Future of AM

Hosted by Ted Nahil, CPBE

Eastern U.S. Regional Sales Manager

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Panelists

- Mike Cooney
  - CTO and EVP of Engineering, Beasley Media Group
- David Kolesar
  - Senior Broadcast Engineer, Hubbard Radio, Washington, DC
- Mike Raide
  - Senior Manager, Broadcast Technology, Xperi, Columbia, MD
- Martin Stabbert
  - VP of Engineering, Townsquare Media

Discussion Points

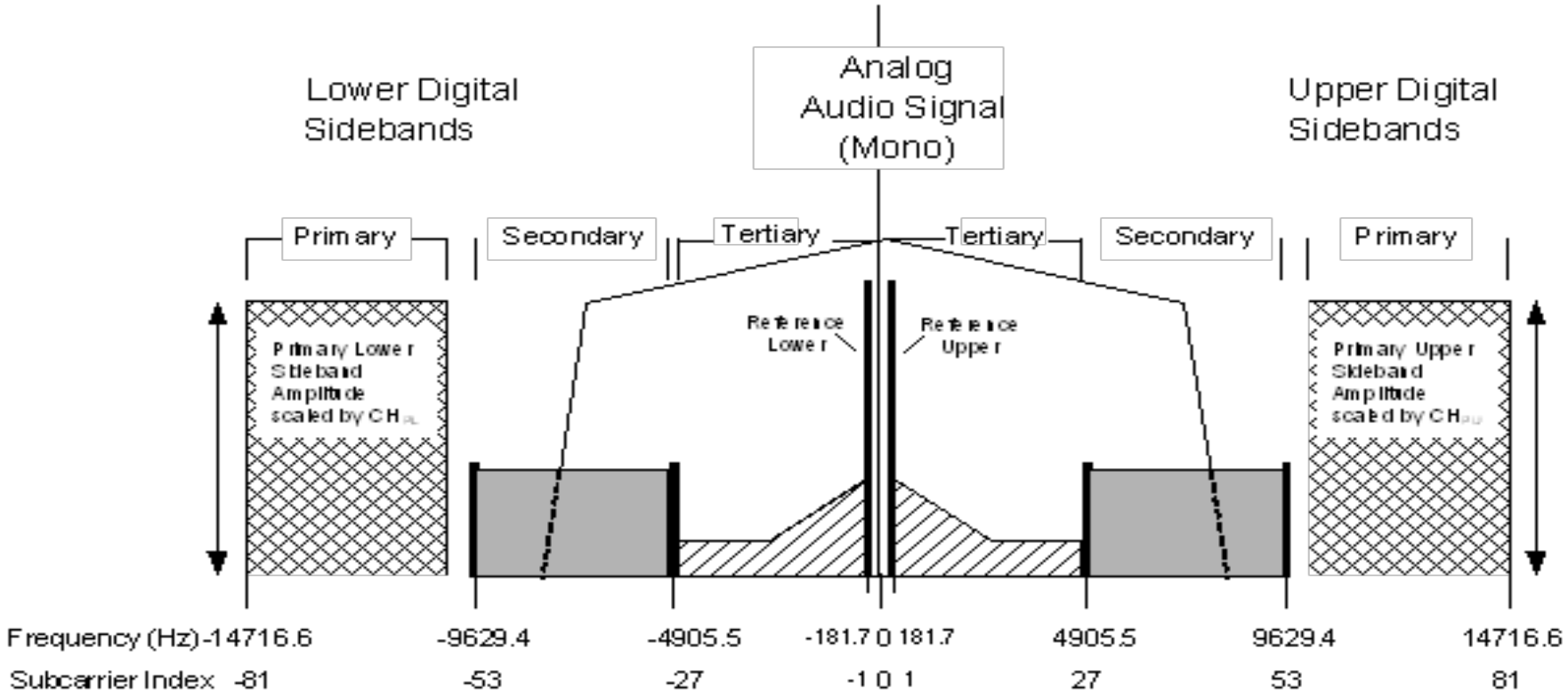
- WWFD All-Digital Operation
- Translators
  - A good thing?
  - A path for all-digital AM?
- Downgrading or Silencing Facilities
- Final Comments from the Panel
  - Does AM still face an uphill battle?

