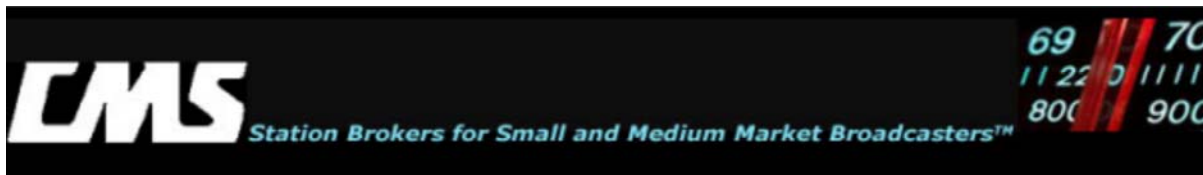


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December, 2011

## The Broadcaster

### A Newsletter From CMS Station Brokerage

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### Multiple Platforms



As we are rounding the bend and heading into the straightaway toward the finish line of 2011, we naturally think ahead. Not just toward the new year, but toward the future.

The message I've been hearing at the conferences and conventions recently is that as broadcasters we need to be on all the platforms our listeners are. So, in addition to your over the air signal you need to think about making it digital so that you have a visual presence on the media dashboard of the new cars (example:

if you're playing Tom Petty on the air, an image of the album cover will show up on the screen making it more attractive for people to want to hear); HD channels which can work to your advantage competitively in the market; FM chips in the smart phones (the trade associations seem to be working on this); a social media strategy and streaming on-line. That's quite a bit to digest, but we need to do some heavy lifting and get to those places where our audiences are.

You are aware of several radio personalities who put their radio show on the web with cameras. It looks great. I just came from a show where a video company, Rushworks, has put together an easy-to-use video package, inexpensively priced, which can get your personalities on your web stream. President Rush Beesley hopes this package "will be a widely accepted alternative for enhancing revenues by expanding Radio broadcasting to Internet TV." [Here's a link to their information.](#)



And the social media. All the posts to FaceBook and Twitter and LinkedIn. It takes some effort. But how can we use these new tools to engage our two main audiences - the listeners and the advertisers? And, more importantly, how can we make money with it? I've invited Vickie Isaac of Edge Media and Jim Seemiller of Radio Preferred to address this important question. They have figured it out. See the Expert Guest column below. If you are interested in exploring this further, Jim and Vickie will show you how it works in a webinar. Just ask and we'll set it up for you. The RAB revenue figures [which were just released](#) (showing 7 consecutive quarters of growth) also show how digital and off-air is contributing to the growth. What Vickie and Jim offers becomes increasingly relevant.

We have a presence on the social media, too! In our [Facebook](#) page and [Twitter](#) feed we post items which are meant to help Broadcasters grow your business in this ever changing world. Please join us in the discussion by clicking on the links in the blue column to the left. We hope you will "Like" us!

Best wishes for the Holiday season and the New Year ahead. And remember to plan for the years after that, too! If there is anything we can do to help you, don't hesitate to call.

*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. Unless indicated otherwise, CMS Station Brokerage acted as the exclusive broker for these transactions.

**FM Translator W234BB Moores Mill, AL**  
 sold to Hundley Batts & Virginia Caples

**FM Translator K233BF Greenbrier AR**  
 sold to Wagenvoord Advertising Group, Inc.

**Non-Commercial FM Construction Permit Susanville, CA**  
 sold to IHR Educational Broadcasting

**KOOW-FM CP Crook, CO** sold to Cedar Cove Broadcasting, Inc.

**Tower and related vertical real estate business, Crawfordville, FL.**

**FM Translator W249BS Savannah, GA** sold to Clear Channel.

**KRTK-AM Pocatello ID** sold to Inspirational Christian Radio.

**Non-Commercial FM Construction Permit Lee IL** sold to American Education Foundation, Inc.

**Non-Commercial FM Construction Permit Paxton, IL** sold to Lyles-Anderson College

**FM Translator W300AY Hartwell, GA** sold to Tugart Properties, LLC.

**FM Translator W259AZ Petersburg, IL** sold to Saga Communications of Illinois LLC.

**Non-Commercial FM Construction Permit KVDM-FM Hays KS** sold to Divine Mercy Radio.

**FM Translator K248BA Slidell, LA** sold to Spotlight Broadcasting of New Orleans, LLC

**FM Translator W218BJ Bangor, ME** sold to Dan Priestley.

**KFOY-AM Sparks (Reno) NV** sold to Huth Broadcasting.

**FM Translator 154537 Wilmington OH** sold to Town and Country Broadcasting, Inc.

**WDUQ-FM Pittsburgh PA** sold to Essential Public Media. CMS Station Brokerage represented Duquesne University the seller, Public Radio Capital represented EPM the buyer.

