

NPR Satellite Services®

Spring 2005

Down in the Pits with Motor Racing Network (MRN)

Since 1970, Motor Racing Network (MRN) has provided live media coverage of NASCAR races to race fans nationwide. And as the popularity of the sport continues to grow, so does MRN—expanding their network from 275 affiliate stations (in 1990) to about 650 stations in 48 states today. Recently, NPR Satellite Services (NPRSS) sat down with David Hyatt, Vice President and General Manager of MRN, to talk about how NPR Satellite Services has helped the network to grow with the sport.

NPRSS: How did MRN find out about NPR Satellite Services?

Hyatt: As the MRN affiliate base began expanding and the network faced technical quality issues in distribution the then General Manager began researching alternative delivery means. It was through his research that he landed on NPR Satellite Services and subsequently put together a long lasting relationship.

NPRSS: Has working with NPR Satellite Services impacted your network? If so, how?

Hyatt: Certainly, and for the positive. First, by initially switching our delivery system to satellite, we raised the level of quality we were delivering to the radio stations. Secondly, NPR's responsiveness to our needs when we have made upgrades or experienced delivery issues has been timely and professional. As a result, we have never had any interruption in service due to NPR Satellite Services. On top of that, cost implications to our affiliates picking up our feeds have been minimal at best.

Continued on next page

contents

- 2 | UP CLOSE WITH NPR
SATELLITE SERVICES'
BRUCE WATERS
- 3 | HELPING NEVADA PUBLIC
RADIO EXPAND THEIR REACH

link up with us

Visit NPR Satellite Services
online:

www.nprss.org

Email us at:

linkup@npr.org

Call us at:

202.513.2636

Continued from page one

NPRSS: Nowadays there are more choices for satellite distribution. Why stay with NPR Satellite Services?

Hyatt: You can't beat the quality, service, and professionalism of the NPR Satellite Services team. Whenever we call, whatever the question or issue, NPR Satellite Services seems to have the answer and the team at NPR is always willing to help. Additionally, for the money, it is a great value for my dollar. While there are other alternatives, the NPR choice is very efficient.

NPRSS: To what do you attribute MRN's success as a network? And where do you see MRN headed down the road?

Hyatt: Obviously, the success of MRN is tied to the rising tide of NASCAR in the US. As long as that interest is high, MRN Radio, The Voice of NASCAR, is certainly a clear choice for premium radio stations across the US. Without the technical

delivery assistance from NPR Satellite Services, we certainly could not reach as many affiliates nor could we operate as effortlessly from the racing venues week in and week out.

What's next? Well, we just went to Mexico for our first International NASCAR race broadcast and we intend to expand outside the US borders both originating and delivering our product. As long as there are ears to hear us, we hope to get the signal to them...with a little help from our friends at NPR Satellite Services.



Up Close with NPR Satellite Services' Bruce Waters

Bruce Waters, Senior Marketing Representative for NPR Satellite Services, has assisted customers with designing

uplink/downlink systems, frequency coordination, and finding the best satellite equipment for their systems for about 15 years. In an effort to help customers determine the best solution to meet their satellite requirements, he has made countless site visits, racking up an endless number of miles of both the frequent flier variety and on his Oldsmobile. Like the rest of the

NPR Satellite Services staff, Bruce often goes this extra step in order to present proposals to his customers in person.

Bruce currently oversees approximately forty full time accounts, including LIN TV and Motor Racing Network. Before joining NPR, Bruce handled advertising for a radio group in Richmond, Virginia.

When he's not traveling (which is rare these days), Bruce enjoys camping and playing mountain and blues music on his upright bass and banjo. Contact Bruce today at 202.513.2626 to find out what he can do for you.





Helping Nevada Public Radio Expand Their Reach

KNPR-FM first signed on the air on March 24, 1980 as Nevada's first NPR-affiliated station. Since that time, and with the help of NPR Satellite Services, Nevada Public Radio has expanded their coverage area and translator network to reach almost the entire state. Currently, the network is comprised of five stations—KNPR-FM, KCNV-FM, KTPH-FM, KLNR-FM, and KWPR-FM—plus ten rural translators; with these translators, Nevada Public Radio reaches more than 100,000 rural residents within its 49,000 square miles coverage area. They have even purchased a station in St. George, Utah (a “sleepy town” that is now “growing like a weed”), which they are planning to launch by November of this year.

The Utah station, KSGU-FM, will be fed by NPR satellite and will offer HD Radio™ services—carrying news on its primary signal and classical music on its secondary signal. Says General Manager Lamar Marchese, “Plans are in the works to go HD on our other three rural stations so that rural audiences will receive the same service as the urban Las Vegas Valley.”

Says Marchese about their involvement with NPR Satellite Services, “We’ve been very happy with the system. It’s worked well.”

Located on the campus of a community college—and just a short drive from The Strip in Las Vegas—the KNPR building, with its bright colors and art deco look, is hard to miss. It’s from within these vividly-colored walls that

Marchese oversees the growth and operations of Nevada’s network of public radio stations and translators. Despite the curveballs Mother Nature has thrown at them this year (everything from a snow storm to a rockslide), Nevada Public Radio has never wavered from its mission of “enhancing the quality of life and building a better community by providing high quality, non-commercial radio programming, leadership, and services to a substantial audience.”

Over ten years ago Nevada Public Radio expanded their reach even more by establishing the state’s first and only Radio Reading Service—a closed-circuit, 24-hour reading service that delivers information free of charge to blind and visually-impaired listeners throughout the coverage area. NPR Satellite Services has provided them with the satellite space to run this service since it was launched in 1993.

Says Marchese about their involvement with NPR Satellite Services, “We’ve been very happy with the system. It’s worked well.”



P R E S O R T E D
FIRST CLASS MAIL
US POSTAGE PAID
PERMIT NO. 4507
SOUTHERN, MD

NPR Satellite Services
635 Massachusetts Avenue, NW
Washington, DC 20001-3753
Tel: 202.513.2626
www.nprss.org | linkup@npr.org

npr
satellite
services



Visit Us at Cable Tech Expo Booth #4039

For over twenty-five years, NPR Satellite Services has been a pioneer in satellite broadcasting, providing broadcasters with a comprehensive suite of services that includes nationwide distribution solutions for radio, video, and business media content. To find out how we can customize a solution that affordably meets your needs, please visit us at the Cable Tech Expo in San Antonio, Texas from June 14–17, 2005 (booth #4039). Or visit us online at www.nprss.org.

Inside This Issue:

Down in the Pits with Motor
Racing Network

Helping Nevada Public Radio
Expand Their Reach

Up Close with NPR Satellite
Services' Bruce Waters

NPR Satellite Services provides comprehensive satellite communications solutions—including space segment, system design, engineering, equipment, uplink services, and 24x7 customer support—to broadcasters, network operators, and other businesses that require a reliable platform for distributing video, audio, or data content.