



January 20, 2015

Mr. Dan Crouch  
President  
Blackbuck Communications  
111 E. Broadway  
Monett, MO 65708

Dear Dan:

As you know, our organization is a complex string of various broadcast media (Radio, Audio/Video Streaming, WebTV). Digital communication is at the heart of our very existence and has to interact with unique and sophisticated hardware/software. Our digital needs had grown exponentially, as well as costs.

You assessed our needs and provided a cost-analysis and overview of the equipment/software that would best interact with our operations. At first we were skeptical as any interruption in service could take us off-line thus impacting revenues, but these fears were quickly diminished with assurances of prior testing of all applications. In addition, the cost analysis ensured a significant ROI.

As promised, prior to installation, Blackbuck Communications installed temporary equipment and tested all aspects of our hardware/software for any incompatibilities. After this, parallel installation ensued (eliminating any down time) and finally the cutover. Following the cutover was hands-on training with all team members until comfort zones were met.

The flexibility of the system, the customer service provided and the overall savings exceeded our expectations. In addition, the automation has freed up administrative, as well as studio staff, thus realizing additional efficiencies and savings.

After more than a month, the system continues to enhance daily operations and at a fraction of the cost quoted by other vendors. We are also fortunate to be backed up by a team that has years of experience in all areas of IT technology (MDC Technology Group).

Thank you for the efficiencies, savings and support!

Sincerely,

Janet Gandy  
General Manager  
Eagle Broadcasting, Inc. / Talon Media

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