



## **All Classical 89.9 KBPS Extends Reach to Central Coast Via 88.1 KQAC**

### **The New All Classical 88.1 KQAC is First Station Along Oregon Coast to Broadcast in HD Digital Radio**

PORTLAND, Ore. and GLENEDEN BEACH, Ore., March 27, 2008 -- All Classical 89.9 KBPS, a nonprofit 24-hour classical music radio station serving Oregon and Southwest Washington, announced Thursday that beginning in late May it will broadcast in HD digital clarity its full slate of programming along the coast from Yachats to Tillamook via its new station 88.1 KQAC FM.

The new All Classical 88.1 KQAC will be heard by nearly 100,000 residents along the central coast, including Yachats, Waldport, Seal Rock, Toledo, Newport, Siletz, Otter Rock, Depoe Bay, Gleneden Beach, Lincoln City, Neotsu, Otis, Neskowin, Cloverdale, Hebo, Beaver, Oceanside and Tillamook.

KQAC is a so-called repeater station and will not have a broadcast studio at the coast. The KQAC radio tower atop Cape Foulweather will re-broadcast the signal it receives from All Classical 89.9 KBPS in Portland.

KQAC will be the first station along the coast to be broadcast in HD digital radio, which experiences less static or interference than traditional analog signals, said Larry Holtz, KBPS' vice-president of engineering. Holtz said that residents along the coast can listen to KQAC with both traditional analog radios or HD radios.

HD radios allow listeners to double or triple their listening options by receiving analog and one or more digital signals on a single channel. Holtz said that KBPS plans to diversify its programming along the coast by adding a second HD channel to KQAC 88.1.

KBPS expanded its reach to the coast after listeners, for years, asked the station's staff to "bring classical music to the coast," said Sally Lewis, KBPS' vice-president of development and marketing. She said many of KBPS' most loyal listeners in the Portland region regularly vacation in the central coast.

"We've been working with the FCC for years to get a strong signal at the coast," Lewis said. "It's been a challenge, but we've done it, and we can't wait to become a bigger part of the vibrant arts community along the central coast."

All Classical 88.1 KQAC has been in the works for seven years, Holtz said. KBPS worked within the stringent FCC restrictions to find a tower location and broadcast-

antenna pattern with enough power to serve a large population without interfering with other stations in the region.

In 2001, the FCC granted KBPS a small 100-watt beach signal in Gleden Beach that went unused. In May, the FCC will grant KBPS the permit for the powerful 8,750-watt station on private land atop Cape Foulweater.

KQAC shares the tower with its owner, Salem-based Northwest Television, LLC. The two organizations will team up in August to build a new tower that's taller and sturdier to survive the region's powerful winter storms and high winds. KQAC's signal will not be affected by the tower work.

Come May, drivers heading west over the coastal mountains will begin to pick up KQAC's signal near the summit as KBPS' signal fades.

Holtz added that KBPS is tentatively planning to add a repeater station along the north coast to serve Astoria, Seaside and Cannon Beach.

### **About All Classical 89.9 KBPS**

All Classical 89.9 is Portland, Oregon's 24-hour non-profit [classical radio station](#). Established in 1983, All Classical 89.9's mission is to provide classical music and fine arts information to listeners in Northwest Oregon, Southwest Washington and the world via the Internet. It strives to increase audiences for local performers and performances, thereby further enhancing the region's cultural environment. The station also publishes The Daily Muse, a [classical music blog](#). KBPS' signal is rebroadcast in the Hood River region through KQHR and to The Dalles via a translator on 96.3 FM. KBPS and KQHR are non-commercial public radio stations and rely on listener contributions, which provide more than 68 percent of their budgets. The stations also receive financial support from local businesses and arts organizations that underwrite programming through on-air sponsorships. A small portion of the stations' annual budgets comes from various foundation grants and the Corporation for Public Broadcasting.  
<http://www.allclassical.org/>

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