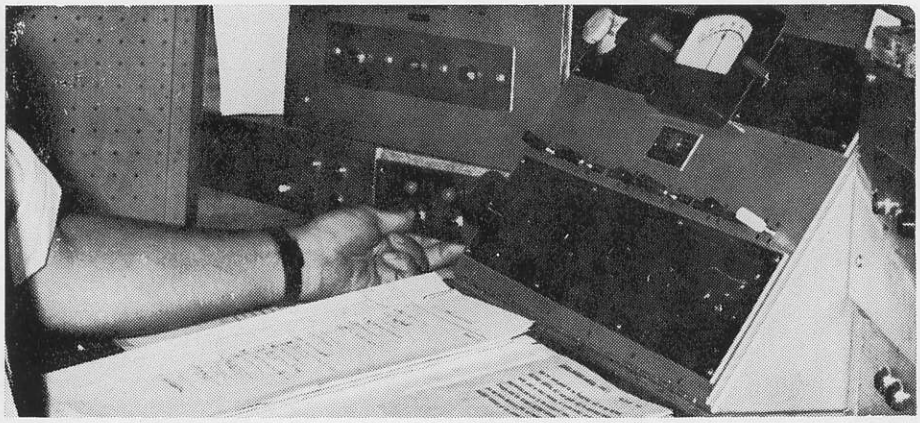
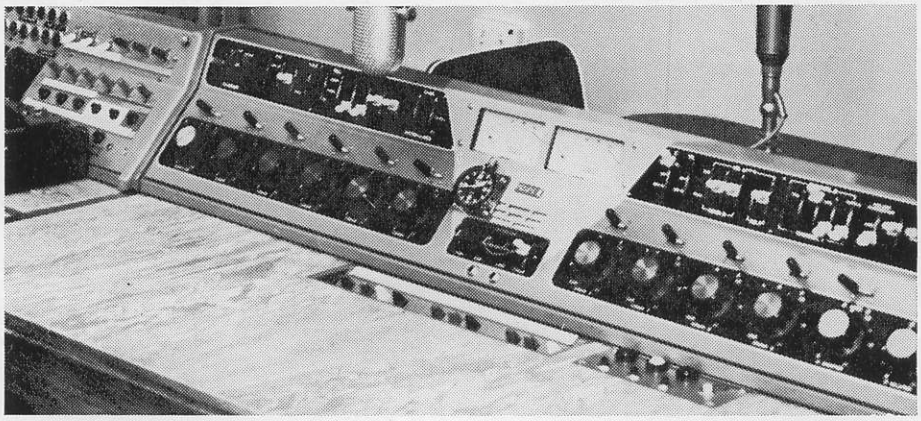
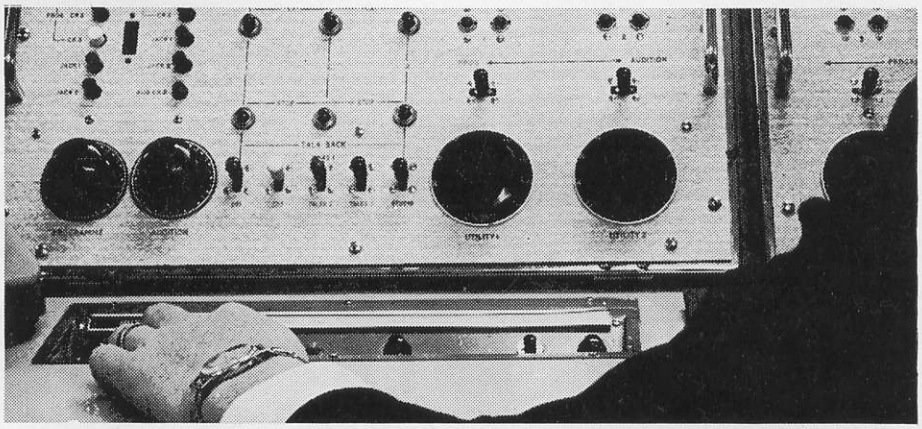
