



The four essential pieces of the automation puzzle: How to select the correct system for your stations.



# Introduction: Starting with a baseline



# Determine Evaluation Criteria



- Ease Of Use
  - GUI
- Production
- Playlist Creation
- On-Air Interface
- Integration
- Process Control
- Technical Support
  - Cost
- Ease of Installation
- Platform Support
- Company Background/Reputation



## Introduction

Assign each category a level of importance (1-100), then a rank (1-100), then apply a basic evaluation formula like:  
 $(\text{CATEGORY RANK}) * (\text{IMPORTANCE} / 100)$



## Introduction

Add all values – company with the highest rank “wins.”



Introduction

Section One



**ENCO**

# Production Workflow



## Section One

How do you create, ingest, manipulate and distribute content?

- 3<sup>rd</sup> party software suite integration (news, multi-track editors,
- Automated downloads
- Scheduled background recordings (including source/routing integration)
- Metadata changes from 3<sup>rd</sup> party sources
- Manual recordings
- Site to site content distribution
- Remote personnel (news)



## Section One: Production Workflow

## How do you create, ingest, manipulate and distribute content?

- Delineate how each of these tasks are accomplished within your current workflow
- Make a "wish list" for how you'd like this to change in the future
- Evaluate each systems' tools to meet these needs and how they would fit into your environment now and in the future
- List what other "abilities" you'll gain



## Section One: Production Workflow

# Section Two



# ENCO

# Playlist Creation Workflow



## Section Two

How do you create the daily logs  
which your stations air?

- Traffic/Billing suite, Music Scheduling
- Integration with the above
- Workflow for creating, merging and changing logs
- Error reporting
- Voicetracking - locally and remotely
- User modifications
- Reconciliation



## Section Two: Playlist Creation

## How do you create the daily logs which your stations air?

- Delineate your process for each of these as it exists now
- Investigate what options are available if 3<sup>rd</sup> party utilities are changed such as Traffic/Billing or Music Scheduling
- Clearly map out your desired workflow
- Look at each systems' abilities within this workflow and determine how it will work in your environment



## Section Two: Playlist Creation

# Section Three



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# On-Air Workflow



## Section Three

### How do you “make radio”?

- Delineate your station’s basic playout scheme 24x7
- Investigate how your air staff interacts with the system both on the air and while preparing for air
- Map out your air chain including audio routing/switching, relay control, metadata distribution, etc.
- Identify special areas of concerns such as split logs, automated content filling, playtime adjustments, clock specifications, shared logs, etc.



## Section Three: On-Air Workflow

## How do you “make radio”?

- Identify which areas of this on air environment are going to need to stay the same and which will change (IP Audio, studio switching, format changes)
- Have key air staff interact with a fully working demo of any system which may be used and evaluate their ability to “catch on.”
- What new “toys” will you gain with a new system?
- What items outside your current system could it replace? Phone recording, hot key audio, etc.



## Section Three: On-Air Workflow

## Section Four



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# Installation, Integration, Support



## Section Four

### How does it all work?

- Current system architecture (servers, clients, sound cards, network, etc.)
- Licensing scheme
- Hardware/Software platforms
- Ongoing costs
- Support and training
- Data architecture (audio codecs, data scheme, groups, etc.)
- Install environment (KVM, workstations, Network, audio interconnects, GPIs, etc.)



## Section Four: Install, Integrate, Support

## How does it all work?

- Architectures available with new system
- Purchase options
- Support for existing hardware/software platforms intermixed with new environment requirements
- Longterm cost of ownership estimate
- Install costs/time estimates
- Data migration and new data structure
- Peripheral requirements (USB, DVI, CAT6, audio connections, GPIs, etc.)



Section Four:  
Install, Integrate, Support

**DON'T FORGET  
"THE WILD CARDS"**



Conclusion

## And then... Wild Cards

- Talk money first - do you have the budget?
- Personal preferences and experiences
- Nearby stations/engineers already using and supporting another system
- Company reputation
- Future company stability
- Current company structure
- Product EOL concerns (development path)
- Local presence (dealers, integrators, etc.)



## Section Four: Install, Integrate, Support