Case Study: How KHYI Uses NextKast to Deliver Big-Market Features on a Small-Market Budget

# Overview

KHYI 95.3 The Range, an independent Texas/Americana station in the Dallas–Fort Worth market, needed an automation system that was affordable, reliable, and flexible enough to handle both daily operations and live event coverage. With limited resources compared to major-market stations, KHYI required a solution that could streamline workflows, engage listeners, and enable remote broadcasting without costly add-ons.  
  
NextKast’s all-in-one automation software provided the perfect fit. By adopting NextKast, KHYI transformed its operations, enabling dynamic music scheduling, live remotes, remote DJ shows, and built-in streaming—all with a system that was simple to use and cost-effective to maintain.

# The Challenge

Before NextKast, KHYI used OMT’s iMediaTouch automation system. While functional, it required expensive add-on modules for features like remote broadcasting, making it difficult for a “mom-and-pop” station to keep up with modern demands.  
  
The pandemic exposed these limitations. DJs had to record individual breaks, upload them to Dropbox, and rely on station staff to manually insert each track—a tedious and error-prone process. Remote shows were nearly impossible without major overhead, and even in-studio scheduling required heavy manual editing.  
  
KHYI needed a solution that would:  
- Simplify scheduling and reduce editing time.  
- Enable remote shows and live event coverage without extra staff.  
- Provide built-in streaming and flexibility without add-on costs.  
- Be easy for DJs and staff to learn quickly.

# The Solution: NextKast

NextKast offered an integrated platform with all the features KHYI needed, built into the base software:  
  
- Scheduling + Audience Pleaser: Smart scheduling combined with real-time audience data ensures KHYI’s Texas/Americana playlist resonates with listeners—without relying on traditional research.  
- Voice Tracking & GoLive: Enables both pre-recorded and live remote broadcasting, eliminating the need for board operators during events.  
- Built-in Streaming: Simplifies delivery and reduces the need for third-party tools.  
- Affordability & Flexibility: Provides “big station” tools at a fraction of the cost of competitors’ add-ons.  
- Reliability & Support: NextKast runs nearly error-free, and when issues arise, developer Winston is on call for same-day fixes.

# Real-World Impact at KHYI

## Smarter Music for Niche Audiences

With the Audience Pleaser feature, KHYI tailors its playlist to listener preferences. For a niche format like Texas Country/Americana—where traditional research tools aren’t readily available—this data-driven approach ensures the right songs are played at the right time.  
  
“Actually knowing how our audience tunes in and out of songs helps us play the best songs for our listeners.”

## Live Festival Coverage Without Extra Staff

Each June, KHYI produces a two-day music festival in McKinney, Texas. Using GoLive, the station broadcasts shows from a local business on the town square with studio-quality sound—without hiring a board operator back at the studio.  
  
“We’re able to do our shows live from the square and sound just as good as if we were back at the station.”

## Remote DJs from Anywhere

With remote voice tracking, KHYI can feature on-air talent from anywhere. One musician in the Americana scene even hosts a Sunday afternoon show while on the road, broadcasting seamlessly without stepping foot in the studio.  
  
“The built-in remote voice tracking allows us to do shows we couldn’t have done otherwise.”

## Easier Day-to-Day Operations

- Music logs require far less editing—just minor adjustments instead of complete overhauls.  
- Onboarding is simple: most staff felt comfortable after just 30 minutes of training.  
- Support is direct and responsive, with issues fixed the same day.  
  
“The staff finds NextKast easy to use. Some are discovering advanced features, while others stick to the basics. Either way, it just works.”

# Results

- Operational Efficiency: Less time editing schedules, more time focusing on content.  
- Remote Flexibility: DJs and live events run smoothly without extra staff or equipment.  
- Audience Engagement: Data-driven programming ensures KHYI plays the songs listeners want to hear.  
- Reliability: Minimal downtime—most interruptions come from power or internet issues, not the automation system.  
- Cost Savings: Eliminated the need for expensive add-ons, keeping operations affordable for a locally owned station.

# Looking Ahead

KHYI continues to explore new features as NextKast evolves. With confidence in Winston’s vision for the future, the station looks forward to innovations like AI hosting while relying on the system’s rock-solid core features today.  
  
“NextKast allows us to do things we couldn’t have done without expensive add-ons in other systems. For a mom-and-pop station like ours, affordability and flexibility are key—and NextKast delivers.”

# Conclusion

NextKast has empowered KHYI to deliver big-market capabilities on a small-market budget. From smart scheduling to live festival coverage and remote DJ shows, the system has transformed the way the station operates—making it more efficient, more engaging, and more flexible than ever before.