

CMS Station Brokerage

Station Brokers for Small and
Medium Market Broadcasters

1831 Murray Ave. Suite 216

Pittsburgh, PA 15217

(412) 421-2600

www.cmsstationbrokerage.com

rafson@cmsradio.com

The Broadcaster

A Newsletter from CMS Station Brokerage

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Full Service Radio In Crisis Situations

As a tribute to the broadcasters who have been serving their communities in the wake of the recent flooding throughout the Midwest, I'd like to take the space usually written by me and show you the letter written by Sue Toma, Executive Director of the Iowa Broadcasts Association to Chairman Martin at the FCC. I think it speaks volumes about how important local Radio is to the listeners who are starved for information during a crisis.

Of course, the services provided by local broadcasters in a crisis are not only in Iowa. Listeners in other states with this flooding emergency; the fires going on in California; hurricanes in the coastal regions can thank the employees at the radio stations in those communities as well.

Dear Chairman Martin:

I write to you as a proud representative of the hundreds of local radio and television stations in Iowa, where our state has undergone catastrophic tornadoes and flooding this month that left many of our communities devastated.

From Cedar Rapids to Cedar Falls, Iowa City to Des Moines, with 83 of our 99 counties declared disaster areas; the flooding has caused death, destruction and financial hardship for hundreds of thousands of our citizens. But through all of the misery of the last few weeks, the one lifeline for Iowans has been the timely and often life-saving information provided virtually non-stop by our local broadcast outlets.

Across the state, local radio and TV stations have dedicated tremendous manpower, tireless resources and airtime to coverage of this unprecedented tragedy. In many instances, station employees themselves have had to battle flood waters. Nonetheless, many Iowa broadcasters have offered round the clock, commercial-free coverage as events unfolded, providing viewers and listeners with up-to-the-minute information on evacuations, food banks and shelter locations.

Iowa broadcasters have also taken to the airwaves to marshal the massive volunteer efforts that are helping to keep all citizens safe from harm's way.

And as the waters recede and the rebuilding begins, you can count on Iowa's broadcasters to lead the way in generating pleas for charitable contributions to aid the relief effort.

I can't help but note that the Iowa floods come at a time when well-meaning but misguided activists are questioning broadcasters' commitment to localism. My response: Spend time in Iowa, and see first-hand how local radio and TV stations are serving our communities during perhaps the worst flooding in a century. Iowa broadcasters have once again proven their exemplary commitment to the communities that we serve, without the need for more mandates, paperwork and unnecessary regulation.

After working for Iowa's broadcasters for 17 years, I can say without hesitation: This is our finest hour.

Regards,
Sue Toma

...Thank you, Sue. Well said.

Roger

Roger Rafson
President

PS. Thanks to Jay Philipponne of Priority Communications for recently presenting me with the Outstanding Achievement in Media Award for Radio from the Media Association of Pittsburgh. It was a memorable evening.



Stations Under Agreement



CMS Station Brokerage is pleased to announce the following station sales that are currently under agreement with transfer applications having been filed with the FCC.

FM Translator W255BP, Silver Creek, NY was sold to Chadwick Bay Broadcasting, Inc. CMS Station Brokerage acted as the exclusive broker for this transaction.

WCRM-AM Fort Myers FL is being sold to Christ Center International, Inc. CMS Station Brokerage acted as the exclusive broker for this transaction.

NCE FM CP Facility ID 176944, Reliance, WY is being sold to the University of Wyoming. CMS Station Brokerage acted as the exclusive broker for this transaction.

WJEP-AM Thomasville GA is being sold to Georgia Triangle Broadcasting, Inc. CMS Station Brokerage acted as the exclusive broker for this transaction.

FM Translator K299BC, Lander, WY is being sold to Fremont Broadcasting, Inc. CMS Station Brokerage acted as the exclusive broker for this transaction.

FM Translator K237DZ, Missoula, MT is being sold to Sheila Callahan and Friends, Inc. CMS Station Brokerage acted as the exclusive broker for this transaction.

FM Translator K281AW, Shiprock, NM is being sold to PCL Ministries, Inc. CMS Station Brokerage acted as the exclusive broker for this transaction.

FM Translator K294BF, Shiprock, NM is being sold to PCL Ministries, Inc. CMS Station Brokerage acted as the exclusive broker for this transaction.

FM Translator K294BO, Monte Vista, CO is being sold to PCL Ministries, Inc. CMS Station Brokerage acted as the exclusive broker for this transaction.

FM Translator K225AZ, Alamosa, CO is being sold to PCL Ministries, Inc. CMS Station Brokerage acted as the exclusive broker for this transaction.

FM Translator K277BC, Cheyenne, WY is being sold to Brahmin Broadcasting, Inc. CMS Station Brokerage acted as the exclusive broker for this transaction.

FM Translator W237CN, Perry, FL is being sold to Dockins Telecommunications, Inc. CMS Station Brokerage acted as the exclusive

broker for this transaction.

Stations For Sale

[listed alphabetically by state]

We have a number of **FM Translators** for sale in several states.

We have a number of **Non-Commercial FM Construction Permits** available in several states. Including:

Murfreesboro, Arkansas - Class C3 FM
Susanville, California - Class A FM
Macomb, Illinois - Class B1 FM
Paxton, Illinois - Class B1 FM
Hampton, Iowa (Waterloo) - Class C1 FM
Mystic, Iowa - Class C3 FM
Iowa Falls, Iowa - Class C3 FM
Goodland, Kansas - Class A FM
Hays, Kansas - Class C1 FM
Natchitoches, Louisiana - Class C3 FM
St. James, Minnesota - Class A FM
Lonerock, Oregon - Class C1 FM
Spur, Texas - Class C1 FM
Lingle, Wyoming - Class C3 FM
...and we have others available as well.

