

HEY Radio

Muskegon Community Radio - On-air at 88.9 FM - Streaming at www.heyradio.com

Cover Story
Radio
Lives on

Digital
Future

Technology
Increases
Range

Improved
Hey Radio
App

What
About The
Benjamins?
\$\$\$\$

Nielsen
Ratings:
1,100
Listeners
Daily



It Just Smells Funny!

The invention of the **telegraph** killed the **pony express**! Decades after Marconi invented the radio, television came on the scene and the prevailing thought was that TV would certainly **kill radio**. Just the opposite, radio blossomed. In 1957 Sony produced the first transistor radio. Popularity grew. Then came the **Walkman**, the **iPod**, **Pandora**, and a flock of Internet streaming services. All of these were expected to kill FM broadcast radio. But today, the facts show that **93% of all Americans over the age of 12 listen** to radio on average 8 hours every week. Radio's NOT dead and it really doesn't smell funny...that's just us being comical.

Radio – Free For All

If **you** sit in any car manufactured today, foreign or domestic, you'll still see a device built into the dashboard that receives AM & FM radio broadcasts.

Car radios look different today, and come with gigabytes of audio storage, photos, navigation, etc... But at its core, it's still a radio receiver.

And AM & FM **RADIO is still free!**



Analog Dashboard Year - 1919

Satellite radios aren't free. iPods and Smart phones aren't free. And the fancy cars with the digital dashboards, the NAV system, Bluetooth, Touch-screen, and whatever else, are SURELY not free.

So, regardless of socio-economic standing, or what **you** can or can't afford to listen with, Hey Radio 88.9 FM remains forever free! Commercial free, and **JUST PLAIN FREE!**



Digital Dashboard Year - 2019

What Will Radio's Future Look Like?

10 years from now there will still be FM terrestrial radio stations, but, running alongside the analog signal, will be a **Digital Audio Broadcast. (DAB)**



Come along with us!

The country of Norway has already shadowed it's entire national FM radio network with Digital Audio Broadcast signals.

1,976 US stations currently have an accompanying digital signal.

Variety is the big advantage. Think of it like Digital Cable TV.

Instead of 13 channels on your TV, you now have hundreds. We think that the best years of radio are still yet to come.

Listen in your car – ANYWHERE!!

It's no secret! HEY Radio's **signal range is limited**. But, SmartPhone technology is here to help.

Three ways to connect Your Smartphone to Your Car Stereo

1. Analog Cable

Probably the most obvious solution is to use a simple 3.5 mm analog cable connecting the headphone jack on your phone to the line-in option on your car's audio system. (some newer phones will require an adapter for the 3.5 mm plug) There are various ways in which this can be done.



You might have a standard line-in connector mounted on the front of your car audio system, providing easy access. Older audio systems with a cassette tape player will allow you to use a cassette adapter, a small, low-cost device which connects to the headphone jack on an MP3 player or phone allowing you to play music through it and into the car audio system.

2. Bluetooth Pairing

Most all modern car audio systems have Bluetooth as an option for playing music across a short-range wireless (Bluetooth) network. In order to take advantage of this, begin by activating Bluetooth on the car audio system, making sure that it is 'discoverable'.



On your Android or iOS device, open **Settings > Connections > Bluetooth Settings** and activate the *Bluetooth* option. Below this, wait for the screen to update and display your car's audio system, selecting it to pair. The cool thing about Bluetooth is that it'll connect **automatically** from then on.

Testimonial: *“Hey! It's about time! I have been trying to get heavier Christian music on the air for years! Love it!.....”*
God bless, Peter

3. FM Transmitter

Another option is to use an FM transmitter, although how you achieve this depends on the hardware. Some Android phones come with built-in FM transmitter functionality, in which case you can use this natively or with a free app such as Quick FM Transmitter and then broadcast the Hey Radio stream to your car's radio.



FM transmitter

Otherwise, a low-cost FM transmitter will be required, providing you with a small FM broadcast device that you can connect your phone to via the headphone jack. Typically, this will work in a similar manner to the analog cable solution, although the FM transmitter may require access to the in-car charger.

