

Tapetalk



"In peak times we have our three production studios in use from 8 AM to midnight."

KEVIN O'CONNELL, AM PRODUCTION DIRECTOR

ITC tunes in WQXI-Atlanta

"Most of our work is local. Some of our accounts often want 10 or more commercials rotating during a week."

"We do lots of music editing. To shorten, or delete something objectionable. Or to create "montages," with a verbal theme framing the group."

"We also do lots of promotion production, like station I.D.'s. They're really mini-shows. We must have 50 or more of them. Have a fresh one at least every week."

"The ITC 850 reel-to-reel machine is the major tool in our production department. The 850 is beautifully simple and amazingly rugged."

"Our 850's are reliable enough to need testing just once a month. Phase stability is much improved over other machines we've used."

"In both AM and FM control rooms we're basically an all cartridge operation."

We have three on-the-air studios:

AM, FM and News. And what we call a news complex, a news preparation studio. And three recording or production studios. We can switch from one to another with no strain.

"Our engineers really cooperate. We never hear, "You don't need that. We never had that before:"

"In FM we play some albums direct. Usually it's when a recording runs over 9 minutes. Around 10 or 11 minutes the cart gets too long. Otherwise the music is dubbed from records to carts."

"As far as we're concerned ITC "invented" the cart machine. We have 22 ITC cart machines in constant use. In fact, we chose the 850 because of our great experience with the cart machines:"

"We can make AM and FM carts simultaneously. We just phase align the cartridge for FM, with recording head adjusted to the playback head."

"On FM, where phasing is critical, we check the playback head every morning."

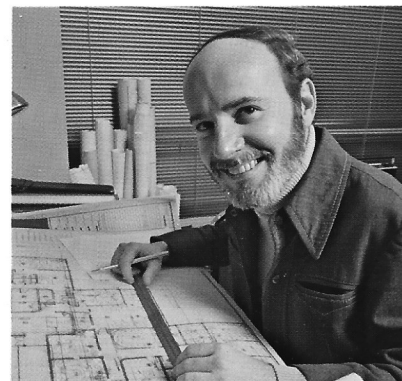
"We have 6 ITC cartridge playback machines in our AM air studio and 6 in our FM air studios. In our news air studio we have 2 playbacks and 1 record-playback. In each of our 3 recording studios we have 2 record-playbacks. And, of course, we have an RPD delay cartridge machine for talk show use."



JEFF McCARTNEY, FM MUSIC DIRECTOR and AIR PERSONALITY

"We were maintaining cartridge machines once a month. Now we find six times a year is adequate."

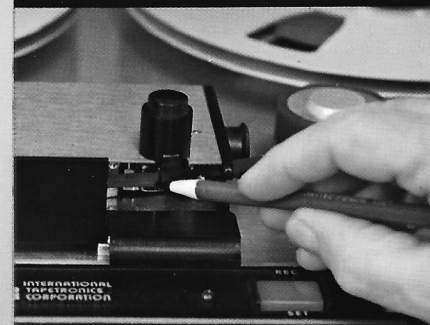
TOM GIGLIO, CHIEF ENGINEER



Kevin O'Connell, WQXI, Atlanta says:



"The keyboard configuration allows eyes-off, hands-on "Touch System" control. And the RECORD key's double spaced so I won't hit it by mistake."



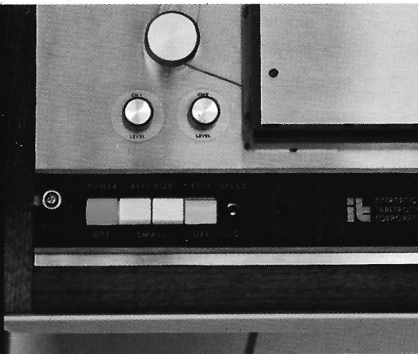
"Fastest editing machine I've ever used! I can use a grease pencil. The split gate opens for perfect visibility without lifting the tape."



"Differential braking stops reels smoothly, without slack or risk of tape damage. And the reels are held gently so I can move reels manually to locate a final point!"

**"Starts instantaneously! The 850.
And it's super-rugged, with a half inch thick hardened aluminum deck.
Warp proof! You just can't damage an 850!"**

"ITC designed it for me!"



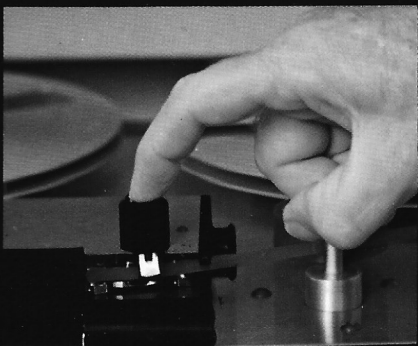
"When I mix reels I just flip a switch to compensate for the different hub sizes. And because the calibrated level control 'clicks' when I move it out and back into position I can always return to my calibrated setting. Easily!"



