



## Small Town Radio by the Minute



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

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**