

## **A radio station that cares**

By Kenneth D. MacHarg

“If there is a station out there that genuinely cares about teens and the teens think, ‘Hey, these people give a rip about me,’ that’s going to make a difference.” So says Rob Robbins, the founder and president of a new Christian teen-oriented radio station that is about to hit the airwaves in Miami-Dade. “If the listeners feel that have a part of it, that it is their station, they will listen to it,” he says.

CALL FM, (WMKL) at 91.7 on the FM dial, will reach from mid Miami-Dade County into the upper Keys when it takes to the air, but an upgrade at the Key Largo transmitter site later this year should push the signal as far north as Broward County and south to the Seven-Mile Bridge.

“We are targeting the 13 to 25 age group with Christian music,” Robbins explains. “We’ll use Alternative Music, Rock, Rap and Dance, completely different than WMCU,” he says, referring to another Contemporary Christian music station in the area that broadcasts on 89.7 and 101.9 FM. “If it’s being played on WMCU, it probably won’t be played on our station.”

While the new format will feature mostly music, Robbins says that there will be other programming as well targeted to the 13-25 age group. “You won’t hear something about how to home school your kids or a parenting type program,” Robbins says. “It will be on how to deal with a problem at your school or how to get along with your friends.”

While initial programming will come from a Columbus, Ohio-based satellite network, Robbins says that his goal is to build a local studio and do live programming 24 hours a day. “We are committed to having a person in the studio all of the time, around the clock,” he says. “A lot of stations now are run by computers, particularly overnight. We think it’s important to have a live person there all of the time for kids to call in to talk to or somebody to pray with them.” Robbins says that there are only five other stations in the country providing Christian programming exclusively to this age group.

CALL FM’s 91.7 frequency is located in a government-allocated educational portion of the FM band and thus will not be able to sell advertising time. “The station will be listener supported,” Robbins says. “We hope that parents will want to help support it, not because they will want to listen to it, but because of the fruit it is bearing by reaching their kids.”

In an industry where Christian radio stations often suffer low ratings in Arbitron surveys, Robbins believes that his station will be competitive. “We have a lot of commercial radio stations targeting adults. That’s where the consumer market is. That’s where advertisers see their dollars spent because that crowd is where the spending will come from. The Christian stations are not targeting the kids either,” he says.

Robbins is confident that by programming for teenagers and communicating that it really cares about teens, CALL FM will succeed where others have failed.

CALL FM's web site may be found at [www.callfm.com](http://www.callfm.com).

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