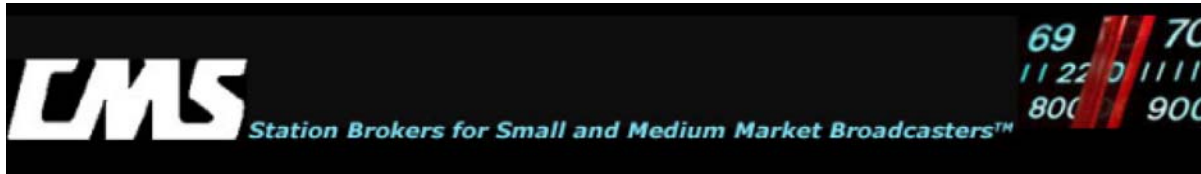


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October, 2013

The Broadcaster

A Newsletter From CMS Station Brokerage

CMS Station Brokerage offers media brokerage services. We help radio and television station owners sell their stations to qualified buyers. We also help buyers find radio stations which make sense to meet their objectives.

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PROBLEMS AND SOLUTIONS FOR AM BROADCASTERS



Full disclosure: I am admittedly nostalgic about AM Radio. I grew up listening to the wonderful competition between 50,000 watt blowtorches 89WLS and Super CFL in Chicago. It was great Radio to listen to and so much fun! To this day I sing the station jingles in my head.

Fast forward many years to the present and AM Radio is under assault. Part of it is fidelity. Since the 70's FM Radio stations have steadily grown in listenership. And part of the issue with fidelity is interference from other wireless devices in our neighborhoods and in our homes. Examples include Wi-Fi, garage door openers, cell phone battery chargers, computer monitors and other consumer electronics. Note that the FCC should be regulating these devices too (you'll see the FCC logo on the back side of many of our appliances at home).

We can't ignore the eternal truth that Content is King. If your Radio station (AM or FM) is delivering compelling content, timely information with on-air talent who connect with the listeners people will stick with the station no matter which band it is on. This is born out by the fact that [5 of the top 10 billing stations in America](#) are AM stations.

Commissioner Ajit Pai has made some proposals about what can be done for the AM broadcasters in the short-term. They include:

- FM Translators for AM stations
- Relaxing the AM community coverage rules to allow more flexibility to propose antenna site changes.

**The conversation
continues...stay In
touch!**



- Eliminating the AM "ratchet rule, which requires AM stations to ratchet back its nighttime signal.
- Permitting wider implementation of Modulation Dependent Carrier Level (MDCL) control technologies which would help reduce power consumption.
- Modifying AM antenna efficiency standards which would result in the use of shorter AM antennas.

Source: [Broadcast Law Blog](#)

My feeling is that these initiatives from the FCC are good, but don't completely solve the problem. The AM band needs to go digital. FM and TV are already there. The fidelity problem goes away if AM stations are digital. I have invited Joe D'Angelo of iBiquity to speak to this issue. See his expert guest column below.

What do you think?

Roger

[Roger Rafson](#)
[CMS Station Brokerage](#)
(412) 421-2600

Recent Station Sales



CMS Station Brokerage is pleased to announce the following station sales that recently closed.

**CFSI-FM Salt Spring Island BC
Canada** sold to Satnam Media Group

**FM Translator W257CI Athens-Clarke
County GA** sold to The B&GRS

WXJO 1120 AM Douglasville, GA sold to Monte Sinai, Inc.

FM Translator K210EM Spring Creek NV sold to Ruby Radio Corp.

WNEQ-FM Taylortown NJ sold to Redeemer Broadcasting.

NCE FM CP Carlsbad NM sold to Educational Media Foundation.

FM Translator K223BH Roswell, NM sold to Majestic Communications.

KYCT-FM Ruidoso NM sold to Educational Media Foundation

WAVQ-AM and W240BQ Jacksonville NC sold to CDV Broadcasting LLC.

KNDL-FM Berthold ND sold to Educational Media Foundation.

KBIJ-FM Guymon OK sold to OMI Oilfield Investments, LLC.

FM Translator K233BR Brookings SD sold to Angus Dei Communications, Inc.

FM Translator W284AS Boscobel WI sold to Robinson Corp.

Stations Under Agreement

Non-Commercial FM CP Piedmont AL

K300CI Flagstaff AZ

WIWA-AM St. Cloud FL

W225BA Hastings MI (Grand Rapids)

K234BO Langdon ND

K281BP Abilene TX

K290BV Abilene TX

KHJA-FM Tatum TX

WMOV-AM and FM Translator Ravenswood WV

Stations For Sale

listed alphabetically by state

Contact Roger Rafson for information about any of the below opportunities. (412) 421-2600 or rafson@cmsradio.com
Feel free to share this list with fellow broadcasters who would want to know!

