

Jodesha Broadcasting

Compact Digital Recorder gives Regional Broadcasters access to the finest ENG tools

Jodesha Broadcasting, which operates two FM music outlets (KSWW 102.1 and KJET 105.7) and an AM news/talk radio station (KBKW 1450) based in Aberdeen, Washington, knows how important it is to stay on top of portable technology. Especially when it comes to providing listeners with cutting edge news coverage and ensuring the best possible customer service for advertisers.

Bill Wolfenbarger, President and Chief Engineer of Jodesha Broadcasting, has been a loyal user of Marantz products for years.

"We've been using the Marantz PMD670 for a while and we love its performance and flexibility," says Wolfenbarger. "Within weeks of acquiring one of the Marantz PMD660 recorders, we realized that we had to have another one immediately - one for each of our two field reporters. They're light and powerful and reliable, and they sound great on the air. Compared to the old way of working news, we simply take the files in from the PMDs, transfer it to a workstation running Adobe Audition software, and begin editing. It gets the news into shape and onto the air quickly, efficiently and effectively. It's as much a great workflow tool as it is an incredible ENG tool. And it sounds so good it literally puts the listener into the press conference or event with the reporter."

The two Marantz PMD660 lightweight digital field recorders join the Marantz PMD670 Solid State Recorder already in use at the stations' news department, providing a seamless, affordable file-



The Marantz PMD660 gives small independent stations a competitive edge with larger broadcasters in news gathering.

based digital audio solution for ENG that gives independent broadcasters an edge in this highly competitive business.

Wolfenbarger discovered that the Marantz PMD660 could also be used for recording advertisements. Currently Wolfenbarger can offer his clients the flexibility to record audio quality advertisements from either the station or at their office. Using 99 "Virtual Tracks" the field reporters can record and then instantly playback the audio segments to insure client satisfaction.

The Marantz Professional "hand-held" PMD660 Compact Digital Recorder is based on the Marantz PMD670 Solid State Recorder, and offers many of the

Professional Solid-State Recorder

PMD660

same features found in the larger unit, including solid-state recording with no moving parts, easy one-touch digital recording to Compact Flash cards or micro-drives, and a built-in microphone with Automatic Level Control (ALC). The Marantz PMD660 can record WAV files for high-resolution sound and excellent music fidelity, and in the MP3 format which offers enormous recording capacity with extremely intelligible sound quality. The Marantz PMD660 delivers all this in a lightweight "hand-held" compact format, easily carried to the front of the news action and able to record for hours running on standard AA batteries.

"It's small, so it's unobtrusive and not an intimidating piece of hardware in someone's face at press conferences," comments Wolfenbarger. "At its very affordable price, there's no reason why independent radio broadcasters can't have cutting edge news gathering tools."

Jodesha Broadcasting

Web Site: www.jodesha.com

Headquarters: Aberdeen, Washington

Stations: Sunny 102.1 KSWW-FM, The Jet 105.7 KJET-FM & AM 1450 KBKW

Stations Listener Radius: 50 miles

Market Population: 70,000

Feature Artists: Rob Thomas, Lifehouse and Kelly Clarkson



The Marantz PMD660 is small enough to fit in the palm of your hand.



The RC600 Mic Remote attaches directly onto your favorite mic and gives you full record control. Works great in the field with the Marantz PMD660.

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