

# Radio station automates program downloads and file conversion



## CASE HIGHLIGHTS

**Profiled Organization:** WSEW Christian Radio.

**Challenge:** To keep up with the FTP delivery of .mp3 program files in a timely manner and convert them into .wav format for broadcasting.

**Solution:** Automation Anywhere works seamlessly behind the scenes to convert the daily and weekly program files sent via satellite or Internet to the format used for broadcast at the station.

**Benefits:** Automation has helped the home-based radio station keep up with current content delivery methods and saves the station managers at least two hours of file processing per week.

*“What really impresses me about the company is their interest in making the product accessible even to regular consumers who need a great program to automate their tasks.”*

*- Sharon Malone, Station Manager, WSEW Christian Radio*

## BACKGROUND

WSEW Christian Radio may be a small radio station in New Durham, New Hampshire but it is the realization of a long-held dream for station managers Ron and Sharon Malone. Since they were first introduced to Christian broadcasting while stationed in Hawaii with the U.S. Navy 40 years ago, the Malones knew that that’s what they were called to do. After leaving the Navy - where he got his training in electronics and broadcasting - Ron worked as a broadcast engineer for various radio stations, including the one run by the Billy Graham Evangelistic Association. But it wasn’t until 1988 that they finally took the plunge and applied for an FCC license for their own radio station.

FCC approval was granted in 1992 to broadcast at 125 watts and the Malones lost no time in setting up a studio in a spare bedroom in their home. Using a small microwave tower in their backyard to relay the broadcasts to two strategically located transmission towers in New Hampshire and neighboring Maine, they were able to bring their Christian ministry to nearly 30,000 people in two states - a far greater number than they had anticipated. As for programming for the 24x7 format, WSEW offers a blend of nationally produced programs and news from affiliates - such as the Moody Broadcasting Network and Salem Radio Network - and locally produced church services, along with the local weather report, the local Christian community calendar, and an occasional interview with a local pastor.

Until the 1990s, most of the programming was physically shipped to the station - first on tapes, later on CDs. Then in the early 1990s, Christian radio program producers, consolidating their efforts through the Christian Radio Consortium, began to offer their programming exclusively via satellite delivery in a format that could be easily automated.

### RADIO DAYS IN THE 21ST CENTURY

The year 2000 saw a dramatic shift in the way many broadcasters delivered programs and several of WSEW's program producers began placing their content on FTP servers in .mp2 and .mp3 formats for individual radio stations to download. While this method of content delivery is both timely and convenient, it raised two important issues for the Malones:

- The files were no longer compatible with the automated software system that runs the programming at WSEW and needed to be converted into the .wav format. (Some of the conversion issue was eased in 2008 when a few program producers began to use AMB-OS - an FTP satellite delivery service that automatically converted the files.)
- It took constant vigilance on the part of the stations because the producers only put out a day's or week's worth of programming at a time. In other words, stations had to set aside chunks of time daily and weekly just to download and convert the program files.

As the only personnel behind WSEW's 24x7 programming, the Malones had no choice but to seriously consider the option of automating the FTP program downloading and file conversion part of the station management chores.

*"I am not using Automation Anywhere to its fullest capability but even so, it does everything I need it to do. So often, the software you buy never lives up to its claims."*

*-Sharon Malone, Station Manager, WSEW Christian Radio*

### HOW AA FOUND ITS GROOVE AT WSEW

At first the Malones tried writing their own scripts but the process took up far too much time. What they really needed was a solution with a short learning curve. An Internet search yielded four prospective solutions and they downloaded trial versions of each program. But when put to the test, only Automation Anywhere made the grade.

Working closely with the tech folks at Automation Anywhere, the Malones soon had the software up and running - two tasks daily and three tasks weekly to download the program files. At the end of each week, the software was set up to go through and convert all of the .mp3 files to the .wav format for each category of program to be broadcast the following week.

Today, Sharon Malone is happy to list all the reasons that set Automation Anywhere apart from the other programs:

1. Ability to record Windows-based applications. (The software's record function took away the grief of having to script everything.)
2. Scheduling capability, which enables tasks to run independently, without supervision.
3. Quality of the tech support. ("It's amazing!" says Sharon. "I cannot say enough about it.")
4. Affordability. (As a non-commercial station, WSEW's managers were thrilled to get so much functionality for their buck.)

If you found this case study useful, we invite you to discover how Automation Anywhere can give your business an edge. Visit [www.AutomationAnywhere.com](http://www.AutomationAnywhere.com)



### PRODUCT INFORMATION: AUTOMATION ANYWHERE

Automation Anywhere is an intelligent automation software for business & IT tasks. No programming required. Enterprise license includes state of the art drag and drop automation, remote deployment, Visualizer, Workflow designer, image recognition and many more features. Free trial available. Read more about this product at <http://www.AutomationAnywhere.com> or call our sales hotline +1-888-484-3535.