

The Media Streaming Journal

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Covering Audio and Video Internet Broadcasting

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Welcome to The Media Streaming Journal

Should an Internet broadcast station have a station website? Some people may say that creating a website for any broadcast station is a waste of time and resources. Others may say that it is a duplication of effort as any information that might be of interest to audience members will be found within the actual broadcast.

I believe a website presence is essential for both the station community and potential audience members. You have the ability to inform, entertain, and educate well beyond the confines of a single broadcast. Additional content can be offered to supplement the programming being broadcast.

Commercial stations can use a website presence as a secondary platform for generating advertising revenue. A website can also provide an outlet for marketing a station's business and audience potential. Website and stream metrics offer exact numbers regarding the technical interaction of the visitors and audience.

A station website should be a forethought and not an afterthought. You should implement the station website with one focus, make your station website the very best. Treat your station website as your business card and promotions flyers. Taking the proper steps to plan, develop and update a website for your Internet station is important. First impressions are lasting impressions and will elicit praise or cause people to question the station. A website with many technical or grammar errors raises questions about the competency of the broadcast stations management and their ability to offer a quality product.

Show the world and your audience what you can do!

Please feel free to contact either the Publication Director (Derek Bullard) or myself if you have any questions or comments regarding The Media Streaming Journal.

Namaste

David Childers

www.linkedin.com/pub/david-childers/4/736/72a

The Grand Master of Digital Disaster
(Editor In Chief)

The thunder of silence awakens the senses and allows us to see things in a different perspective.
A perspective that is not tainted by the busy world around us.
Only then can we truly understand the mysteries that surround us.

David Childers

The Media Streaming Journal

The Media Streaming Journal is looking for writers and articles to publish.

The Media Streaming Journal is looking for unique and original articles written about Internet broadcasting. This includes audio, video, production, planning and all aspects of Internet broadcasting. If your submitted article is selected for publication, a link to your website or station will be published along with your submitted article.

Contact the Media Streaming Journal today for more information: editor@radiosolution.info.

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Advertising Sales - Targeting the RIGHT clients! John Small

I have had a few broadcasters ask “where do I start?” Before you start selling advertising you need to know a few things. You should know whom you are targeting for listeners...where they are... and what they like. If you have a station that is geared towards a particular geographic area and a certain demographic within that area, then you want to talk to business owners that do business in that area too. They will get better results, and you will have a happier customer.

I’ve had success over the last 20+ years selling ideas... not ads! I’ve never sold a single ad... I’ve always talked to people about ideas that could help them grow their business. If you have people listening in the area that they want to reach... in the demographic they want to reach... then you just need an IDEA to bring them to make it all happen!

Since every reader will have a different format from a different area, I will pick one type of station to use as an example. Let us say that you are a station that plays “Lite” music and are geared towards the “at work” crowd. If you are targeting a particular geographic area (your town), then it is easier. Pick a restaurant that would be a good fit for your listeners and sell them on a “lunch time” sponsorship. You can promote the restaurant for a few hours in advance of the “ABC Restaurant - Lunchtime Request Hour” (or whatever you want to call it). You can then sell the restaurant some advertising and get some prizes from them to give away as well.

This same concept can be used for a coffee shop in the mornings, or a different restaurant in the afternoon / evening. This is a way to tie the station into the community you are located in. You could also have these businesses incorporate some station marketing (maybe an ad with your logo and website on their napkin holders) in exchange for promotional consideration on the station.

This should be a PARTNERSHIP where you are helping each other... you promote them, and they promote you. If you are not already marketing in your area, you are missing the boat. I know you have the potential to reach people all over the world... However, you can make an impact on the community you live in and reach MORE people there by getting more involved in local activities. Broadcast from events, go to parades, do things on social media to get KNOWN in the community. We are members of our local chamber of commerce and builders association. I know that there is an investment to make these things happen, but it SHOULD be worth the investment (meaning it should pay for itself if you do it right)

If I can help in any way, please contact me: John@CloudcastRadio.com (605)728-3170

Website Optimization Derek Bullard

Website optimization is the ability to “fine tune” web pages to enable a higher website ranking on search engine inquiries. This is achieved by making both the multimedia content and website content unique and stand out through the use of keywords. These keywords focus on particular aspects of the broadcast genre or station and are used within the website content. Search engines use a mathematical analysis of the website content and use of keywords. The results of the analysis are compared with other web pages that are similar, and a global website ranking is created based on the keywords used.

Optimization can be successfully achieved without spending a fortune, but you must understand the theory and practice to make it work. It is the planning and implementation of many small steps to achieve a greater result.

It is important to determine the appropriate keywords to be used. These are words or phrases used for search engine inquiries. They assist a person with finding something specific on the Internet. The number of keywords should be narrowed down to a list of approximately five. It is important to make the keywords unique for your specific station or purpose. You can brainstorm by going from a broad keyword list, and narrow it down to specific unique words.

Example: Jazz Genre

Narrow the keyword list down with the following questions:

- What kind of Jazz?
- Where does the Jazz originate from?
- What is the time frame for the Jazz?
- Who are some of the famous Jazz artists from that time period?

Your keyword list:

- Classic Jazz
- New Orleans Jazz
- Swing Era Jazz
- Duke Ellington Jazz
- Tommy Dorsey Jazz

You can also be hyper specific for the origination of the Jazz music. You can also include French Quarter Jazz in addition to the city of New Orleans for the location.

This keyword list will now help your website achieve a high search engine ranking when people search for online radio stations based on words used in search engine inquiries.

Placement of the keywords is crucial. The selected keywords should be used on specific pages within the website, in addition to different areas of those individual pages. The two most important pages to fully optimize is the splash page (If used), and the index page. These are typically the first pages that visitors will see and thus are the most important ones to ensure that they are fully optimized. These two pages act as the gateway to the internal section of the website and are important for attracting a flow of visitors that actively seek the content of the website and or station.

It is important to use as many of the selected keywords as possible within the following areas of the primary pages to be optimized.

