



# Radio

THE RADIO TECHNOLOGY LEADER

## Station Consolidation

iHeartMedia Toledo  
pools its resources  
for renovation

SEPTEMBER 2015 | [RADIOMAGONLINE.COM](http://RADIOMAGONLINE.COM) 

**635**  
FM/RDS **SiteStreamer™**

 **INOVONICS**  
BROADCAST



[inovonicsbroadcast.com](http://inovonicsbroadcast.com)

**POWERFUL MONITORING AT YOUR FINGERTIPS**



## iHeartMedia Consolidates Six Stations Into One Facility

by Mark Greenhouse

**Your #1 Source For Quality Used Radio Broadcast Equipment**

View our latest list of equipment on-line at:  
[www.baycountry.com](http://www.baycountry.com)  
or call and we'll fax it to you

*All equipment sold with a 15 day return gurantee*

**BUY....SELL....TRADE**

7117 Olivia Rd.  
Baltimore, MD 21220  
Ph: 877-722-1031  
[www.baycountry.com](http://www.baycountry.com)  
email: [sales@baycountry.com](mailto:sales@baycountry.com)

**i**HeartRadio aggregates audio content from more than 2,000 live radio stations, among them 859 iHeartMedia-owned stations. It is accessed by nearly a quarter billion listeners monthly.

Six of those iHeartMedia-owned stations comprise iHeartMedia Toledo, Ohio. Specifically, they are sports WCWA(AM); news-talk

WSPD(AM); Top 40 WVKS(FM); adult contemporary WRVF(FM); rock WIOT(FM); and country music WCKY(FM). Additionally, three HD2 stations, WRVF(HD2), a simulcast of WSPD); simulcast of WCWA, WIOT(HD2); and urban R&B WVKS(HD2) round out the group.

All stations are licensed to the city of Toledo, with the exception of WCKY, which



Chris Proctor, afternoon drive personality on WVKS (KISS-FM) (24-channel GatesAir Netwave console).



48-inch deep racks in the TOC house all the NexGen hardware, along with the GatesAir VistaMax router, and two Jelli programmatic servers.

is licensed to Pemberville with the transmitter site in Tiffin (about 40 miles southeast of Toledo). Additionally, one translator is leased from EMF (W235BH).

Gary Fullhart, market director of engineering and IT for iHeartMedia's 17 northwest Ohio stations, provided me with a thorough and entertaining account of the series of events surrounding the construction of the facility, which features six studios, four production centers and three technical operating centers.

## 125 S. SUPERIOR STREET

While one of these six stations is Toledo's first (dating back to 1921), I'll stick to events beginning in 1998.

The owners of WVKs(FM), Noble Broadcast Group, purchased WSPD and WRVF (then WLQR) and consolidated the three stations into the WSPD/WLQR building in downtown Toledo. In 1999, Jacor Broadcasting acquired Noble Broadcast Group as well as Toledo's second oldest station, WCWA(FM), and WIOT(FM), whose studios were housed in a leased

building two blocks away from the NBG's location.

After WCKY(FM) changed its COL from Tiffin to Pemberville, Ohio, all studios were scheduled several times to be consolidated into the WIOT/WCWA building in 2009. In the interim, however, Jacor was purchased by what was then called Clear Channel.

Subsequently, iHeartMedia has finally brought them all under one roof at 125 S. Superior St. in Toledo. The core of the facility, constructed in the 1940s as the transmitter site for WSPD(TV), made the property selection simple because it was owned by iHeartMedia.

## THE PLAN

In 2012, approval was finally given to permit all the stations to occupy the WSPD/WRVF/WVKs facility — with the budget-dictated caveat that no existing walls could be moved, meaning all studios, technical operat-



RCS NexGen workstations are used throughout the facility for all music, spots and voicetracking.

ing centers and production facilities had to be retrofitted into spaces that were formerly offices.

Utilizing the management software program Microsoft Project, the renovations were designed by Gary Fullhart, Denny Moon, Bill Rossini

## DJB WebStream Digital Logger & WebStream Monitor

**WebStream monitoring & stream recovery made easy**  
**Low cost — uses generic sound cards — Win 7 or 8**  
**1-2-4 & 8 Ch. Versions**

**Digital JukeBox**



[www.digitaljukebox.com](http://www.digitaljukebox.com)

**Demo Available**

**702-487-3336**

See us at Booth 207 at the Radio Show in Atlanta



## OPTIMOD-PCn THIS CHANGES EVERYTHING



Versatile, innovative  
audio processing  
runs natively on  
Windows/Intel PCs.