WWFD All-Digital Project

- Mike Raide and Dave Kolesar
  - Brief background on all-digital testing
  - WWFD's all-digital project equipment and setup

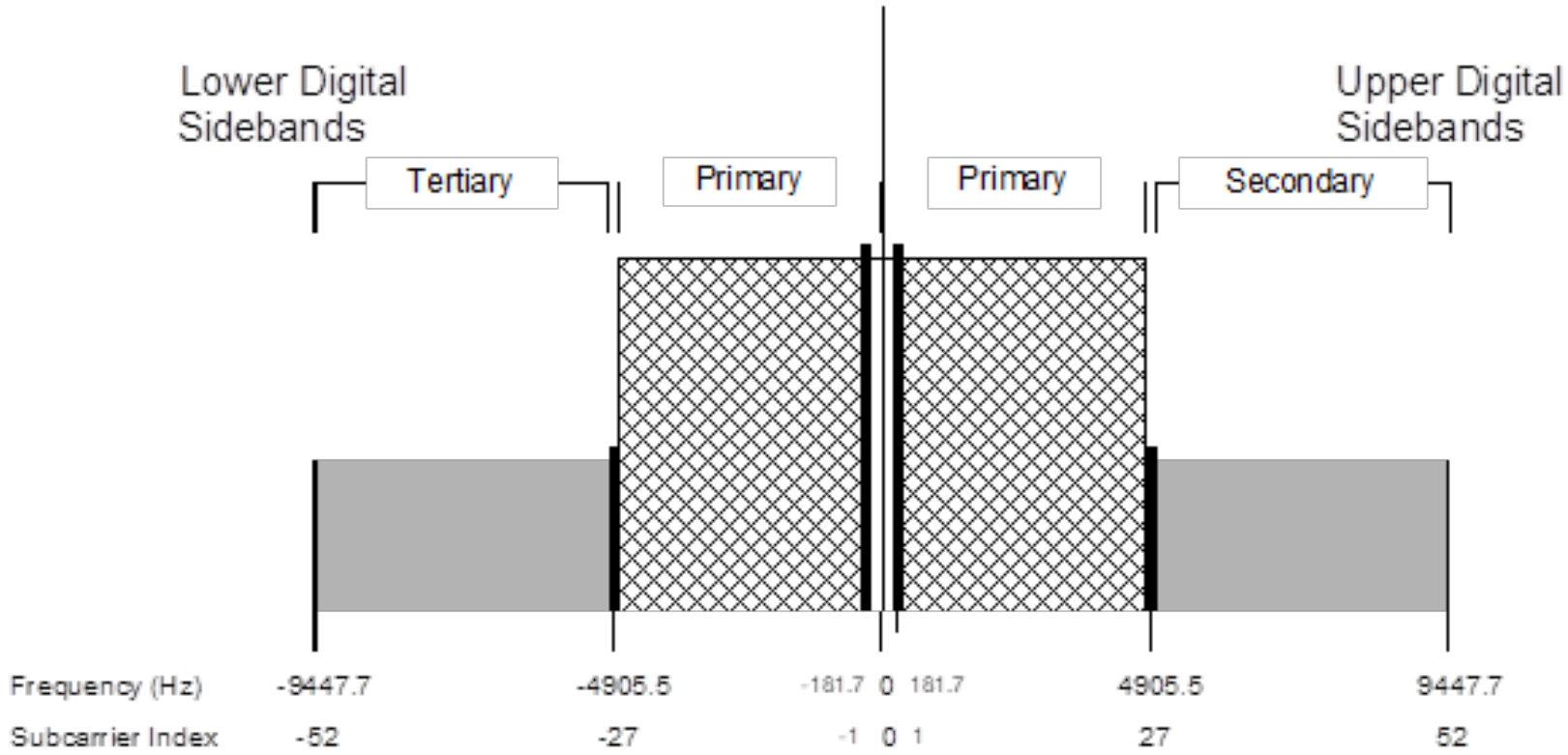
WWFD All-Digital Project

- MA1 Mode



WWFD All-Digital Project

- MA3 Mode



WWFD All-Digital Project

- MA3 Mode Summary:
  - Unmodulated carrier retained
  - MA1 analog signal replaced with higher-power primary sidebands
  - Secondary upper sideband moves to higher frequencies
  - Tertiary lower sideband moves lower frequencies
  - Overall bandwidth is reduced, making the all-digital waveform less susceptible to adjacent channel interference

WWFD All-Digital Project

On-air waveform photo into antenna system

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WWFD Artist Experience Photos

- ITR Sparc radio
- First ever images transmitted on MW band in the US!

