



Station Brokers for Small and Medium Market Broadcasters™

69  
112  
800

April, 2009

# The Broadcaster

*A Newsletter From CMS Station Brokerage*

## In This Issue

[Working With Your Banker](#)

[Just Wondering...](#)

[Our New Look](#)

[Station Sales](#)

[Stations Under Agreement](#)

[Stations For Sale](#)

[News We Can Use](#)

[Closing Quote](#)

## Quick Links

[Visit Our Website](#)

[About Us](#)

[Archived Newsletters](#)

[Join Our Mailing List!](#)

## Working With Your Banker

One of the more troubling aspects of this recession is the difficulty of getting loans from banks and other lenders. I have some thoughts on the subject which I hope you will find useful.

Your relationship with your banker is similar in many ways to the relationship you have with your best advertisers. You need to make them feel comfortable with you so that they feel that their investment in your station will pay them back with interest. Of course you do this with regular communication so that they know what's happening at your station; an occasional visit to their office or lunch; including them in station activities, etc. This is the basis of a trust relationship with your banker.

I recommend dealing with local bankers because, like your station, the bank as a lending institution is an important cog in the wheel of the local economy (just like George Bailey, Jimmy Stewart's character in It's A Wonderful Life). Many stations who take out loans from one of the local banks in town negotiate a long-term advertising contract on the station as part of their deal.

The local banker is someone who is well known and active in the business community. He/she knows what works in the local economy and so he/she has an appreciation for how important your stations are locally. This is important because your banker can go to bat for you within their

organization.

As the station owner, you need to understand your company's financial health better than anyone else. This means you will have to create accurate and timely financial statements. This forces you to think about your business on a macro-level, not just focusing on day-to-day details. And when you go to speak to your banker about financing it shows that you are thoughtful and serious about your business and its long-term success.

One helpful hint is to find out what the upper limit is for a loan that the local branch manager can approve without having to run it by the headquarters office who doesn't know your station from any of the other loan applicants in that pile on their desk. The number could be \$150,000, \$250,000 or maybe even \$500,000. You need to know that and plan accordingly.

Some banks like to share the risk with the government so they offer SBA loans. The government will guarantee up to 75% of the loan to the bank - a helpful concept to the banker and one which can help to make your application win approval. Don't be scared by the concept of having to work with a governmental bureaucrat. You won't. Your banker does that for you. To the borrower, the SBA offers loans with attractive rates and terms.

*Good luck!*

## Just Wondering...

I have always felt it is important for local broadcasters to have a back-up power generator both at the studio and at the transmitter site. If emergency weather conditions strike, how can the public get the important, potentially life-saving, information if the radio station can't be on the air due to a power outage?

So I'm wondering if broadcasters might do well to

ask their legislators at the **federal, state and local** levels to see if emergency **stimulus money** might be made available to help your station stay on the air during those times when the public needs your stations the most!

Naturally, you'd be spending the stimulus money with local contractors and suppliers, which would help to achieve the overall objective of jump-starting the economy.

[What are your thoughts?](#)

## Our New Look

***Check out our newly updated website!***

We've made some functional changes to both our newsletter and our website [www.cmsstationbrokerage.com](http://www.cmsstationbrokerage.com). Thank you to Aya Betensky of ABwebworks, an artist who's palette is the internet, for her help in the redesign.

[Your feedback would be most helpful.](#)

*Roger*

## Recent Station Sales

CMS Station Brokerage is pleased to announce the following station sales that recently closed. Unless indicated otherwise, CMS Station Brokerage acted as the exclusive broker for these transactions.



**FM Translator K294BO, Monte Vista, CO** was sold to PCL Ministries, Inc.

**FM Translator K225AZ, Alamosa, CO** was sold to PCL

Ministries Inc.

