



## 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 through 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.*