**FM Translator K269FG Odessa TX** sold to Family Life Communications, Inc.

**NCE FM CP Tatum TX** sold to Grace Public Radio

**Non-Commercial FM Construction Permit Craigsville WV** sold to West Virginia Educational Broadcasting Authority.

**FM Translator W262BR Beloit WI** sold to Maverick Media of Rockford License LLC.

**FM Translator K297AV Casper WY** sold to Canned Ham Communications.

**FM Translator K222BL Laramie, WY** sold to Appaloosa Broadcasting.

## **Stations Under Agreement**

**KVTU-LP Low Power TV** licensed to Los Angeles CA

**WXJO 1120 AM Douglasville, Georgia** under agreement to Monte Sinai, Inc.

**NCE FM CP Natchitoches, LA** to General Habitat Corp.

**FM Translator K205FH Shelby MT** (Great Falls).

**FM Translator W229AP Rothschild WI** under agreement.

## **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](mailto:rafson@cmsradio.com)  
*Please share this list with fellow broadcasters who would want to know!*

**FM Translator W262BQ Livingston AL** (Meridian or Tuscaloosa) for sale

Full power, **non-commercial FM CP** for sale **Piedmont AL**. Facility ID 177189.

Full power, **non-commercial FM CP** for sale **Union Springs AL**. Class C3. Facility ID 177056.

**FM Translator W212CB York AL** (Meridian) for sale.

**Six station cluster of stations in Anchorage AK** for sale. Market #170. Includes strong web presence. Includes real estate.

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

Full power, **non-commercial FM CP Banks AR** for sale. Class C1. Facility ID 177200

**FM Translator K239BC Batesville AR** (Jonesboro, Paragould) for sale.

**FM Translator K210DV De Queen AR** (Texarkana) for sale.

Full power, **non-commercial FM CP Murfreesboro AR** for sale. Class C3. Facility ID 177180

**FM Translator K224CT Pine Bluff AR** for sale.

**FM Translator K291BM Searcy AR** for sale.

Full power, **non-commercial FM CP Star City AR** for sale. Class A. Facility ID 177259

**FM Translator K205ET Big Pine CA** for sale.

**KDOX 91.3 FM CP Big Pine CA** for sale.

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

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.

**FM Translator K214DE Antonito CO** for sale.

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

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

**FM translator W203BP Monticello FL** for sale.

**WXTO 780 AM CP Mulberry FL** for sale. 24 hour non-directional.

**FM Translator W238BK Americus GA (Columbus)** for sale.

**FM Translator W257CI Athens-Clarke County GA** for sale.

**FM Translator W232AB Camilla GA** for sale.

**FM Translator W276BK Cochran GA** for sale.

**FM Translator W248AG Commerce GA** for sale.

**FM Translator W294BB Cuthbert GA (Albany)** for sale.

**WDCY 1520 AM Douglasville, Georgia** for sale. Comes with a CP to increase power to 50,000 watts which will cover Atlanta.

**FM Translator W290AQ Fort Valley GA** for sale.

**FM Translator W279AR Jesup GA** for sale.

**FM Translator W284BU Louisville GA (Augusta)** for sale.

**FM Translator W290BD Montezuma GA (Columbus)** for sale.

**FM Translator W229AJ Pembroke GA** for sale.

**FM Translator W222BC Sandersville GA** for sale.

**FM Translator W254AR Sandersville GA** for sale.

**FM Translator W258AT St. Mary's GA** for sale.

**FM Translator W226AK Sylvester GA** for sale.

**FM Translator W287BH Thomson GA** for sale.

**FM Translator W270BT Wadley GA (Royston)** for sale.

**FM Translator W290AX Waycross GA** for sale.

**FM Translator W274BD Wrightsville GA** for sale.

Full power, **non-commercial FM CP Ludlow IL** for sale.  
Class B1. Facility ID 176971.

**FM translator W238AX Savanna IL (Clinton IA)** for sale.

**FM Translator W254BO Princeton IN** for sale.

**FM translator W201BO Vincennes IN** for sale.

**FM translator K239AF Burlington IA (Fort Madison, Mount Pleasant, Muscatine)** for sale.

Full power, **non-commercial FM CP Hampton IA (Waterloo)** for sale. Class C1. Facility ID 176983.

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

Full power, **non-commercial FM CP Iowa Falls IA** for sale.  
Class C3. Facility ID 176936.

**FM Translator K202DW Storm Lake IA** for sale.

**FM translator K216GA Chanute KS** for sale.

**FM Translator K254BI Eureka KS** for sale.

Full power, **non-commercial FM CP Le Roy KS** for sale.  
Class C2. Facility ID 177141.

Full power, **non-commercial FM CP Sun City KS** for sale.  
Class C2. Facility ID 177275.

Full power, **non-commercial FM CP Blaine KY** for sale.  
Class A. Facility ID 177054.