**WCRM-AM Fort Myers, Florida.** Manna Christian Mission, Inc. sold WCRM to Christ Center International, Inc.

**FM Translator W237CN, Perry, FL** was sold to Dockins Telecommunications, Inc.

**WJEP-AM Thomasville GA** was sold to Georgia Triangle Broadcasting, Inc.

**FM Translator W249CC Toccoa, GA** was sold to Tugart Properties LLC.

**FM Translator K268AW, Mankato, MN** was sold to Minnesota Public Radio.

**FM Translator K281AW, Shiprock, NM** was sold to PCL Ministries, Inc.

**FM Translator K294BF, Shiprock, NM** was sold to PCL Ministries, Inc.

**FM Translator W289AS Olean, NY** was sold to Colonial Radio Group, Inc.

## [Stations Under Agreement](#)

**KWTR-FM, Big Lake Texas** sold to Sierra Communications Inc.

**Non-Commercial Educational FM Construction Permit FID 177173** licensed to Lingle WY sold to University of Wyoming.

## [Stations For Sale](#)

*[listed alphabetically by state]*

We have a number of **FM Translators** for sale in **AL, AR, AZ, CA, GA, IA, IL, IN, KS, KY, MI, MT, NE, NM, OH, OK, OR, SC, SD, TN, TX, VA, WA,**

**WI, WV, WY.** Contact [Roger Rafson](#) (412) 421-2600 and he'll be happy to send you the list.

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

**Sylvania, Alabama** - Class A FM  
**Banks, Arkansas** - Class C1 FM  
**Murfreesboro, Arkansas** - Class C3 FM  
**Star City, Arkansas** - Class A FM  
**Kaibito, Arizona** - two Class C1 FMs  
**Susanville, California** - Class A FM  
**Pitkin, Colorado** - Class C3 FM  
**Lee, Illinois** - Class A FM  
**Paxton, Illinois** - Class B1 FM  
**Smithboro, Illinois** - Class A FM  
**Hampton, Iowa (Waterloo)** - Class C1 FM  
**Iowa Falls, Iowa** - Class C3 FM  
**Mystic, Iowa** - Class C3 FM  
**Storm Lake, Iowa** - Class A FM  
**Goodland, Kansas** - Class A FM  
**Hays, Kansas** - Class C1 FM  
**Oketo, Kansas** - Class C2 FM  
**Broken Bow, NE** - Class C2 FM  
**Franklin, NE** - Class C2 FM  
**Loup City, NE** - Class C2 FM  
**Shubert, NE** - Class C3 FM  
**Humboldt, NE** - Class C3 FM  
**Norfolk, NE** - Class C3 FM  
**O'Neill, NE** - Class A FM

...and we have others available in the following states: **KY, LA, MN, MO, MS, MT, OK, OR, TN, TX, VA, WV, WY.**

Contact [Roger Rafson](#) (412) 421-2600 and he'll be happy to send you the entire list.

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

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

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

**TV station for sale Fort Myers-Naples-Marco Island, Florida.** Market #62.

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

**AM/FM combo in Central Iowa**  
Excellent signals. New equipment. Includes real estate.

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

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

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

**AM/FM combo in Mississippi** for sale.  
100kw FM/5kw AM. Regional audience. Profitable.  
Includes real estate.

**WNAU 1470 AM, New Albany, Mississippi**  
Profitable station in growing county. Includes real estate.

**FM station for sale in Central Mississippi.**  
Profitable. Includes real estate. Growth potential.

**FM station with CP upgrade to Class C FM for sale in Nevada.**

**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.

**FM station for sale in New Mexico.**

25kw regional signal.