Radio station for sale in **Flagstaff, Arizona**.
Serves a growing market. Priced to sell quickly.

KPCO-AM, **Quincy, California**. 24 hour radio station for sale.
5,000 watts day; 500 watts night.

25,000 watt FM radio station for sale in **Florida**. Growing market.

24 hour AM radio station for sale in **Florida**.
Includes real estate. Growing market. Priced to sell quickly.

24 hour AM station for sale in **Florida**. New equipment.
2.29 acre transmitter site included in the sale. Growing market.

10,000 watt AM station Construction Permit for sale
licensed to **Hilo, Hawaii**

FM radio station for sale in **Maine**. Profitable.

AM radio station for sale in **Springfield, Massachusetts**. Profitable.

Combo in **Massachusetts** for sale. Profitable.

5,000 watt heritage AM station for sale in **Ann Arbor, Michigan**

(market #147). Active trading area population is 575,000.

Class B AM station for sale in **New Jersey**. Profitable.

AM station for sale in **New Jersey**. Profitable.

Class B AM station for sale in **New Jersey**. Profitable.

Radio station for sale in **Albuquerque, New Mexico** (market #70).
Fastest growing market in the country.

24 hour AM station for sale in **upstate New York**. Profitable.
Full Service Station. Includes real estate.

24 hour AM station for sale in **Bismarck, North Dakota area**.
Profitable. Includes real estate.

FM Construction Permit for sale. Licensed to **Cannon Ball, North Dakota** (Sioux County) Serves the Bismarck, ND market.

Radio station for sale. **Pittsburgh, Pennsylvania**. Profitable.
Includes real estate.

AM/FM combo for sale in **Pennsylvania**.

AM/FM combo and weekly paper in **Central Pennsylvania**. Profitable.

Full Service AM station for sale in **Pennsylvania**. Profitable.

FM Construction Permit for sale. *Price just came down!*
Licensed to **Farmington Township, PA** (Forest County)

KWTR-FM, Big Lake, Texas for sale. Has approved CP to increase power
to 100kw and cover **Odessa-Midland** Market.

Radio station for sale in **Houston, Texas** (market #6).
Excellent signal. Growing market. Includes real estate.

KLSN Class A FM serving **Lufkin & Nacogdoches Texas**.

Full Service AM station for sale in **Southwest Virginia**.
Profitable. Growing market.

Call Letters for Sale

WJEP is for sale. "With Jesus Everything's Possible"

WQLV is for sale.

KILE is for sale. "K-Isle"

Contact Roger Rafson, CMS Station Brokerage for more details about
these opportunities. (412) 421-2600 rafson@cmsradio.com

News We Can Use



Radio and the Internet: Radio Web Site Visitors an Attractive Audience

Adults who visit radio web sites are more likely to frequently attend college or professional sports events, go to bars or night clubs, and seek out college level courses, according to recent analysis from

The Media Audit. The study also found that adults who visit radio web sites earn \$13,000 more in household income compared to the average U.S. adult. As a result, these consumers are highly active in leisure activities and shopping behavior. Currently, one in five adults who use the internet visits a radio web site in a typical month.

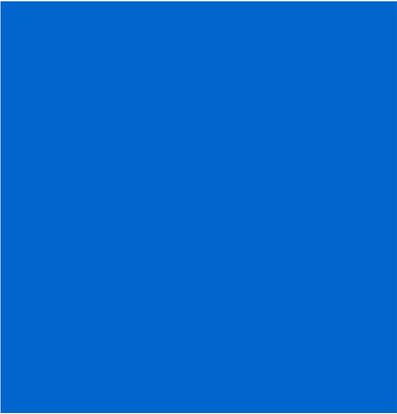
According to the survey which was conducted in 88 U.S. markets, one in three radio web site visitors frequently attend college or sporting events (53% more likely than the average adult), nearly half go out to bars or night clubs (48% more likely), and more than one in four visitors plan to take a college level course in the next 12 months (47% more likely).

Radio web site visitors are also more likely to be frequent travelers. Thirty-six percent frequently stay in hotels (24% more likely than the average adult), while 22% travel primarily for business (49% more likely). Nearly 30% have traveled by air to a foreign country in the past 12 months (17% more likely). Adults who visit radio web sites are also 26% more likely to be planning to take an ocean cruise in the next 12 months.

When it comes to retail and consumer activities, adults who visit radio web sites are 28% more likely to be frequent beer consumers, 40% more likely to frequently shop sporting goods stores, and 32% more likely to be purchasing a new car, van, truck or SUV. Nearly one in ten owns a luxury foreign automobile such as a BMW, Porsche, Jaguar, Lexus, or Infiniti. Additionally, thirty-six percent have made 12 or more purchases online, a figure that is 79% more likely than the average adult.

Among all radio web site visitors, 37% are considered heavy radio listeners, spending 180 minutes or more per day listening to a radio station. Among radio web site visitors, most can be found online between 1pm and 6pm.

Source: The Media Audit. Their report is available online ([click here](#)).



Closing Quote



“People are born without ear-lids.”

*Commercial Producer Tony Schwartz,
who died June 15, 2008, explaining why
the ear and audio deliver more of the signals
that form our thinking than the eye does*

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