

CLIENT: WBTA Radio



INDUSTRY: Radio broadcasting

LOCATION: Batavia, New York

SERVICES: Local AM/FM news, talk, and

community programming

Executive Summary

WBTA Radio, a long-established AM/FM station in Batavia, NY, needed technical support for a project that involved coordinating multiple engineering disciplines. MCP delivered precise collaboration, Integrated Voip phone system, strong follow-through, and off-hours support to make sure every part of the job was completed without unresolved issues.

CHALLENGES

- Required coordination between different technical teams
- Need of New Phone system Integration of VOIP into old analog systems
- Needed accurate, detail-oriented execution
- Looked for a partner who would follow through after installation
- Faced timing challenges that included off-hour and weekend availability

MCP's Approach

MCP collaborated directly with WBTA's broadcast engineers and stayed hands-on through to completion.

Key Actions

- Managed communication between two engineering teams for seamless delivery
- Followed up after initial work to confirm no open issues remained
- Stayed available during off-hours to support project wrap-up

THE SOLUTION

- The MCP team provided reliable oversight across multiple technical areas
- Engineers maintained regular check-ins, including weekends
- Attention to detail matched the station's standards for quality broadcasting

THE RESULTS

- The project was completed without unresolved issues or delays
- Broadcast operations remained smooth throughout the upgrade
- MCP became a trusted partner for multi-phase, engineering-heavy work

Need a team that follows through, even on the weekend?

MCP brings attention to detail and technical coordination that gets the job done right.

Contact us to get started.

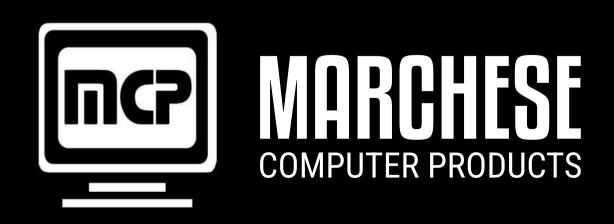
CLIENT TESTIMONIAL



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DAN FISCHER

President & General manager



Call Us

<u>(585) 575-0110</u>





