

ADVISORY RADIO



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Advisory Radio Stations

What are Advisory Radio Stations?

First licensed in 1977 as a "Traveler Information Station", the FCC today grants to government and non-profit entities these 10 year renewable licenses. The 10-watt powered stations provide a signal to approximately a 3-5 mile radius from the antenna site and have usage limitations while offering a wide array of applications.

What are you Permitted to broadcast on an Advisory Radio Station?

If you operate an Advisory Station it is important to know what may (and may not) be broadcast, according to the Federal Communications Commission (FCC). When first written back in the 1970s, FCC rules, clear enough then, may now seem cloudy in day-to-day programming decisions. Here are summary guidelines.

Perhaps the easiest thing to remember is that all FCC-licensed advisory radio station broadcasts must be voice-only, noncommercial. Types of information that generally may be broadcast:

- Traffic and road conditions.
- Traffic hazards.
- Travel advisories.
- Weather reports and advisories.
- Emergency Information.
- Information on Community or Organization Events.
- Religious Services.
Religious Education.
Government/Commission/Board meetings
- Sea and Ocean Advisories.
- Trade/Event Show Information for Vendors and Attendees.

You must broadcast your call-sign a minimum of once every half-hour. You may rebroadcast National Weather Service programming. You may broadcast when you wish, any time of day,

however, it is recommended to broadcast 24 hours a day, so listeners can trust that the station is functioning. ARN's automated system allows you to broadcast around the clock simply and professionally!

Who Operates Advisory Radio Stations?

The Federal Communications Commission (FCC) licenses Advisory Radio Stations to federal, state and local governmental entities (see the list below) for broadcasting travel, safety, weather, traffic directions/detours, touring, historical and event information. The primary audience is motorists within a 3-5-mile radius area from the station's center point. Broadcasts are voice-only, noncommercial. Operators commonly include...

- Airports.
- Attractions (concerts, ski areas, zoos in partnership with communities).
- Convention centers.
- Historic sites.
- Industries (in partnership with communities).
- Interpreters.
- Municipalities (boroughs, cities, counties, towns, villages).
- Parks & other outdoor recreation areas (national, state & local).
- Religious Organizations.
- Tourism departments (visitor bureaus & chambers of commerce).



The National Park Service is among the first proponents of Advisory Radio Stations and is the largest nationwide user of this technology for visitor information, orientation and interpretive applications.

Frequency and Licensing Considerations

On a first-come-first-served basis, the FCC licenses stations to open AM-band frequencies between 530 and 1700 kHz. ARN package includes the research necessary to find an available frequency and submits an application for your own FCC licensed AM Radio Station!

Equipment Array

ARN's installation of your Advisory Radio Station includes the transmitter, antenna, groundplane, automated programming, lightning arrestors, batteries, all cables, connectors, mounts, hardware and instructions. The housing is a weatherproof cabinet, designed for pole or wall mounting. ARN provides pole and/or mounting installation as part of the package.

ARN's Array of Services

ARN provides a true "turnkey" solution. Installation quotes, unless otherwise noted, are priced with all hardware (including support poles), software for automation and services (including installation of electrical and telephone services). ARN doesn't ask the client to prepare the transmitter sites. We do it as part of our standard turnkey package. Services provided by ARN include:

- FCC licensing.
- FCC field studies.
- Frequency searches.
- Installation.

- Operation instructions.
- Parts & repairs.
- Planning assistance.
- Site visits.
- System integration and customization.
- Professional Audio Production customized for your business.

What ARN's Technical Staff Does

ARN's team of licensed, Broadcast Engineers will....

- Install and test all electronic components.
- Wire components.
- Prepare cables.
- Tune the antenna system.
- Provide FCC-required field intensity testing & documentation.
- And complete staff training with reference materials.

The price quoted to you is for turnkey services and includes all travel, labor and expenses.

Budget

Equipment and services (including licensing, installation and ground freight in the contiguous United States) typically total \$35,000-\$50,000, depending on options chosen and installation variables. Purchase includes Audio Production Packages customized for your business that meets FCC content requirements so your broadcast is ready to air, as soon as you turn on your station.

CALL ARN TODAY FOR A FREE QUOTE ON YOUR ADVISORY RADIO STATION!!