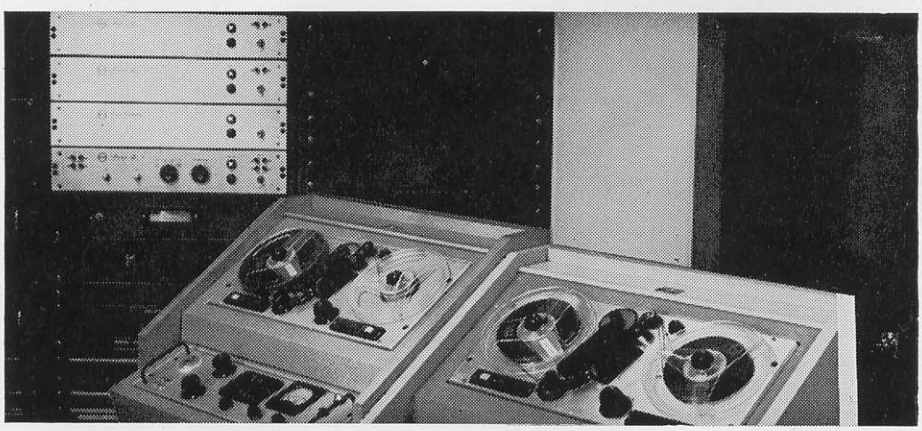
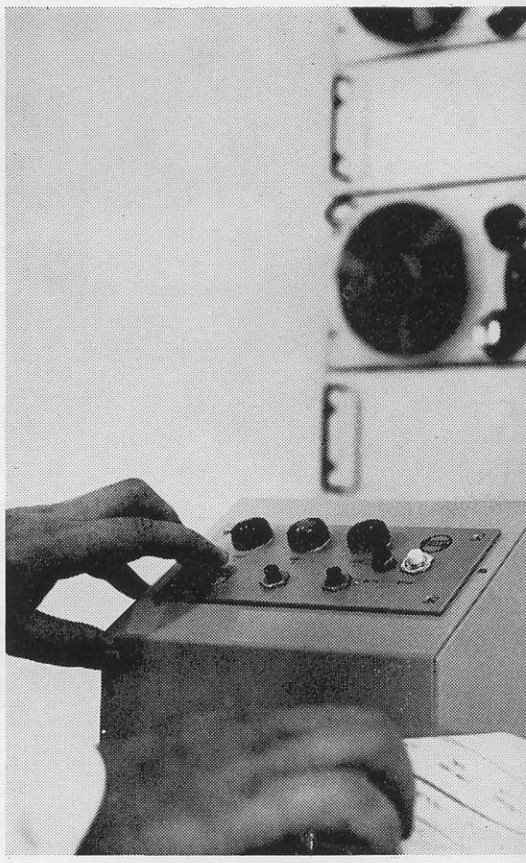
Low cost automatic tape programming with the Auto Station











