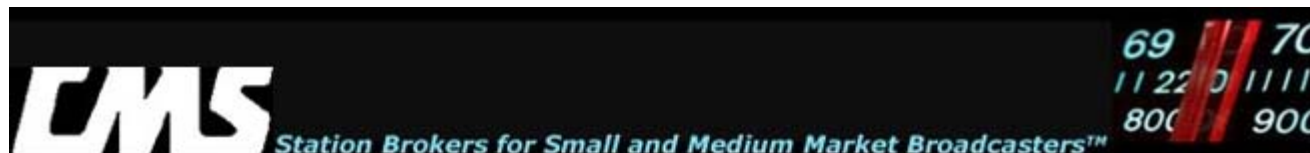


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June, 2010

## The Broadcaster

### A Newsletter From CMS Station Brokerage

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#### DOING WELL BY DOING GOOD

This is a  
business  
strategy

broadcasters are in a unique position to make the most of. We have the attention of the community and we can use this influence for the common good.

At the Radio Luncheon at the recent NAB Convention I had the privilege of spending time with several finalists for the NAB's Crystal Radio award which is presented annually to 10 broadcasters who show their sustained commitment to community service. I'd like to share with you some of the things that they do. I am inspired by their actions and hope you will be to.

These stations support local not for profits such as:

- The local food banks
- Alzheimer's Association
- Local Children's Hospital
- Groups that collect toys for kids at Christmas
- The local USO facility
- Collecting winter clothing items for needy families
- Red Cross
- the list goes on.....

They support them with:

### **Coordinating community-wide events.**

- Celebrity Chefs Auction; Super Scooper Ice Cream Festival
- Walk-a-thons; bike rides; golf tournaments
- Job fairs for the unemployed and for veterans
- Making Valentines for local nursing home residents
- Series of free concerts in the park
- Blood drives; Festivals offering low cost health screenings
- Stuff The Bus (with food, toys, etc.)

**PSAs**, microsites on the stations website, on-air community service programs. Remote broadcasts at events; Radio Resume shows; Your Money Marathon (a telethon providing free financial advice); Saluting The Teacher of the Week;

**Contribution of time by staff** (in fact, one station group allows employees 40 hours per year of paid time to volunteer at the non-profit agency of their choice).

Several stations have **founded their own 501(c)3 organizations** to distribute funds to the needy. There may be significant benefits to your company by having your own non-profit organization in house (consult with your legal and tax advisors for their input).

**Dedicating parts of your stations' website** for information about the charity and how to help.

Many of these awareness and fundraising activities can be structured to incorporate regular advertising clients of the stations (hosting a movie showing at the local cinema; having a remote broadcast in the parking lot of a major sponsor; having your local announcers do their radio-thon from an area restaurant, etc.) each of which can be tied to annual commitments from the advertiser.

We have the microphone in our communities. It is up to each of us to put it to good use. Let the examples of the Crystal Radio Award finalists be an inspiration to us all!

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While reading the Crystal Radio Award brochure, I noticed that 14 of the 50 finalist stations were AM stations. I have invited Stephen Winzenburg to

write a column about how AM stations get a bum rap about being irrelevant in the media landscape. Indeed, staying involved locally keeps your station, no matter whether on the AM or the FM band, tied to the listening community and to the business community. See Stephen's article below.

*Roger*

[Roger Rafson](#)

[CMS Station Brokerage](#)

(412) 421-2600

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## 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 Neek.

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

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

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

**Non-Commercial FM CP Hays KS** sold to Divine Mercy Radio.

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

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

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

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

**FM Translator W289BO Marion SC** sold to 980 AM, Inc.

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

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

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

### Stations Under Agreement

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

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

**KFOY-AM Sparks NV** being sold to Huth Broadcasting.

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

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

### 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)

**WCNF 700 AM Dothan Alabama** is for sale. Growing market. Priced to sell quickly.

**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.

**WCUG 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.

**AM radio station for sale in Southeastern Louisiana.**

Close to New Orleans and Baton Rouge. Profitable. High population growth rate. New equipment.

**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.

**FM Station in Northern Mississippi for sale.**

Profitable. Includes real estate. Growing market.

**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.

**KPBL-AM Hemphill, Texas** for sale. Priced to sell quickly.

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, CA, DE, GA, IL, IN, IA, KS, LA, MD, MI, MN, MO,  
MT, NE, NM, ND, OR, SD, TN, TX, WI, 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  
 Susanville, CA - Class A FM  
 Alamosa, CO - Class C2 FM  
 Jasper, FL - Class A FM  
 Hampton (Waterloo) IA Class C1 FM  
 Iowa Falls, IA - Class C3 FM  
 Mystic, IA - Class C3 FM  
 Industry, IL - Class A FM  
 Lee, IL - Class A FM  
 Paxton, IL - Class B1 FM  
 Eureka, KS - Class C3 FM  
 Hays, KS - SOLD  
 Le Roy, KS - Class C2  
 Blaine, KY- Class A FM  
 Smiths Grove, KY - Class A FM  
 Sparta, 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  
 Raton, NM - Class C1 FM  
 Antlers, OK - Class C3 FM  
 Lonerock, OR - Class C1 FM  
 Elk Point, SD - Class A FM  
 Cornersville, TN - Class C2 FM  
 Cactus, TX - Class C3 FM  
 Memphis, TX Class A & Class C1 FM  
 Snyder, TX - Class C2 FM  
 Spur, TX - Class C1 FM  
 Thomas, WV- Class A FM

## EXPERT GUEST



### It's Time For An AM Radio Revival

*By Stephen Winzenburg*

Reports of the death of AM radio are not only greatly exaggerated but extremely premature.

