



BOS has partnered with Airport Marketing Income (AMI) and its Pyramid Radio-powered custom audio entertainment program to fill Logan's International Gateway, Terminal E, and the airport's three additional terminals with adult contemporary music and advertising content.

Logan Radio Launched

BOS partnership provides audio entertainment, anticipates sponsorship revenue

Boston Logan International Airport (BOS) has made its most recent customer service initiative easy on the ears with the launch of Logan Radio.

Rather than subject its passengers to the drone of bland background music commonly piped into public places, BOS has partnered with Airport Marketing Income (AMI) and its Pyramid Radio-powered custom audio entertainment program to fill the airport's four terminals with a fresh FM radio format sure to please the ears of travelers passing through the gateway to New England.

"It is a great customer service initiative that provides and offers studio-produced, adult contemporary music," said Ed Freni, Director of Aviation for the Massachusetts Port Authority that operates BOS. "We have professionally narrated public service announcements, and we will soon use it for advertising.

The pilot program has been pumping the tailored music and messaging through the airport's upgraded public address system since the station went live in December 2006. Ninety-eight percent of BOS is now wired and listening to the first airport radio format of its kind.

"It has been very well received, people enjoy it, and we're looking forward to taking advantage of this process with some advertising," Freni said. We're starting to pursue and get more



BOS Airport Supervisor Joe LoGiudice serves as the 'Voice of Boston Logan' on the airport's radio station.

proactive in offering that opportunity and I think we are going to get quite a bit of response."

Advertising contractor AMI secured Mass Lottery as a launch sponsor, and there are other Boston-area sponsors that have signed on since the system debuted.

AMI Executive Vice President Jeff Eischen said Logan Radio provides a component to experiential, multi-touch branding for corporate messaging delivered via a new medium in an untapped venue.

"It is a powerful messaging tool and there is significant revenue in the solid six figures returned to the airport for an annual program," Eischen said. "Some people think radio in an airport would be just background music, but it really is not. It is foreground music and it is excellent adult contemporary music. And what comes with that is commerce."

With initial start-up costs under \$100,000 to make the PA system radio compatible, Freni believes it would take very little interest in Logan Radio to recapture those expenses.

"That is not a huge number," Freni said. "We have had a number of inquiries, and I don't think it will be any trouble at all utilizing that system for advertising."

AMI and Pyramid Radio are set up to branch out nationwide. Tulsa International Airport and Cleveland Hopkins International Airport have both begun planning for similar partnerships. ■