

client: Phantom by RDS

project: Case study

objective: Lead generation

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WDRC Dramatically Improves The Sound Of Their Radio Station With The Phantom By RDS.

Dead air, missed satellite recordings, sloppy network rejoins after local breaks and some very quirky operating procedures. These are just some of the problems that radio stations that air satellite delivered programming face.

Bill Simpson, General Manager of radio station WDRC, will never forget the day he realized that he needed to change the way his station operated. "The makeshift timer we used to automatically record programs off satellite into a mini disk sometimes failed to record. By the time we noticed that the program didn't record, it was too late sometimes to catch another feed of the same program. So we had to air an old program in its place."

Simpson added, "The transitions between programs to commercials and back to the programs were sometimes very sloppy. There would be gaps of three to five seconds between carts while we were in commercial breaks. Sometimes the dead air between programs would last even longer. Something had to change to make our on air sound tighter during commercial breaks between live satellite programs."

Determined To Fix The Problem

Simpson came to the realization that the best way to improve the sound quality of his station was to get a computer automation system. So he began his journey looking for an automation system that would automatically run his radio programming. The automation system he eventually selected was The Phantom by RDS.

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