- <Title> page title </Title>
- <Body> page content </Body>
- <H> headings on page </H>

Search Engine website indexing keys in on all three of these areas. It is important not to over saturate the <Body> page content </Body> area with the use of keywords. It is recommended to use the selected keywords once only for small content pages and repeated twice for larger content pages. It is

important to develop page content naturally to incorporate the utilization of the keywords. Generating meaningless or random content to artificially inflate keyword recognition can result in poor search engine ranking. Search engines use special software programs that filter and penalize web pages that attempt to saturate their content with keywords to gain a higher search engine rank listing. This is an old “black hat” SEO trick that should not be used in modern SEO.

All multimedia content (Audio files, video files, graphic files, and streaming link files) should be tagged with metadata information. The metadata information used should be relevant to the selected keywords. Search engines also index audio, video, and graphic images in addition to web pages, so it is important to have all content properly tagged. This will ensure that any individual multimedia content that is listed in a search engine inquiry is associated with the relevant keyword information and points back to the station website.

Sitemaps are special files that provide information to search engines about the pages and organization of a website. It allows search engines to efficiently index and catalog all the pages of a website. Search engines are forced to rely on indexing internal links on individual pages within a website to establish the page organization if a sitemap file is not present. Sitemap files provide a quality control element to ensure that all pages of the website are indexed and cataloged.

HTML URL links that are embedded on pages located outside the website can also increase the search engine ranking and increase the overall visibility of the website. These are commonly referred to as backlinks. They can provide an effective means of promotion and marketing outside of search engine inquiries.

Additional multimedia content (Audio, video and or graphic files) can be created and posted on content sharing sites such as Youtube, Soundcloud or Tumblr. This content should be tagged with metadata information that is relevant to the selected keywords. You should also include the station name and URL address of the station website. This can provide an effective means of promotion and marketing.

It is important to continuously monitor website traffic and website search engine ranking to ensure that no unusual changes have occurred. It is also important to document optimization changes that were implemented. This can be used for future planning for continued optimization.

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Share your knowledge of Internet broadcasting with the world and promote your station.

Contact the Media Streaming Journal today for more information: editor@radiosolution.info.

Please contact a member of the staff if you have any questions or comments.

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Promoting Your Internet Broadcast Station On The Internet

Robert Andrews

Promoting your station and acquiring more audience members is a critical task. Audience participation is what drives the success of any station. Achieving a larger audience without spending large sums of money can be done through various means. Promotion can be done through online text or banner advertising, in addition to being profiled in station directories. Small steps can achieve great results!

It is important to remember that your promotional plan should be split between different computing environments. These include the desktop, tablet, laptop and mobile devices. Directory apps and software can help your station acquire and retain a diverse audience potential. This is especially important for the development of specialized operating systems for portable devices. A station should never forsake the mobile audience and concentrate on the stationary audience. Diversity in a promotion is essential.

It is important to stay informed of the continued development of applications for smart Internet connected televisions. Another area that should be monitored is streaming devices, such as Android TV, Fire TV, Roku and Chromecast.

Apple iTunes

This is a multimedia directory service and multimedia player application for the Apple and Windows platform. Podcasts, Radio and Television Internet stations are listed in the directory.

You must e-mail a request to Apple expressing a desire to include your station in the iTunes station directory listing. That request must be sent to: iTunesradio@apple.com.

Apple will contact you to supply additional information when your station is approved for listing in the station directory.

Windows Media Directory

This is a multimedia directory service for the Windows platform. Radio and Television Internet stations are listed in the directory.

You must e-mail a request to Microsoft expressing a desire to include your station in the Windows Media Directory station directory listing. That request must be sent to: tuner@microsoft.com.

Microsoft will contact you to supply additional information when your station is approved for listing in the station directory

Web Portals

You can add your station (Internet radio or television) to several established web portals that provide a directory service for Internet broadcast stations.

www.streema.com

www.tunein.com

www.vtuner.com

Stream Directory

You can also have your station listed on two well established broadcast directories. The directory choice depends on the multimedia streaming server software that your station is using for Internet broadcasting.

www.icecast.org (audio and video)

www.shoutcast.com (audio only)

www.steamcast.com (audio and video)



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Website Creation Options David Childers

There are two primary options for website development and creation.

Hypertext Markup Language (HTML)

HTML requires the use of specialized computer language (Hypertext Markup Language) for the development and creation of websites. HTML is what drove the development and creation of information presentation on the Internet. It is still a relevant method for those willing to take the time and learn the language.

Content Management System (CMS)

It is important to view CMS as a natural progression of HTML development. CMS allows people to create websites without the need to know and understand HTML. Websites developed with CMS can offer the same amenities and presentation possibilities that standard HTML websites offer.

CMS allows the creation of a single template of website page information that can be duplicated several times or hundreds of times depending on your website needs. CMS is ideal for large scale website or websites that offer many features or lots of content.

CMS software can be sub-divided into two categories.

Requires a database for storing or retrieving the website template information.

Does not require a database for storing or retrieving the website template information. The website template information is stored in an XML formatted text file, which is commonly referred to as a "flat file".

There are many CMS software applications that fall into both categories of website template information storage that are used by many professional organizations and businesses. Both types of CMS software applications have advantages and disadvantages that can affect the overall website performance. Any informational contrast and comparison can be viewed as a subject critique versus an objective critique. Therefore, it is important for the web developer to research the information on their own and make their final decision based on what they find.

Here is a brief synopsis of the pro's and cons for each category:

Websites that DO USE database driven CMS

- Do not scale well with large traffic load.
 - * Constant database use also increases system resource use on the hosting web server.
- Have become a target for individual and groups of hackers.
- Typically require additional time for website content development.
- Require additional support for data migration when changing host servers.

Websites that DO NOT USE database driven CMS

- Typically require PHP installation that are updated routinely.
- Typically require the ability to set file access permissions.



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GetSimple CMS Tim Whittingham

Tim Whittingham is on the project staff for GetSimple CMS and was invited to share his insight into the project.