Recent articles have claimed that AM is no longer "relevant" and that its analog technology keeps people from listening. Experts claim that AM has a small audience share and can't make money.

However, in some cities AM is not only alive but is surprisingly healthy. Take a glance at the Arbitrons and you'll find that almost half of the top twenty markets in America have an AM station ranked #1 or #2.

In one recent ratings survey, an AM station topped all the FM competitors in audience share in Chicago, San Francisco, Phoenix, St. Louis, Denver, Cincinnati and Cleveland. AM came in a close number two in



Los Angeles, Atlanta, Tampa and Boston. Even in New York City four of the top 16 stations were on the AM dial.

It's true that in the overall listening statistics 83% of listening occurs on FM, but a closer look shows that AM's erosion is rather slow. The current 17% share of the audience is only slightly less the 20% AM had twenty years ago. It has been able to retain most of its audience with an increase in formats like talk, sports and Spanish. Considering that owners have abandoned popular music on the AM band, it's surprising that it hasn't lost even more market share.

Inside Radio's count shows that formats with a large majority of their stations on the AM dial are sports, adult standards, ethnic, pre-teen and some religious, such as black gospel. News/Talk stations are listed as being 62% AM while Spanish radio is now close to a 50-50 split.

Of the 23 predominantly FM formats listed by Inside Radio, many have almost no presence on the AM dial. Rhythmic AC and rock have zero AM stations while alternative rock, classic rock, R&B and CHR have single-digit numbers.

When I ask students in my college classes if they listen to AM, it's no surprise that 95% say no and many say they have never tuned in to an AM station--ever. The only exceptions are the middle-aged male non-traditional students who enjoy sports and talk.

Young people listen to contemporary music and if there is talk they want it to be funny. That's because they don't want to think and they use audio to escape their troubles. Those in the business that cry over the fact that the young demographic has abandoned AM need to realize that it's not just due to the analog sound quality—many of them have never even listened to an AM signal to know what kind of quality it is! It's more about content. They are drawn to the listening device that helps them escape and makes them feel part of their peer group.

Namely, there's nothing that motivates them to turn to the AM dial because they perceive it to be made up of boring serious talk or music their friends



would never be caught dead listening to.

It's not about audio quality—right now those 20-year-olds are walking around noisy college campuses listening to music coming from tiny earplugs. They are watching three-inch music videos on a laptop with terrible sound. To them it's about content—they will tune to something worth listening to that their peers are talking about.

The solution is not to give up AM for dead, but to rethink how to attract people to it. It's going to take a different model—something like RadioDisney has done in getting pre-teens to turn on the AM dial. The Disney company has chosen to look beyond the bottom line and use the stations as an opportunity to promote its own recording artists, cable channel and movies. It's one of the reasons Hannah Montana sells out concerts, the Jonas Brothers have topped the pop charts and the Wizards of Waverly Place movie beat almost everything else on television in August.

But when the pre-teens start to grow up, those same listeners have to switch to FM to continue their pop music fix. Why not bring young adult programming back to the AM dial?

Start brainstorming options that might draw listeners: have music companies program their own stations; put some unusual satellite formats on the AM dial for those who don't want to pay to listen; program the audio from TV shows that they watch, such as talk shows and games shows; or take the most popular podcasts off the Internet and put them on a broadcast station.

Then challenge the young minds that are the future MTV producers or Daily Show writers or Fox animators to create programming that will work for audio. Use AM stations as a training ground for radio by using college kids and high schoolers who can Twitter their friends and promote themselves on Facebook. Many are already doing their own Webcasts or do shows on small non-commercial stations. And schools would love the opportunity to partner with local commercial broadcasters.

Get beyond the idea that "it can't make money" and realize that there are many radio stations (non-commercial FMs, LPFMs, automated AMs) that can

stay on the air despite small budgets. They survive because they serve a segment of the population with programming that someone is willing to support.

Now is not the time to give up on AM but instead to do what radio traditionally has done best--come up with creative new ways to attract listeners.

Stephen Winzenburg is a communication professor at Grand View University and has worked at 16 radio stations, including WHO radio in Des Moines.

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**Dear Roger,**

Please enjoy your family, friends and have some Summer time fun! Make some memories!

With best wishes,

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

## 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](#).



### Closing Quote

**"At WLEN, we believe if we take care of our community, the community will take care of us. And that's been going on for 45 years."**

Julie Koehn of WLEN, Adrian MI accepting

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