



Bonneville programmer Ken Williams, shown, is thinking outside the box to capture the youth market. His iChannel format of fresh, new artists is now being syndicated to Bonneville HD2 stations in five markets, many using BE HD Radio multicasting technology.

A Welcome Invasion Of Pod People *BE HD Radio multicasting adds youth channel to Bonneville HD2 stations nationwide*

Going after today's youth market is quite possibly the most difficult programming challenge of all time. Herding cats comes to mind.

The way many broadcasters see it, you can ease into the 12- to 24-year-old demographic by adding a little hip-hop into the playlist. Or, you can jump in with both feet and set aside a block of time for these youngsters. Either way, you're dealing with a fickle, extremely independent population that can flit from iTunes to iTunes faster than you can say "catnip."

If only you could incorporate the iPod phenomenon into the radio listening experience.

One BE HD Radio broadcaster may have found a solution. Some time ago, programmer Ken Williams with Bonneville Radio Group in St. Louis started experimenting with a playlist made up of hip, independent artists for his local show. With the green light from his General Manager, John Kijowski, he enlisted the help of volunteer college interns, and turned them loose as live, on-air talent to talk about artists who had attained some regional celebrity status, but had yet to break onto a major record label.

Williams introduced the format, now called iChannel, on www.ichannelmusic.com more than a year ago, and the online listener numbers started to climb. Every song was fresh, every performance unique and the format began to click with 12- to 28-year-old males tired of loading new songs onto their iPods.

"The reviews we got back from listeners were phenomenal. One of our supers (super-listeners) said that after listening to iChannel, he hasn't had to download songs to his

iPod in two weeks," comments Williams. The programmer said he knew iChannel had reached a milestone when Drew Horowitz, Vice President of Bonneville's HD Radio initiative, dedicated a studio to the program and allowed him to hire on-air staff, most of them young interns, to syndicate it on the group's HD2 multicast channels.

"These listeners are what I call digital nomads. They've been lost to the FM band, and we're just giving them a format of music that will draw them back," says Williams.

In May, iChannel began airing on Bonneville HD2 stations in Chicago, Salt Lake City, Phoenix, and D.C., in addition to St. Louis. Many of the stations are using BE HD Radio transmission technology that allows them to transmit iChannel on a second digital channel to be picked up by younger, digital-savvy listeners using HD Radio tuners. **BE**