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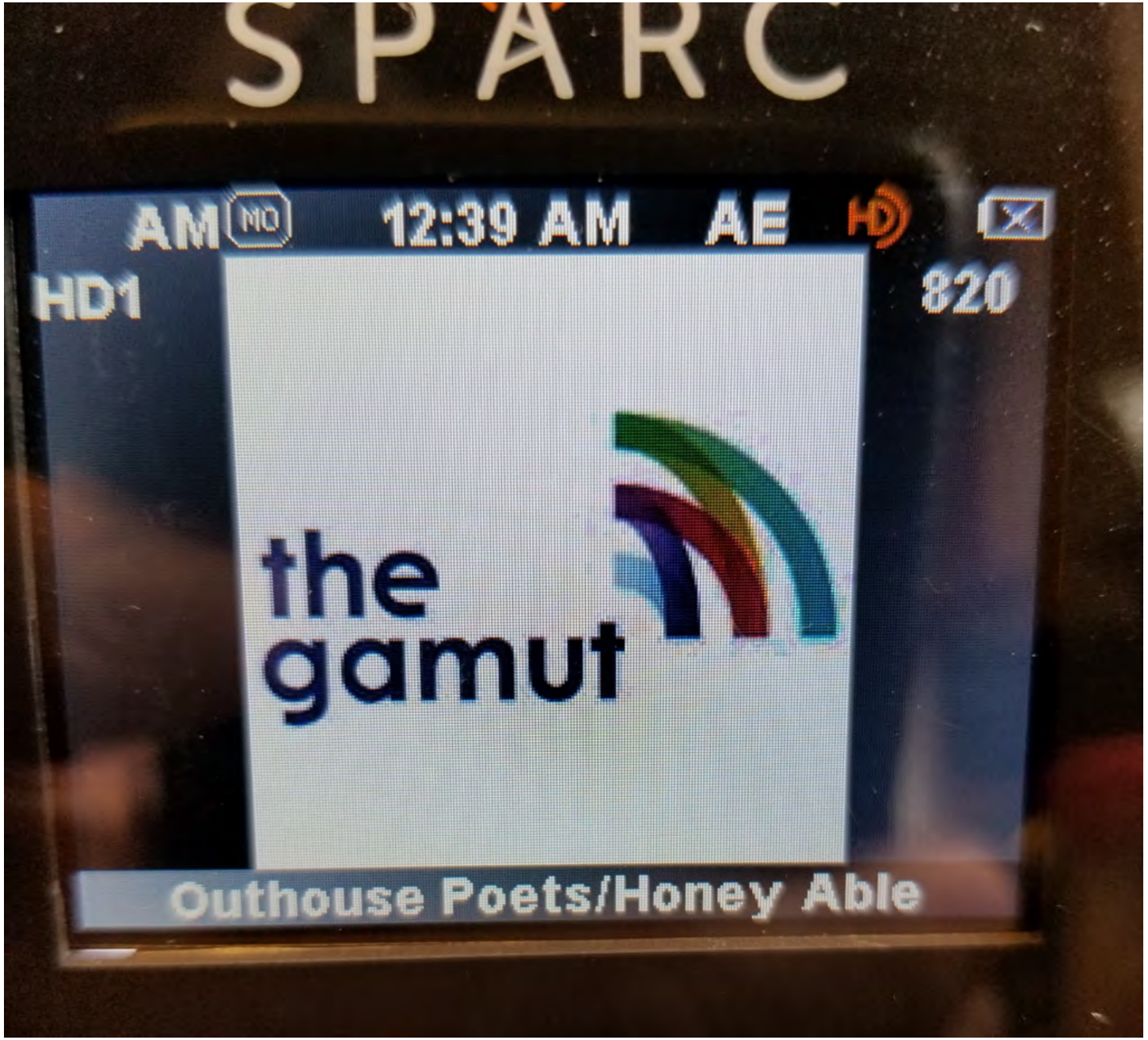

Future of AM – Role of Translators

- Are translators for AM stations a good thing?
- Do they provide a path for all-digital?

NXSeries AM/MW

3 kW – 2 MW

Future of AM

- What is still ahead?
- Besides all-digital, what other steps are necessary to help preserve AM?

NXSeries AM/MW

3 kW – 2 MW

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Thank You!