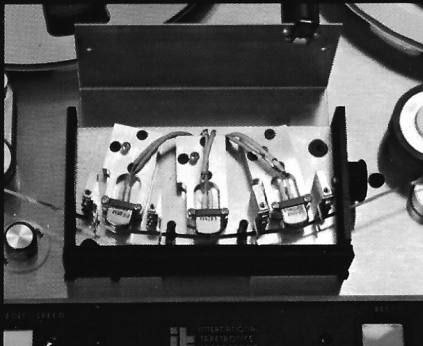
"When I touch FAST, the gate opens automatically and lifts the tape from the head. Or, I can open the gate manually. Manual positioning, or 'gating', lets me monitor the tape in high speed modes without risking damage to meter, amplifiers or speakers."



"Dumping tape in the edit mode is fast, easy, foolproof. Moving the tension arm down turns the take-up reel off. I can discard tape, listening as I go."



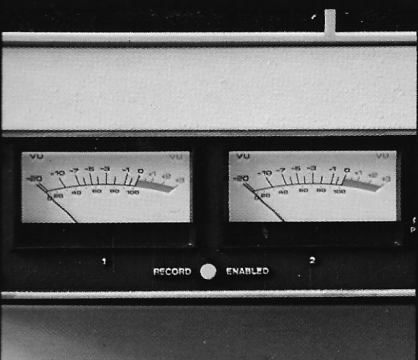
"There's also a fool-proof push button tape marker. Or, I can crease-mark the tape against a disc positioned for this purpose."



"The hinged lid lifts back for access to the entire head assembly."



"This new high-friction polyurethane roller pulls the tape with less pressure. Less wow and flutter."



"The Playback/Record Synchronizer lets me record on one channel and listen to another, in complete synchronization."

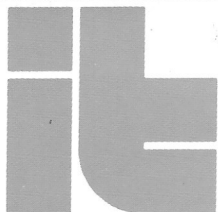


"The 4-position Meter Mode switch allows visual comparison of recording input and playback output so I can create virtually distortion-free recordings."

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800-447-0414**

In Alaska, Hawaii or Illinois
call collect: (309) 828-1381

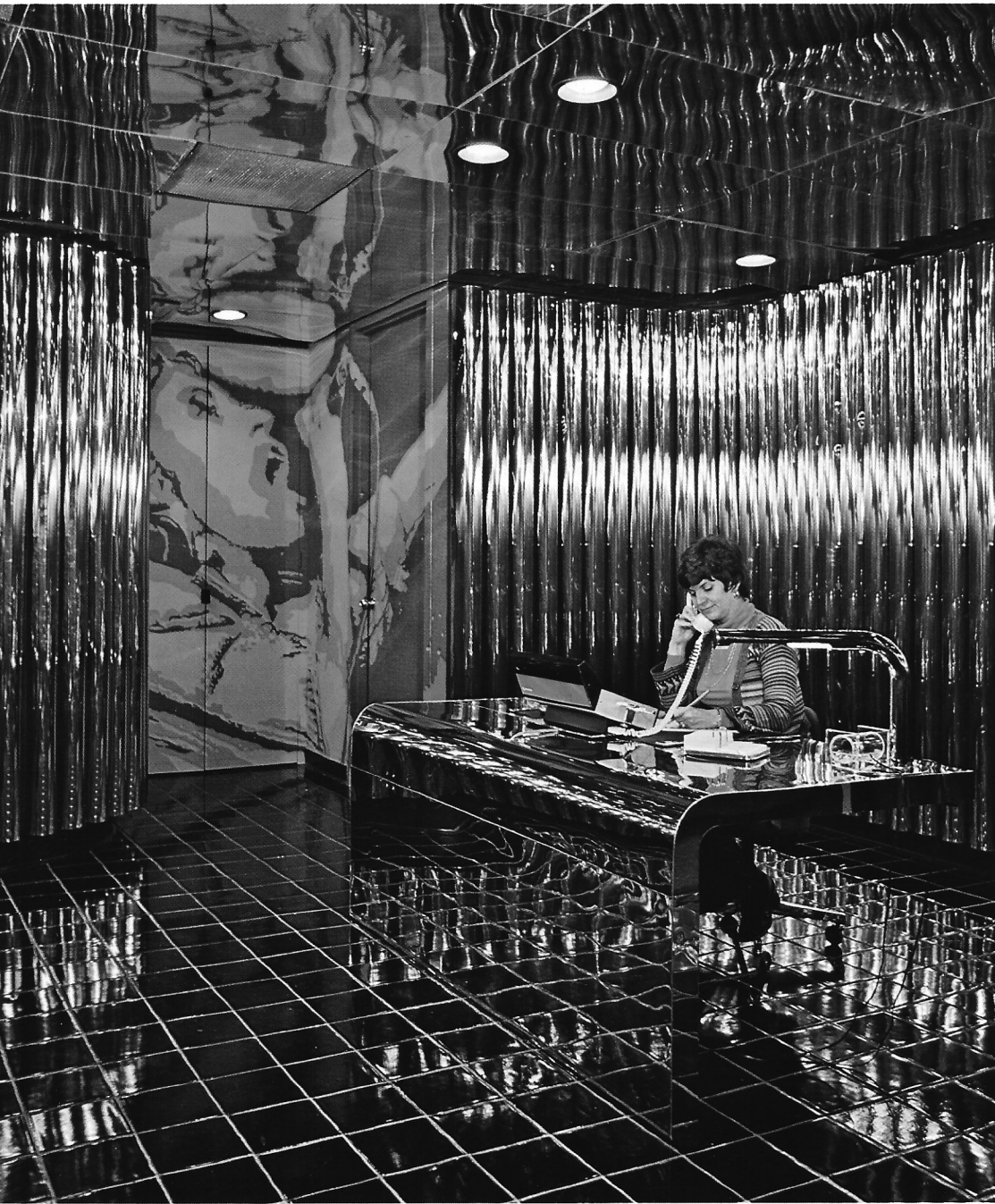
Ask about our attractive lease-
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INTERNATIONAL TAPETRONICS CORPORATION
2425 South Main Street, Bloomington, Illinois 61701

