



Hessen Digital Radio GmbH press release

312 hours of digital radio coverage throughout Hesse for Hessentag – event organizer of "Radio Stark" already considering future radio projects

(Frankfurt am Main/Heppenheim, June 28, 2004) The conclusion of the 13-day Hessentag (the annual celebration for the regional state of Hesse) in Heppenheim today also marked the end of the "Radio Stark" program. The protestant youth project can now look back on 312 successful hours of broadcasting. Michael Volkmar, project management of Radio Stark summarized: "No information is available about exact radio ratings at such events, but we were very well received by listeners, guests at Hessentag and the residents of Heppenheim." He added, "We are already considering specific radio projects for the coming year."

As the official radio broadcaster of the event, "Radio Stark" supported this year's 44th Hessentag with a 24-hour program which was broadcast locally via two VHF frequencies and throughout Hesse via digital radio.

The radio crew was again under enormous pressure yesterday as the parade, which lasted over four hours, marched through the streets of Heppenheim. While "Radio Stark" presenters reported live from the parade, editors, technicians and the presenter in the studio all had their hands full. According to Michael Volkmar, Radio Stark project manager and deanship youth worker for the Protestant Church in southern Hesse, *"Our young people are by no means professional radio broadcasters after just 13 days of broadcasting, but they have all learned one thing: this type of project can only be realized with an huge amount of team work."* Mr. Volkmar added that there were also some moments of reflection. Some local ministers and youth vicars used this time to broadcast a prayer on radio which was written especially for the morning program. Mr. Volkmar hopes that "Radio Stark" will not be the last program to cover such events: *"Heppenheim will celebrate its 1250th anniversary next year and there will also be another Hessentag. Our goal is to broadcast from one of these events."*

Dirk Risse, Managing Director of Hessen Digital Radio (HDR) said, *"I am pleased that we were once again able to realize such interesting and fresh on-air radio coverage of the event"*

this year and to broadcast throughout Hesse via digital radio. He continued to say that, "As the broadcast network operator for digital radio in Hesse, we are interested in establishing new and innovative radio projects as well as supporting our current programs." The network operator Hessen Digital Radio, together with the regional media authority in Hesse (LPR Hessen) and many other institutions, supported "Radio Stark". The radio project, which involved approximately 100 youths, was organized by the Protestant Church and the City of Heppenheim. Programs were broadcast from two different studios in the town. The more interesting studio for visitors to Hessentag was the "glass studio" at the regional exhibition in hall 1, directly at the LPR Hessen and Hessen Digital Radio trade fair stand. Here, visitors had the opportunity to experience how digital radio works and sounds. Apart from the glass studio, another highlight at the trade fair stand was the most recent terminal device for digital radio - "The Bug". Managing Director of Hessen Digital Radio, Dirk Risse, explained, *"The best thing about this digital radio terminal device is the display with its moving neck. It allows you to view additional information about the program as text. This is only possible with digital radio."*

More information:

Radio coverage of the event can be found on its own homepage on the Internet at:

www.radiostark.de.

For the latest news and interesting details about the expansion of the digital radio broadcast network and programs on offer in Hesse, go to www.HessenDigitalRadio.de.

Contact person at Hessen Digital Radio:

Carmen Kautner - Marketing

Phone: +49 (0) 69 / 90 43 27 15

E-mail: Carmen.Kautner@HessenDigitalRadio.de