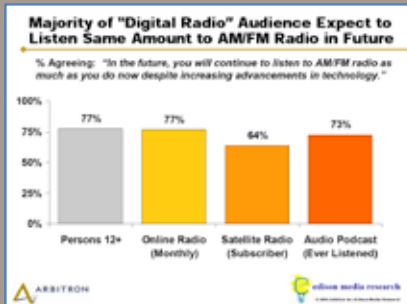
"Advertisers don't know what it's called, and they don't care. All they know is that they can trickle out messages to radio listeners on their car radios," explains Kelly, who just recently updated the station to a new BE AudioVAULT digital media system with TRE Message Manager software suite to generate and manage messagecasting.

In addition to advertising promos, the station is sending out "now playing" song and title text as well as sending traffic reports out to listeners as messages on the face of radios. "We're in a small market. We're not in a big enough market to do a dedicated traffic report. When a traffic problem does arise, we can now just announce it on-air briefly and put it on the RDS or HD Radio datacast, so people can see it on their car radio," says Kelly.

The best part, says this programmer, is that traffic reports, advertising promos and even song title and artist information no longer have to interrupt WQKX 94.1 regular programming.

Arbitron and Edison Media Research published a study of radio in 2006, *Infinite Dial*, and have released some statistics which indicate a very bright future for HD Radio as well as AM/FM radio:

- Three quarters of the "digital radio" audience predict they will continue listening the same amount to AM/FM radio.
- More than one in three people are interested in HD Radio.
- More than four in 10 satellite radio subscribers are either "very" or "somewhat" interested in HD Radio.
- AM/FM radio does not appear to be losing Time Spent Listening to new digital radio platforms.



### Look it Up

#### mes·sage·cast·ing

(v) To transmit text for readout on a compatible radio. The most common messages transmitted are "now playing" song titles and artist names, although station call signs, advertiser phone numbers, and other text can be messagecast to a radio.

#### mul·ti·cast·ing

(v) To broadcast more than one channel of digital programming. Stations commonly broadcast a main channel over HD Radio signal along with one or more additional programs, often referred to as HD2 multicast channels.

### BE on the Road

We are currently scheduled to participate in the following meetings and exhibitions. BE will be conducting seminars at most of them. Interested in having BE address your organization? Send your request to [dontpanic@bdcast.com](mailto:dontpanic@bdcast.com).

#### August

- Texas Association of Broadcasters
- Nebraska Association of Broadcasters

#### September

- NAB Radio Show
- Public Radio Programmer's Association
- Syracuse SBE
- Bos-Con

#### October

- California Broadcasters Association
- Madison Broadcasters Clinic