

Radio World
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Radio-Assist Eases News Edits, Delivery

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NORTHBROOK, ILL. When it comes to sports media, Sporting News is a pioneer. We started out as a magazine in 1886. It has flourished ever since and is the oldest sports publication in the United States.

Over the past 120 years, however, Sporting News has morphed into a major provider of sports news and now includes a Web site, online bookstore and radio station. We cover just about every sport you can think of, including football (college and pro), soccer, basketball (college and pro), baseball, NASCAR and golf, among others.

Our network radio division, founded in 2001, is Sporting News Radio Network. We operate a satellite-uplinked sports network on a 24/7 basis and focus on the newsmakers of the sporting world, as well as sports flash updates of active games.

We can be found on several hundred radio stations in the United States and have three owned-and-operated stations in New York, Boston and Los Angeles. We also feed Armed Forces Radio and XM Satellite Radio.

Modules

We have been using Netia's Radio-Assist for more than four years because it provides us with an all-in-one software package for operating our network, from acquisition to production to on-air. This makes the evaluation, editing and delivery of our news less-time consuming.

Although we manually record interviews with our hosts and the various sports figures they interview, we use the Radio-Assist Feed-In/Feed-Out to record audio from games and many other sources. It allows us to make a daily schedule of automatic recordings of any external audio to be used on our affiliate network or operated stations.

Our producers use a calendar built into the module to define each recording in advance with the name of the station, date,

time, length and any other identifiers. The module also allows us automatically to record our own audio, so we can edit and play back portions of it.

We use the Import module of Radio-Assist to take any audio files or CDs we receive and move them into the system without having to go through a noise-adding analog record process. Our operators simply prepare a list of files or cuts they want to import, click a mouse to run the import and the files become available within our data library.

We also take advantage of the Export module, which copies pre-selected sounds of any length and stores them onto our file system or on a burned CD, primarily to offer players and coaches we interview copies of the interviews.

We use the Look Up module of Radio-Assist to search quickly for files in our extensive media database, using such search criteria as a host, guest or team name. For example, if we get breaking news about a certain team, we can look up past information about them and quickly incorporate it into a news segment for our listeners.

Another benefit of the Look Up module is that it allows us to access databases reciprocally from our sister stations in Boston and Los Angeles, pre-list items from those databases, and pull the content for our Chicago facility or push it to the other sites.

We use Radio-Assist's Web Dispatcher, which automatically converts and publishes our audio news and metadata onto our partner Web sites for audio-on-demand subscribers. Subscribers to the service can access certain audio clips and other material from our network. This function, however, is handled primarily through our partners.

Although we benefit from all of the Radio-Assist functions we use at Sporting News Radio, my personal favorites are the Stretch function and the Jingle packages.

Stretch modifies the length of a sound in real time with no distortion, so it's easy for us to make an interview fit a certain

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spot. The Jingle packages allow us to pre-set common audio cuts for each show and change them quickly between shows.

For more information, including pricing, contact Netia in New Jersey at (888) 207-2480 or visit www.netia.net.



Sporting News Radio's Dean Field says Radio-Assist 'provides us with an all-in-one software package for operating our network, from acquisition to production to on-air.'
