

Academic Environment, Professional Stations



UF College of Journalism
and Communications
UNIVERSITY of FLORIDA

WIDEORBIT PRODUCT

WO Automation for Radio

ABOUT THE COMPANY

The University of Florida College of Journalism and Communications operates two television and five radio stations in the Gainesville market: ESPN 95.3/850 (WRUF-AM), WRUF-FM Country 103.7, WUFT-FM 89.1, WJUF-FM 90.1, WUFT Classic (102.7 FM and 89.1 HD2) and 89.1 HD3.

How *WO Automation for Radio* supports five professional-quality stations while satisfying the needs of students and media pros.

The University of Florida College of Journalism and Communications operates five commercial and public radio stations. In 2010, these media platforms operated completely separately. There was little connection between the stations or the technical systems for producing and distributing content. Some key software ran on Windows XP, leaving stations vulnerable to failure.

As if that wasn't complicated enough, operating commercial stations in an academic environment presents special challenges.

"This is possibly the most unique broadcast and overall media environment in the country," explained Randy Wright, Executive Director - Division of Media Properties at the College. "We have to operate with the same level of professionalism as any station in the country, and have literally hundreds of students involved in our media properties.

"They don't have a lot of experience, so our systems have to be reliable and easy to learn. The quicker we can get students up to speed on content generation and distribution, the quicker they can be successful."

The College needed more than a software upgrade; it needed a new attitude. "To be successful, we had to create a new culture that succeeded regardless of commercial or public platform."

WO Automation for Radio gave us a very professional system that functions seamlessly in both commercial and public environments.

RANDY WRIGHT, Executive Director

THE SOLUTION

Wright's team wanted industry-standard software that united its media platforms and introduced students to technology they will use throughout their career.

"We wanted a solution that allows our professionals to get done what they need to do while training the next generation of broadcasters," said Wright.

"It had to be proven, flexible, work in our environment and get people excited about using it. WideOrbit's *WO Automation for Radio* checked all of those boxes."

THE RESULTS

"*WO Automation for Radio* gives us a very professional system that functions seamlessly in both commercial and public environments," says Wright.

"Standardizing on WideOrbit created more commonality across our operations. It accelerated the evolution of our culture from a bunch of individual stations to a single entity serving multiple platforms and target audiences."

Upgrading to WideOrbit made the College's systems more reliable, even in challenging circumstances. "Things work flawlessly with WideOrbit. We just don't have any hiccups," said Wright.

"During Hurricane Matthew, we were on the air for 38 hours straight. We needed our systems to function flawlessly so we could do our jobs. We didn't have to give WideOrbit a second thought."

Best of all, WideOrbit helps any station make great radio. "*WO Automation for Radio* lets us focus on the things that make us relevant in the community—localism, outreach and engagement—and create content that makes a difference. Students are able to turn around content successfully and much faster.

"WideOrbit is like a piece of gold in our pocket. We know it's there and we know it's going to function. We know WideOrbit has our back and we can count on them regardless of what we're going through. That's worth a lot to us."



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RANDY WRIGHT, Executive Director

Get started with *WO Automation for Radio*

UF'S TOP FIVE REASONS TO SELECT WIDEORBIT

- 1 Unity**
Brings together systems and people at a multi-station operation
- 2 Flexibility**
Creates and delivers a variety of programming, including news, talk, music, and sports
- 3 Modern**
Suitable for training the next generation of media professionals
- 4 Reliability**
Solid and battle-tested for everyday use and the unexpected
- 5 Exciting**
A platform that radio pros and students enjoy using

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