

WUIS-NPR Illinois streamlines operations with WideOrbit



About WUIS-NPR Illinois

The University of Illinois Springfield NPR radio station serves central Illinois, with a main NPR station plus two HD channels, classical and adult album alternative.



Challenge

Aging systems and a reduction in staffing brought the need for efficiency improvements to the fore



Solution

WO Automation for Radio integrated with WO Traffic



Result

Improved efficiency by streamlining workflows and eliminating duplicate effort

WO AUTOMATION FOR RADIO + WO TRAFFIC

Seamless integration of radio automation and traffic systems saves time and money

With the pandemic reducing staffing levels by more than half, WUIS-NPR Illinois needed to improve efficiency and streamline workflows. Their previous systems, AudioVAULT and Allegiance, were aging and didn't work well together, highlighting a critical need for automation and traffic efficiency.

After evaluating several options, WUIS was drawn to WO Automation for Radio and WO Traffic by their modern user interface, by the fact both are updated regularly, and by the way the two systems work seamlessly together. With a small staff, they felt WideOrbit was the best option to reduce the amount of extra work needed to synchronize between traffic and automation systems.

As a result, WUIS has realized significant efficiency improvements. They can now do more with less, easily scheduling programming and spots, tracking sales, projections, and revenue with easy-to-pull reports.

“This system is critical to our operation, and with WideOrbit, we can trust the automation and traffic systems to work together to do what we need. And the system will grow with us, which is incredibly important as we look toward the future.”

Randy Eccles

General Manager, NPR Illinois

Learn more about WO Automation for Radio and WO Traffic today

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