



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

## 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.

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 messagecasting 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.