GetSimple Content Management System (CMS) is a flat file system that does not require database access for functionality. It uses an XML data structure to render and store all necessary information. GetSimple provides both ease of use, functionality and security for website development. It is a unique Open Source solution that offers many unique features for both the amateur website builder or for the corporate website professional. It provides an easy platform for the distribution of a variety of content.

The original author of GetSimple was building simple websites for small businesses. Straight HTML was tedious for him and intimidating for the client. WordPress some improvement for the process of website development but was not a developer or user-friendly. GetSimple initially borrowed many concepts from WordPress but looked to improve the overall concept. The goal of creating GetSimple was to make it very easy to set up a site of a few pages and make the site accessible, easily editable and ready for future updates.

The GetSimple project has come a long way because of the ability to extend out the performance and functions of the core software. People have developed plug-ins and themes to increase the effectiveness.

Effective security techniques are incorporated into the software code, data structure and application function. These allow GetSimple to provide both optimum security and performance. The development team has been notified of very very few security breaches. Most of these incidents turn out to be FTP and or password issues. GetSimple is not designed to share commercial secrets or store sensitive customer information.

The future goals of GetSimple are an ongoing process of consultation with the users. The commitment to keeping the core small, stable and secure is always there. The range of plug-ins is always evolving and increasing, but it is whatever plug-in developers donate. There will be better management of complex pages with different content blocks in a future release, and an update of the HTML editor, and significant improvements to the Back End Interface.

The primary goal of GetSimple is ease of use. In its basic form, this CMS can be used by absolutely anyone who needs a fully functional website. The key is the ability to follow simple instructions. Both children and adults can use this.

GetSimple provides the ability to incorporate changes to increase the flexibility and functionality for people that need custom solutions. It is not a matter of ease of use, but ease of use at whatever level you want to use it. GetSimple grows with your project and grows with your expertise and requirements.

The GetSimple CMS project is updated routinely as bugs are submitted. Major system upgrades occur less frequently but do occur.

Cruise on over to the GetSimple CMS project page and take a look at this outstanding piece of software. You too will become a fan of GetSimple - www.get-simple.info.

Funding Your Passion
How to Decide How Much Money You Need For Your Online Radio Station
Part 3-4 Hobbyist Talk Stations
By: Gary M. Ayd

This article is part Three of a four-part series in which I run through a sampling of the kinds of questions you should be asking yourself and others when deciding to launch a station. If you missed either of the first two installments (hobbyist & commercial music stations), please email: gary@scribedr.com and we will send you a copy of either or both.

While this article is about hobbyist talk stations, I thought it logical to include the line of thinking we suggest new station owners use in determining their station format and purpose. For those who read either of the first two installments the following section will be repeat information; for others it will be vital advice.

What is the Purpose

The first and most important decision you must make is deciding what the purpose or goal of the station is. As Alan Lakein once said, "Failing to plan is planning to fail." Online radio is no exception to this well stated truism. Before you do anything else have a crystal clear vision of what you want out of the station. Below is a list of some questions to ask to answer this larger query

- How frequently will you produce new shows I.E. daily, weekly monthly, etc.?
- Will you have just one show on your station rerun until the next edition? Alternatively, will you have several shows each day?
- Do you wish to make money out of it?
- How much time and personal resource are you planning to put into it?

The answers to these and perhaps other similar questions will lead you to determine your stations purpose or mission. Once your mission is defined, we can start attacking the specifics of financing your station.

For the purposes of this article, I will focus our attention on hobbyist talk stations. These stations are likely the simplest to get off the ground since they do not require royalty payments or sophisticated automation software. Following are a few ideas that may help as you look to get your station off the ground. It all starts with having the right gear.

Gear Needed

As a hobbyist station to get off the ground, you will need a very basic setup. This will consist of a computer and a small microphone. If you are doing a weekly or even daily podcast, your setup should be incredibly simple and inexpensive. Beyond the microphone and computer, a basic streaming service and perhaps a simple website are all you will need to get your show off the ground. Of course if you are looking to make money with your content, scaling up the spending and infrastructure will be necessary, but we will touch on that in next month's magazine.

Starter Equipment List, Hobbyist Talk Station:

A solid professional mixer board This is not required at this level but is a good idea if you want to add any elements to your show beyond simple talk. For example being able to play back a recorded interview, rejoin music, an advertisement (if you have sponsors) and the ability to have an in-studio guest all become options with a basic mixer. Fortunately mixers that can perform these types of functions are readily available and inexpensive. www.bswusa.com is a good place to find one.

Studio Microphones: You will want at least one, and probably two quality microphones to get you started along with your mixer. Since we are doing this as a hobby at this point, the pro-style microphones are

not necessary. You can get two quality microphones for about \$70-\$100 each from BSW.

Streaming Software: there are a myriad of options here, but www.radiosolution.info is a great place to get setup start-to-finish. Alternatively a simple Google search for something like “internet radio streaming provider” will also help find the right partner for your needs.

There will likely be other equipment expenditures like production music, furniture, and minor accessories; however, the above list is a good starting point for the physical gear needed for this type of station.

Total Start-up Cost

This can range widely depending on your budget and how fancy you want to get, but expect to spend somewhere between \$150-\$500 for basic startup gear at this level.

Time Needed

The great thing about a hobbyist station, especially talk formats is that they require only as much time as you want to put into them. Since you are not looking to make money with it, there is no pressure to provide ROI for advertisers, or create fresh daily content for a broad audience. This is an excellent way to get experience producing content, pursue a passion on the side or just have fun. Because you are not running copyrighted music or content, you also have complete free rein to do as you wish.

Personnel Needed

With a station of this type, it should probably be just you and maybe a co-host or occasional guest. It is important to consider that you are not running a full-station, but more a podcast or single show. Extra personnel will not be required for operating the station.

Next month we will focus on commercial talk format stations and how they differ in both approach and expense from the other formats covered in the first three parts of our four-part series.