Use it for netcasting,  
FM pre-processing,  
production, mastering  
and more.

Nothing is louder or cleaner.

Call **SCMS** for more  
information on all of  
Orban's products!



**1-800-438-6040**  
[www.scmsinc.com](http://www.scmsinc.com)

## FACILITYSHOWCASE

and Eric Goldberg (engineering staff) and Dan Mettler (corporate staff). A few months into the project, Fullhart was promoted to chief engineer and continues to lead in that capacity.

Additional input was provided by Operations Manager Nathan Reed and Manager Kellie Holeman; Holeman decided which stations occupied which new studio spaces.

to shoot himself.

Soundproofing was addressed by doubling the sheetrock between individual studios and installing diffusing and selective frequency-absorbing panels in each control room to bring the isolation and internal sound management required to conduct multiple live programs with studios in close proximity.



Main TOC racks: Right racks are for each station with all switching, processing, EAS and STL gear. Left racks hosts support gear (file servers, phone systems, aircheckers, networking and satellite gear).

An architect was also contracted to satisfy building code requirements and construction was performed by local contractors.

### PHYSICAL RELOCATION AND INSTALLATION

Some heavy lifting was required during the renovation.

As previously mentioned, the building was constructed in the 1940s before air conditioning was a regular consideration, so the roof required steel I-beams, installed to bear the weight of the prescribed new HVAC units.

Also, a former garage was designated as the site of one of the TOCs, and during the preparation of the space, they discovered that the concrete floor was not only sloped but it was more than 17 inches thick in some areas! That required several extra days of unplanned hard labor to remove and then pour a new slab.

Fullhart noted that the stations salvaged a macabre memento from the garage: a piece of wood with a hole in it that was made by a bullet from the gun a former sales manager had used

Each station's relocation was carefully coordinated. WCWA moved into what is now finished as "Production D," while its RMX console was removed and reinstalled in their new studio space. Once WCWA was moved, WIOT moved into the same Production D room, while its console was transferred to the new studio, and so on. Meanwhile, the space designated for WKVS's studio was gutted to the bare walls and rebuilt with new furniture and console.

Ultimately, the physical preparation of the new location was accomplished with only a month to spare before the deadline to vacate the leased facility was reached. Here's a peek at finished "TOC-2" facilities.

### EQUIPMENT

The consoles for WCWA and WIOT are GatesAir RMX consoles; additionally six NetWave and one AirWave consoles are on air. One of the production rooms (used primarily for dubbing) employs a Mackie mixer. For a



Fox Sports WCWA, flagship station for the world famous Toledo Mud Hens minor league baseball team (GatesAir 24 channel Airwave console).

routing system, the GatesAir VistaMax with 96x96 analog, 96x96 digital and 32 logic ins/outs is in use.


For distribution of program content, all stations use Aphex Compellors, Sage Endec EAS gear and Broadcast Tools ADMS44.22 switchers. The STLs are a mixture of Moseley 6010s, Moseley Starlinks and one Moseley 606 with a

DSP-6000 encoder system. Station WVKS(FM) also has a GatesAir Intraplex backup on a T-1 line to the transmitter site.

The newly built studios are furnished using GatesAir Quickline furniture. Finished studio WVKS(FM) is shown here.

## STILL TO GO

The overall layout and design has proven to be easily modified after the addition of the leased translator W235BH to the operation in October 2014.

To date, the project has taken eight months. There are still four studios awaiting renovation, and upgrades are commencing as the budget allows. 



Main workbench area, with access to the VistaMax router.

*Greenhouse is an audio recording studio owner and a radio broadcast technician. He recorded the current music themes for National Public Radio's "All Things Considered" and has worked with the band KISS.*



**Finally there's a solution!**

ESE's "TCUSB" line of Time Code to USB converters offers a simple and quick solution for synchronizing a computer to your existing time code equipment. When a serial port or a PCI slot for a Time Code Card is not available or these solutions are undesirable, the ESE "TCUSB" is the ideal alternative.

**www.e-se-web.com**  
**(310) 322-2136**

## BIG Things Come in Small Packages

### Time Code to USB Converters






Time Code Error Detect & Correction • Time Sync Software Provided  
Powered via USB Interface • DIP Switch/Software Configuration