HD brings local musicians to radio, gives hope to new artists

gh-Definition Radio es listeners a nce to hear local sicians

hris Young
ntributing Writer

he band is ready. Self-uced demo CDs have made, and the house they played the previ- weekend is generating a amount of buzz.

> ***"It's up to the artist to come to us."***
>
> **Alex Laskowski**
> *Music Millennium Manager*

ow what?

or many local musicians ortland, the latest form of sure is radio broadcasting. oration Entercom's new Radio station "94/7too pendent Radio."

ie station, run by 94.7 K Assistant Program ctor and DJ Jaime Cooley, showcasing not only land artists, but musi- throughout the entire hwest.

ortland and Seattle are vn as havens for undis- red and upcoming tal- This station aims to spotlight the best and brightest the region has to offer.

With its official launch dating back only a couple of months, Cooley vouches that audiences everywhere have taken a liking to the new programming.

"It's super rad! Great responses so far!" she said.

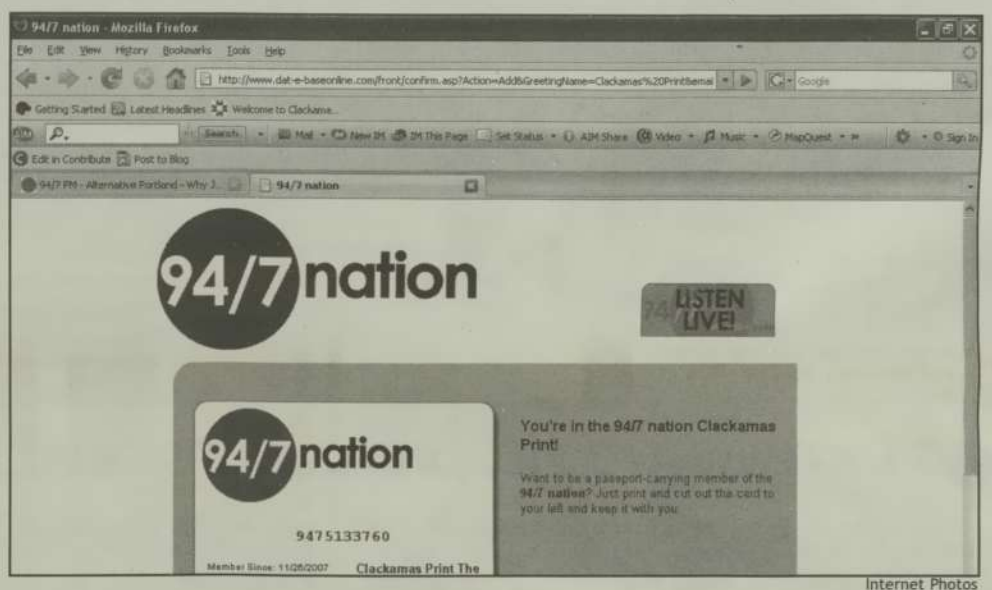
While self-made "stars" are possible with the advent of YouTube and MySpace, a certain level of recognition and acceptance is assumed when landing a spot on "Independent Radio." All applicants must be approved and selected by Cooley as having met quality standards and fitting the alternative music audience for which the station is intended.

Alex Laskowski, manager of popular music retailer Music Millennium, agrees that it is important for a city to embrace its local music scene. Music Millennium has built a reputation for being Portland's leading seller of independent music and, unlike most retail stores, has a section year-long containing solely local artists.

"It's up to the artist to come to us," Laskowski said, "but we will always buy a couple copies, and if it does (sell), well, we will buy more."

The appeal of "Independent Radio" and other HD broadcasting is in the listener getting a greater sense of control in choosing what to listen to. This particular station also serves as an eye-opener for independent record labels to scout blossoming talent.

"Independent Radio" operates only through High Definition radio receivers, which allow radio stations to provide a wider variety of programming to listeners. Advertised as having CD-quality sound and perfect reception in any location, many HD Radio receivers can be purchased for around $100.



Internet Photos

BUCKS for your BOOKS
Sell us your used books
Clackamas CC Bookstore
Textbook Buyback
December 3 - 7
Mon. - Wed.: 7:45 am - 7:00 pm
Thurs. & Fri.: 7:45 am - 5:00 pm
Community Center
December 3 - 5
Mon. - Wed.: 8:00 am - 4:30 pm
Paying 50% for books the store needs next term, wholesale prices for other books, subject to demand.
ID Required!
IF YOU BRING IN THE AD DURING FINALS WEEK, YOU WILL GET A FREE BAG OF MICROWAVE POPCORN (THE FIRST 150 PEOPLE).

• Free Wifi • Gift Cards • Coffee Punch Cards •
• Pastries • Quiche • Soup • Hot Daily Specials •
• Complete Espresso Bar •
Supersize your drink when you show your CCC student ID.
Purchase a 12 or 16 oz drink and receive the next larger size at no additional cost
ACME Coffee & Gifts
Not just the best coffee but also the greatest selection of social, urban humor in Oregon!
Nov. 23rd thru Dec. 23rd open until 8pm
Open later so you can shop longer
Mon - Sat 6:30am - 8pm
Sun 8am - 8pm
1400 Washington St.
Oregon City
Offer expires December 5th
(One drink per costumer)
www.acmecoffeeandgifts.com