

CLEAR CHANNEL'S CREATIVE SERVICES GROUP OPENS OUTFITTERED WITH NEUMANN TLM103 MICROPHONES

ATLANTA: Always an ambitious leader in the communications field, radio giant Clear Channel recently debuted its latest media production innovation with its Creative Services Group (CSG). Established to improve the quality of commercial creative on all 1,189 of its U.S. radio stations, the new Atlanta-based facility has specified the extreme clarity of the Neumann TLM 103 microphone for all of its rooms.

"After extensive side-by-side comparisons, the Neumann TLM 103 stood out by far as the ideal microphone for CSG," says Jim Cook, Senior Vice President, Creative, for Clear Channel. "For the myriad applications we need it for, the TLM 103 provides a rich, wonderful sound that needs virtually no processing."

CSG's twelve Neumann TLM 103 large diaphragm cardioid microphones brings legendary transformerless circuitry and extremely low noise (7 dB-A) to the facility's four studios, which are flanked by two additional iso booths that can each serve the two studios they are adjacent to. In addition to spoken voice applications, the mics will record singing, guitars and a wide array of musical instruments arranged by CSG's in house composer, Jason Phelps.

"We're not your standard radio station facility, and the TLM 103 seems to do it all and deliver in a way that no one else was able to do," Cook notes. "In radio work, the key is to not have to do a whole lot to your audio after recording – you don't want to have to manipulate it much in post production. 90% of the audio that we're recording on site will be spoken voice, and the Neumann gave us this wonderful presence in terms of delivering the spoken voice in a way that was very full.

"When you start out your signal path, you want the fullest sound available to you from the time you press record, especially because all of the compression schemes down the lines means that radio has a way of processing itself multiple times by the time it hits the car speaker. Using the Neumann TLM 103 ensures the truest quality of sound from the beginning, so the sound cuts through and delivers on the promise that this is truly quality radio. This is especially critical with the coming vanguard of new technologies for terrestrial radio, including the CD quality of HD radio, 5.1 capabilities and more. The amount of content continues to grow for radio and CSG has to be able to deliver on those technology platforms."

Known worldwide for their precision design, the Neumann TLM 103 has the ability to handle sound pressure levels up to 138 dB without distortion, a dynamic range of 131 dB, and the unmistakable large wire mesh headgrille that never fails to inspire talent or clients. "CSG has been working with the world's major ad agencies to show them the exciting things going in our medium," says Cook. "They have access to the best studios in the world, and to bring them into radio they have to see facilities that we believe in technically and creatively. Neumann microphones send the signal loud and clear that this facility is operating on the highest level of quality."

As Clear Channel's Creative Services Group moves forward with raising the standards for radio commercial production, their Neumann TLM 103 microphones will be central to making it a mission accomplished. "We founded the Creative Services Group to improve on our medium," says Jim Cook. "That's reflected in our specification of gear like the Neumann TLM 103: We did not compromise when it came to getting the right equipment for our studios. The result is a better environment for our listeners and a more productive one for our advertisers."