

MANAGER'S DESK FOR FRIDAY, JUNE 12, 2020

WELCOME TO THE MANAGER'S DESK, I'M MIKE CORNELL.

I'VE TALKED PREVIOUSLY ABOUT HOW RADIO HAS CHANGED FROM A TECHNICAL STANDPOINT OVER THE YEARS. CHANGES AT OUR END. BUT, THINGS ARE CHANGING AT YOUR END AS WELL. EARLIER THIS WEEK, I RECEIVED AN EMAIL FROM THE NATIONAL ASSOCIATION OF BROADCASTERS WITH INFORMATION REGARDING A NEW 'HYBRID' RADIO THAT IS GOING TO BE PUT INTO NEW CARS VERY SOON.

ACCORDING TO THE ARTICLE,

On May 11, 2020 Audi of America announced that most of their 2021 vehicles sold in the U.S. and Canada (arriving in the fall) will be equipped with a "host of new Generation 3 infotainment technologies," and for the first time, consumers in the U.S. will be able to enjoy a hybrid radio experience in an original equipment automotive receiver. "Hybrid" refers to a radio that has both over-the-air and internet connectivity. The primary feature supported by the FM-band hybrid radio will be the ability to switch to a streaming audio version of the radio signal when the over-the-air signal becomes unreceivable, for example, when the vehicle drives out of the radio station's coverage area. *Either automatically or by request, once the hybrid radio senses a weak radio signal, it will switch to the online, digital version of the same channel. Conversely, the channel will switch back from a digital to a radio signal when it senses better reception.*

Other features include support for station logos and display of song title and artist information as well as album art and artist images.

NOW I DON'T ANTICIPATE ANYONE RUSHING OUT TO PURCHASE A NEW CAR JUST FOR THE RADIO. BUT, IT IS INTERESTING TO SEE HOW TECHNOLOGY CONTINUES TO INCREASE THE ABILITY OF LISTENERS TO HEAR WRVM FROM WHEREVER THEY HAPPEN TO BE. WHETHER IT'S NEXT DOOR OR ACROSS THE COUNTRY OR EVEN IN FOREIGN COUNTRIES.

FOR NOW, YOU CAN ACCESS WRVM RADIO USING OUR RADIO APP; EVEN PLAYING IT THROUGH YOUR CAR RADIO IF IT HAS BLUETOOTH TECHNOLOGY. AND ANYMORE, MOST NEWER CARS DO INCLUDE THAT. AND IF YOU CAN'T FIGURE OUT HOW TO DO THIS, ASK YOUR GRANDCHILDREN TO SET IT UP FOR YOU. AND THAT'S NO JOKE!

AS YOU CAN SEE, YOUR SUPPORT, AND THIS NEW TECHNOLOGY, ENABLES US TO REACH EVEN MORE PEOPLE WITH THE GOSPEL MESSAGE.

OUR MAILING ADDRESS IS: WRVM, PO BOX 212, SURING WI, 54174

OR GIVE ONLINE AT WWW.WRVM.ORG.

THANK YOU FOR JOINING ME FOR THE MANAGER'S DESK, I'M MIKE CORNELL.