Marketed exclusively in Canada by McCurdy Radio Industries Ltd., Toronto

WQXI—A modern facility for a modern station



NEW STUDIOS WERE BUILT WITH A CONTEMPORARY IMAGE, AN IMAGE TO COMPLEMENT A STATION HEAVILY DEDICATED TO OUTSIDE PROMOTION AND COMMUNITY ACTIVITY.

"Since we're continually running contests and promotions, we have prize winners coming in every day. It's rewarding to see the reaction of people when they walk into our reception area for the first time."

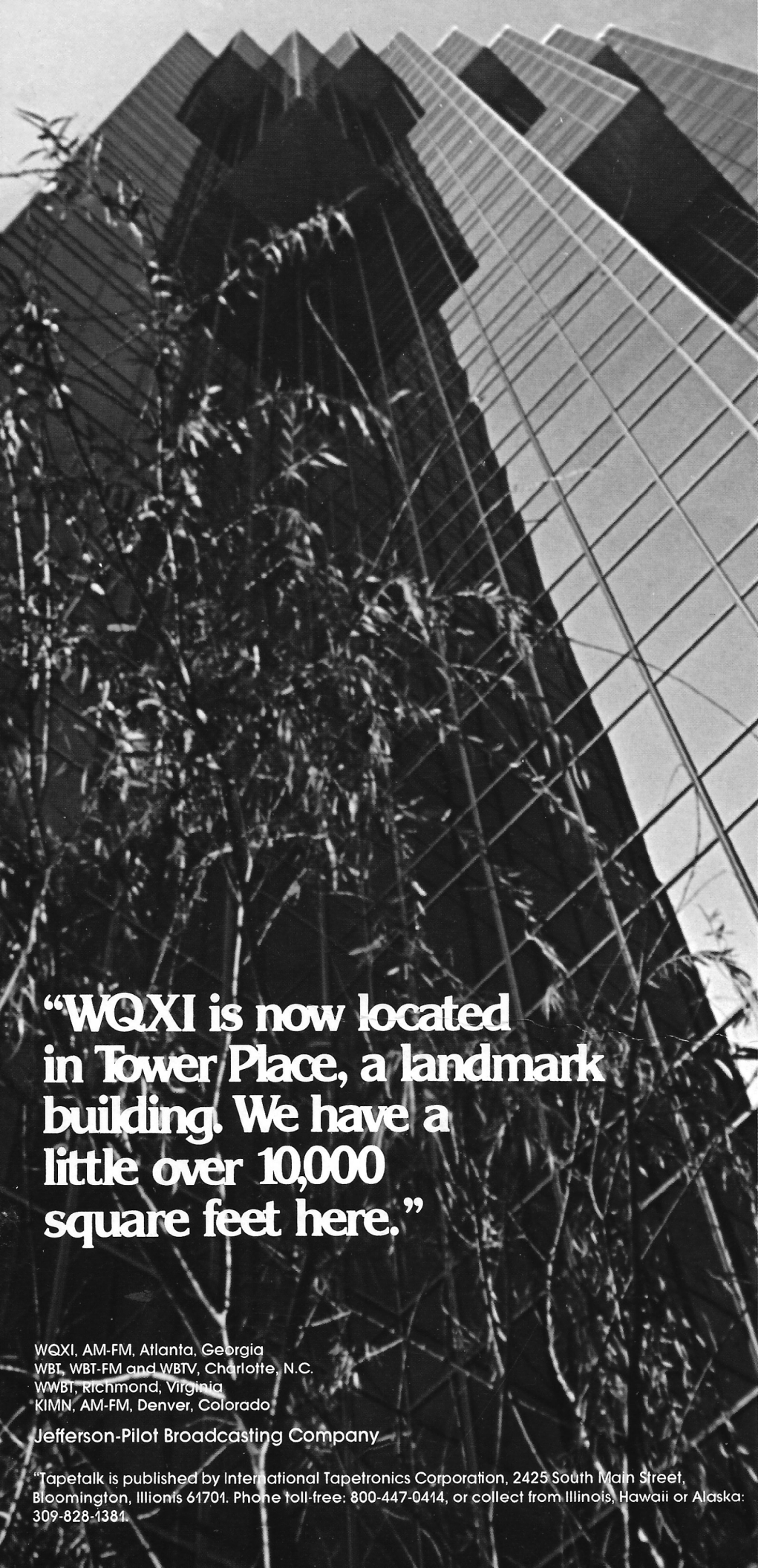
"We're involved in community activities. Annually, we hold the largest Walkathon for Cerebral Palsy in the country; we raised over \$40,000 last year.

