



Helping a radio broadcaster reach its expanding listener base.

Every day, listeners from Buffalo, New York to Sumpter, South Carolina tune into one of Priority Christian Radio's 20 FM stations. These aren't just passive listeners, however—with live events, phone-ins, online forums and more, they're active participants in an expansive community. As this listener base continues to grow, it's important for Priority Christian Radio to ensure that its signal—and message—can be heard by everyone in its loyal, engaged base.

The Need

Priority Christian radio broadcasts primarily in densely populated areas, which means that finding suitable sites to expand their coverage comes with unique challenges. When they first approached us, they needed to find a tower site that was engineered for the reach and population density they needed, but that fit within the budget of a non-profit organization. Based on previous experiences with other infrastructure providers, they needed a transparent partner who they could trust and rely on throughout the process.

Name

Priority Christian Radio

Location

Wilmington, DE

Industry

Broadcast Media

Size

20 FM stations

Solution Used

Towers

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Crown Castle has enabled us to put our trust in them for a reliable, dependable tower site. We have had experience with other partners, but Crown Castle makes the process easy. We are pleased with our relationship and the site itself.

DAN OETTING

Operations Manager, Priority Christian Radio

The Solution

We worked closely with Priority Christian Radio to identify a site to host a new FM translator station that met all of their requirements, while remaining in budget. Because we are both a tower and land owner, we were able to more easily accommodate the outdoor shelter they needed and make arrangements to bring in all the necessary electrical connections.

The Impact

- ▶ Priority Christian Radio can now reach a larger audience and form deeper relationships with new and existing listeners.
- ▶ Better coverage allows them to engage with listeners across multiple channels and make a greater impact on their communities.
- ▶ Priority Christian Radio now has a trustworthy, dependable infrastructure partner that they can feel confident about as they continue expanding in the future.
- ▶ Since this initial deployment, we've partnered with Priority Christian Radio on four new 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.