

**HD RADIO NEWS**

HD RADIO™ NEWS - *Sponsored content*

**Polk I-Sonic™ Available, Preview its Features on HD Radio.com.** Polk Audio says the I-Sonic™ entertainment system, featuring multicast-capable HD Radio™ technology, DVD player, CD player and other features, will begin shipping in mid-August. The I-Sonic can be preordered on Polk's website: <http://www.polkaudio.com>. An engaging video "tour" can be found at <http://www.hdradio.com>.

**Three Questions with WRIF-FM (Detroit) Program Director Mark Pennington.**

This is the first in a special series of conversations, featuring station staff who are launching HD2 multicasting channels and other services made possible with HD Radio Technology. If you have a good story to tell, please email [HDstories@ibiquity.com](mailto:HDstories@ibiquity.com).



**Q:** What's the best part about programming a multicasting channel?

**A:** There are no preconceived rules. We have the freedom to experiment without pressure and discover and groom young talent.

**Q:** What has been your approach to programming your HD2 channel, RIFF2?

**A:** We have really tried to focus on how 18 to 24-year-old guys live – video games, iPods, Myspace, text messaging, DVD's, etc. Because of iPods, they have no problem hearing Lamb of God into Eminem.

I think so many alternative stations have lost touch with their audience. They are still trying to apply rules from 10 years ago that no longer apply to this next generation.

**Q:** What do you see happening with HD Radio broadcasting in the future?

**A:** We have been working very hard here in Detroit to get the automakers on board with HD Radio, which is the key to moving forward with this technology. Once that happens, the possibilities are endless.

**WMUB-FM (Oxford, OH) and WJCT-FM (Jacksonville, FL) are the Latest Examples of Broadcasters Launching HD3 Programming.** Miami University's WMUB and WJCT in Jacksonville both recently began broadcasting HD3 channels. WMUB, which broadcasts 24-hour jazz on its HD2 channel, is now running BBC World Service on the newly launched HD3 channel. WJCT airs NOAA weather forecasts on its HD3 channel and plays classical music on its HD2 channel. With the addition of these two HD3 stations, there are now 18 stations broadcasting HD3 programming across the country.

**Vermont Public Radio's WVPR-FM Becomes the State's First HD Radio Broadcaster.** At 6:06pm on Wednesday, July 19, Windsor, Vermont's WVPR-FM 89.5 aired NPR's "All Things Considered" in digital and in the process became the first station in the state to broadcast with HD Radio technology. Later this fall, WVPR will add an HD2 channel featuring 24-hour classical music. VPR expects to continue converting stations to digital throughout the next year.

**HD2 Channels Spur Dramatic Increase in Spanish Programming.** Many stations whose main channel is in English have now launched HD2 multicast channels that broadcast nearly exclusively in Spanish. Multicasting has not only increased the quantity of Hispanic content available, but also the depth and quality. In some cities, there are almost the same amount of formats available in Spanish as in English. In response to the spike in consumer demand, Crutchfield Corporation has incorporated additional Spanish content and Spanish-speaking sales advisors as part of its free HD Radio learning center - which can be found at [www.crutchfieldenespanol.com](http://www.crutchfieldenespanol.com).

— See the list of stations already on-air and broadcasting in HD Radio at "[www.HDRadio.com](http://www.HDRadio.com)."

