

# GRUCom Helps Asterisk Communications, Inc.

## Stay Connected to Loyal Listeners.

From country and jazz to oldies and news, Asterisk Communications, Inc. owns and operates four radio stations, each with a different format, but with GRUCom in common. WBXY-FM, WMFQ-FM, WTRS-FM and WXJZ-FM rely on GRUCom's fiber optic network and high speed Internet service to keep them connected to loyal listeners throughout the day and into the night.

GRUCom operates a ring-protected fiber optic network throughout the Gainesville area and Alachua County. Radio signals from Asterisk Communications stations travel along this high-speed fiber network to each tower. This connectivity is critical because without the transport of signals from the stations to the towers there simply is no sound. Not only functional, this network is also reliable. Because fiber does not conduct electricity, there is little chance of damage from lightning.

"The greatest advantage of GRUCom's fiber optic network is its reliability," said Bill Elliott, Asterisk

Communications Corporate Chief Engineer. "We certainly feel secure in knowing that our stations and towers are connected with fiber because there is so little susceptibility to damage."

In addition to providing the source for signal transport, GRUCom also provides one of Asterisk Communications stations with streaming audio. WBXY-FM offers a live talk show via the Internet with the support of GRUCom's high speed Internet connection. This connection allows sports fans to listen to The Heath Cline Show live via the station's website Monday through Friday.

"Thanks to GRUCom, the ability to stream The Heath Cline Show over the Internet has produced some amazing results," said John Starr, General Manager of WBXY-FM. "We regularly get emails from Gator fans outside our listening area who are thrilled they can still access the show online."



GRUCom's Business Broadband delivers the most reliable, fastest and affordable network for small businesses. Beginning in January, any company can reap the rewards of our blazing, cost effective and rock solid fiber optic network for as low as \$39.95 per month\*. For more information on how to sign up for the competitive edge the University of Florida and others value, call 352 334-3200 or visit [grucom.com](http://grucom.com)



\*Not available in all areas. Installation charges may apply.