

Teens learning webcasting via YNet, Live365

By Chris Marlowe

Internet radio network Live365 and the Boys & Girls Club of America have announced a strategic partnership to provide young people with their own radio station. YNet Radio is part of the club's YouthNet Club Tech program for members ages 13-18.

YNet Radio is programmed entirely by YouthNet members in 30-minute blocks of talk and music shows. It is available through the YouthNet members-only internal intranet system, which YouthNet senior director Nikki Williams said ensures that the participants will remain in a safe environment.

Live365 provides all of the tools, streaming services and licensing administration for the station.

Live365 chief operating officer Rags Gupta said Internet radio is an innovative way for young people to be creative using new technology. "This partnership demonstrates how Live365 is democratizing radio and giving broadcasters the freedom, voice and reach not available on traditional airwaves," he said.

Williams said the activity is entertaining and educational because it gives "kids the opportunity to express themselves, discover new music and the computer experience necessary to set up and operate their own Internet radio station."

The Boys & Girls Club of America's YouthNet Club Tech program is sponsored by Microsoft.

Live365 offers thousands of stations to its more than 3 million listeners each month. Each station is created by individuals webcasting from more than 100 countries using Live365's custom tools. ■

