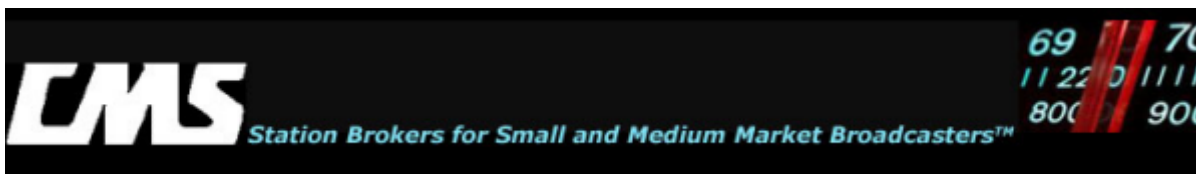


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March 2017

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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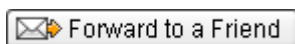
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Past issues of our newsletter

The conversation continues...stay In touch!



Reach, Frequency and Ads Fun To Listen To!

Why do people listen to the Radio?



- The music
- Their favorite DJ or talk host
- Weather
- News
- Sports
- School closings
- To learn what that siren I heard racing down the road last night was all about.

Radio ad sellers always make the point that one of the reasons missing from the list is: To hear the ad for [name of business]. And because of this, the advertiser needs to achieve FREQUENCY.

The first few times the listener hears the commercial it might not register; the next few times they might recognize that it's an ad for that business; and having heard it a few times more they might get the message; realize that it will benefit them and then take action.

It's frequency that produces results!

But what if advertisers made their ads more compelling and entertaining to listen to? The RAB sponsors the **Radio Mercury Awards** every year with cash prizes going to the best Agency Produced Commercial; best Radio Station Produced Commercial; best Radio Campaign; best PSA; best Radio Station Promo; and others. [Here's an archive of past winners.](#) We support what they are trying to do.

But every station can encourage their salespeople and production departments to put on their creative hats and come up with ads that connect with their listeners. Ads that stand out. Ads that make the experience of listening to your station more enjoyable to listen to - - even during the commercial breaks!

What defines a Radio station is what people hear between the songs. Let's get behind the effort and make the commercials another reason why people tune to your station!

===

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

Best wishes,

Roger

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

[Stations For Sale](#)

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

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

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

[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](#).

[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!

KNDE-FM College Station TX owned by Bryan Broadcasting

2015 was another banner year for Crystal Award Winner and Marconi Nominee, Candy 95 KNDE. Combining entertaining programming with service above self, our commitment to the community is unmatched. When we discovered 600 kids

would go without this Christmas, a toy drive didn't seem good enough. Our Christmas Angels program was able to fill entire wish lists by collecting over \$25,000 and more than 15,000 gifts of toys, clothes and bikes. KNDE also hosted a two-day music festival that raised \$140,000 for area charities. We went on to donate 2,500 staff hours and our HD frequency, valued at \$1.1 million, to develop future broadcasters at Texas A&M University with Fusion FM. This mentoring partnership, providing students with meaningful broadcast experience on campus, is the first of its kind. With an open-door policy to any nonprofit, KNDE donated \$134,932 in inventory and over 9,000 minutes of interviews and free broadcasts to these groups. Living here and working here, our staff of four is comprised of dedicated personalities who understand the difference between talking about an event and putting in the hours required to make it a success, logging over 1,700 hours of unpaid community service.

My favorite thing to do at the NAB convention is going to the Radio Luncheon. It's where the winners of the NAB's Crystal Awards are presented.

These broadcasters remind me of why I'm in Radio. It recharges my batteries!

Roger

Closing Quote



"I am one who believes that one of the greatest dangers of advertising is not that of misleading people, but that of boring them to death."

Leo Burnett

CMS STATION BROKERAGE, 1439 Denniston St., Pittsburgh, PA 15217

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