The Rola Auto simplifies prog and cuts opera

Eddie Williams

It is approximately four years since the first production model Rola A asked to express my findings of now entering a most interesting s A number of radio stations are n Rola Auto Stations. These include installed by the New Zealand B Radio Brunei (Borneo).

As other stations are now becomin time to look at modern broadcasti For programme control: Modern image — rock, mod pop, middle identified by and in turn identify audience or market. I have found costly and difficult to maintain th tables. Costly, in so far as the nee to select the discs and type the

The versatile Rola Auto Station has been adapted in various ways to meet different station's requirements. The above installations are at 2BS Bathurst and in the N.Z. Broadcasting Corporation's stations 3ZA Greymouth and 2ZE Blenheim.
The three unit Auto Station complete with Auto Sequencer is available at $3,212.00. Complete technical specifications are available from Rola Division.

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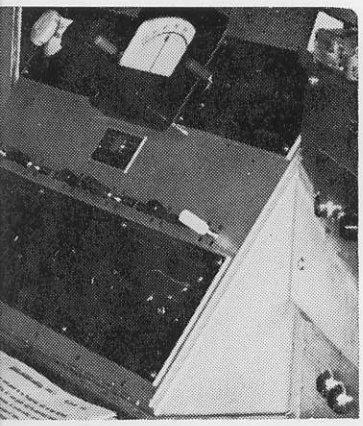

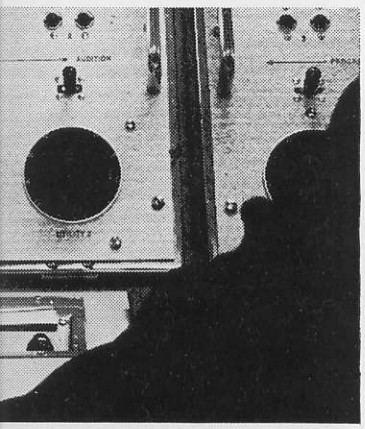

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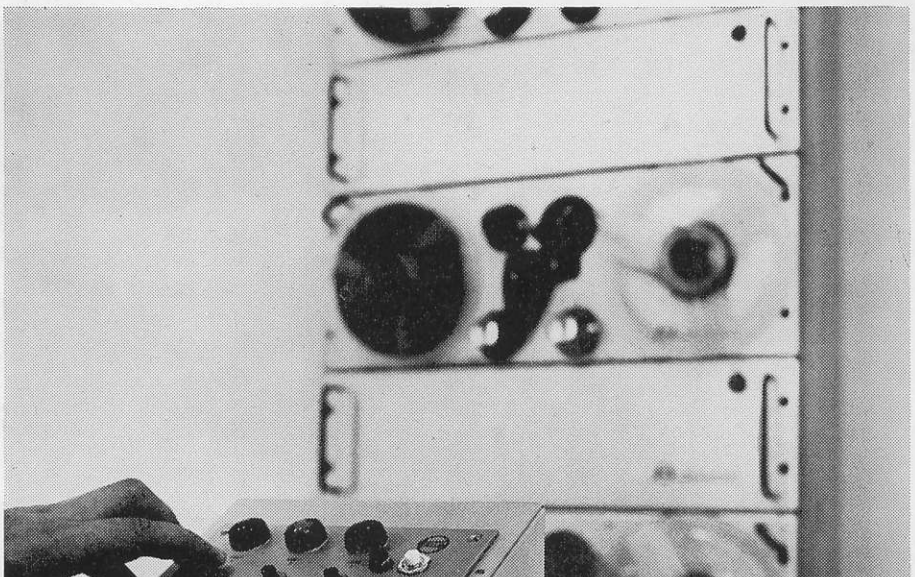

The Rola Auto Station simplifies programming and cuts operating costs

Eddie Williams: 2BS says

It is approximately four years since Station 2BS Bathurst installed the first production model Rola Auto Station and I have been asked to express my findings of "push button radio" which is now entering a most interesting stage.

A number of radio stations are now successfully operating on Rola Auto Stations. These include 2DU, 8DN, 4VL, several units installed by the New Zealand Broadcasting Corporation and Radio Brunei (Borneo).

As other stations are now becoming interested, it seems the right time to look at modern broadcasting with "push button radio".

For programme control: Modern Radio demands a formula or image — rock, mod pop, middle of the road or talk — to be identified by and in turn identify itself with a certain type of audience or market. I have found over the years that it is both costly and difficult to maintain this image with discs and turntables. Costly, in so far as the need for a programme department to select the discs and type the play lists and, possibly, the constant policing of does not turn disc instead of track 2 restricted play list o and noisier discs a who may prefer the Presentation: With tion is kept smooth but also during the when the average with two and some down when using reading live copy switch, a fader, a gramme control su I know there are st say "I have four tu machines". I am th pressed to operate machines earlier, announcer has app discs and/or cass listeners thrown in little of their charm So much for the re me tell you how it The Rola Auto Sta can be adapted in three languages, sc ments, button No. Bathurst, we have a of golden standards to both young and and arranging the button, the number formula. This is the only needs changi worked out the form tapes.

The second spool o are kept up to date are arranged to fit The spools of tape a predetermined se repeated in the sam On the third spoo national recorded o for the next day's three hours per day We have 3 buttons panel. Button No. current hits — butt From there on, it i button as required.

