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WILMINGTON, DEL-Bucking the trend does pay off. Or so it seems for Graffiti Radio, 93.7-2 HD, the Wilmington, Del.-based radio station that recently won the National Association of Broadcasters HD Radio Multicast Award. The station's parent company, Delmarva Broadcasting Co., also known as DBC Media, will accept the award at the 2010 Radio Show in Washington, D.C.

Graffiti occupies an "eclectic" niche. " People who are into indie music are not just into indie rock," says J.J. Booker, music director and on-air host. "There are elements of dance, hip hop, R&B, jazz and everything else." Graffiti Radio is a station created for and by young people. The station primarily targets listeners age 16 to 30, but most fall in the 18-to-24 age range. Thus, Graffiti offers a niche audience for many regional advertisers.

HD Radio simultaneously transmits a digital version of the analog broadcast and also provides a second digital channel, which can be used for alternate radio programming. Graffiti shares its signal with WSTW-FM, 93.7. Graffiti is on 93.7-2 HD via a car, tabletop or portable HD Radio receiver. It's on the Internet at graffitiradio.com, which includes a message board, DJ blogs, Facebook and Twitter. You can also download a free Graffiti Radio phone app.

Graffiti wins the NAB HD Radio Multicast Award for its ability to create innovative or groundbreaking programming on a multicast channel. To be eligible, stations submitted information about the programming, on-air personalities, promotions, branding elements and websites to illustrate what sets the multicast channel apart from the main station. Previous award recipients include KBCO-FM Denver's The Studio C Channel; WRIF-FM Detroit's Riff2; WHUR-WORLD, an extension of Howard University's WHUR-FM; and WAMU-FM for its Bluegrass Country station, 88.5-2.

"We're thrilled that Graffiti and its talented staff are getting the recognition they deserve," says Pete Booker, president of Delmarva Broadcasting Company. "Our DJs are passionate about new music and giving listeners the opportunity to hear cutting-edge artists no matter where they live or when they want to hear it."

"This award is a true affirmation of the vision that creating something special on HD is worth the effort," says Mark Weidel, manager of DBC's Interactive Division.

For information on Graffiti Radio, visit graffitiradio.com. For information on DBC Media, visit dbcmedia.com . For information on HD Radio, visit ibiquity.com.