

# PULASKI CITIZEN

*Pulaski, Tennessee, May 29, 2007*



Rayburn Hickman

*Volume 153, Number 25 Newsstand 50¢*

## WKSR Bringing HD Radio to Giles County

Digital Signal Part  
of Upgrades That  
Include Power Increase

*Scott Stewart*  
SCOTT.STEWART@GILESNEWS.US

For 60 years WKSR Radio has kept Giles Countians entertained and informed, using the latest in technological advancements to provide the best quality possible.

Today, WKSR is carrying on that tradition with the announcement of HD Radio in Giles County plus a power increase for its 98.3 FM signal.

The changes mean significant possibilities for the delivery of information and entertainment on the radio in and around Giles County, according to WKSR Station Manager Ronnie Rose.

Just as important, Rose said, is that Giles Countians can rely on the same quality of programming that they have come to expect from WKSR but through an enhanced delivery system.

"HD Radio is the most revolutionary change in our industry since the introduction of FM 40 years ago," Rose said. "It's combination of radically improved sound quality, advanced digital services and radio's unmatched local market coverage will provide consumers with expanded choices for customizing their radio experience. And the best part is there are no subscription

fees with HD Radio. It's a package that you just can't beat."

HD Radio is a digital signal that "piggybacks" on the traditional WKSR 98.3 FM signal.

The average listener, according to Rose, will be able to pick up the local stations on the regular analog radios they have used in the past. However, listeners who have HD Radio receivers will have access to expanded services that can only be accessed on the digital signal.

Some of the services listeners will have access to immediately are CD-quality sound, digital messaging that can provide artist names and song titles, weather information and more.



—STAFF PHOTO BY SCOTT STEWART

**WKSR Station Manager Ronnie Rose checks out the new equipment at the station's transmitter site.** Part of the upgrades at WKSR is HD Radio, which offers a wide range of enhanced digital services to Giles and surrounding counties.

"A lot of times people call to find out who is singing a song we are playing on the air," Rose noted. "Now they can just look at the digital message on the faceplate. This also gives WKSR the ability to put weather information and emergency announcements onto the digital message on the face plate."

Another advantage that Rose

said he believes will be very important to listeners in rural areas of the county is that WKSR AM 1420's signal will also be "piggybacking" on the digital signal.

What that means is listeners with HD Radio receivers will be able to pick up WKSR AM 1420 at times when the station usually can only be heard in limited areas due to required decreases in power at night.

Listeners will still be able to hear WKSR 1420 on their AM/FM radios as they have in the past, Rose said. The AM signal will not be broadcast in HD, he added, but one of the channels made available on the FM signal through the use of digital broadcasting will be designated for AM 1420 programming.

"What those with HD Radio receivers will notice about the AM 1420 programming they will receive is that what they are hearing will be FM quality," Rose said. "Of course, this will also be beneficial for sporting events that we broadcast because someone outside the Pulaski city limits who could not receive the broadcast of a GCHS or Richland ball game at night on the AM will now be able to hear those games with an HD Radio receiver."

Rose said that HD Radio receivers are currently available in Giles County at Wal-Mart and Radio Shack. He said efforts are underway to make the receiver available at



—STAFF PHOTO BY SCOTT STEWART

**The WKSR 98.3 FM tower has moved west** and will soon be transmitting full-time at 25,000 watts. The power increase expands WKSR's coverage area, and other upgrades have been made to enhance the services the station provides.

other local businesses.

The receivers, he said, range in price with some selling for less than \$100.

For automobiles, HD Radio converters are also available. Rose said they are much like the FM converters that came out in the early 1970s.

"When I started in radio in 1974 there was no such thing as digital anything," Rose said. "We still read a lot of our commercials live on the air. We eventually moved to putting our commercials on tapes."

"We are now basically a tape-free environment in the studio,"

he continued. "A lot of the information and music we play is delivered to us through the Internet, including some of our commercials. There is so much available on the Internet and digital broadcasting has so

Please see **RADIO, Page A4**

# WKSR Bringing HD Radio to Giles County

**RADIO** Continued from Page A1

much potential, it is truly mind boggling.”

Bringing HD Radio to WKSR was part of an overall upgrade of the station’s FM transmitter that included a power increase.

Rose said that Pulaski Broadcasting was approached by a station in Scottsboro, Ala., which also transmits on the 98.3 FM frequency, concerning a power increase.

For the power increase to be possible, the transmission towers of each station had to be moved further apart. The station in Alabama moved their tower to the east and WKSR FM’s tower was moved to the west.

With the FCC’s approval, the construction on WKSR’s new FM transmitter site began late last year. An application to use the new transmitter was filed with the FCC in April. Rose said the authority to transmit from the new site full-time is expected any day.

It was during this process that discussions began concerning HD Radio.

“Knowing that HD Radio is on the edge of the new frontier in radio, if we were going to build a new transmitter site and we

were going to have to go to HD eventually anyway, it seemed the best thing to do was to go ahead and bite the bullet now and install the HD equipment.”

But, HD Radio was not the only upgrade that came from the new transmitter. When the new site is approved, WKSR 98.3 FM will transmit a signal that Rose said will expand the station’s coverage significantly.

“WKSR has gone up in classification with the FCC as far as power rating is concerned to a C-3, which is a 25,000 watt signal,” Rose said. “The coverage area for the FM has increased and will include Giles, Lawrence, Wayne, Lewis and parts of Maury, Marshall and Lincoln counties in Tennessee as well as Lauderdale and Limestone counties in Alabama.

“We have no immediate plans to change any of our programming or the focus of our coverage to the community,” he added. “We do have to keep in mind that this now gives us a much larger community to cover.”

The moving of the WKSR 98.3 FM tower has created a problem for some listeners, Rose said.

“Because the tower has been moved to the west several miles,

it has changed the direction in which the signal comes into some parts of the county and the result is that some people will have difficulty picking up the signal with a traditional radio and will require a radio with an antenna that pulls out from it,” he explained. “If there is a hill between the radio and transmitter site, it could create problems for the listener. Anybody having problems, we will be glad to talk to them and offer some suggestions.

“During the last several months as we have been installing the new transmitter and tweaking it, there have been some inconveniences to our listeners as we have changed from one transmitter site to the other,” he continued. “We are sorry for those inconveniences. It is one of the drawbacks of updating an existing FM signal. We have to turn one transmitter off and the other on because the two signals would have cancelled each other out.”

Rose said the upgrades for WKSR are the continuation of Pulaski Broadcasting’s commitment to providing quality information and entertainment to its listeners.

“Mr. Lake has always been someone who wanted to provide

the best delivery system for the radio station from an equipment standpoint,” Rose noted. “He has been the driving force behind us going forward with this project.”

The completion of the project has been due to the help of several people, according to Rose.

“Chad Pylant and Landon Jones from iGiles.net have been a lot of help in this project because so much of the new equipment we are using is basically computers and involves computer networking,” he said. “WKSR Engineer Don Roden has played an integral part in the installation and setting up of the new equipment.”

The more than three years that have gone into the upgrades will be well worth the effort in terms of the benefits to Giles County, according to Rose.

“This is a major investment in Giles County radio and is something that I think will have long-term benefits to the community,” he said. “The future is wide open as far as the possibilities in digital broadcasting. Now, as always, need is the mother of invention. As needs arise, something will be invented to meet that need in digital radio.”