



Program Director Steve Richards in The Wave's new studios that integrate BE streaming, Messagecasting and broadcasting.



Randy Wright built his dream station using BE's AudioVAULT as the foundation.



Dreams Are Made of This

Lake of the Ozarks dream station has integrated BE music rotation, Messagecasting, streaming media and home studio

What would you do if you won the lottery? If you're like most broadcasters, you'd probably build a radio station.

And, not just any station, either.

Your dream station would serve a large resort area that's growing, where you could kick back a little and take in the local scene. And, of course, any dream station of yours would have the latest and greatest, could pretty much run itself when need be and would air the music you wanted when you wanted it.

Add in your own weekend show—originated from a studio in your home, of course—and you'd have the perfect radio station.

Granted, the reality for most broadcasters is far from the above. But we do know of at least one broadcaster who has built a darn cool radio station. Randy Wright, current Chairman of the Missouri Broadcasters Association and General Manager of four television stations in Columbia, Missouri, built his dream radio station from the ground up last year using BE studio equipment. Instead of winning a lottery, he won an FCC auction for a frequency that had gone dark, and began fulfilling his dream. To his good fortune, Wright, along with his partners, acquired 101.9 in Lake of the Ozarks, one of America's largest resort areas in the Jefferson City/Columbia/Lebanon, Missouri market.

KZWW 101.9, "The Wave", plays AC with smooth jazz to a core market of

25-to-54-year-old women. It's the kind of upscale operation that most broadcasters only dream about, with full digital music rotation scheduled, stored and accessed by BE AudioVAULT digital workstations in every studio.

What's more, The Wave is running text and album art out to the latest RDS radios through BE's The Radio Experience system. This, too, is tied into every facet of studio operation through the AudioVAULT system, along with another integrated streaming media system, SoniXtream by BE, for putting music and audio ads on its Wave Web pages. Morning show host and Program Director Steve Richards uses the suite of BE products to put out a show on the air and on the Internet; he and News Director Stacy Johnson are both finalists for Missouri Broadcasters Association awards for the quality of work being done on The Wave.

Not only does the station push out its big-market sound to the Internet, it brings in big-market talent as well. Middays are hosted remotely from a studio connected to AudioVAULT, for example.

As for the studio in the home, that, too, is a reality. Every weekday afternoon and on Saturdays, Wright will amble into his home studio, access the day's playlist through his AudioVAULT workstation, cut voice tracks and run them out over a dedicated link to the studio for transmission to The Wave audience. Wright, a former award-winning television weathercaster, is also able to access The Wave remotely from home during times of severe weather and provide up-to-the minute storm updates for broadcast over the air.

"This truly is a dream come true for me and we're all having a blast in the process. Radio was meant to be fun!" says Wright. KZWW's "wavesite" is www.1019thewave.com. **BE**