



*Drew Kelly—WQKX Program Director*

## Putting Your Advertisers' Messages on the Radio

WQKX 94.1 advertisers don't know quite what to call it. Nor do most of the station staff, for that matter. But they all have a pretty good idea what to do with messagecasting, or transmitting text for readout on many newer radios.

To wit: Last month, WQKX 94.1 messagecast a cash giveaway contest, courtesy of the local bank. "We spent two months giving away 10 grand and that message would trickle across the radio display: "Win 10,000 dollars from Swineford National Bank." All the other banks were kind of like, 'Hey, I'd like to be on the radio,'" says WQKX 94.1 Program Director Drew Kelly.

Plenty of WQKX advertisers will get the chance to be on the radio. At the time of this writing, the Sunbury, PA station was getting ready to scroll a text message for a car giveaway, this time courtesy of the local car dealer.

"Advertisers don't know what it's called, and they don't care. All they know is that they can trickle out messages to radio listeners on their car radios," explains Kelly, who just recently updated the station to a new BE AudioVAULT digital media system with TRE Message Manager software suite to generate and manage messagecasting.

In addition to advertising promos, the station is sending out "now playing" song and title text as well as sending traffic reports out to listeners as messages on the face of radios. "We're in a small market. We're not in a big enough market to do a dedicated traffic report. When a traffic problem does arise, we can now just announce it on-air briefly and put it on the RDS or HD Radio datacast, so people can see it on their car radio," says Kelly.

The best part, says this programmer, is that traffic reports, advertising promos and even song title and artist information no longer have to interrupt WQKX 94.1 regular programming.