KEEPING THE PLATES SPINNING!

Or, how to manage Managers, multiple transmitter sites, and studio locations in the 21st Century.

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My favorite quotes:

“Humans are allergic to change. They love to say ‘We’ve always done it this way’. I Try to fight that”
-Grace Hopper

“My job is to enable creative geniuses.”

“It may be difficult. It may be expensive. It may even be ill-advised. But it can be done”

THE CHALLENGES

Here are all the things I need to think about in a day:

- 18 Transmitters
- 17 Program Streams
- 7 Facilities
- 5 Program Directors
- 4 Kids
- 2 Cats
- Wife (only one!)

The key to keeping multiple sites under control is to use technology to help bear the burden.

- Be willing to throw away what you think you know
- Be ready to talk about things like ROI with management
- Look at the cost of maintaining old gear vs. replacement
- Put a value on your time
- Be honest with management about the “Big Picture”. Help them come to the conclusion
- Understand that what my be obvious to you may not be obvious to others
- Be ready to not have all the answers, and be ready to find them

Things to look at:

- IP connectivity everywhere
- VPN use
- IP Enabled remote controls and transmitters
- SNMP control and monitoring
- Centralized control
- Redundancy
- Consistency
- DOCUMENT!

ENTERCOM WISCONSIN

99.1 THE MIX

Main FM Fil On | Aux FM Fil OFF
Main FM Plt On | Aux FM Plt OFF
Main FM on Ant | HD TX On

WMYX Transmitter

WMHX Transmitter

mix105.1

TX in Remote | Interlock OK
Main TX On | Main TX OK

103.7 KISS FM

Main Fil On | Door Closed
Main Plt On | HD TX Digital
Main on Ant | HD TX On

WXSS Transmitter

WOLX Transmitter

94.9 WOLX

Main TX On | Aux Fil Off
Main TX OK | Aux Plt Off
Main to Main Ant | Aux to Aux Ant

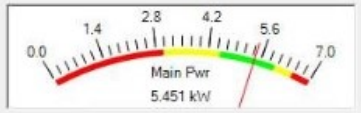
TRIPLE MMM 105.5fm

Main Filament Off
Main Plate Off
Main to Antenna | HD TX Off

WMMM Transmitter

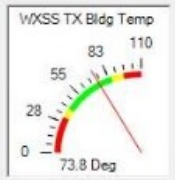
WSSP Transmitter

SPORTSRADIO 1057FM The FAN WSSP • MILWAUKEE



Main AM On | XFER on Utility
Main AM On Ant | Aux AM Fil OFF
Day Pattern | Aux AM Plt OFF

XLTR On | XLTR OK



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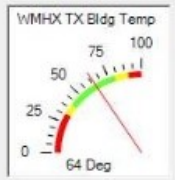