Full power, **non-commercial FM CP Smiths Grove KY** for sale.  
Class A. Facility ID 176881.

**AM radio station for sale in Southeastern Louisiana.**  
Close to New Orleans and Baton Rouge. Profitable. High population growth rate. New equipment.

Full power, **non-commercial FM CP Harrisonburg LA** for sale. Class C1 Facility ID 176967.

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

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

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

**FM Translator W286AU Allegan MI (Kalamazoo)** for sale.

**FM Translator W227CB Alpena MI** for sale.

**FM Translator W270AY Alpena MI** for sale.

**FM Translator W234BP Caro MI (Saginaw, Bay City)** for sale.

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

**FM Translator W248AQ Harrison MI (north Detroit suburbs)** for sale.

**FM Translator W225BA Hastings MI (Grand Rapids)** for sale.

**FM Translator W219DK Manistee MI** for sale.

**FM Translator W243BH Muskegon MI** for sale.

**FM Translator W211CA Paw Paw MI (Kalamazoo)** for sale.

**FM Translator W288BT St. Clair MI** for sale.

**FM Translator W219DG South Haven MI (Kalamazoo, Battle Creek, Grand Rapids)** for sale.

**FM Translator K226BF Moose Lake MN** for sale.

**FM Translator K283BF St. Charles MN** for sale.

**WBIP 1400 AM, Booneville, Mississippi**  
Profitable station in growing county. Includes real estate.

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

**FM translator K219KS Maryville MO (St. Joseph)** for sale.

Full power, **non-commercial FM CP Bethany MO** for sale. Class C2. Facility ID 177107.

Full power, **non-commercial FM CP Chillicothe MO** for sale. Class C2. Facility ID 176981.

**FM Translator K260AU Great Falls MT** for sale.

**FM Translator K300BT Alliance NE (Torrington, Scottsbluff, Sidney, Chadron)** for sale.

**FM Translator K300BM North Platte NE** for sale.

**FM Translator K255BV O'Neill NE (Norfolk)** for sale.

**FM Translator K209AX Austin, NV** for sale.

**FM Translator K201DE Carlin (Elko) NV** for sale. Has CP to move to 98.9 FM.

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

**FM translator K222BM Moapa NV (Mesquite)** for sale.

**FM Translator K210EM Spring Creek (Elko) NV** for sale.

**FM Translator K214CJ Tonopah NV** for sale.

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

**FM Translator K288FK Clovis NM (Lubbock, Portales, Plainview)** for sale.

**FM Translator K300BR Clovis NM (Amarillo, Portales)** for sale.

**FM Translator K207CQ Gallup NM** for sale.

**FM Translator K216AQ Grants NM** for sale.

**FM Translator K282AS Las Cruces NM** for sale.

**FM Translator K229AL Questa NM** for sale.

**FM Translator K231BB Shiprock NM** for sale.

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

**WSTK-FM Aurora NC** for sale. Covers New



Bern/Havelock/Morehead City. Has a CP to move further south to Stacy NC.

**WCBQ-AM Oxford, NC** for sale.

**WHNC-AM Henderson, NC** for sale.

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

**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.

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

**FM translator K234BO Langdon ND** for sale.

Full service **AM station with FM Translators in Central Ohio** for sale. Profitable. In growing market.

**2 Station Combo in Youngstown/Warren Ohio** market for sale. Includes real estate.

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

Full power, **non-commercial FM CP Antlers OK** for sale.  
Class C3. Facility ID 177139.

**FM translator K261DO Tumalo/Bend OR** for sale.

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

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

**FM Translator W235BD Beaufort SC** for sale.

**FM Translator W282AT Hilton Head SC** for sale.

**FM Translator K233BN Aberdeen SD** for sale.

**FM Translator K233BR Brookings SD** for sale.

Full power **NCE FM CP KTUT 89.5 FM Frankfort SD** for sale.  
Class C1

**FM Translator K232EB Hot Springs SD** for sale.

**FM Translator K238BA Mitchell SD** for sale.

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

**FM Translator K284AZ Borger TX** for sale.

Full power, **non-commercial FM CP Cactus TX**. Class C3.  
Facility ID 176964.

**FM Translator K233BQ Childress TX** for sale.

**Powerful FM in North Texas** for sale. Profitable. Includes  
Real Estate and potential for rental income in studio building.

Full power, **non-commercial FM CP Memphis TX** for sale.  
Class C1. Facility ID 176961

**KLOW-FM Paris/Bonham, TX** for sale. Class A FM

Full power, **non-commercial FM CP Snyder TX** for sale.  
Class C2. Facility ID 176966

Full power, **non-commercial FM CP Spur TX** for sale. Class  
C1. Facility ID 177229.

