



March, 2016

# 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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The conversation continues...stay In touch!

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## FM Translator - Now What?



The major thrust of the FCC's AM Revitalization is giving priority to AM licensees to get an FM Translator. Thus allowing the AM programming to be simulcast on the FM dial.

Once you have the FM Translator what are some good ways to make it work to your best advantage? Here are a few ideas. Let me know if you've seen other ideas work.

- **Carrying High School/College/Professional sports play-by-play at night.** Selling all-season or all-year sports sponsorships. A very effective way to bring in revenue using the evening daypart.
- **Expanding your format to reach new listeners.** If you've got AC during the day - offer Hot AC or Dance music at night; if you've got Country during the day - how about Hot Country at night?
- **Sponsor the FM broadcasting itself!** 'This hour of Rock 107 coming to you new on FM is brought to you by Acme Market.' Why not?
- **Create an entirely new format.** Simulcasting an HD Channel is a perfectly legitimate way to bring a whole new station to the market. More audiences to sell to your advertisers! Can be a competitive, strategic fit in the market.
- **Simple simulcast of the mother station.** There's nothing wrong with this! It makes it that much easier for your listeners to hear you on the FM dial.
- **Filling in areas with gaps in coverage.** This was the original reason why FM Translators were authorized! Helps to bring in advertisers in these locations.

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Where do things stand with AM Revitalization? Here are some links I recommend with current information:

[Comments on FCC Proposals for More AM Revitalization Efforts Due March 21 - What Questions are on the Table?](#) Published by David Oxenford of Wilkinson Barker Knauer, LLP

[FM Translator Channel Finder](#) at FCC website.

[Update: Last Piece of AM Revitalization Puzzle Now in Place.](#) From Fletcher, Heald & Hildreth

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I will be attending the **NAB convention in Las Vegas**. If you'd like to meet, please let me know!

Best wishes,

*Roger*

[Roger Rafson](#)

[CMS Station Brokerage](#)

(412) 421-2600

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## [Stations For Sale](#)

Our current list of stations for sale is [at our website](#).

Contact Roger Rafson for information about any of these opportunities. (412) 421-2600 or [roger@rafson.com](mailto:roger@rafson.com)

*Feel free to share this list with fellow broadcasters who would want to know!*

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## [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. If you know of someone who needs a station valuation please refer them to us.

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

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## [NAB Crystal Radio Awards](#)



In each of our newsletters we bring you actual applications from recent Crystal Award winning stations for their commitment to community service. We hope you'll be inspired to do the same!

**WAFL-FM Milford, DE  
owned by Delmarva Broadcasting Co.**

WAFL-FM embraced the community and coordinated events raising more than \$2.3 million to improve life in Delaware in 2014. Our fourth annual "Help Our Kids Radiothon" raised \$257,753 for children at Alfred I. duPont Hospital for Children. WAFL's "Delmarvalous Women Awards" annually shines the light on 24 women motivated by their passion to help others. "Stuff the Bus" put 32,769 pounds of food on the table for families who count on the Food Bank of Delaware. WAFL-FM coordinated free public health screenings with Beebe Medical Center at its "Delaware Women's Expo," a family, career and lifestyle event. "Petch and Amy's 12 Days of Christmas" ensured that 3,000 local children enjoyed a merry Christmas with toys. WAFL helped save teenagers' lives with "Smart Drive" safe-driving rallies at local high schools. This DBC-originated program is taught in 127 schools. WAFL-FM's staff braved the Atlantic Ocean in February to take the Polar Bear Plunge, helping raise \$725,000 for the Special Olympics of Delaware. WAFL donated 20,000 minutes of PSAs and 150 broadcast segments of "In Touch With Delmarva," worth \$845,000. Community service is a hallmark at WAFL-FM; last year its staff donated 3,600 volunteer hours of personal time in the community.

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Congratulations to our Top 5 winners in the 7th Annual CMS Pro Football Pick 'em Contest:

#3 a 3-way tie between **Cathey Grande, Chad Hurst and Dean Sorenson.**

#2 **Jeff Barton**

And (drumroll please)...

#1 **Mike Hulvey** of Neuhoff Media

Mike is good at this. He won last year, too!

They each won prizes. We'll be sponsoring next year's contest again in the Fall. Stay tuned!

*Roger*

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**Closing Quote**



*"These FM translators will help struggling AM broadcasters increase their audience and advertising revenue. They will also be a short-term bridge as we address the AM band's long-term technical problems."*

**FCC Commissioner Ajit Pai**

On the Successful Launch of the AM Revitalization Effort

Feb. 1, 2016

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