

WDZD-LP improves efficiency by 40% with WO Aurora



Challenge

Non-profit community station needed to equip volunteers with efficient, user-friendly tools to easily produce professional programming from home studios



Solution

Implement WO Aurora v5.0 to efficiently power high-quality programming while working remotely



Result

40% efficiency improvement with features like remote voice tracking and real-time on-air control



About the customer

WDZD-LP, 99.1 & 94.3 FM Fun One Radio, is a low-power community station operating as a volunteer-run, 501(c)(3) non-profit organization in Monroe, NC.

Remote capabilities a game-changer for small community radio station

A volunteer-run, low-power station with a small terrestrial footprint, Fun One Radio reaches an international audience via streaming through their website and free mobile apps. The station needs automation software capable of delivering high-quality, professional sound, while allowing volunteers to work efficiently from home studios.

Fun One Radio started in 2014 with WO Aurora v3.7 and upgraded to v5.0 in early 2022. Volunteers, located both locally and as far afield as Alaska, staff, promote, and program the station as a team. Since most also hold full time jobs, automation and efficiency are paramount.

The Fun One Radio team credits WO Aurora's flexibility and ease-of-use, and Universal Radio Client widgets such as Remote Voice Tracking and real-time on-air control, with allowing them to maintain a consistently professional sound while improving efficiency by 40%. And it's that efficiency that allows the team at Fun One Radio to focus on the things that feed their passion for radio – creating high-quality Classic Hits and Carolina Beach Music programming; supporting local businesses, non-profits, and arts organizations; nurturing strong listener relationships; and building a solid brand as The Fun One Radio, Monroe's Community Radio Station.

“Time is money and you're better off investing a few extra dollars having a complete solution that is stable. And with WideOrbit, the stability is there. It's rock solid.”



John Griffin

President, Fun One Radio WDZD-LP

Learn more about WO Aurora today

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