



1000 Fisk Ave.
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A TESTIMONIAL ON BEXT EQUIPMENT AND SERVICE

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As a former broadcast engineer, general manager and owner, I had my fill of the radio business and began a second career in education. As a faculty member of a university, I felt like I was on vacation compared to the long hours and lost weekends of the past. But there is just something about radio that gets in your blood and it wasn't long before I was working on building an educational station for the university. However, I was faced with a conundrum. How could I keep my nights and weekends as my own *and* operate a broadcast facility. To further exacerbate the problem I had a very limited budget with which to work.

After a considerable amount of research on the matter I had my equipment list and my limited budget. I had quotes from a number of companies and all I needed was the OK from the FCC. Two years later I was still waiting on the CP from the FCC. During this two-year delay, the companies that had quoted equipment deals to me would call to check on our progress. Over time the calls became less and less until the only company still checking on me was BEXT. I thought that either these folks were desperate for a sale or they really were interested in customer service. At the next NAB convention, I looked them up and after visiting with them personally, came to the conclusion that customer service was a priority with the company. Having been burned by big companies with high priced equipment and little customer service in commercial radio, customer service was a priority for me. We bought all of our equipment for the transmitter chain from BEXT. That included the compressor/limiter, STL, exciter, PA, antennas and feed lines. Since then we have purchased a combiner and additional PA and have been very satisfied with everything.

The equipment was priced right for our budget and the problems have been few and far between. In fact, I have spent far less time at the transmitter building servicing problems than I did when I was working in commercial radio. The staff at BEXT has continued their commitment to satisfying our needs over the past few years. Service has been fast when we needed it and customer satisfaction has remained a company priority. I have been very pleased with our relationship and can recommend them to any of you who might want to spend less time working nights and weekends.

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