



300 POMPTON ROAD
WAYNE, NEW JERSEY 07470
OFFICE: 201-595-3319
FAX: 201-595-2483
HIT LINES: 201-595-2738

To: Barry
From: John Kiernan WPSC-FM
Subject: Audio Chain Replacement
Date: 030397

Over the last several years, radio audio chains have been moving away from analog systems. What this means to us is the current audio chain now in use at the radio station is at its last hurrah. WPSC-FM uses an analog tape based format in producing and airing program material. Our production areas use open reel, cassette and cartridge machines and supplies. When the station was built eight years ago, this was the norm. In the years that followed, a vast improvement in design and quality has been made to the digital format. In fact, so much improvement has been made, that over the last five or so years, most small and medium market stations have switched entirely to some form of digital air use. Whether it be CDs, satellite delivery or in house hard drive systems, today's radio station is now part of the digital realm.

The next question is, how does this affect us at WPSC-FM? To put it very briefly, we can no longer operate in an analog world. Why? To site two things that have an immediate impact on our program.. 1) Carts, parts for carts, cart tape and cart machines are no longer manufactured by anyone. The last company, Audiopak, stopped making lubricated tape (cart tape) last December. Cart parts and shells have not been manufactured for about a year now. 2) Cart machine have not been manufactured in about a year as well. The last price on a cart machine was around \$5000. WPSC-FM currently uses five or six depending on whether all are operating on a given week. Life expectancy of a machine is six years. Ours are over eight years old now.

I have been looking at replacement systems for the station that will work in our news, production and air studio situations. In early pricing of three different systems, the cost to replace the audio chain is around \$23,000 - 40,000. None of the systems are top of the line, all bells and whistles, but good station work horses that will get us into the 21st century. Much more work and talking to companies is needed in order to make a knowledgeable decision on what is exactly right for our teaching area.

We must start this year, making moves to replace the audio chain before the entire audio house of cards comes home to roost in our face. This year is going to be a very crucial one in the continued success of WPSC-FM as far as the way we will be able to put programming on the air. If you need more information on 'going digital', let me know as to what I can provide to you on a timely basis.