

## ■ HAMMER

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anyway," he said. "I love my computers, I love my cell phone."

Cell phones, now an everyday item, have brought big changes to the radio industry. So has the transition, over time, from vinyl records and magnetic tape to CDs and digital technology.

"We do broadcasts over cell phones, and of course, with computers, you can control studios from other places, and you can sync a cell phone and a computer and you can be on the radio," Randy said. "I remember back in the day when we'd be in the studio with a China pencil and a razor, cutting commercials up on reel-to-reel tape, and having a big pile of tape growing on the floor."

That technology is crucial today, he said, as KVHT-FM Classic Hits 106.3 and ESPN Radio 1570 KVTM-AM strive to provide local radio in the Yankton and Vermillion area.

"If you don't have local radio in your community, or let's say you have it and it leaves, it hurts the community," Randy said. "We've never really left."

At one time, under previous ownership, Randy broadcast from a Vermillion studio located on East Cherry Street. Starting in April, the two stations' impact in the community grew larger with the opening of "Studio V" in downtown Vermillion. Randy mans the Yankton studio, known as "Studio Y," in the mornings, while Joe Van Goor is at the helm of "Studio V" each weekday morning from 8 to 10 a.m.

5 Star Communications, owner of Classic Hits 106.3 KVHT-FM and ESPN Radio 1570 KVTM-AM of Yankton, have also joined forces with Broadcaster Press and Vermillion Plain Talk with one goal in mind: to provide the best service possible to local readers, local listeners and local advertisers.

This arrangement provides the opportunity for the radio stations and Vermillion's community-produced print products – the Broadcaster Press and the Plain Talk – to cooperatively provide information to listeners and new marketing opportunities for local businesses.

"I live here in Vermillion, and during all that time, we've strived to meet the community's needs," Randy said. "We've been covering the Tanagers, the Coyotes, we cover Mount Marty, and

the Yankton Bucks – all the teams for Vermillion and Yankton.

"We are the Vermillion and Yankton station," he added.

"Technology has allowed us to have that presence in both communities. We can do that now, and make it sound good, and people are loving it."

The strides in technology, Randy said, make radio more and more important to the Yankton and Vermillion communities. As he sees it, the opportunities for tuning in, and the reasons for listening, are immense.

"Local radio is so important," he said. "We live in a day and age where you can bring music with you almost everywhere, but music isn't the most important thing that we listen to on the radio. What's important is we have a community and it is growing, and you are a part of it as a radio station. You're a part of that growth, you're helping people, and you're making business happen. And you're changing people's lives."

"I just love it. I absolutely love it. I think it's so much fun to be a part of all of this," Randy said.

■ by David Lias



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