

Radio World

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USER REPORT

WOR Uses CSS for Studio Move

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NEW YORK WOR had been in the same location in New York City for more than 75 years. The location had served its purpose for decades, but it was time to move.

After more than a year of searching and planning we found a location one and a half blocks from the newly revitalized “Ground Zero” section of New York City. It was perfect for our requirements: four on-air studios, four control rooms, one production studio, one news suite and master control.

After selecting the location, one of our primary decisions was choosing the right firm for our broadcast studio systems integration. This was an historic move for Buckley Broadcasting and WOR, and I wanted to be sure the move and integration would go as smoothly as possible.

What does a studio integrator do? These are the people you go to when you have a design for your new studio, and equipment and location selected, but no one to expertly install your systems.

Why did WOR use an integration team? From the beginning we knew we were going to need help with this project. With the amount of remotes WOR does, and having to tend to a severely ailing facility at our old location, there was no way we could have put the facility together entirely on our own. There just aren't enough hours in the day.

There were many qualified firms that could handle the job, but one company

stood out: Creative Studio Solutions Inc. of Colorado.

Integration man

I have been familiar with CSS and its CEO/Chief Engineer Andrew Rosenberg for a number of years. They've done big and small integrations around the country and I knew no matter what I threw at this team, the job would get done right and on time. For this integration, CSS brought its chief engineer, assistant engineer and two integration technicians.

Integrating a new studio facility can be demanding work. Timelines have to be met. When you plan on going “live” from a new location, 9 to 5 days simply don't exist. I knew that the team from CSS was prepared to work long and odd hours to get the job done on time.

WOR was going to utilize new technologies. The most significant was the Axia SmartSurface and Livewire System. At WOR's old facility, people had to go to a router to get audio from outside the studio. Axia's SmartSurface and Livewire System gives WOR the ability to get audio from inside the studio consoles. This was the first large-scale implementation of the new system.

Even though the CSS Integration Team had never installed the new Axia system — no one except the folks at Axia were really familiar with it — the CSS team understood the system right away and how best to integrate it into the new studios. In fact, I understand that since our integration went so well, Axia is now partnering with CSS, making the latter an authorized integrator of its products.

In addition to hooking up the consoles, CSS was responsible for wiring

and connecting all equipment, running cable to various parts of the facility and keeping track of the entire integration process for documentation. Rosenberg knows the importance of a well-documented studio. He and his staff kept track of all changes that were made on the fly, and when the project was completed, Andrew delivered a detailed CAD drawing of our completed studios.



Dr. Joy Browne in the new WOR studios

WOR went “live” with its studios in a new building on May 4, 2005. I can speak for the entire staff at WOR when I say that everyone is excited about the new facility. There were many people who made this transition a success. A significant and positive contribution to that success rests with the team from CSS. Their expertise and work ethic made this a smoother process — and we got some dynamite studios.

For more information, including pricing, contact Creative Studio Solutions in Colorado at (303) 425-5004 or visit www.creativestudiosolutions.com.