



Speaking of Great Media



Dan Finn—Vice President & Regional General Manager for Greater Media New Jersey

You name it, Greater Media New Jersey is doing it. Its rock station, WRAT 95.9 FM in Point Pleasant, was the first New Jersey FM to convert to HD Radio in 2003 using BE's transmission system. Other FM's in the group soon followed, and it wasn't long before the group went on to standardize webcasting on all six of its stations using BE's SoniXtream studio tools and backend bandwidth hosting services. More recently, the group began Messagecasting advertiser information using BE's The Radio Experience products. We talked briefly with Dan Finn, Vice President & Regional General Manager for Greater Media New Jersey, about the group's bold, progressive move into new media and what advice he can offer to other broadcasters.

BE: How committed are you to HD Radio?

DF: Very committed. Our rock station down the shore was the first FM radio station in New Jersey to convert to HD Radio. I'd personally like to see all stations in New Jersey advance to HD. After all, the Garden State has always been in the forefront of new technology. Marconi, Bell, Edison and Tesla all lived and worked in the area. I almost feel a responsibility for New Jersey broadcasters to be out front with regards to radio's next evolution.

BE: What do you think new media means for radio today?

DF: New media means more than websites and text messaging. It's all about generating creative ideas, and then having your technical staff turn those ideas into reality. Basically, we all have a clean sheet of paper, and I believe anything is possible with radio and new media.

BE: What can you tell broadcasters in small- and medium-sized markets about generating income today?

DF: It should simply be all about delivering results for advertisers. As long as we continue to succeed in that goal, our topline growth will be consistent. New media will enable us to offer our advertisers increased exposure while generating additional revenue for the stations. Sounds like a win-win to me. **BE**