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The Importance of Building a Brand Image for Your Business **Debby Peetam**

The first; and perhaps, the most crucial lesson every business owner should learn is the importance of building a brand image for their business. In fact, a positive brand reputation is the most valuable asset of your business. Your brand image determines who you are and how people regard you as a business entity. A good brand image cannot be built overnight: a lot of time, energy, resources, and procedures are involved. Your brand should be able to create an aura of positivity and confidence around your business to survive in the competitive marketplace.

Branding is not just about the way you package your business but involves other components that I refer to as the foundations of a solid brand image. These include: your business name, logo, your unique selling point, your brand color(s), your brand packaging, and the overall brand experience which your business projects to your customers. For your brand image to be effectively projected, your brand color, the style of lettering, and the brand logo should gel well enough to create an image that will leave a lasting impression on your customers. Without making a positive impression to your customers and clients, all your efforts towards creating a brand image may well have been wasted.

The benefits of building a brand image are countless. For starters, you are easily recognized and remembered by customers. This in turn, helps to ensure continued customer loyalty, and with this comes some popularity in your niche/marketplace. When marketing your brand, ensure that all your advertisements, shows, events, articles, press releases, and products are properly blended to create a unique personality for your brand. This approach will get rid of all forms of ambiguity, and make it easier for customers to identify your brand. This is the quickest way to make your clients establish a connection with your brand. Simply put, a positive brand image will help your clients/customers to understand what your business has to offer, and what kind of products or services your business has to offer.

Most small business owners that are engaged in wedding planning, catering, fitness coaching, nutritional advice/counseling, or the restaurant business fail to understand a very fundamental concept. Other marketing tools like flyers, posters, banners, menus, invitations, and even T-shirts, are also integral parts of their brand imaging campaign in addition to logos and advertisements. Combining all these in the proper way will help to make your customers perceive your business as strong, confident and customer-focused.

When hiring a graphics designer to design the entire brand imaging paraphernalia for your business, you need to look for a designer that understands the importance of creating a positive and compelling brand image for your business. Hire someone who clearly appreciates the importance of creating as unique a brand as possible for your business. This should be someone who is capable of creating a form of synergy and stability for your brand. In the business world, brand reputation is everything, and businesses should do everything possible to relay the right vibes/messages to the outside world.

Here, at ByTheBee Creative Designs, we create graphic designs that make your business brand image shine like a star in the business community. In this way, your business will stand better chances of getting a fair share of the market pie. Contact me and let me help your business grow: nfo@bythebee.info.

Web And Stream Traffic David Childers

Website visitor and media server statistics are a valuable source of information which can be used to track station promotion, content programming, and advertising campaigns. It is very critical to understand and effectively utilize this data. This information can be used to identify current trend information, and used as a base for historical trends.

It is important to understand that a single instance of traffic information is not always an accurate indication of audience action. There may be external forces at work that drive single instance traffic action. This single instance should be measured in perspective against an overall time frame. (Daily, Weekly or Monthly.) For example, your media server traffic logs show zero listeners for a 6 hour time frame, then you later find out that your media server host had technical difficulties. This information should be measured in a relative sense.

Website traffic statistics

The important website statistics are:

- Origins of visitor traffic.
 - * Search engine referrals.
 - # What search term or phrase was used in search engine inquiries.
 - * Website referrals.
 - # Addresses of the website that referred visitors.
 - * Social Media visitors.
 - # Addresses of social media sites that referred visitors.
 - * Advertising campaigns.
 - # Contracted advertising companies that referred visitors.

- Unique visitors.
 - * How many visitors are new to the site.

> It is essential to attract BOTH new and returning visitors.

- Returning visitors.
 - * How many visitors are returning to the site.

- Visitor geographic location.
 - * Where are the visitors from.
 - * What languages do they speak.
 - * What time zones are they located in.

This information can be used to develop specialized programs for these regions.

- Bounce rate.
 - * This is determined by the number of people that visit a website and immediately click the back button or they close the web browser tab.

- Duration of the visit.
 - * Visits that last less than one minute are considered casual or an automated visit.
 - # It is important to strive for the longest possible time duration.

- Which web pages receive traffic/ visits.
 - * It is important to get equal amounts of visits on as many pages possible.
 - # The web pages with fewer visits can have content adjusted to attract more visitors.

- Entry web pages.
 - * This is the web page that people immediately go to when they join the site.
 - # Is this the web page you want people to see first? If not, you can make content modifications.

- Exit web pages.
 - * This is the web page that people depart the site from.

- This information can show historical trends for a relative time period.
 - * Hourly summary. These summaries can indicate
 - * Daily summary. * The popularity of programming for a specific time frame.
 - * Weekly summary. * The effectiveness of station promotion.

- * Weekly summary. These summaries can indicate
- * Monthly summary. * The popularity of previous programming verses the popularity of current programming.
- * Quarterly summary. programming.
- * Yearly summary. * The effectiveness of station promotion.

- Files accessed.
 - * Which files are popular to access.
 - # Are the files for a particular show or person?
 - * What type of files are popular to access.
 - # Are the files audio, video, text documents?

- Failed requests.
 - * This can indicate problems with the website.

- Web browsers used by visitors. It is important for the website and the content to be universally standards compliant. Any computer platform or device should be able to access the content.
- Operating systems used by visitors.

The measurement of hits is not the same as the measurement of actual visitors accessing a website. Each file that is accessed by a visitor to the website is listed as a hit. A web page and three graphics would register as four hits, in reality this is only one visitor.

Media server statistics

The most important station broadcast statistics are:

- Peak broadcast audience.
- Broadcast audience geographic location.
 - * Where are the listeners/ viewers from. This information can be used to develop specialized programs for these regions.
 - * What languages do they speak.
 - * What time zones are they located in.
- Duration of listening/ viewing content.
 - * Connections that last less than one minute are considered casual or an automated connection.
 - # It is important to strive for the longest possible time duration.
- This information can show historical trends for a relative time period.
 - Hourly summary. These summaries can indicate
 - Daily summary. - The popularity of programming for a specific time frame.
 - Weekly summary. - The effectiveness of station promotion.

- Weekly summary. These summaries can indicate
- Monthly summary. - The popularity of previous programming verses the popularity of current programming.
- Quarterly summary. programming.
- Yearly summary. - The effectiveness of station promotion.

