



Station Brokers for Small and Medium Market Broadcasters™

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The Broadcaster

A Newsletter From CMS Station Brokerage

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UNDERSTANDING PORTABLE PEOPLE METER

Over the past several months Arbitron has been rolling out Portable People Meters across the top 50 markets. What's it all about? How does it impact you at your station?

First we need to understand what PPM is and how it works. Arbitron offers a good description at their website: http://www.arbitron.com/portable_people_meters/thesystem_ppm.htm

This digital gathering of audience data is markedly different than the way the ratings companies had been doing it which was by diary. The sample audience, at best, would dutifully write down which stations they listened to throughout the day each day of the week. More likely, the participant would sit down with the diary at the end of the day or several days later and write down what they listened to from memory.

With the tiny PPM, the listening habits are tracked much more accurately. No more estimating how much time the listener listened, the PPM knows exactly. Stations that the listener might not have actively chosen (like in a public space, a store or an office) will get credit for reaching this listener because the PPM picked up the encoded signal.

There are many bells and whistles that the ratings services offer with the digital data, the biggest is ratings that can be viewed by narrow daypart (you can see spikes in listenership when a major news story breaks, weather event, play-by-play game, etc.) And the data can be broken down easily by

demographic.

But this major change in gathering data has generated controversy. Some formats will see their listenership increase while others will drop. Stations that are not encoding their signals will see their audience size drop to zero! Many feel that in a PPM world, Program Directors will act to make sure their on-air talent does nothing that might cause listeners to tune away, which might encourage less risk taking. There is controversy in the sample size (smaller with PPM compared to diaries). And the service comes at a higher price to subscribers.

Should we program our stations any differently because of PPM? We have asked programming consultant Jaye Albright to offer her take on this important question. See her Expert Guest column below.

Like it or not, PPM is the new methodology. We have to understand it in order to succeed with it. By all means contact your Arbitron representative for more information.

Roger

[Roger Rafson](#)

[CMS Station Brokerage](#)

(412) 421-2600

PS. SNL Kagan just published the media broker rankings for 2009. We are pleased to report that for the 2nd year in a row, **CMS Station Brokerage ranked #3**. [Here's the list](#). Thanks for your support!

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 W287BO

Enterprise, AL sold to Patrick Sullivan.

FM Translator W246BS Florence, AL sold to Benny Carle Broadcasting, Inc.

FM Translator W239BN Headland, AL sold to Patrick Sullivan.

FM Translator 150242 Northport, AL sold to William Neeck.

FM Translator K241BK South Lake Tahoe, CA sold to International Aerospace Solutions, Inc.

FM Translator W250AT Monticello, IL sold to Saga Communications of Illinois LLC.

FM Translator W229BC, Brainerd, MN was sold to BL Broadcasting, Inc.

FM Translator K246BA Bozeman, MT sold to Montana State University.

KSTJ-FM Norfolk NE sold to Educational Media Foundation.

FM Translator K243AT Meraux, LA sold to Clear Channel Broadcasting, Inc.

FM Translator K209BT Mauston, WI sold to Baraboo Broadcasting Co.

[Stations Under Agreement](#)

FM Translator W288BW Mendota, IL being sold to Radio Power, Inc.

FM Translator W238AX Savanna, IL being sold to Scott Thompson.

Non-Commercial FM CP Hays KS being sold to Divine Mercy Radio, Inc.

FM Translator 152374 Lapeer MI being sold to Radio Power, Inc.

FM Translator W284 BQ Warren MI being sold to Radio Power, Inc.

KFOY-AM Sparks NV being sold to Huth Broadcasting.

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

FM Translator W261AZ Weirton WV being sold to Radio Power, Inc.

FM Translator W258BG Beloit WI being sold to Radio Power, Inc.

FM Translator 154899 Laramie, WY being sold to Appaloosa Broadcasting.

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

WKXN-FM and WKXK-FM Greenville and FM Translator W274BG Montgomery, Alabama for sale.

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

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.

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

WBUG 850 AM Cuthbert, Georgia for sale.

