

# "I Saved Rick Buckley So Much Money, I Got a Promotion."

# WOR



Tom Ray  
Vice President  
Corporate Director of Engineering  
Buckley Broadcasting/WOR Radio

## ON TIME. ON BUDGET. ON THE AIR.

"I had a challenge at WOR New York. The new studios had to handle the advanced operations of a major, full-service station, as well as a complete network operation. Owner Rick Buckley wanted WOR to look high-tech, be high-tech and do everything we needed to do without customization or compromise."

"Oh, and he told me to bring it in at 50% under what I had originally budgeted."

"I turned to Axia and I'm happy to say that they lived up to Rick's high expectations and my technical demands. Axia delivered everything we wanted and met our budget constraints."

"And my boss liked the Axia decision so much, I got a promotion."



Most technology does more and costs less every day: computers, cell phones, home theater... shouldn't your studio equipment, too? Axia applies modern computer networking technology to replace the expensive, labor-intensive studio mixing, wiring and routing systems stations used to use. The result? High-tech, computer-friendly studios your staff will love and your competition will envy — for about half the cost of that old-fashioned gear.

Time to upgrade? Call Axia. We can't guarantee a promotion, but we will show you how to turn even a modest budget into a world-class facility.



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