- Software used to access multimedia content.
 - * It is important to create your web pages and content so that they can be accessed on a universal basis on any platform.



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Providing advisory for some of the world's leading firms in e-commerce, investments and media technology

User Habits - Stop Playing "Follow The Leader" RC Williams

In our discussions with clients, numerous questions surrounding the creation of websites (including style and content) come up. While we are always happy to answer them, we ask them to answer a question first:

"What can you tell us about your users and their habits?"

This often brings the conversation to a dead stop, as they are focused things like how they would like their site to look and how much it will cost them. Once the shock wears off, we do a deep dive into our client's target user, forming the building blocks necessary to create a website that will deliver ROI.

While there isn't a "one size fits all" solution to this, we have found three common user habits that will greatly assist you:

1. **"It's too hard."** Fancy website designs with lots of bells and whistles may feel good, but they are often hurting more than helping. Keep your design and content simple, relevant and easy to access. If you are still curious as to how that would work, take a look at Google. **Users like things to be easy.**
2. **"I'll look at it on my phone. Wait, it doesn't look right!"** Even the best website in the world looks like a total mess if it is not mobile responsive. (en.wikipedia.org/wiki/Responsive_web_design). Half of the total web traffic in the world comes from mobile devices. **Make sure that your website functions properly, regardless of the device used to view it.**
3. **"Can you SHOW me what you mean?"** If you have never watched a Steve Jobs presentation, take a look here (www.youtube.com/watch?v=c_m2F_ph_uU). You will notice his master skills in telling a story with powerful images as opposed to long written explanations. Utilizing this method allows users to follow you and take the desired action based on your goals.

As you develop content for your website, put your work through this filter:

"If I said it in 100 words, can I say it in 50?"

"If I can say it in 50, can I say it in 20?"

"If I can say it in 20, can I say it in 5 with a powerful image?"

A well thought out less is more.

The Give Company provides advisory for some of the world's leading firms in e-commerce, investments and media technology. For more information, please visit www.TheGive.Company or email him rc@thegive.company.

Free Web Development Tools

Derek Bullard

There is a variety of tools that web developers can use to increase the overall effectiveness and functionality of websites. Here is a small listing of tools that are free to use.

CDNJS provides free access to a comprehensive collection of the most popular, open-source JavaScript libraries. This library is hosted on a stable, high-speed, Content Distribution Network (CDN).
www.cdnjs.com

Cloudflare provides several key features for free:

Fast site website performance is provided by a Content Delivery Network (CDN). The CDN utilizes a system of distributed servers that delivers web content to users based on their geographic location.

Broad security protection against several online threats. These include comment spam, excessive bot crawling and network malicious attacks. (Such as SQL injection and denial of service (DOS).)

SSL secure, encrypted connections are provided between a visitor's browser and a web server. This ensures that all data transferred remains private.

Comprehensive Traffic statistics are provided regarding website visitors. Website threats can also be monitored.

www.cloudflare.com

Google Analytics provides the ability to track and provide extensive information about website traffic.
www.google.com/analytics

Google Search Console (formerly Google webmaster tools) provides the ability to monitor and maintain a website's presence in Google.
www.google.com/webmasters/tools/home

Google Double Click provides the ability to serve advertising, in addition to providing the ability to manage the sales process of online ads.
www.google.com/doubleclick/publishers/small-business

Google AdSense provides the ability to publish advertising using text, image, video, or interactive media formats. These advertisements are targeted to individual web visitors and site content.
www.google.com/adsense/start

HubSpot Website Grader can help webmasters to understand how they can effectively optimize their web site.
marketing.grader.com

Semrush is a competitive intelligence suite for online marketing
www.semrush.com

Uptime Robot monitors your website and alerts you when the site is down.
www.uptimerobot.com

Monitor monitors your website and alerts you when the site is down.
www.monitor.us

Monastic monitors your website and alerts you when the site is down.
www.montastic.com

Non-Standard Typeface Fonts For Websites

Arial, Helvetica, and Sans-Serif are the most common typeface fonts used for websites because they are

standard on most operating systems. To use a non-standard typeface font for web design would typically require users to download and install the font on their computer for proper rendering.

There is a variety of free typeface (fonts) that can be used on websites without the need to download and install them for use with the web browser. You can find additional information on them here:

www.google.com/fonts

somadesign.ca/demos/better-google-fonts/

edgewebfonts.adobe.com/

Solutions On A Budget Robert Andrews

Even with the best of intentions and planning, you can find that there are not enough hours in a day to accomplish everything that needs to be done for the station. You can also run into a time crunch even if you have lots of help. You can also find yourself in need of assistance with a task that requires a unique or technical skill set. How can you achieve the impossible without breaking the bank?

www.Fiverr.com

This website has people with full-time professional talents that are willing to complete specific tasks for you for the cost of \$5. Sometimes projects will require multiple "\$5" packages for your technical accomplishment. Vendors are peer related and divided into categories.

www.Freelancer.com

This website is more at the level of mid-range budgets (\$50-300) for a completed project. This site provides a larger selection of vendors that can offer their services.

Various Radio Resource Sites

If you have a drive for Do It Yourself (DIY), then there are various radio websites will discuss and trade information on how to achieve the best station via forums and other facets. Social interaction with other Internet Broadcasters and learning by On The Job Experience (OJT) will allow you to create a bond with communities. These communities are willing to offer tips, suggestions, and other information for building your content, and sharing experiences. This is highly encouraged for broadcasters.

Project Examples

- Organic Traffic.
- Page Rank Links.
- Graphics.
- PHP / CSS.
- Search Engine Optimization.
- Graphics / Artwork.
- Google Adwords PPC.
- Google Adsense Integration.
- Pay Per Click Integration.
- Content Writing.
- Smart Phone App Development.
- Shell Scripting.

HTML 5 Embedded Stream Player David Childers

Your station is no longer forced to rely on clunky embedded Flash players to distribute your audio, or video multimedia content on your website. You can now use embed HTML 5 compliant media players.