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

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

**FM station for sale. Cannon Ball, North Dakota** (Sioux County). Serves the Bismarck, ND market.

**KBIJ 99.5 FM Guymon Oklahoma for sale.**  
100,000 watt Class C1 FM

Radio station for sale. **Pittsburgh, Pennsylvania.**

**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.

**2 FM Cluster, Rapid City, South Dakota** market. Strong signals. Growing market.

**KLJK (formerly KLSN) Class A FM** serving Lufkin & Nacogdoches Texas.

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

**Cluster of Stations for sale in Morgantown-Clarksburg-Fairmont, West Virginia.** Profitable. Growing market.

**2 FM Cluster, Jackson Wyoming** market Strong signals. Growing market.

## News We Can Use

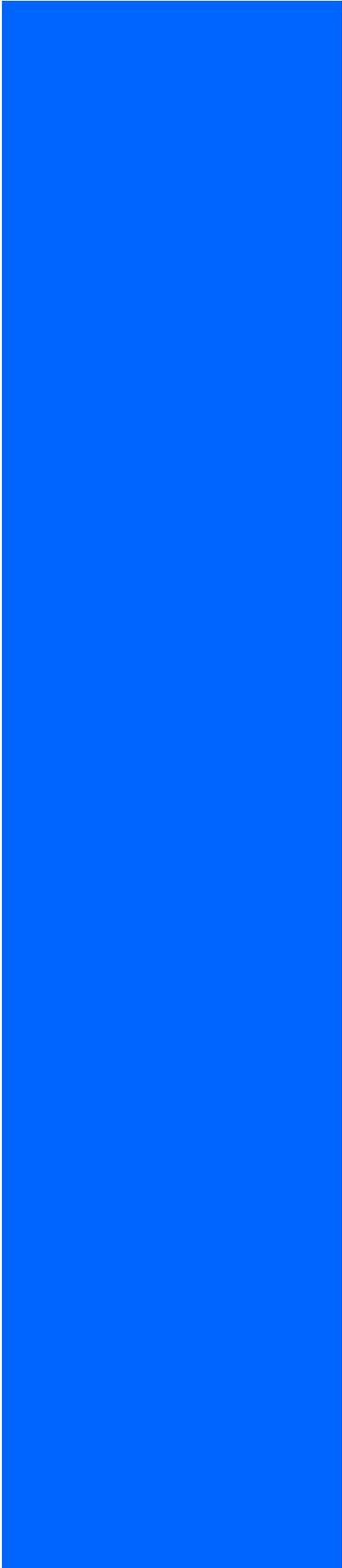
### Radio Gets Results for Advertisers



In today's economic climate and increasingly competitive media landscape, obtaining maximum value for every media dollar spent is crucial. Radio offers a positive commercial environment

designed to foster return on investment for the advertiser.

Radio moves product. And in a recent study, Radio's ROI was 49% better than television's. A recent study of real campaigns in four markets determined that incremental Radio advertising consistently and significantly increased product sales and delivered meaningful profit for each dollar of advertising. Radio demonstrated that it can function as a primary medium for advertising.<sup>4</sup>



Radio ads increase sales even when national television is present. Radio is just as potent in the presence of 50-100 TRPs [total rating points] of national TV as it is as a stand-alone medium.

Radio connects with consumers at a very high emotional level, providing a pathway to the consumer's mind that can promote emotional connections to brands and products.<sup>1</sup> Radio advertising is perceived by consumers as much more personally relevant than advertising on other media. That establishes a unique advertising climate in which listeners actually expect ads to be more interesting and relevant to them.<sup>1</sup>

Radio increases brand awareness. Swapping out one of two TV ads for two Radio ads can increase unaided brand recall by 34%. Replacing one of two newspaper exposures with two Radio ads almost triples unaided brand recall.<sup>2</sup> Unaided recall for a mix of one Internet and one Radio exposure is four-and-a-half times as high as unaided recall for two Internet ads alone. A mix of Radio and Internet exposures also demonstrates clear potential to elevate other kinds of consumer impact, ranging from website visitation to emotional bonds.<sup>3</sup>

Radio advertising exposures are strongly correlated with increased sales of brands, especially among "brand-disloyal" consumers - and Radio ads are most effective when exposures are close to the time of purchase (recency). Radio delivered a much higher ROI than TV for selected brands while TV's short term ROI was actually negative in this case study.<sup>5</sup>

#### Notes:

1. "Personal Relevance, Personal Connections: How Radio Ads Affect Consumers"- Wirthlin Worldwide for Radio Ad Lab, 2003

2. "The Benefits of Synergy: Moving Money Into Radio"-The PreTesting Company for Radio Ad Lab, 2004

3. "Radio and the Internet: Powerful Complements for Advertisers"-Harris Interactive, Inc. for Radio Ad Lab, 2007
4. "Radio's ROI Advantage"-Millward Brown and Information Resources, Inc. (IRI) for Radio Ad Lab, 2004-2005
5. "Radio Sells: New Ways of Analysing the Effectiveness of Radio Advertising"-Christoph Wild for ARD-Werbung & RMS, Germany, 2001

-Radio Ad Lab, [www.radioadlab.com](http://www.radioadlab.com)

I will be at the NAB convention Sunday through Tuesday April 19 - 21. If you will be there and would like to meet with me, please give me a call or email.

With best wishes,

Roger Rafson

[CMS Station Brokerage](#)

(412) 421-2600



### Closing Quote

R.J. Wrigley was on a plane once and the man seated next to him asked Wrigley why he continued to advertise when his company was already the most successful maker and distributor of chewing gum in the world. "For the same reason that the pilot of this airplane keeps the engines running after we are already in the air," replied Wrigley.