



G R E A T P L A I N S
C O M M U N I C A T I O N S

CASE STUDY

“Owning a small business, you’re kind of always on call, so it’s great to be able to connect remotely over the Great Plains Communications services that I have — both here at the WRBI-Radio office and at home.”

BRENT LEE
OWNER OPERATOR
WRBI-RADIO

COMPANY

WRBI-Radio

LOCATION

Batesville, IN

INDUSTRY

Media

SERVICES

WRBI-Radio is a full-service country music station and Southeastern Indiana’s first choice for local news, sports and weather as well as community information.



While Brent Lee’s official title at WRBI-Radio is Owner Operator, he prefers a more informal way of describing his responsibilities: “I’m the morning disc jockey and the chief cook and bottle washer here. I do a little bit of everything. In addition to managing the staff, I do some advertising sales and just whatever needs to be done.”

The staff includes 17 dedicated radio professionals who work together to provide high-quality programming for listeners and effective advertising opportunities for businesses. In addition to producing the broadcasts available at Country 103.9, the station also maintains the area’s leading website for news updates and information at wrbiradio.com.

To keep up with the daily workload, WRBI-Radio needs reliable phone and Internet services, which is what it receives from Great Plains Communications.

Lee said, “Of course, the Internet is essential to almost every business these days. We use a VoIP phone system which is fed over our Internet service from Great Plains Communications. VoIP enables us to efficiently connect from point to point with our sister stations. It’s also allowed me to do a lot of my work remotely, whether it’s from home or somewhere offsite —even to enjoy a long weekend away. Allegedly you can take a full week off, and one day, I hope to be able to discover that.”

888-343-8014

gpcom.com/enterprise

Lee appreciates the impressive customer service and support they've experienced as a business customer of Great Plains Communications.

"We've called them for advice regarding our communications needs in the past, and they always knew just what was required to get the job done. It could be something simple like recommending what class or speed of Internet service would be best for WRBI-Radio. We'll also contact Great Plains Communications when a listener calls us to report an Internet outage, so we can relay the location information and help them pinpoint the issue,"said Lee.

He continued, "In the future, we may tap into the expertise offered by Great Plains Communications to allow WRBI-Radio to remotely monitor the health of our transmitter and remotely control some of our additional equipment."

"Great Plains Communications is always easy to interact with, and the person on the other end of the phone is friendly with a smile in their voice. Most of the time, it's someone I know or have met, and it's nice to have local people to talk to when you need something."

BRENT LEE
OWNER OPERATOR
WRBI-RADIO

