



Helping a regional broadcaster expand its reach—and mission.

MediaTech, Inc., a non-profit radio station, started out 62 years ago with just two small facilities—one FM and one AM. Today, with multiple signals including the largest FM signal in the southeast, their station reaches 350,000 listeners daily in North Carolina, South Carolina and Tennessee. To continue their mission, they are always seeking to improve the way they engage with their listeners in an increasingly crowded landscape.

The Need

As the FM band has become increasingly crowded, MediaTech, Inc. had to find new ways to expand their network to prevent other stations from encroaching on their signal. An evaluation revealed that a small one-bay antenna was needed. The complexity involved with obtaining new land, however, drove MediaTech, Inc. to shift their expansion strategy away from building their own sites to leasing space on existing towers. Their engineers understood their requirements well and needed a partner who was familiar with the needs of broadcasters and could help them find practical solutions.

Company name

MediaTech, Inc.

Location

Mooresville, NC

Industry

Broadcast Media

Size

350,000 listeners daily

Solution used

Towers

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We are very different from carriers. We do business differently—from the way our sites are designed to how our structure works.... Crown Castle knows the ropes and provides education on the process.

JOSHUA PIERCE

Chief Contract Engineer

The Solution

To boost their signal in southeast Charlotte, NC, MediaTech, Inc. had a very specific vision with detailed requirements—helping them narrow their options to a few sites. We walked MediaTech, Inc. through the process, educating them about tower leasing, contractual requirements and our various roles and responsibilities. Our dedicated team worked one on one with them to provide attentive, personal service—ultimately helping them locate a tower in an ideal location with great accessibility that met all their specifications. Once we provided our structural analysis, MediaTech, Inc. was able to start their own construction process on the tower site with a vendor chosen from our approved list.

The Impact

- › With a fortified signal, MediaTech, Inc. can consistently reach a larger audience and expand their mission.
- › Our partnership has given MediaTech, Inc. confidence in their strategic decision to move away from building and maintaining their own towers to leasing space on existing sites.

Why Crown Castle?

When you work with us, you get a partner who is dedicated to understanding your needs and delivering a solution to run your organization today—while setting the stage for tomorrow's most transformative innovations.

Expertise

Over the last 30 years, we've built and maintained the nation's largest portfolio of shared communications infrastructure.

Consultation

We take the time to carefully consider all your needs and deliver a solution that meets your business requirements and opens up new opportunities.

Service

Our locally based service teams work closely with you to consult, design and deliver solutions that meet your needs, while our state-of-the-art Network Operation Center works around the clock to keep your network running.

Stability

We are the last owner of our networks, and an S&P 500 company with a history of building and operating infrastructure around the country.



Crown Castle owns, operates and leases more than 40,000 cell towers and approximately 90,000 route miles of fiber supporting small cells and fiber solutions across every major US market. This nationwide portfolio of communications infrastructure connects cities and communities to essential data, technology and wireless service—bringing information, ideas and innovations to the people and businesses that need them.