Audio Streaming

Shoutcast Server - MP3 Codec

```
<!-- START OF THE RADIO HTML5 PLAYER EMBEDDING --> <audio controls="true"><source src="http://213.73.255.244:10700/stream.mp3" type="audio/mp3">Your browser does not support the audio element.</audio> <!-- END OF THE RADIO HTML5 PLAYER EMBEDDING -->
```

NOTE:

Insert a comma ; immediately after the forward slash and before the stream name for Shoutcast servers. Example: /;stream.mp3

Shoutcast and Icecast Server - OGG Codec

```
<!-- START OF THE RADIO HTML5 PLAYER EMBEDDING --> <audio controls="true"><source src="http://streams.radio-gfm.net:8000/electro.ogg" type="audio/ogg">Your browser does not support the audio element.</audio> <!-- END OF THE RADIO HTML5 PLAYER EMBEDDING -->
```

Icecast Server - MP3 Codec

```
<!-- START OF THE RADIO HTML5 PLAYER EMBEDDING --> <audio controls="true"><source src="http://stream.crooner.fr:8000/crooner.mp3" type="audio/mp3">Your browser does not support the audio element.</audio> <!-- END OF THE RADIO HTML5 PLAYER EMBEDDING -->
```

Icecast Server - Opus Codec

```
<!-- START OF THE RADIO HTML5 PLAYER EMBEDDING --> <audio controls="true"><source src="http://ice.kultradio.fm:80/kult96.opus">Your browser does not support the audio element.</audio> <!-- END OF THE RADIO HTML5 PLAYER EMBEDDING -->
```

NOTE:

The **src** element is the URL location of the stream. This element should be changed to the URL web address of the audio you have selected.

Do Not Forget to change the **type="audio/mp3"/** to the correct codec used in the audio stream.

For Opus Codec - Do Not Include **type="audio/opus"/**. Leave that out of the HTML5 code.

Video Streaming

Webm Codec

```
<!-- START OF THE VIDEO HTML5 PLAYER EMBEDDING --><video width="300" height="300" controls="controls" poster="http://upload.wikimedia.org/wikipedia/commons/1/1b/RCA_Indian_Head_test_pattern.JPG"><source src="http://g2.euer.tv:8000/erdehq.webm" type="video/webm"/>Your browser does not support HTML5 video. Please update your browser to view this media content.</video> <!-- END OF THE VIDEO HTML5 PLAYER EMBEDDING -->
```

Theora Codec

```
<!-- START OF THE VIDEO HTML5 PLAYER EMBEDDING -->
<video width="300" height="300" controls="controls"
poster="http://upload.wikimedia.org/wikipedia/commons/1/1b/RCA_Indian_Head_test_pattern.JPG">
<source src="http://bordeaux.fr.eu.org:80/stream.ogg" type="video/ogg"/>Your browser does not
support HTML5 video. Please update your browser to view this media content.</video>
<!-- END OF THE VIDEO HTML5 PLAYER EMBEDDING -->
```

MP4 Codec

```
<!-- START OF THE VIDEO HTML5 PLAYER EMBEDDING -->
<video width="300" height="300" controls="controls"
poster="http://upload.wikimedia.org/wikipedia/commons/1/1b/RCA_Indian_Head_test_pattern.JPG"><source
src="https://archive.org/download/ComputerNetworks_TheHeraldsOfResourceSharing/ComputerNetworks_TheHeraldsOfResourceSharing_512kb.mp4" type="video/mp4"/>Your browser does not support HTML5
video. Please update your browser to view this media content.</video>
<!-- END OF THE VIDEO HTML5 PLAYER EMBEDDING -->
```

NOTE:

The **poster** element displays an image within the video player before the stream is launched. This element should be changed to the URL web address that displays a picture of you have selected.

The **width** and **height** elements should be changed to conform to the individual video that you are embedding.

The **src** element is the URL location of the stream. This element should be changed to the URL web address of the video you have selected.

Do Not Forget to change the **type="video/mp4"/** to the correct codec used in the video stream.



The International Association of Internet Broadcasters (IAIB) is the principal voluntary trade organization representing the interests of Internet broadcast professionals throughout the world.

www.ibroadcastnetwork.org

www.facebook.com/iaibnetwork

The Station Website Derek Bullard

It is important for Internet broadcast stations to have a well maintained website presence. This presence can be used as a multi-faceted outlet for promotion, marketing, advertising, community and as an additional outlet for content. The essence of the broadcast station should be used throughout the website. This will create a cohesive bond with the audience members and casual visitors. It is also important to focus the content of the website to the desired audience. This will help establish a core audience presence and attract like minded visitors.

The station website should convey several important aspects which include:

- Entertainment.
- Information.
- A community experience.

Planning

It is important to gather everyone associated with the station and discuss the features that they think would best suit the station website. Feedback should be requested, and a determination should be made for which features will be implemented when the list of features has been compiled. Variety is the spice of life, and this should be the inspiration for creating or obtaining content for the website.

It is important for the website to be updated on a regular basis. Fresh and unique content will continue to draw visitors back to the website, in addition to attracting new ones.

When a website is planned, several elements must be taken into consideration. These elements include:

- Providing clean, clear and concise content for the website.
- KISS (Keep It Simple Stupid)
 - Using lots of “bells and whistles” can detract from the users overall enjoyment.
 - * Do not use excessive website scripting.
 - Do not allow the website to become a display of stale, static content.
 - Offer the website visitor features to engage them and keep them coming back.
 - Development errors can cause some visitors to become disinterested in the website.
 - It is essential to check website content for any possible errors.
 - * Grammar
 - * Spelling First impressions are lasting impressions. Demand the very best for your website.
 - * Format
 - Use quality content.
 - The website should be easy to navigate.
 - Do not over saturate the website with advertising.
 - Avoid using Flash, Frames and Ajax for primary content pages - such as Index or landing pages.
 - Avoid configuring audio or video files to start automatically when a web page opens.
 - Provide attributes to any information used from outside sources.
 - Produce the website in multiple language formats if the audience is multilingual or multinational.
 - Incorporate Social Media share buttons within website content.