***NEW!* WHSL-FM Lisman/Butler AL** for sale

***NEW!* FM Translator K243BP** Casa Grande AZ for sale

KZGL-FM Flagstaff AZ for sale. Market rank 146.
Terms available.

FM Translator K239BC Batesville (Jonesboro) AR for sale.

FM Translator K291BM Searcy AR for sale.

Full Service **AM/FM combo available in the Eastern Sierra of California.** Positive cash-flowing. Comes with many FM translators/repeaters. Includes real estate.

***NEW!* FM Translator K213CR King City CA** for sale

Full power, **non-commercial FM CP Paicines CA** for sale.
Class A. Facility ID 177123

Radio **station for sale in Riverside-San Bernardino**
(market 25) also serves Los Angeles, California (market 2).

FM translator K273BI Truckee CA for sale.

NEW! KTTE-FM Springfield CO for sale. Class A FM.
Station can change frequencies and become commercial.

KILE 89.5 FM Woodland Park CO for sale. Class A FM.

2 AM station combo available on Gulf Coast of FL.
24 hour stations. Includes real estate.

WCRM 1350 AM Fort Myers FL for sale. 24 hour station.
Includes 4 acres of land in Fort Myers.

**3 Station Cluster WTOT AM & FM and WJAQ-FM
Marianna/Graceville Florida.** Growing market; includes
real estate.

FM Translator W232AB Camilla GA for sale.

FM Translator W276BK Cochran GA for sale.

FM Translator W286BE Dawson GA for sale.

FM Translator W284BU Louisville GA for sale.

FM Translator W222BC Sandersville GA for sale.

FM Translator W272CK Tifton GA for sale.

FM Translator W270BT Wadley GA (Royston) for sale.

FM Translator W277AY Wadley GA for sale.

AM CP Keaau (Hilo) Hawaii for sale.
5,000 watts days/1,000 watts nights.

6 station cluster in Illinois for sale. Profitable. Includes
Real Estate. Seller requires non-disclosure agreement.

FM Translator W238AX Savanna IL (Clinton IA) for sale.

FM Translator K234BB Harlan IA (Omaha NE) for sale.

FM Translator K254BI Eureka KS for sale.

NEW! KXCT 89.7 FM Goodland KS for sale. Class A FM

NEW! KTRU 91.9 FM La Harpe KS for sale. Class A FM

Full power, **non-commercial FM CP Upton KY** for sale.
Class A Facility ID 176940.

WBCQ-FM Monticello (Presque Isle) ME for sale.

FM Translator W273CC Alpena MI for sale.

FM Translator W227BB Fremont MI (Grand Rapids) for sale.

FM Translator W243BH Muskegon MI for sale.

FM Translator W288BT St. Clair MI for sale.

FM Translator W219DG South Haven MI (Kalamazoo) for sale.

FM Translator K226BF Moose Lake MN for sale.

WBIP 1400 AM, Booneville, Mississippi
Includes real estate.

WNAU 1470 AM, New Albany, Mississippi
Includes real estate.

FM Translator K205FH Shelby MT for sale.

FM Translator K300BT Alliance NE for sale.

FM Translator K255BV O'Neill NE for sale.

FM translator K222BM Moapa NV (Mesquite) for sale.

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

FM Translator K288FK Clovis NM (Portales) for sale.

FM Translator K300BR Clovis NM (Portales) for sale.

FM Translator K282AS Las Cruces NM for sale.

FM Translator K234BN Santa Rosa NM for sale.

WSTK-FM Aurora NC for sale. Covers New
Bern/Havelock/Morehead City. Has a CP to move further
south to Stacy NC.

WJNC-AM Jacksonville NC for sale.
Serves the Camp Lejeune Marine Corps base.

NEW! FM Translator W250AZ Rocky Mount NC for sale

WEGG-AM Rose Hill NC for sale.
Comes with FM Translator W240BN Rose Hill NC.

WLGT-FM Washington NC for sale.
Serves Greenville and New Bern.

WIAM-AM Williamston NC for sale. Includes real estate.

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

AM station in Cincinnati OH for sale. Excellent signal.
24 hours.

NEW! KLDB-FM Beaver OK for sale. Class A FM. Station can change frequency and switch to commercial.