**KTTY-FM Texarkana TX** for sale. Class A FM

**KXXN-FM Wichita Falls TX** for sale. Class A FM

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.

**FM Translator W284AS Boscobel WI** for sale.

**FM Translator W262BR Beloit WI** for sale.

**FM Translator W239BG Darlington WI** for sale.

**FM Translator W224BL Ladysmith WI** for sale.

**FM Translator W256BE Lancaster WI (Dubuque IA)** for  
sale.

**FM Translator W219DF Marshfield WI** for sale.

**FM Translator W262AX Marshfield WI (Appleton)** 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.

**KKAW-FM Albin WY** for sale. Class C3 FM.

**FM Translator K237FD Evanston WY** for sale.

**FM Translator K232CU Green River WY** for sale.

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

**KREO-FM Pine Bluffs WY** for sale. Can move to cover  
Kimball, Nebraska.

**KRWY Rawlins WY non-commercial CP** for sale.  
100,000 watts Class C1.

**FM Translator K281BF Riverton WY** for sale.

**FM Translator K290BJ Rock Springs WY** for sale.

**FM Translator K299AG Rock Springs WY** for sale.

## What Crystal 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 Award winners from 2011.*

### **WRHI-AM Rock Hill, SC**

If you could select only one word to describe WRHI Radio, that word would be "community." It isn't a slogan, it isn't something that we just preach; it is at the heart of our mission statement we practice every day.

Since we first signed on in 1944, we have continued our commitment to be the "Voice of York County". Our listeners know that they can depend upon us to focus on local stories that matter most to them. WRHI has also been a constant source of support for local organizations not only by providing air time, but in rolling up our sleeves and helping in planning and sponsorship of the actual events.

Many of these community events have become annual traditions in our area, such as "Toys for Happiness" (25 years), the "Easter Egg Classic" (29 years), "Boo-Ha-Ha-Halloween" (28 years), and "Prom Pledge" (21 years). In addition to the events we promote and sponsor, our staff also lends their time and talent as board and committee members and volunteers with dozens of organizations in York County.

Our community knows that when they need media support in York County, they can count on us.

## Expert Guest

Many station GM's & GSM's wonder about the value of social media - is it just tweeting to hear yourself chirp? Is it worth expending station resources & staff time? Can social media be monetized? The answers are YES! Social media has value in outreach, interaction, audience growth, increased website traffic, and to grow revenue. Step one - identify the keywords that drive traffic to your websites - not just station names or call letters, but the terms people use when they don't know your name. Use the Google keyword tool to view traffic and competition on particular keywords.

By now hopefully you have identified the keywords that can get your stations in front of new listeners and business owners who are not currently involved with the station. You now need to direct someone to start building out your social media platform. We recommend a platform of at least 20 different sites, all with keywords integrated into the content and linked back to the website. It is critical to include keywords and backlinking in every internet effort to impact natural search results.

Once the platform is built out, I recommend using a content aggregator to quickly and easily manage your social media from one location. Step 2 then involves building out the system and then linking it all together. When this is done, you have the following benefits:

- 1) Ease of social media management
- 2) Significant impact on search engine results.
- 3) A viable platform to sell to clients that will generate sales and impact their search engine results.

Request the complimentary social media whitepaper, [click here](#).

We are also offering complimentary NTR Revenue Workshops for radio including training on generating revenue with social media, text messaging, and maximizing the revenue from your stations' websites. You can [click here](#) for more info and to register.

Also, if you are interested in becoming the Preferred Radio Stations in your market, [click here](#) for info on a proven and turnkey interactive revenue generating system.

If you do not already receive the Radio Preferred Bi-Weekly Bulletin, focusing on revenue generating strategies, maximizing NTR opportunities, and solid research on advertiser needs, please e-mail us for your complimentary

subscription at: [info@radiopreferred.com](mailto:info@radiopreferred.com).

By the way, [Radio Preferred](#) and [Edge Media](#) offer full service radio marketing, so we can easily take care of building this platform for you, train someone, and turn it over for you to reap the benefits! We offer numerous internet marketing solutions, a bulk SMS software solution to integrate text messaging into programming and sales, and complete training for your marketing and advertising consultants.

## **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

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

Dear Roger ,

Best wishes to you and your family in this Holiday season and for the New Year ahead.

May your dial be tuned to the frequencies of the people you cherish most.

*Roger*

## **Closing Quote**



***"Let's envision Radio as the LOCAL intersection of information and entertainment in ways we cannot even imagine today....Built on the foundation of our over-the-air signals and valued brands...but using every delivery method available - never limiting ourselves from any possibility."***

**Steve Newberry**, Commonwealth Broadcasting

## Handel's Messiah



In the spirit of the Holiday season, please enjoy [this video](#) of a flash mob bringing the Hallelujah Chorus from Handel's Messiah to a food court in a shopping mall.

[Forward email](#)



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