"Our deejays and staff give of their time, energy and imagination to dozens of worthy causes and community activities throughout the year: the YMCA, Red Cross (the day after airing an appeal for blood donors, they received four times the usual response) Muscular Dystrophy, the March of Dimes, and many others."

"And, of course, there's the annual WQXI Ramblin' Raff Race down the Chattahoochee River. It's kind of the Rose Bowl of river sports, the largest outdoor promotion in the world. The Raff Race draws over a quarter of a million people, with more than 40,000 actually participating in the race."



KEVIN, and CAROLYN REYNOLDS, CONTINUITY DIRECTOR

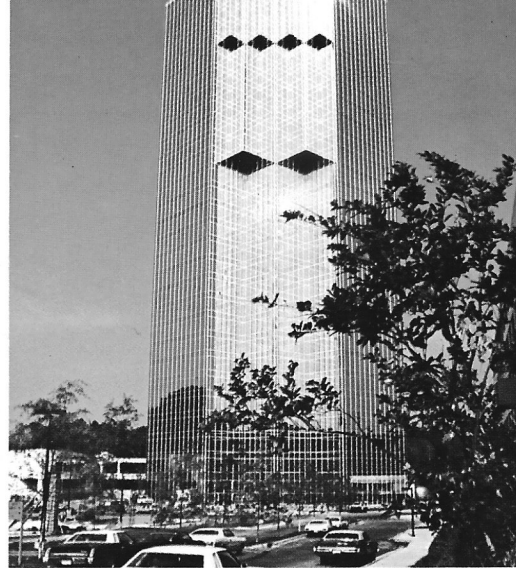


“WQXI is now located in Tower Place, a landmark building. We have a little over 10,000 square feet here.”

WQXI, AM-FM, Atlanta, Georgia
WBT, WBT-FM and WBT-TV, Charlotte, N.C.
WWBT, Richmond, Virginia
KIMN, AM-FM, Denver, Colorado

Jefferson-Pilot Broadcasting Company

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TOWER PLACE. HOME OF WQXI

“What forced the move was that between 1966 and 1973 our staff grew from 32 to 56. Our space needs doubled.”

“The ADI has grown so far so fast; 60 miles out! Metro Atlanta represents maybe only 15% of that area.”

“We have a musically sophisticated audience. The AM market is 12 and over. We’re shooting for an FM audience between 16 and 34.”

“You’ll find tape equipment in the music director’s office. And in traffic and continuity offices. We can audition commercials or music on reels or carts by phone for clients.”

“Like all of ‘QUIXIE’, our announcer’s lounge is designed to be comfortable and functional. It has AM and FM Radio/Cassette Decks which can be used for show preparations, air checks or monitoring the competition.”