WDAB 1580 AM Travelers Rest/Greenville SC for sale.
Growing market. 24 hours.

FM Translator K232EB Hot Springs SD for sale.

FM Translator K284AZ Borger TX for sale.

FM Translator K233BQ Childress TX for sale.

Non-Commercial FM CP Cornudas, TX for sale.
Facility ID 176754.

Full service AM station suburban Dallas TX for sale.
Profitable.

WQWV-FM Fisher WV and FM Translator in Franklin WV
are available.

Non-Commercial FM CP Facility Romney WV for sale.
Facility ID 176876.

FM Translator W239BG Darlington WI for sale.

FM Translator W262AX Marshfield WI (Wausau) for sale.

FM Translator W242BB Medford WI (Wausau) for sale.

FM Translator W220DY Medford WI (Wisconsin Rapids) for sale.

FM Translator W217BU Merrill WI (Wausau) for sale.

FM Translator K290BJ Rock Springs WY for sale.

CANADA

FM station in suburban Alberta is available.

Tower(s) To Sell





We have been approached by a national tower company which is actively looking for

towers to buy. If you know of any broadcasters who might be in a situation where it would be helpful to sell their tower (s), [please let me know](#) and I will put them in touch with each other.

Station Appraisals



Think of CMS Station Brokerage when you need a station appraisal. Lenders, station owners, broadcast attorneys and government officials have come to CMS Station Brokerage to appraise the value of station properties. Some of the typical uses for a station appraisal include:

- Financing and recapitalization
- Mergers, acquisitions and spin-offs
- Sale or purchase of the business

If you know of someone who needs a station valuation please refer them to us. We are offering a \$50 giftcard for referrals.

More information is available [at our website](#) or by contacting [Roger Rafson](#).

What Crystal Radio Award Winners Are Doing In Their Communities



We like to share with you ideas from stations which are truly Full Service. Take some of these and run with them! It's good for the community and it will benefit your bottom line. Here is one of the Crystal Radio Award winners from 2013.

WKDZ-FM Cadiz, KY (Ham Broadcasting Company)

Every member of the WKDZ-FM team is committed to excellence in super-serving our community. It's evidenced in \$209,000 raised in our Rotary Radio Auction in the county of 14,000, the highest amount per capita in the country, and totaling more than \$1.5 million in the last 10 years. The \$256,000 we help Relay for Life raise in two communities brings our 15-year total in Trigg County alone to over \$2.2 million, making us number one in the nation per capita seven

times! Funds raised for countless community organizations in 2012 easily exceeded \$800,000. We broadcast more than 130 community events, aired over 20,000 promos and PSAs and conducted over 1,200 community interviews on our morning shows.

As the area's only locally owned, operated and staffed station, as others cut back, we continued to invest in new and better ways to serve, such as a full-time staff meteorologist, enhanced weather forecasting tools and added facilities, personnel and software in our award-winning newsroom and digital media department. Elimination of satellite affiliation allowed us to be 100 percent locally programmed 24/7/365.

At WKDZ-FM, we constantly strive and invest to be exceptional in serving our community every day in every way.

Expert Guest

AM Radio - Where Do We Go From Here?



It's been over 90 years since KDKA in Pittsburgh became the first commercially-licensed radio station in America, and the technology of AM broadcast has not changed significantly since then. Compare the cars, trains, telephones and motion pictures of the 1920's to today.

Back then, a simple crystal radio (made back in the day with a hunk of galena crystal and 50 feet of copper wire wrapped around a milk bottle) and a pair of headphones was all you needed to receive your local AM station. Other than the occasional thunderstorm, there was no electrical interference to speak of.

Fast-forward to today, and man-made electronic noise on the AM band has increased to the point that many regional and local channel AM signals are severely compromised, and even the Class "A" 50 kW clear channels are suffering noticeably diminished coverage. FCC Commissioner Ajit Pai recently stated "Every day it gets harder to pick up a clear AM signal".

AM revitalization is all about addressing this noise issue, and HD Radio™ digital technology has proven to provide a cost-effective path to allow AM radio to evolve, giving it a fighting chance at survival.

We don't want to prematurely sound the death knell for AM, since, after all, 5 of the top 10-billing radio stations in America are still AM, but outside the largest markets, AM listening has been largely relegated to talk or oldies formats and shrinking, aging audiences and consequent diminishing billing. Digital

radio transmission provides a potential long-term solution for AM radio's survival.

Its ability to improve reception in noisy conditions can help make the band viable again, and also allows for quality stereo music broadcasts that AM radio's early pioneers could only dream of. All-digital AM, thanks to its time-diverse encoded content, increases signal durability and robustness in many of today's challenging AM interference environments.

