

Guarding The Radio Waves

Greater Media Detroit Uses Burk Technology's Climate Guard Environmental Monitoring To Keep Its Broadcast Systems Humming Along

RADIO STATIONS ARE responsible for transmitting their programming to listeners in a large area who expect to turn the dial to a certain channel and hear the music or personalities they love, without interruption or outages. Greater Media Detroit comprises three popular radio stations that are tasked with supplying programming to listeners on a 24/7 basis, without using physical media. "All of our programming is dependent on computers or computerized systems," says Mike Kernan, chief engineer at Greater Media Detroit. "From storage and retrieval of our programming elements to the routing and transmission of our final product, computers handle it all. We have no tolerance for downtime."

Greater Media Detroit's Technical Operations Center is similar to a data center in that it's the computing center of the company's radio stations. And much like a server room inside of a data center, the TOC is susceptible to overheating. "The Technical Operations Center can exceed 110 degrees if the cooling systems fail," Kernan says. "Without cooling, it will go from a computer-friendly 68 degrees to a hard drive-roasting 90 degrees in less than one hour." As data center employees know, high temperature can cause massive damage to physical

infrastructure, which will result in costly repairs and downtime.

Because Greater Media Detroit's radio stations rely so heavily on technology, the company spotted a need for environmental monitoring solutions that would ensure its equipment wouldn't be damaged. The company chose to invest in Burk Technology's Climate Guard (www.burk.com) to fulfill its environmental monitoring needs. The two companies have a long history, Kernan says,



and Burk Technology "has proven to be a superlative broadcast partner."

Implementation & Customization

When Kernan started the Climate Guard installation, he found that it was a "very simple product to install." Even though the company needed to install and configure several remote sensors across an extended structured cabling system, Kernan says they had no difficulty. He also appreciates how

easily expandable Climate Guard is, because a "recent addition of a remote temp sensor took us less than 10 minutes, including configuration and running the wire."

Kernan says that the most important feature of the Climate Guard is that it is always monitoring and creating reports if there are deviations beyond the company's set limits. He was also able to customize Climate Guard so that it wouldn't send unnecessary reports or alerts. When there is an important alert that he needs to be aware of, he receives an SMS message that describes the condition and the zone that is in trouble, so he can "react swiftly and appropriately."

According to Kernan, Climate Guard has worked exactly as planned, and Greater Media Detroit has already benefited from its constant monitoring and alert system. "One of our studios has a penchant for sporadic and wild temperature swings," he says. "We were unable to catch it in the act prior to installing a sensor for Climate Guard in that space. With the data collected [with Climate Guard], we were able to give the contractor valuable evidence in lieu of verbal and easily dismissible complaints."



Kernan also says that Climate Guard's configuration versatility resulted in Greater Media Detroit using sound-level sensors to detect a "redundant cooling system erroneously bouncing from unit to unit due to a fault in the humidifier logic." Using the information he gathered from Climate Guard, he was able to address the problem immediately.

Kernan plans on customizing Climate Guard even further by using its built-in security integration and its ability to supervise simple contact enclosures, but he is also looking forward to future products from Burk Technology. "As our needs grow and change, we will no doubt need additional tools to help maintain uptime and handle unforeseen events that require swift response from far afield," he says. "Burk will always be an indispensable partner for us." **P**

Burk Technology Climate Guard

Climate Guard uses a customizable array of built-in sensors as well as the ability to add new sensors as needed. Burk Technology designed the solution to monitor environmental conditions inside of a server room or data center and alert IT professionals if any action is needed.

"The single most helpful feature of the Climate Guard is that it never takes time off. It endlessly monitors its sensors and reports deviations beyond your set limits in an instant," says Mike Kernan, chief engineer at Greater Media Detroit.

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