Android or iOS?

Android



Whatever your flavor of Smartphone, download the **Hey Radio 88.9** mobile app. Just scan the appropriate QR code and take this station with you wherever you go!

Use the QR Code scanner in your Smartphone to scan either the Android or iOS QRcode. Tip (ask a 12 year old)



This is what the app looks like on your Smart phone and it comes along with the artist's name and even album art. Pretty Cool!

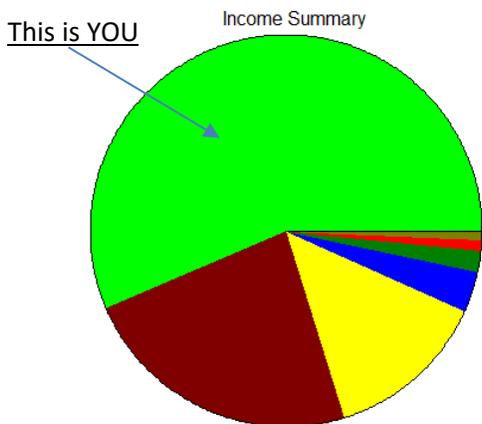
iOS



This is the icon you'll see in your app store regardless of your choice of either Android or iOS

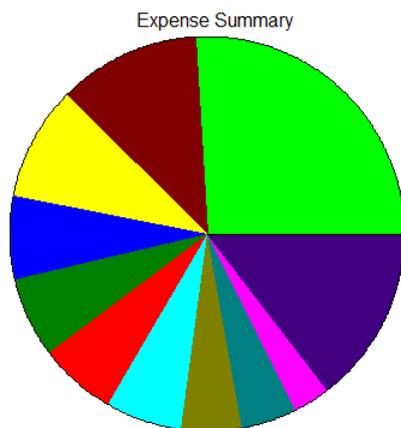
Can We Talk About \$\$\$ for a Sec...?

For Hey Radio money is **not** the most important thing. Ministry is (above all else) most important. But, for the record, **money rates right up there with oxygen**. Here we can show you the Income and Expenses over the last 10 years by way of percentages. Just a 60,000 foot view for now and if you'd like to know more, just give us a call at the studio, 231-563-6280



■	- Contributions Income	56.64%
■	- Campaign Income	23.46
■	- Promotional Event Revenue	13.53
■	- Other Income	3.39
■	- Ad Campaign	1.86

More than half of the station's operating capital comes from people just like you. Without your support Hey Radio would go dark. (Off the air) No contribution is too small and, of course, no contribution is too large. Please continue your cherished support.



■	- Promotional Event expense	26.03%
■	- Utilities	11.74
■	- Broadcast equipment cost	9.49
■	- Professional Fees	6.85
■	- Dues and Subscriptions	6.58
■	- Insurance	6.47
■	- Licenses and Permits	6.37
■	- Depreciation Expense	4.98
■	- Telephone	4.73
■	- Supplies	3.14
■	- Other	13.64



Nielson Agrees, It's Worth The Effort

Nielson is recognized as the **#1 analytics** company for broadcasters in the U.S. Thanks to a friend in the industry, we were recently shown a report of our listening audience stats. The numbers aren't outrageously high. In fact, as stations go, Hey Radio's numbers rate relatively low. **It's a niche' of a niche' audience** to start with, and Nielson typically gets its data from homes with landline telephones. Of course, very few of our listeners have a landline phone..... But, here it is:

400 Morning Drive listeners 6:00 AM – 10:00 AM

200 Mid-Day listeners 10:00 AM – 3:30 PM

300 Drive time listeners 3:30 – 7:00 PM

200 Evening listeners 7:00 PM – 11:00 PM

1,100 Total listeners on average DAILY!

Show your support for Hey Radio. Send your check to

Hey Radio PO Box 1511, Muskegon, MI 49443

or donate online at www.heyradio.com/support

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