Can AM remain viable as electrical interference continues to increase, limiting reception possibilities and, by definition, potential audience? According to the FCC, until 1978, AM claimed more than half of all hours spent with radio. Right now, AM listening accounts for only 17% of radio listening, and continues to diminish every year.

The median age of listeners to the AM band is now 57 years old, a full generation older than the median age of FM listeners. We've already seen broadcasters giving AM stations away to charity, selling them for the real estate value of the land they sit on or just handing back their licenses to the FCC. At today's current rate of audience erosion, many AM operators can plot the day their station goes out of business, the day rising operating costs exceed shrinking revenues and another AM is forced to go dark.

An all-digital AM broadcast environment, where the broadcast is solely digital would be vastly superior to analog or even hybrid digital AM, where digital and analog exist side by side. The more robust all-digital signal creates a better reception environment, as well as less potential for co-channel interference, which is also a source of noise.

We designed the hybrid approach as a transition technology, one that wisely didn't orphan today's receivers while waiting for digital receiver penetration to reach critical mass in the marketplace. All-digital AM holds the promise of a return to the pristine band that existed before electronic noise became an issue, a return to the full coverage of your service area your license entitles you to, with the added benefit of stereo and increased noise resistance. With AM's share of listening declining, the future viability of the AM band overall may well lie in owners taking advantage of the opportunity that the HD Radio AM all-digital system provides.

An all-digital transition won't happen overnight. It took TV 13 years and a government mandate to fully make the changeover. But TV station owners collectively spent some 10 billion dollars of their own funds switching from analog to digital, partly based upon the value the additional digital spectrum (multicast channels) would have for them. And with HDTV digital transmissions limited to 20% of analog power, the savings in electricity represented a significant savings going forward. With new digital TVs being sold everywhere, they finally

acknowledged that all-digital media was the future, and they invested in that future.



AM stands out as the only service in the car that currently can't display even analog artist and title data. AM becomes the 'blank screen' in the dash - the only 'unconnected' part of the connected car.

Right now there are over 12 million HD Radio-equipped cars throughout America, with a new car with factory-installed HD Radio Technology being sold every 6 seconds, 24/7/365. Every one of these radios already support HD Radio AM all-digital reception. Over 4.5 million cars will be sold this year alone with an HD Radio digital receiver on board - AM as well as FM.

With more and more people waking up to their cell phones and abandoning clock radios, and table radios and portables becoming a thing of the past, the automobile will be the place where analog AM radio makes its last stand, or allows alternative technologies to render it irrelevant. To put that in a larger context, bear in mind that radio is now the only consumer medium that is not delivered to its users exclusively via digital technology.

The all-digital solution was always "baked into" HD Radio Technology, so existing transmitters and HD Radio receivers are capable of receiving an all-digital signal. A comprehensive, independently-run test program was initiated to evaluate the operational performance of all-digital AM broadcasts. Testing in Charlotte, NC with CBS yielded test results showing digital coverage beyond the 0.5mV/m (field strength) coverage contour with no reduction in stereo audio quality. Solid all-digital mobile reception extended up to about 45 miles daytime / 13 miles nighttime which corresponded to an average measured field intensity of 0.2mV/m and 0.7mV/m respectively. In layman's terms, all-digital coverage was superior to analog coverage.

No, it won't be easy, and it will come with some cost. This is a decision only the broadcasters involved can make. We've created a digital way forward, worked out the kinks and shown how it addresses the noise problem threatening AM's future. We believe the industry needs to complete its ongoing evaluation of

AM all-digital performance, assess the options and move forward quickly to revitalize the AM band and ensure that this vital national asset can continue to serve the listening public for many years to come.

iBiquity remains committed to serve the broadcast industry and do all we can to help ensure a strong vibrant digital future for broadcast radio.

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This article was first published in Radio World Sept. 25, 2013 edition. You can contact Joe D'Angelo, SVP iBiquity Digital at 443-539-4353 [dangelo@ibiquity.com](mailto:dangelo@ibiquity.com)

Dear Roger,

We hope you find the information in our newsletter to be helpful and informative. The conversation continues at our [Facebook page](#) and [Twitter feed](#).

I am interested to hear your thoughts about the AM band. Please give me a call!

*Roger*

## Closing Quote



"AM Radio is localism, it is community."

**FCC Commissioner Ajit Pai**  
[in an interview with the NY Times](#)

[Forward email](#)



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