Priced to sell quickly. **FM Translator in Cuthbert** is also available.

KRTK 1490 AM Pocatello, Idaho for sale.

24 hour station.

KZAT-FM Tama, Iowa. Includes real estate. Price reduced for quick sale.

FM radio station for sale in Maine. Profitable.

AM radio station for sale in Maryland (suburban DC).

Serves suburban Washington DC counties. High population growth rate. Includes real estate. New equipment. New ground system.

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.

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 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.

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.

100kw 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

WDUQ 90.5 FM Pittsburgh, PA is available. Non-Commercial. Heritage station. with 4 FM Translators and 2 full-power repeaters. Blankets SW Pennsylvania. 3 HD channels.

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.

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

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.

KKAW-FM Albin, Wyoming for sale. Class C3 FM.

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

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

We have a number of **FM Translators** for sale in:
AL, AR, AZ, CA, GA, IL, IN, IA, KS, MD, ME, MI, MN, MO,
MT, NE, NM, , ND, OR, SD, TN, TX, WI, WV, WY.

We have a number of **full power Non-Commercial FM Construction Permits** for sale in several states, including:

Banks, AR - Class C1 FM
Murfreesboro AR -Class C3 FM
Ratcliff, AR - Class C3 FM
Star City, AR - Class A FM
Snowflake, AZ - Class C2 FM
Susanville, CA - Class A FM
Jasper, FL - Class A FM
Hampton IA (Waterloo)Class C1
Iowa Falls, IA - Class C3 FM
Mystic, IA - Class C3 FM
Lee, IL - Class A FM
Paxton, IL - Class B1 FM
Goodland, KS - Class A FM
Hays, KS - Class C1 FM
Le Roy, KS - Class C2
Blaine, KY - Class A FM
Smiths Grove, KY - Class A FM

Harrisonburg, LA - Class C1 FM
Natchitoches, LA - Class C3 FM
Patterson, LA - Class C1 FM
Franklin, MN - Class C2 FM
Marshall, MN - Class A FM
Bethany, MO - Class C2 FM
Chillicothe, MO - Class C2 FM
Tylertown, MS - Class C3 FM
Norfolk, NE - SOLD
O'Neill, NE - Class A FM
Antlers, OK - Class C3 FM
Lonerock, OR - Class C1 FM
Elk Point, SD - Class A FM
Memphis, TX Class A & Class C1 FM
Snyder, TX - Class C2 FM
Spur, TX - Class C1 FM
Lawrenceville, VA - Class C3 FM
Craigsville, WV - Class A FM
Thomas, WV - Class A FM

EXPERT GUEST

Driving Down The Road, Looking Only In The Rearview Mirror

By *Jaye Albright*
Consulting Partner, www.albrightandomalley.com



There have been many great articles written in the last several years since Arbitron and BBM started rolling out the Portable People Meter in the U.S. and Canada (hyperlinks to a few of my recent favorites are below) designed to help programmers and personalities know what to do when their station is monitored by PPM.

This is not going to be one of them.

An extensive high tech cottage industry has emerged providing sophisticated tools for broadcasters to study the behaviors of radio listeners as they listen to radio. BBM has InfoSys (<http://blogalytics.typepad.com/>), ARB has PDA web (http://arbitron.com/portable_people_meters/home.htm), RCS has Media Monitors, Audience Reaction and MScore switching (<http://mediamonitors.com/radio.asp>), ROI has PPM news (<http://www.ppmnews.com/>), Cornerstone Research has XTrends (http://www.cstoneresearch.com/about_frame.htm), Research Director has Instant Answer (<http://researchdirectorinc.com/>), to name just a few.

I must confess: I love and am addicted to them all.

However, having spent hours pouring over reports which tabulate and even can play actual air checks as you graph panelist usage, I also have to say that it all comes down to this: Bill Drake was right. Rick Sklar was correct. Chuck Blore got it. Mike Joseph understood. More than that, they created stations that executed 24/7 like the legends they have become.

