



Entercom Management Awards Finalists – Digital Content/Music

Best Digital Content of 2007 (Music Format)	Nomination Rationale:
WAAF Boston Active Rock	<p>URL: www.waaf.com</p> <p>WAAF's website is designed to serve as a "portal to our listener's world". Many of our audience's lifestyle interests and needs are immediately addressed upon arriving at our URL, making WAAF.com an ideal homepage for them. Every element on the site contributes to the primary goal of ENGAGING the listener with our brand at a deeper, richer level than can be achieved solely through the traditional station broadcast. WAAF.com gives our listeners a 24/7 opportunity to experience and interact with our brand On Demand, i.e., ON THEIR SCHEDULE. The site also regularly prompts listeners to make mental appointments to tune into the station at specific times. WAAF is now very much in the business of offering difficult to duplicate audio and VISUAL entertainment in a "must belong," tribe-like environment. This environment includes audio and video on-demand content, audio driven search engine capabilities, AAF Army listener community, consumer generated content, audio streaming, immediate lifestyle information, online fantasy sports competitions, listener polls with recycling tactics and virtual stores.</p>
WFBC CHR Greenville	<p>URL: www.b937ONLINE.com</p> <p>We always try to create compelling content for on air and duplicate those same efforts online. Digital is an important component of our shows and on air contests. In 2007 we became a test market for the VOKI program. The launch of this program mirrors the "Singing Bee" contest that we conduct during our afternoon drive show on B93.7. "The Singing Bee" asks a listener to create a VOKI image of themselves, give that image a voice and post that image on the B93.7 website. It's like online karaoke! Visitors to www.b937online.com can view, listen to and rate VOKIs created by other B93.7 listeners. B93.7 "Singing Bee" is listener created, viral and interactive.</p>
KISS CHR Milwaukee	<p>URL: http://www.youtube.com/profile?user=johnmcd555</p> <p>At KISS-FM in Milwaukee we've embraced video as a means of engaging with our listeners where they live. Timely, hot-topic videos distributed through a variety of pipelines allows us to use search engine technology to virally market the unique strengths our air talent brings to the brand. Perhaps the best recent example is our Tony Romo video. When wide receiver of the Dallas Cowboys, Terrel Owens, teared up in a press conference after losing to the New York Giants, we parodied it with a press conference of our own. Our morning host, a dead ringer for Cowboy quarterback Tony Romo, delivered an Oscar winning performance that generated over 100,000 views in the first hour alone. Not only were we able to take a shot at our NFC arch-rivals, but at the same time we were showcasing the topicality and fun that our air talent brings to the show everyday. We've used this method of marketing with other "hot topics" such as American Idol and Hannah Montana. We are constantly looking for our next opportunity to promote KISS and show off our talented air staff. By finding new and inventive ways to use viral video every chance we get, we've exposed the KISS-FM brand and our morning show with over 1,000,000 online impressions on YouTube alone.</p>

<p>KNRK Alternative Portland</p>	<p>URL: www.947.fm</p> <p>No other station in the Portland cluster matched the effort that KNRK did with its efforts to integrate on-air content with its digital efforts. 94/7 wrote a new script for success when it launched new viral initiatives like Bootleg Video (listener films a touring band and we send out the video to our database), a:casts (audio from our listener sessions sent to our database), AlternaSchool (bands participate with listeners at a demo for cooking, beer making, etc.) and innovate, cutting-edge promotions like our Scion campaign. In addition, Mark Hamilton created and launched 94/7too, our new HD2 channel featuring all-local NW bands. This channel is the perfect compliment to our main HD1 channel.</p>
<p>KDFC Classical San Francisco</p>	<p>URL: www.KDFC.com</p> <p>KDFC, the #3 rated station in the market, engaged record numbers of online users in 2007. Streaming usage improved every month, hitting a high of 83,000 uniques in December; while a seasonal second online channel, The KDFC Christmas Station, drew 28,000 uniques. The website has been customized to emphasize the listeners' most-requested features, including the market's most extensive online Arts Calendar, and the daily Music News, both compiled and written in house; widely read DJ blogs; on-demand videos including KDFC's own 'intimate concert' recordings; the highly interactive Music Rating Panels; and the 'Search Playlist' function that drives significant CD sales. As an example of our consistent on-air and on-line integration, the DJ-driven 'Our Top 25 CDs of the Year' list, drove a record \$31,000 worth of CDs sold in one month through our online music partner. The on-line database, Club KDFC, grew 20% to 61,000 members, fueled by on-air Club-only deals and contest upgrades. The weekly eNotes newsletter, with an open rate of nearly 20%, is consistently sold out to arts clients, its advertisements carefully integrated into the content to retain editorial integrity. Overall, with fresh, targeted content presented in an easily accessed and well-designed online space, kdfc.com reflects the station's "casual, comfortable and classical" attitude.</p>