



Foothills Radio Group

By connecting to fiber, these Lenoir radio stations can better connect to listeners

Listen to this: Foothills Radio Group provides listeners in the Catawba Valley hyperlocal media including vital local information, entertainment and great music. It also offers area businesses advertising opportunities to reach current customers and find new ones.

Three radio stations make up Foothills Radio Group:

- Just Right Radio, WJRI 1340 AM and 100.5 FM – It features good-time oldies and songbook favorites from the greatest singers.
- Kicks 103.3 WKVS-FM – The best in country music is combined with local news, weather and traffic; community-minded partnerships; and plenty of contests, giveaways and events.
- Classic Hits 104.5 WKGX 1080 AM and 104.5 FM – Tune in for the greatest hits of all time from the '70s and '80s.

Figuring Out Fiber

Foothills Radio Group became a SkyLine/SkyBest customer in 2018 after a series of conversations about the logistics involved in bringing fiber to its Lenoir location.

General Manager Kimberly Edmisten said, "We were looking for a new provider that could provide more internet speed and reliability as well as a new phone system and security services. SkyLine/SkyBest had recently expanded into Lenoir, and many people told us their products and customer service were amazing. So we started a conversation with SkyLine/SkyBest and asked, 'What would it take to become a customer?'"



Brett Yates and Kimberly Edmisten

There were some challenges to overcome, as noted by SkyLine/SkyBest Business Sales Executive Brett Yates: "At the time, Foothills Radio Group was not considered a customer we could serve due to the distance from its building to our fiber-optic cable. Our business sales team collaborated with engineering and developed a solution to get fiber to the location in a cost-effective way."

More Services for Less Money

The story just keeps getting better. Foothills Radio Group now gets SkyLine/SkyBest 1 Gig internet service, a hybrid Mitel 250 phone system with phone service, a security system and IP surveillance cameras — all for 40% less than what the business was paying before for phone and internet services alone.

"We went from 100 Mbps internet speed to 1 Gig, which is 10 times faster. Plus, SkyLine/SkyBest greatly improved our phone call clarity, better secured our building and saved us considerable money. We're beyond pleased to partner with SkyLine/SkyBest," said Edmisten.



Foothills Radio Group with SkyLine/SkyBest Team

Brent Maverick is Operations Manager at Foothills Radio Group. He said, "Anytime you plan to change technology at a business, you worry about it being a big undertaking with a learning curve and potential hassles. But with SkyLine/SkyBest, the transition was a piece of cake."

Internet, Phone and Security Advantages

What led to the decision to choose 1 Gig internet service? Edmisten replied, "We wanted the fastest speed SkyLine/SkyBest had to offer because so much of what we do is digital transfer. With Gig speeds, we can receive and distribute content quickly and get it on the air."

Maverick added, "There are times when every second matters, when we need to get information on the air immediately without waiting for something to load. Our internet from SkyLine/SkyBest is tremendous."

Business Manager Pam Helton is particularly pleased with the new phone system from SkyLine/SkyBest compared to the previous one. She said, "The day we started using the new phone system, we had very clear call quality and could easily transfer callers from the system to on the air. It was a huge improvement. Before, with our aging phone system, calls would sometimes be full of static, and that's a problem when you're trying to interview someone or take calls from listeners for contests. We also didn't have reliable voice mail with our previous phone system, so it's great to now be able to email voice mails to our off-site people and get messages to them easily."

When it comes to security solutions from SkyLine/SkyBest, the focus is on protecting employees. Edmisten explained, "Foothills Radio Group is on air day and night, and we need to keep our employees secure and protected. We have a direct fiber connection with the monitoring service, which is the most reliable way to immediately contact law enforcement when needed. We can also log on remotely and see what's happening inside and outside our building."

Edmisten added, "My message to a business considering SkyLine/SkyBest would be this: Go for it. You'll have an incredible customer service experience."

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