

The Source Information Radio Newsletter

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A Streaming Success

North Plainfield Borough Sets Record for Radio Stream Listening

NORTH PLAINFIELD, NJ: The first city in the United States to own and operate its own radio station (in the 1920's) continues the tradition today by operating an Information Radio Station with amazing results. Recent research shows that since the Borough undertook "StreamCasting," their AM 1630 signal in April, nearly 4000 "tune-in's" have been logged via the internet. This, at a time when no emergency was driving people to access the station's content.

Part of the popularity may be driven by the fact that the Borough has positioned the listening link at the top of its website's home page, so citizens don't have to drill down to find it. But on a medium where "content is king," even more of a factor may be the station's reputation for delivering timely and exclusive messages regarding local events and emergencies.

Asserts Borough Clerk Rich Phoenix, "One thing I learned after years and years in commercial radio – keeping content current and germane to the audience can't be beat. And when we have a large-scale blackout like we experienced during Hurricane Sandy, we kept our residents informed with reliable century-old technology (AM radio), and it was remarkable. Any family with a simple battery-powered radio (or car radio) did not have to be left in the dark about what was next or where to go."

On fair-weather days, Phoenix programs the service to keep residents in the loop about local events, street closures and weather situations that impact North Plainfield.

As noted in [January's The Source](#), the Borough has been consciously creative with its programming, tapping students from North Plainfield High School to record multilingual broadcast messages in three languages. The inclusion of citizen input is unique and broadens its appeal and impact with the community.

[StreamCasting](#) is a service offered by Information Station Specialists to station operators for less than a dollar a day plus a basic equipment package. It allows unlimited tune-in's and is often praised by relatives or evacuees who want to check in on a community's status from a remote location.

"With our streamed audio on the worldwide web from 1630-AM, you now can click into our bulletins from wherever you are...anywhere in the world."

Gordon Grazes Florida

Blows by SW Florida Community Inundated by Irma

MARCO ISLAND, FL: Tropical Storm Gordon brushed this Island on Labor Day, as it worked its way northwest into the Gulf. The soon-to-be-hurricane packed 60+ mph sustained winds with heavy rain, surf – but thankfully, left little damage in its wake.

Another upside: the City's emergency managers had a chance to exercise their new [ALERT AM](#) emergency radio station that was just put in place two weeks ago on AM frequency 1690.

Hurricane Irma made landfall at Marco Island one year ago, prompting the realization that a communication backup provided by the radio station was needed. The City hustled to complete the installation in August, which turned out to be just in time for Gordon's glancing blow.

[See a state-by-state listing of alert stations across America.](#)

It's Airtime

New Stations and Applications

REAGAN NATIONAL AIRPORT, WASHINGTON DC: AM 1640 replaces their legacy 530 AM radio service dating from the 1970's. The Airport's new [Information Station IP station](#) allows airport officials to keep ground travelers updated on the construction project currently underway and to issue prerecorded safety advisories quickly when needed.

WINSLOW HILL ELK VIEWING AREA, BENEZETTE, PA: AM 1620. Watching elk in Pennsylvania is an annual tradition, and now, visitors will be better informed about where to see them safely and be able to learn about the majestic animals from the comfort of their automobiles. This is the second [Information Station IP system](#) installed by the Pennsylvania Game Commission for wildlife viewing in as many years.

NORTH DAKOTA DOT, PEMBINA, ND: AM 1610. Motorists on I-29 entering the US from Canada will now receive information via car radio as they come across the border utilizing an [ITS6000 Highway Advisory Radio system](#).

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