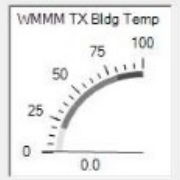

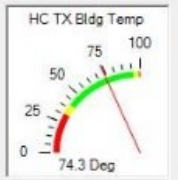

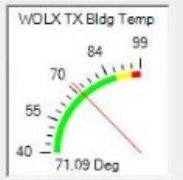

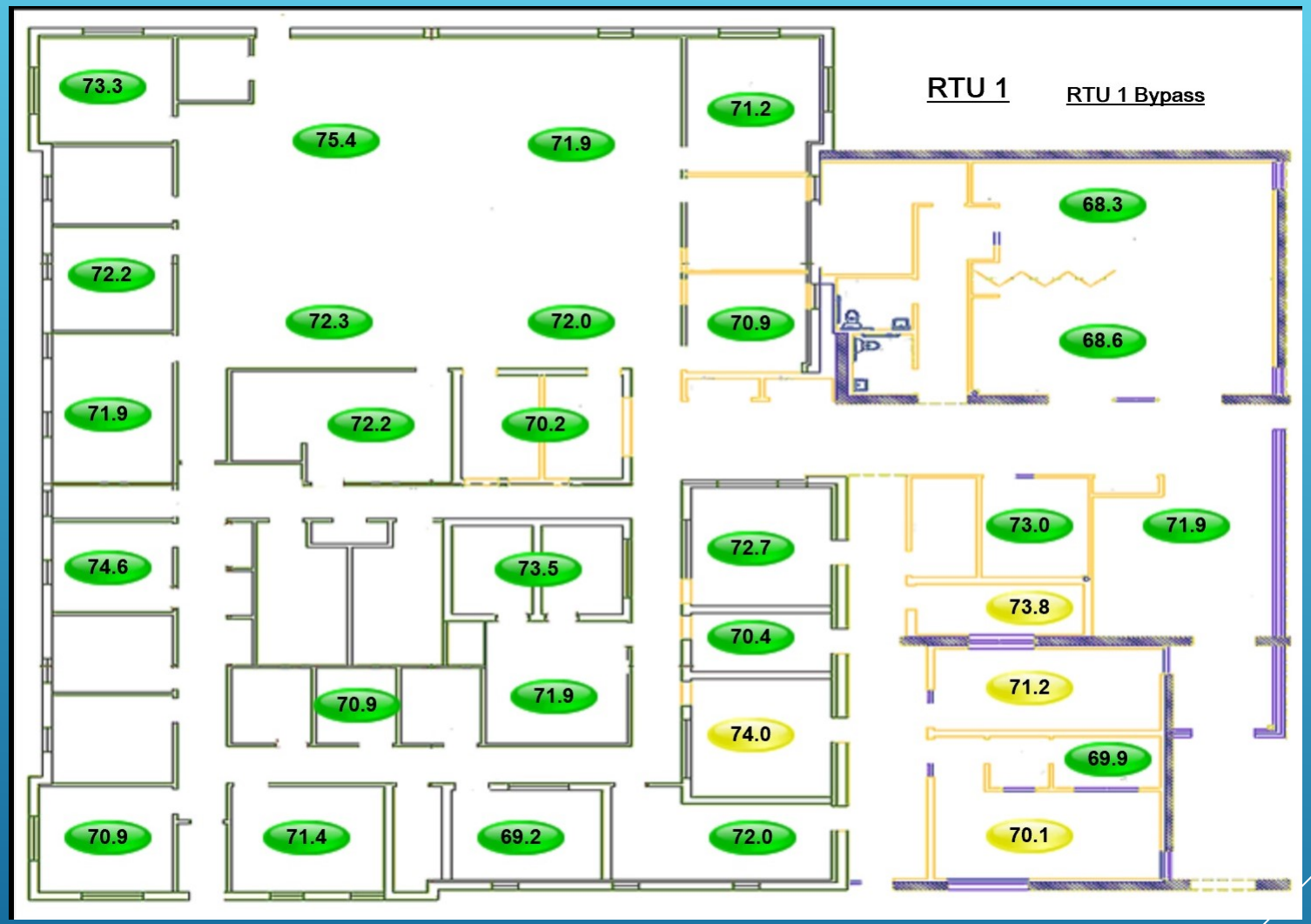
RTU 1
RTU 1 Bypass
73.3
75.4
71.9
71.2
68.3
72.2
72.3
72.0
70.9
68.6
71.9
72.2
70.2
74.6
73.5
72.7
73.0
71.9
73.8
70.4
70.9
71.9
71.2
74.0
69.9
70.9
71.4
69.2
72.0
70.1

Other networked items of note:

- VoIP Phone system
- Security system (camera, doors, locks)
- AoIP devices
- Transmitters

Think about everything you need to touch on a daily basis, or in an emergency. Is there a way to access it from another location? From your computer? From your smartphone? If not, is there a way to make that happen? How can I control this device, or recover from a failure when I'm not there?

Thank you!

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