In conclusion, I w modern systems of the one we've foun I trust my comme interested in the b

E. N. Williams, Esq.
Managing Director
2BS Bathurst.

Plessey Compo

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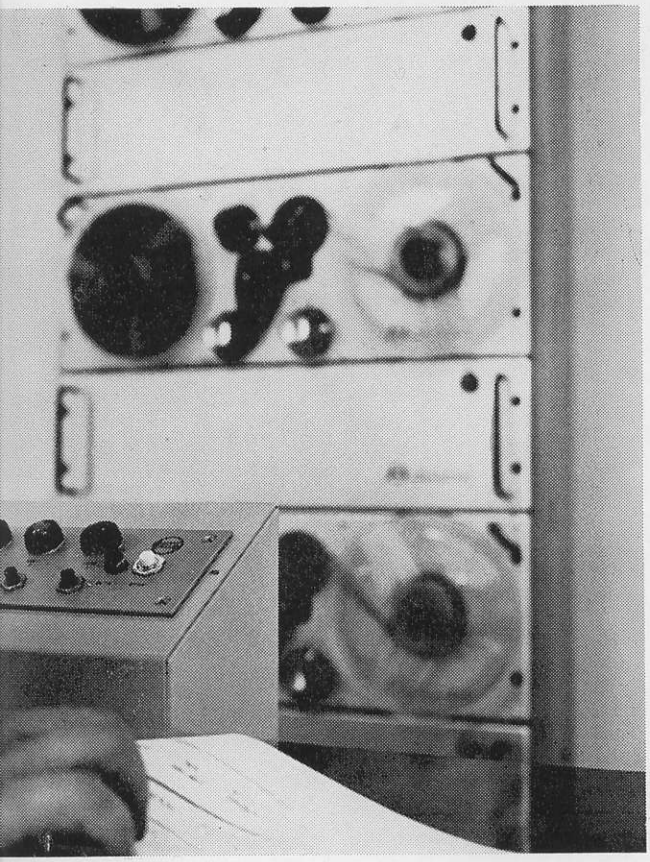

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Presentation: With the Auto Station, I have found that presentation is kept smoother, not only during the off peak programmes, but also during the breakfast programme and other busy times when the average country station, without panel operators, and with two and sometimes three ads between discs tends to bog down when using turntable operation. When an announcer is reading live copy and simultaneously groping for a turntable switch, a fader, a recorded commercial or the next disc, programme control suffers.

I know there are station managers reading this article, who will say "I have four turntables in every studio" or "I have cassette machines". I am the first to admit that today one would be hard pressed to operate without them. My station installed cassette machines earlier, but when one considers that a breakfast announcer has approximately 2 minutes to unload and reload discs and/or cassettes, with maybe a few phone calls from listeners thrown in, even the best of them have to sacrifice a little of their charm.

So much for the reasons why I started to think automation. Let me tell you how it operates.

The Rola Auto Station is a flexible piece of equipment and it can be adapted in many ways, e.g., Radio Brunei broadcasts in three languages, so it uses button No. 1 for Chinese announcements, button No. 2 for English and so on. In the case of 2BS Bathurst, we have a bank of tapes containing a special formula of golden standards recorded by artists who have a wide appeal to both young and old. It took some time in selecting, dubbing and arranging the items so that when changing from button to button, the numbers come out in the correct sequence of our formula. This is the first spool of our library and is standard. It only needs changing from time to time and, even then having worked out the formula, it is no problem to remake new standard tapes.

The second spool of our library is flexible — current items which are kept up to date by making three new spools per week. These are arranged to fit in for alternate playing with the first spool. The spools of tape are fed into the machine by the engineers in a predetermined sequence so that numbers are not continually repeated in the same order.

On the third spool of our equipment, the entire schedule of national recorded commercials are taped in their correct order for the next day's broadcast. It takes a junior approximately three hours per day to record these commercials on to tape.

We have 3 buttons on the Rola Auto Station remote control panel. Button No. 1 is for golden standards — button No. 2 for current hits — button No. 3 for national recorded commercials. From there on, it is just a matter of having a D.J. press each button as required.

In conclusion, I would like to point out that there are many modern systems of programming and the Rola Auto Station is the one we've found to be perfect for 2BS Bathurst's operation. I trust my comments will stimulate some thoughts to those interested in the benefits of modern broadcasting.

E. N. Williams, Esq.
Managing Director
2BS Bathurst.

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