



# New Jersey Radio on the Spot

*...and on YouTube, The Sopranos and other nontraditional revenue courtesy of BE*



Billy Clanton, Jr., Interactive Marketing Director for Greater Media New Jersey

Nontraditional revenue is practically an institution in New Jersey. So, when it came time to explore new ways to make money in radio, we cued up the Soprano's music and called on our good friends in the Garden State.

We only had to go as far as Greater Media, which owns two FM's near the Jersey shore, an FM and two AM's at the top of the state in Morristown and an AM and FM in central Jersey.

Greater Media's New Jersey organization gave us plenty to think about in terms of NTR, with the group's impressive lineup of income-generating Web, text, streaming and social networking opportunities.



Sure, we knew this cluster had been streaming content for some time and had ventured into Messagecasting in the last year. After all, we supplied the streaming media system, SoniXstream, and The Radio Experience product, used for Messagecasting, along with HD Radio transmitters for broadcasting digital on three of its four FM stations.

But, the extent of this group's use of new media surprised even us. Examples include advertiser coupons text-messaged to listeners' phones, YouTube-like backstage interviews of bands sponsored by Heineken, a social network for women combining Flickr and MySpace under its Magic 98.3 website, and our favorite, a "Who Got Whacked" podcast following The Sopranos show each week that had amassed a loyal following in upper New Jersey. "The podcast was another example of taking something literally from thin air, and making \$7,500 from nothing," says Billy Clanton, Jr., Interactive Marketing Director for Greater Media New Jersey. Clanton says NTR could easily account for 25% of the group's income in the next five years, but that won't be because they put up a website and ran music over it. "We had to go beyond not only the traditional radio model but the traditional Internet model that radio was playing, as in just throwing up a web page and putting some pictures on it," he comments.

The group's venture into new media has the support of Greater Media corporate and is aided by vendor partnerships, according to Tony Odachowski, Executive Director Internet and Marketing Group for the cluster. "From a technical standpoint, we have tremendous support from Peter Smyth and Paul Krasinski at corporate," says Odachowski. "That has made it possible for us to move a little quicker into these new media areas," he adds.

Greater Media New Jersey partners with mobile phone companies as well as application vendors, and, of course, Broadcast Electronics, which is turning text into coupons and taking care of all the logistics of streaming for the stations, including bandwidth issues. **BE**

