



P.O. Box-1882, 1505 Franklin Street, Port Townsend, WA 98368
360.379.8383 - info@radioofhope.org - www.radioofhope.org

Christian radio for northwest Washington



Too New to Use?



The **chicken and egg syndrome** has impacted every major media technology ever considered by broadcasters (or Church members for evangelistic outreach). The issue is straightforward: those who have considered TV or radio broadcasting have nearly always been reluctant to spend the money to create new content, or invest in new hardware to deliver new services, before there were a **lot** of receivers in the market capable of **getting** that new content. On the other hand, receiver makers won't invest in the ability to build new devices until there is content out to **be** received. So, which comes first, the chicken or the egg?

Historical observers can count several, mass-market, over-the-air broadcast technologies that successfully broke through the chicken and egg scenario: AM and FM radio, black & white and color TV, and digital TV. These transitions took from ten to twenty years to go fully mainstream.

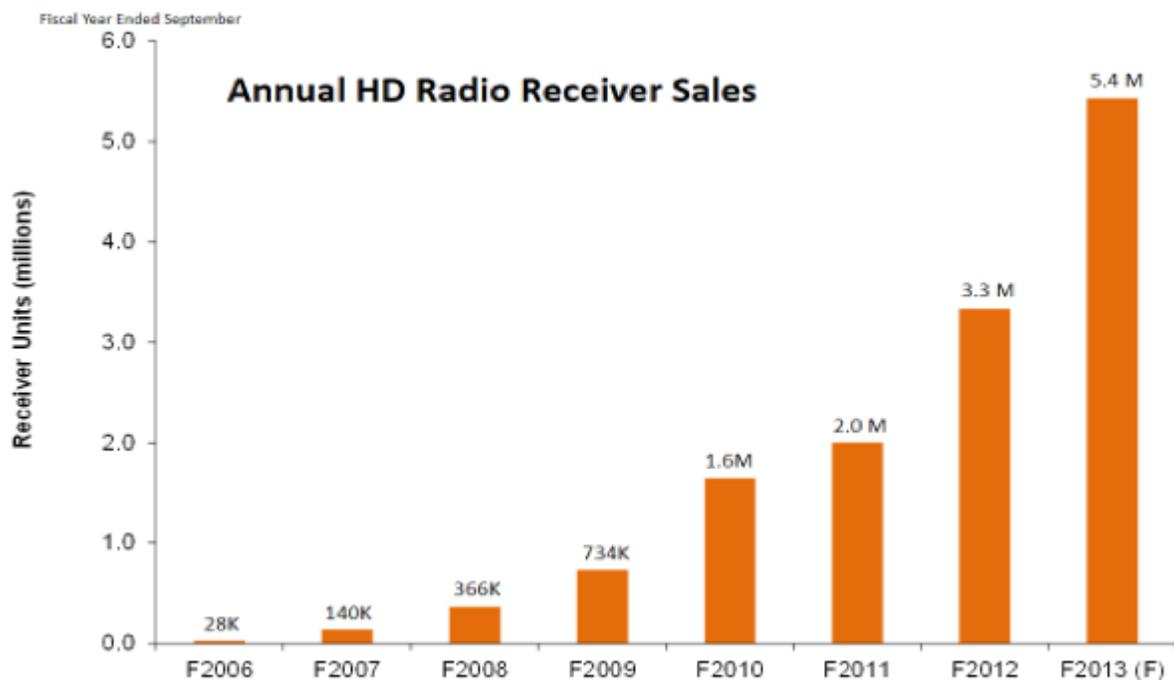
It may be hard to imagine these days, but at one point in time, there WAS no Radio! All that did eventually change and by 1974 about 75% of all radio listening was to AM radio stations and 25% was to FM stations. By 1984, those numbers had exactly reversed with the trend continuing, albeit at a much slower rate. The transition from black & white to color television occurred from roughly the mid-1950s to the early 1970s, when sales of color sets finally surpassed sales of black-and-white sets. More recently, the Internet and streaming audio have also impacted audio listening habits with every thoughtful broadcaster (including Radio of Hope) now streaming their content.

The one constant for all successful media transitions has been the passage of time, and that patient strategy is working for HD Radio Technology as well. About a decade ago, many forward-looking broadcasters made a strategic decision to upgrade their stations to digital broadcasts. They were the initial “chickens” and the “eggs” have followed over time. In the greater Seattle radio market there has been no room for any new, major FM station in decades! However, there are now more than 60 HD Digital Radio stations, nearly tripling the otherwise available radio content, all with no additional stations possible in a signal-saturated market! The door was swung wide open, by new technology, that otherwise would have remained closed forever!



OVER>>>

The HD Radio receiver sales growth, from 2010 to 2013, saw a **50%** annual growth, most of it driven by the automotive industry. It is important to note that Radio reaches 92.8% of Persons 12 and older each week. More than 60% of that happens in automobiles. In 2013, almost 30% of all new cars were shipped with HD Radio receivers and in 2014 there likely won't be an auto dealer in America that does not have HD radio equipped vehicles on the lot.



So unquestionably, with a lot of effort and patience, this new technology is definitely becoming more common. Broadcasters are making good use of their HD Radio investments in a variety of ways – multiple languages are being transmitted as is the broadcast of real time traffic services to navigation systems over these new HD Radio channels. With around 15 million HD Radio receivers sold thus far, more programming “eggs” will fit nicely in every radio market.

As of late 2013, Arbitron (a major radio surveying company) counted almost 3.6 million weekly listeners to over 500 different HD2, HD3 and HD4 channels. That’s a 60% increase in one year!

Many radio broadcasters feel that HD Radio broadcasting is definitely the way of the future, and as in the television industry, that the migration from analog to digital is an inevitable part of the industry's evolution.

These facts, and the leading of the Holy Spirit, are the reason for our decision to adopt HD Digital Radio for use in western Washington. As with all things evangelistic, progress comes at a cost, but given the price of our salvation, it’s a bargain indeed!

A strong foundation has been laid with several important pieces of transmitting equipment purchased and ready to be installed at KROH. Additional fund-raising remains to be done for individual sub-portions of the multi-lingual operations. Spanish and Russian channels will require a total of about **\$40,000** each.

That amounts to 40 people giving \$1000 or 200 people giving \$200 or 400 people giving \$100 for a channel. Businesses, Sabbath School Classes or individual families can participate in this manner too. Please pray and consider what the Lord might have you do for the new all-digital **English, Spanish and Russian HD Radio channels.**

HD Digital Radio - Faith Promise Card

Keep me informed via E-mail _____ @ _____

HD Radio for KROH is now and the future. Here is my help to get this done.

Here is my specific support for Spanish HD Digital Radio - 24 Hours a day!

Here is my specific support for Russian HD Digital Radio - 24 Hours a day!

\$1000.00
 \$500.00
 \$250.00
 \$100.00
 Other \$

Name: _____ Address _____ City _____ Zip _____

Make check payable to: Radio of Hope - Box-1882, Port Townsend, WA 98368.

Donate online at: www.radioofhope.org/donate. Choose type of support and submit.

Need to contact us? Call 360-379-8383