Relevant content is crucial for the success of the website. This is what defines the website and will attract people. It will also keep people coming back to the website. It is important to match the content with the intended target audience.

Website content can consist of audio, video, graphic and text material. A broadcaster's website can also be used to distribute additional multimedia material and become a content rich web portal. It is important to remember copyright considerations and acceptable use policies when using existing content from other sources. Terms Of Use for content are subject to change without notice.

It is important to use social media to attract people. Post multimedia content on the stations linked social media network. Do not rely on social media to post all the station information. This reduces the value of the website and decreases the revenue potential. Use social media to attract potential website visitors to the station website.

Implementation

It is important that the website include specific pages. These pages will provide maximum information potential to both the frequent and casual website visitor. It will also allow visitors to interact with both the station and other visitors. Creating a viable community centered around the station is critical for the stations continuous success as well as that of the website.

These important pages should include:

- About.
 - * Purpose of station
 - * Target audience
- Contact information.
 - * E-mail address
 - * Postal address
 - * Telephone number
- Community.
 - * Chat area
 - * Forum
- Broadcast.
 - * Access stream- Stream display.
 - * Playlist of broadcast (Audio)
- Daily content.
 - * News
 - * Features
 - * Weather
- Social media.
 - * Facebook
 - * Twitter
 - * Pinterest
- Station blog.
 - * Events
 - * Schedules
- Station photos.
 - * Events
 - * Studios
 - * Equipment
 - * Staff
- Additional Multimedia.
 - * Video
 - * Audio
- Legal Notices.

You may be required to include specific legal notices on your website based on your countries Internet content legal requirements.

Additional information regarding these legal notices can be found here:

- Cookie Policy www.cookie-law.org/cookie-policy-generator/
- Terms of Service www.termsfeed.com/generator/new/terms-service
- Privacy Policy www.termsfeed.com/generator/new/privacy-policy2
- Children's Online Privacy Protection Act www.coppa.org

Four Ways to Maximize Traffic and Revenue On Your Website

RC Williams

Businesses worldwide struggle daily with decisions about designing their website and maximizing its value. The additional time that's needed plus the non-stop narrative of "you NEED to have a website" everywhere you look is enough to drive most people crazy.

Based on a combination of research and client use cases, we've found four tips for you to maximize traffic and revenue on your website:

1. Keep your website design simple and make it responsive.

Do not fall for flashy, overpriced options because someone tells you they are necessary. In the era of mobile responsive design (en.wikipedia.org/wiki/Responsive_web_design), users are more concerned about getting to the information they need quickly and easily on any device that they use at any time. Make this the primary factor in your design decisions and build from there. The easier you make it for your users to follow your lead, the more likely they are to do it.

2. If you can say it with videos or pictures, do it.

There's certainly a place for more detailed information in written form but getting people to the point of wanting that information is critical. In a world full of noise and distractions, your ability to tell a compelling story is critical. Videos and/or pictures or in some combination with powerful headlines and captions provide you the best opportunity to keep users. One of our most satisfied clients uses this video (www.youtube.com/watch?v=kVeI7Q_mgHU), and it provides him more conversions than any story he has told.

3. Give users easy ways to connect with you.

Stock photos and websites that make it difficult to contact someone are sure fire ways to make sure users do not come back. Provide them a way to contact you (including which human they will be put in touch with), a way for them to stay up to date and your social site links. A simple newsletter sign up for deals or information will be appreciated. Keep in mind that it is easier and less expensive to monetize a current user/customer than it is to acquire a new one!

4. When it comes to ads, it pays to talk with the "natives."

Traditional banner and box ads on websites are becoming less effective. This is most evident in discussions with Apple and Google as they consider giving users the option block them on their devices. The rise of native ads (en.wikipedia.org/wiki/Native_advertising) presents an opportunity to take your most powerful asset - your content and monetize it in ways that are nonintrusive to users as they interact with your website.

Using these four steps positions your website to benefit greatly from users who are willing to pay a premium to get what they want, when and how they want it.

RC Williams is Co-Founder of The Give Company. For additional information, please email him at more@dasethos.com.



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Top 10 Social Media Tips Cindy Ross

What a great time to be in business! In today's world you can reach thousands of people through the power of social media and tell your company's story! Have fun with the process and educate us on how your company began and what you do!

Let's Grow your Online Presence!

1. Linking Just Makes Good Sense.

Write quality content and link back to relevant articles. Not only does this add relevance to your content, but establishes rapport with influencers talking about and around your same topic. Cross promotion is HUGE!

2. Write High Quality Content.

If writing is not your skill set, pass it off to a professional writer. It is that important. Delegate, Delegate. Delegate!

3. Update Your Content on a Regular Basis.

It is not enough to just write quality content, but you must write and post often making sure it has a purpose. This helps to make sure that your past and potential clients keep coming back for more. The social media world is constantly changing, which means you must keep up!

4. Be Patient.

Patience is a virtue, especially when building a social media presence. Anything worth doing takes time. Invest your time and engage in a meaningful and intentional way on a daily basis. Consistency is key when creating a social media strategy.

5. Stay Focused on Your Purpose.

Stay focused on what you are building and work your strategy with diligence and persistence. If you love what you do, this will be second nature! Enjoy the journey of building your brand!

6. Listen and Observe.

Social media is an excellent listening tool. Pay attention to your clients online and offer solutions to their problems. Make sure you are responding to comments, reviews, & messages. This is key to keeping good engagement to your following!

7. Never, EVER Steal Someone Else's Hard Work.

This seems like a no-brainer, but it's a prevalent problem on the web. The repercussions are not worth a moment of thoughtless posting. If you see something online that you like, borrow it and make it your own. You don't have to recreate the wheel, make it better!

8. Connect, Connect and Connect Some More.

Social media is not only an exceptional location to connect with your potential consumers, but also with influencers and other thought leaders within your industry. Network like there is no tomorrow! Talk to anyone and everyone about your business, you never know when the next door may open!

