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The first step to starting your own AM drive is to apply for a federal license. It takes time, as the Federal Communications Commission accepts applications at only certain times. See the FCC website for announcements about when the next window opens. You may be competing with hundreds of other applicants, so don't make any mistakes that might cost you your chance. Even low-power plants - with the exception of college stations - require an FCC license. To apply for a license, you need an FCC registration number. You can register via the agency's website or by submitting FCC Form 160 by mail. If you do not include the registration number on the radio license application, it will be rejected. To apply for a new license, complete FCC Form 302-AM and Form 159 electronically. The filing fee is \$635. If you plan to build a new station, you must submit form 301 with a \$3,870 fee. All AM radio stations are broadcast at frequencies from 540 to 1700 kilohertz. One of the obstacles to new AM drives is that you have to choose a frequency that will not interfere with other stations. This includes stations elsewhere in the country that use the same frequency, and adjacent radio channels, the 30 kHz above or below your own. Your application must show that you do not want to cause interference. The FCC says it usually takes an expert to provide a convincing analysis. The FCC strongly recommends that you wait until you have a license in your hand before purchasing equipment. However, you must determine which equipment to use and submit this information on your application. You must provide the FCC with the location of the planned transmitter and studio, along with the antenna coordinates down to the seconds of longitude and latitude. The FCC wants to know the height of the antenna radiator, the overall antenna height and many more technical details. Building a drive from scratch requires a lot of hardware. You need to find a place for a studio, buy a transmitter and set up a radio tower, along with all other equipment. The alternative is to buy out someone who already owns a radio station and a broadcast license and then air your own programs. With this approach, sign a contract to purchase the drive, and then submit Form 314 with the FCC. If the agency rejects your application, you cannot close the agreement. On times it is impossible to apply for a license in a given area. The FCC will not accept an application for permission to broadcast in an area with no available frequency. The video didn't kill the radio star after all. Online listeners are tuning into podcasts and internet and satellite radio of millions every day to hear everything from real crime drama to politics and sports call-in shows. If you dream of having a show that reaches millions of like-minded fans around the world, you need fresh, unique programming ideas and a audiences that satellite program directors will want to bring to their channels. Give some thoughts to the kind of radio program you want to have. Do you want to host an interview show about a favorite topic, play new music from local bands or host a call-in show for sports fans in the area? Or maybe you're a communications manager who wants to share more information about your business and take questions from local citizens. Hubspot recommends thinking about something you'd like to talk about with guests and listeners in the studio. Once you've settled a topic or topic, it's time to do some research. Find out if there are other radio shows similar to your currently airing. If there is already a popular new music program, think about how you can make the program different or more unique than programming already available. It's also important to make sure your series isn't available at the same time as some of your competitors. Before moving to a major platform like Sirius XM, you should first consider how and where you want to broadcast the first episodes of your new radio show. It doesn't take much money to start a podcast or even an internet radio station, and you can get the necessary experience and build a significant audience with both options. Podcasts and radio shows have a lot in common, but they vary in some important ways according to Jacob's Media. Podcasts can be heard anywhere in the world and can be directed to niche markets with specific interests such as novels or woodworking. Radio programs are aimed at larger audiences with broader interests. A radio show is broadcast once, and it's gone, but fans can listen to podcasts weeks, months or years after their first airing. Launching your own program or podcast is a lot of work, but as Lifewire points out, it's all for nothing if no one listens. Make sure you get the word out to as many potential listeners as possible. Invest the time, and if necessary the money, to learn the ropes of social media marketing on Twitter, Facebook, Snapchat and Instagram. Consider offering giveaways of things like T-shirts, pins and keychains to generate interest for you and your show. Don't forget to include your URL on all your promotional materials both online and offline so everyone knows where to find yourself. Program directors and radio station executives are always looking for new shows that are fresh, unique and able to catch the listener's attention. To ensure that the program makes the cut and stand out, make your pitch to program directors as professional and as short as possible. The pros at Lifewire suggest creating a five-minute demo made from the podcast or internet radio show. Busy managers don't have time to listen to anything further than that, and they want to know from years of experience exactly what looking for. A demo can be a montage of clips edited together to give listeners a taste of what the program is all about. The first 30-45 seconds of your demo are the most important thing, so make it count with compelling, attention-grabbing material. Try to find audio samples that will showcase your talent and what it is that makes the program unique. Include a cover letter that is no longer than a single page that gives program directors all the information they need to make a decision: your name, email address, website information, and a short pitch for your show. Include demographic and other listening information if you have it available. Once you have the demo put together and you think it will work well on a particular Sirius channel, Sirius says you can email the channel's program director with a brief summary of your show. Most channels have contact information on their internet sites. If you're not sure where the program is best, you can send a general email with a short pitch to the program director. Keep in mind that program directors are bombarded with seats year-round, so don't expect to hear back immediately. By Todd Bowerman The Indianapolis Motor Speedway (IMS) Radio Network has over 400 affiliated radio stations in the United States, as well as satellite radio broadcasts and programming through the LeSea Broadcasting network. If you're looking for a drive you can set for the latest IMS events, it may be easier to set adjustments than you think. IMS Radio Network broadcasts on hundreds of channels through traditional AM/FM signals. Listeners in Indiana can choose between AM 1190 or 1380 in Fort Wayne, AM 1010 in Columbus, FM 102.5 in New Castle or AM 1440 in Portland. Sirius/XM satellite radio subscribers can tune into the IMS networks' coverage of the Indianapolis 500 on Sirius Channel 211 and XM Channel 145. Be sure to check the broadcast schedule to ensure that the event you want to listen to is covered by the network, as not all IMS events are broadcast. Many of the local radio stations that broadcast IMS Radio Network offer online streams, which means listeners don't have to be in their broadcast area to tune in. 94.1 FM in Calcium, New York, 94.5 FM in Birmingham, Alabama and 95.3 FM in Clinton, Missouri offer all online streams. Listeners can also tune in using short wave radios via the LeSea Broadcasting Network, and those in the military can listen through the American Forces Radio Network. Have you ever wished you could start your own radio station? There are three different types or radio stations you can start: low-power (for nonprofits), full power (for commercial radio stations) or internet streaming (broadcast live online). To start a radio station that is not internet. Apply for a frequency. It may take a long time for you to be assigned a frequency [source FCC]. Apply for a license. There are to operate an unlicensed radio station, even at extremely low power [source: FCC]. Establish a funding source. Keep in mind that you have to pay for studio space and electricity, among other things. Once you have taken care of these things, you will be ready to continue. Ad Decide if you want to start a low-power or full-power radio station. Apply for a building permit from the Federal Communications Commission (FCC). This includes paying an application fee. [source: FCC] Determine how much power you need, based on how far you want the station to be broadcast. A full power plant needs tens of thousands of watts, while a low-power plant may only need a thousand watts. Buy the necessary equipment, including transmitter equipment and an antenna. You may need to rent space on a tower for the antenna. Design your studio. You'll need audio correctly, headphones, speakers, microphones, and more [source: Community-Media]. Recruit broadcasters. Make sure you have enough people to fill up all the time slots. Get the broadcasters to practice doing shows for a few weeks before going on air. They need to get comfortable with the microphone and develop their technical skills. Work all the cracks out of the program plan. Make sure everything runs smoothly before you get the first broadcast [source: Community-Media]. Be responsible and use etiquette on air. You never know who's listening. Listen.