Low cost automatic tape programming with the Auto Station

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

As other stations are now becoming used to modern broadcasting, it is time to look at modern broadcasting. For programme control: Modern station image - rock, mod pop, middle of the road, identified by and in turn identifying their audience or market. I have found it is now costly and difficult to maintain these programmes. It is not so far as the need to select the discs and type the program information.

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 Greytown 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.
The Rola Auto Station simplifies programming and cuts operating costs

Eddie Williams: 2BS says

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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 on "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 the disc does not turn disc instead of track 2. The restricted play list of discs and noisier discs are to be the preference of the listener who may prefer the competition.

Presentation: With the Rola Auto Station is kept smooth and polished, but also during the breaks when the average listener stops with two and some on during the reading of copy. With a switch, a fader, a programme control switch and a push button, a disc and/or cass tape is chosen. The announcement has appearing listeners thrown into the mix of their charade.

So much for the results, now came the time to tell you how it is done. The Rola Auto Station can be adapted in various requirements. The above requirements have worked out the formula. This is the only needs changing. The spools of tape are kept up to date and are arranged to fit the programme. The spools of tape are kept up to date and are arranged to "fit"

On the third spool of tapes are kept up to date and are arranged to fit the programme. The spools of tape are kept up to date and are arranged to fit the programme. The spools of tape are kept up to date and are arranged to fit the programme. The spools of tape are kept up to date and are arranged to fit the programme. The spools of tape are kept up to date and are arranged to fit the programme. The spools of tape are kept up to date and are arranged to fit the programme. The spools of tape are kept up to date and are arranged to fit the programme. The spools of tape are kept up to date and are arranged to fit the programme. The spools of tape are kept up to date and are arranged to fit the programme. The spools of tape are kept up to date and are arranged to fit the programme.

E. N. Williams, Esq.
Managing Director
2BS Bathurst.
Rola Auto Station

defines programming
cuts operating costs

E. N. Williams: 2BS says

Unfortunately four years since Station 2BS Bathurst installed
the production model Rola Auto Station and I have been
expressing my findings of "push button radio" which is
a most interesting stage.

Radio stations are now successfully operating on
automation. These include 2DU, 8DN, 4VL, several units
for the New Zealand Broadcasting Corporation and
Brunei (Borneo).

It seems to me that at modern broadcasting with "push button radio".

The demand for a formula or
lock, mod pop, middle of the road or talk — to be
in and identify itself with a certain type of
market. I have found over the years that it is both
difficult to maintain this image with discs and turntable
in so far as the need for a programme department
is for discs and type the play lists and, possibly, the

constant policing of programmes to make sure that an announcer
does not turn discs over or, in the case of L.P.'s, play track 4
instead of track 2. And by difficult, I mean that even with a
restricted play list of say 100 records, D.J.(A) selects the brighter
and noisier discs and produces a very different sound to D.J.(B)
who may prefer the quieter numbers.

Presentation: With the Auto Station, I have found that presenta-
tion 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, pro-
gramme 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
press 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 announce-
ments, 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 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.

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