9. Cross Promote.

Share your content across multiple channels and do it with a new and unique spin designed for that particular network. There are hundreds of social media outlets, remember the more you are on, the easier you are seen!

10. Never Forget the Power of Local.

Google has indicated that they are using or testing a “neighborhood algorithm.” Network local, make sure your business cards have your social media icons. What better way to spread the word about your company, than your very own backyard!

Let me help your business achieve a global presence. Call me to conquer the world 251-635-7477



Understanding Your Audience

How the Location of Your Listeners Dictates How You Run Your Station

Gary M. Ayd

Prior to internet streaming the very idea of a global or even national listening audience was not even a thought in the minds of programmers and station owners. Over-the-air signals, of course, are by their electromagnetic origin limited to a listening audience within a particular geographic area. In other words, the location of your audience was decided for you.

Today, that is no longer the case. With the ability to listen to any station, talent or show with a simple click of the mouse the question of where to focus your programming efforts from a geography standpoint now must be asked.

This article will attempt to flesh out some of the reasons to choose to program to local or global audiences, and how your choice of this subject will determine other parts of your stations operations.

Global Over Local

Ego: While no programmer will admit it, ego and vanity do play a part in how a station presents itself to its audience. Any on-air talent worth their salt by necessity has a high degree of confidence in their ability which often spills over into ego and vanity. This is a good thing. It is precisely this belief in being able to accomplish anything that will spur a station or personality onto being able to generate a substantial global audience successfully.

Big Risk Big Reward: of course the most compelling reason to enter the world of global broadcasting is the potentially huge payoff if you manage to make an impact. Of course, the risk at this level is also high as you will be fighting head-to-head with behemoths like Apple Pandora and other streaming giants. However, if you can develop a large audience the payoff in CPM advertising can be large. Beyond the cost of getting an operation of this size up and running, you also run the risk of ongoing legal battles for streaming royalty rights of the music your station plays, as well as potential lawsuits over patents and trademarks from providers in the space.

Local Over Global Audience

Audience Fragmentation: if you are the target is a global or even national audience, you leave yourself no choice but to develop a massive monthly Cume if you wish to make money. With an audience spread over states or even countries as opposed to being concentrated in one city, town or county your station will likely hold little to no appeal for local direct advertisers like pizza shops, hardware stores, small retailers local professionals and other common area businesses. Because your audience does not match their client (those in the area in which they are located) you have very little to offer them. This is one of the biggest risks associated with aiming for a global audience and is something you must consider long and hard before making a programming decision.

Limited Competitive Advantage: with the tremendous amount of competition vying for national advertiser spends in the streaming space, finding a way to stand out against established megabrands like Apple is extremely challenging. It is much easier to create a strong local or regional brand by appealing to your native community and or businesses.

Whatever your decision the choice you make on who to gear your content to will play an enormous part in how your station operates going forward. For example, if you were to choose to go after local listeners, you will by extension do much more local direct selling of your advertising inventory and may even consider having a couple of local talents from the community broadcast on your station.

If you go for a global audience, your only concern will be building a highly usable technology platform from which to broadcast your station, and then leverage that platform to build the largest audience possible. Once you've built an audience of significant size, now you are ready to begin selling CPM advertising campaigns to large national and international companies. Those companies will pay you a set amount (usually \$1-\$3) per 1000 listeners. Looking at those numbers you can see why assembling a big audience is so critical to this model.

Overall both approaches have their ups and downs and the decision on which way to take your station ultimately rests in the hands of the founder(s).

If you would like more info on making this choice, or need assistance with website design or content creation, please email gary@scribedr.com or give us a call at: (845) 239-9974.

Selecting A Station Format **Derek Bullard**

One of the first steps when planning a radio station is to select a specific program content to broadcast. This is commonly referred to as a radio format or programming format. Some people are inclined to say a radio station is meant to play only music or to use a talk format. While it is true radio stations are considered to be either music or talk oriented, the programming content of a radio station should be more specific than that.

Do a quick search on any internet radio station directory and you will find at least 75 different formats ranging from Jazz, Urban, and Christian Rock to Soul Music. You will also find talk formats that cover topics like Comedy, Weather, Drama, Sports, etc. You can find a complete list of radio station programming formats on Wikipedia here (en.wikipedia.org/wiki/Radio_format) Your job is to attract an audience and build up your listener base. The burning question is, what are you going to play on your station to achieve this?

Your content has to be interesting, entertaining or informative to attract and retain an audience. You also want to select a program format that you feel the most comfortable delivering. If you are passionate about a certain genre of music or a particular topic, it will reflect enormously on the quality of the final product that you deliver. If you are a radio station with a distinct music genre format, playing music is not enough to attract or retain an audience. You must be both different and unique. Get your creative mind into gear and try to imagine what would attract your listeners over another station playing the same genre of music as you.

You have the option of choosing to play a wide variety of music styles at your radio station. In theory, it would seem that this would allow you to attract more listeners, but unfortunately it does not always work out that way. Have you ever noticed that some of the biggest radio stations concentrate on a particular style and genre. This allows the station to aim for a certain demographic and target market. The data collected from the type of audience you have will determine what attracts a certain type of advertiser. Be expected to hand over this information to any advertiser as they will analyse whether they will run ads with you or not. Remember without an audience you will not attract any advertisers, so give your listeners a good idea of what they will hear when they tune into your radio station.

If you want your potential listeners to find your radio station easily on the internet, it is a good idea to select an associated with a specific music genre. Genres allow online radio station directories like iTunes and Tunein to categorize and sort all the choice that exists. Choosing a genre will also help you rank better on Google because you can concentrate on specifically, focused keywords on optimizing.

Success will not come all by itself if you just sit behind your computer and merely add songs to an automated playlist. Do your research. Analyse the market and audience you are targetting. It is important to try and appeal to a broad and diverse audience base. Try to keep the music as familiar as possible. Create unique and fresh programming daily. Work hard to build your brand and identity so that your listeners identify with your radio station. These first steps will help you achieve a great music format.