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**Graffiti On Your Radio.** Delmarva Broadcasting took a new approach to radio by reaching out to the younger, innovative broadcasters to create the unique concept behind Graffiti Radio. It stays true to the alternative rock format with both new and old cuts, but also has a strong commitment to local, homegrown music. The combination of youth enthusiasm and local flavor makes for a non-traditional presentation of the content and breaks through the typical radio stereotypes. Andy Mussaw, Operations Director says, "We're out there doing what we can. We have very little money to work with, which gives us the opportunity to come up with very creative ways to market the station. But we've seen it grow and develop as time has passed and it's exciting to be a part of this very unique project." That excitement has sparked success with bringing in new revenue as well. "A number of different companies have come onboard and half a dozen advertisers are on the air now targeting the younger audience." Graffiti Radio's popularity grows daily and listeners are realizing that they can take it with them with HD Radio<sup>™</sup> technology. Mussaw says, "Hearing people say that they bought an HD Radio [receiver] just to listen to us is really encouraging." Graffiti Radio can be found at 93.7-HD2 in Wilmington, DE or online at [www.graffitiradio.com](http://www.graffitiradio.com).



**Radio Groups File for Digital Power Increase with the FCC.** A joint broadcaster request has been submitted asking the FCC to allow broadcasters to increase power for digital audio broadcasting, aka HD Radio technology. Originally, the power level was very conservative to see how it would impact analog signals. After years of real world trials with over 1,700 radio stations, it was found that there is no interference with analog signals but some broadcasters have said the lower power limits the benefits of HD Radio technology. Field tests with various broadcasters have found that increasing the digital power from 1% of the analog power to 10% does the trick to replicate analog coverage, fill in blank spots, and help the signal get inside buildings with very little adverse effects on analog signals. The power increase proposed by the broadcasters allows flexibility for those currently broadcasting with digital technology. The increase is optional, so companies are not required to upgrade, and the amount of increase up to 10% of the analog power can be determined by the broadcaster based on need and finances. To see the official request, [click here](#).

**WAMU's HD2 Channel Holds Bluegrass Country Open House.** American University's radio station, WAMU 88.5, is the only place to find bluegrass music on the radio dial in the Washington, D.C., market and has been for more than 40 years. Now, what used to be special programming is a full-fledged bluegrass radio channel on 88.5-HD2. This weekend, they are hosting Bluegrass Country's Open House! Bluegrass fans can tour the studios in downtown DC, meet the hosts, listen to live bluegrass music, bring their own instruments to play, eat free food, and sample both tabletop and car HD Radio receivers. The event is free to the public and takes place this Sunday, June 22 from 9am-3pm. For more info on 88.5-HD2, WAMU's Bluegrass Country, visit [www.bluegrasscountry.org](http://www.bluegrasscountry.org).

**Stations Promote HD Radio<sup>™</sup> Technology at Retailer's Annual Event.** Regional car audio retailer, Car Toys, hosts an annual tent sale in three markets, including Denver, Portland, and home base, Seattle. Radio is one of the media that Car Toys uses to advertise the event. Various HD Radio stations in Denver are doing promotions to educate listeners about HD Radio technology and help drive receiver sales. Listeners who come to the tent sale can visit the HD Radio booth to check out available radios and pick up a registration form to take to the radio station's booth for the opportunity to win an HD Radio receiver for their car. This partnership opportunity for retailers and stations will also be available at the Portland event in July and in Seattle in August.



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