A great programmer intuitively recognizes entertaining, compelling, interesting, engaging radio when she/he hears it. The trick is not analyzing it, but teaching, training, motivating talent to do it so consistently that listeners notice and a station becomes famous for it, which drives regular usage – several times a day, more days per week than its competition.

If you doubt it, then you absolutely need to get the analytical tools and spend the many hours it will take you to compare what average listeners are doing.

After all, there are only four possibly actions as you listen to the radio: 1) turn a station on, 2) turn a station off, 3) change from a station to another one or 4) change from a different station to yours.

All the technology which PPM has enabled, at this point, still makes you wait from eight days to as much as five weeks to compare what radio did to what listeners did. Perhaps the reason for that lag time is because the suppliers and ratings companies are fearful that we can't handle to watch it in real time as yet, but you know that day is coming.

There's no need to wait for that event. I can tell you what you'll find:

- Radio listeners love interesting personalities who never bore them, relate to their lives, make them feel connected and never waste their time, who talk to one person about common concerns, not about themselves.
- They want to feel up to date.
- Almost half of them change stations or turn the radio off when irritating commercials which insult their intelligence come on.
- They listen longer and more often to radio stations which they can count on to play fewer commercials than more cluttered ones.
- They like their favorite songs. They change stations when ones they dislike come on.

- They hit their presets when it sounds like a station is taking a break from what they enjoy for something (anything) else.
- The more entertainment value they receive for time spent the more regularly they come back to a personality or station.

Lucky for all of us, we already have two very useful pieces of equipment which can help improve a station's performance in PPM, diaries, phone surveys or whatever methods media buyers use to evaluate as they spend their dollars: ears.

Use them.

Listen objectively to your station with the same critical thinking skills that radio's most skillful programming executives have always employed.

You don't need a device to measure whether your brand is so strong that lots of people high expectations when they turn to your place on the dial and your implementation is so consistent that you never fail to exceed them.

You need a person with judgment, communication, the ability to prioritize and motivational skills as well as the strength to fight for the needs of the listener. Someone who is able to see what's ahead, on both sides of you as well as what happened last week or last month.

Someone who doesn't just call him/her self a Program Director, but is one.

* A few good reads on the topic:

Richard Harker and Glenda Shrader: <http://harkerresearch.typepad.com/radioinsights/2010/01/is-ppm-antipersonality.html>

Sean Ross: http://www.infinitedia.com/2010/01/management_vs_personality_in_t.php

Steve Dahl: <http://www.chicagotribune.com/entertainment/chi-1209-steve-dahldec09,0,1040719.column>

Randall Bloomquist: <http://www.talkfrontier.com/2010/01/11/callers-ppms-next-victim/>

Neal Bocian: <http://underthebigtopics.com/advertising/local-radio-personalities%E2%80%93who-needs-em>

Jaye Albright is a 45-year broadcaster with a experience in all areas of programming, research, sales and management. She is a partner with her longtime business associate Michael O'Malley in the world's largest country consultancy, Albright & O'Malley.

One of radio's most-honored consultants, she has been named in 2008 to the Country Radio Hall Of Fame, has been Billboard/Airplay Monitor's Country Radio Consultant/Group PD of the Year, the Radio and Music Awards Country Consultant Of The Year and also was honored in 2003 by Radio Ink Magazine as one of the Most Influential Women in Radio. She is also a member of the Nevada Broadcasters Hall of Fame. She is a member of the Board Of Directors of the Country Music Association, the Country Radio Broadcasters and is a member of the 2010 Country Radio Seminar Agenda Committee.

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Dear {FIRST_NAME},

Congratulations to the 3 winners of the 1st Annual CMS Pro Football Pick 'em contest. In first place, **Steve Atkin** of World Radio Link; second place went to **Harvey Mazel** of WTAE-TV Pittsburgh; and finishing third was **Mike McSorley** of WRMO Milbridge ME. The winners won sports apparel from their favorite teams. And thanks to all who played! The feedback was positive so we will do it again in the Fall.

With best wishes,

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



Closing Quote

"I mean, all the ratings wars are silly. But, I mean, someone has to be concerned about the ratings because it means, you know, it translates into revenue.."

Connie Chung