

## **CU I&E Submission: KVCU Radio 1190 Automation/Playout System** <sup>[1]</sup>

### **Category**

Communication  
Technology

### **Submitted By**

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### **Project Team**

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### **Project Description**

KVCU Radio 1190, CU Boulder's student radio station, suffered a failure of our 10+-year-old radio automation system last October. We used the failure as a quick-turnaround opportunity to replace it with a modern system that enables us to run 24/7 when there is no DJ in the studio, as well as expand our service offering to include CU events announcements and revenue-generating underwriting scheduling, in addition to generating a significant time savings for our student employees.

### **Project Efficiency**

Installing this new system has enabled our general manager and student employees to rapidly, flexibly schedule music, news, underwriting and promotional programming in advance from any computer at any time — in the past, not only were these functions extremely limited, but needed to be done from within our physical studio location.

### **Project Inspiration**

Both Eric and Iris have multiple years' experience in community and public radio, and were able to speak to a number of local and regional stations about their experience in radio automation — both in terms of what options were first-in-class, but also which were in regular use in the industry, enabling our students to gain relevant professional experience.

## What Makes You Happiest about this Project?

From Iris: Just this morning I was able to log in from my home office and schedule a show from a student who's broken her leg and has to record her shows at home (something we couldn't do at all before!); load in a promotion for a new podcast partnership we're launching with the Center for African & African American Studies, and get it scheduled in advance of their first airing later this week; add a few new-release music tracks to keep our automation fresh; and all without my coffee getting cold. What a tremendous efficiency boost!

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