

CMS Station Brokerage

Station Brokers for Small and
Medium Market Broadcasters

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The Broadcaster

A Newsletter from CMS Station Brokerage

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This Too Shall Pass

This is the 4th recession we've been through in my adult life. The one in the early 80's was a recession across the country but here in southwestern PA where the steel industry had collapsed it was a real depression. And we came through it. As a nation, we always come through these economic downturns.

I recently heard an economist from PNC Bank speak about this recession. He said that if the current recession, which began in Dec. 2007, was to end today it would be a long recession. He characterized the recession as having 3 phases. The first phase was from Dec. 2007 until Sept. 2008. Phase two can be identified with the collapse of Lehman Brothers and the melt-down from the sub-prime mortgages in the financial sector in Sept-Oct 2008. This led to the lack of lending which made this recession much more acute. We're still in phase two. Phase three will begin with the approval and implementation of the economic stimulus package. It will bring about an end to this recession. He talked about how some of the economic policies of the Great Depression actually hurt the economy and made it worse. Economists have learned those lessons and the government is taking the steps necessary to bring us out of this recession. The speaker feels this recession will end sometime in the 2nd half of this year.

We think about the car industry and its all doom and gloom. I know the owner of an ad agency who has a car dealer client who bucked the trend and had record breaking sales months (in both cars sold and in profitability) in November and then again in December 2008. This didn't come about by accident. Rather he planned for his success by aggressively marketing while his competitors cut back and saved their advertising dollars. His advice for marketing during a recession:

1. Stay aggressive. Maintain a marketing strategy and ad budget. In 2007 there were 17 million cars sold and in 2008, 11 million... 'Hey, there will be 11 million cars sold in the year and I intend to get as many of those sales as I can!'
2. Increase the ad budget. Recessions, where the competitors cut back, provide a perfect opportunity for you to grow your market share. In economic downturns, branding advertising takes a back seat. Sales promotion becomes critical.

3. Reward your sales staff. Give them the right incentives to do well. Make sure you are able to convert the phone calls and the store visits into sales.
4. Earn a profit. Notice that he put this last on his list. His main focus was on the first 3 points and executing them effectively, will lead to in this case record-breaking profits in Nov. and Dec. 2008.

In your own sales departments, with some big-picture thinking, recessions can bring you opportunities. In areas hit by layoffs people aren't buying homes and moving as much as in good times. They're spending less on going out of the house for entertainment/eating out, etc. One opportunity would be to have furniture stores advertise on your station and help to make the home more pleasant of a place if you're going to spend more time there. A poker table in the basement for in-home entertainment ... recliner chairs... patio furniture, etc. There are other categories to go after, too. Mass transit promoting taking the bus as a cost-saving way to get around. Bike retailers, the same. Shoe retailers can do campaigns to encourage your audience to take this opportunity to get out and exercise! With more people eating at home, grocery stores need to step up their marketing efforts. Renew your sales department's focus on co-op advertising so the retailer won't have to pay for the whole cost of the schedule on your station.

Let's not take for granted the role of the local radio station in the economy of your marketing area. Sure it is a place for people to tune in for local news, weather, sports and entertainment. But advertisers who work with the professionals at your station know that a consistent and properly executed marketing campaign will help their business and improve the local economy. This is a point you should be making on the air in editorials and in conversations your employees (your ambassadors in the market) have with people they know. Your radio station is important to the success of your area.

We can take this lemon of an economy and make some lemonade!

Roger

Roger Rafson
President

Recent Station Sales



CMS Station Brokerage is pleased to announce the following station sales that recently closed.

FM Translator K294BO, Monte Vista, CO was sold to PCL Ministries, Inc. CMS Station Brokerage acted as the exclusive broker for this transaction.

FM Translator K225AZ, Alamosa, CO was sold to PCL Ministries, Inc. CMS Station Brokerage acted as the exclusive broker for this transaction.

FM Translator W237CN, Perry, FL was sold to Dockins Telecommunications, Inc. CMS Station Brokerage acted as the exclusive broker for this transaction.

WJEP-AM Thomasville GA was sold to Georgia Triangle Broadcasting, Inc. CMS Station Brokerage acted as the exclusive broker for this transaction.

FM Translator W249CC Toccoa, GA was sold to Tugart Properties LLC. CMS Station Brokerage acted as the exclusive broker for this transaction.

FM Translator K268AW, Mankato, MN was sold to Minnesota Public Radio. CMS Station Brokerage acted as the exclusive broker for this transaction.

FM Translator K281AW, Shiprock, NM was sold to PCL Ministries, Inc. CMS Station Brokerage acted as the exclusive broker for this transaction.

FM Translator K294BF, Shiprock, NM was sold to PCL Ministries, Inc. CMS Station Brokerage acted as the exclusive broker for this transaction.

FM Translator W289AS Olean, NY was sold to Colonial Radio Group, Inc. CMS Station Brokerage acted as the exclusive broker for this transaction.

Station Under Agreement

CMS Station Brokerage is pleased to announce the following station sale that is currently under agreement with transfer applications having been filed with the FCC.

Non-Commercial Educational FM Construction Permit FID 177173 licensed to Lingle, WY sold to University of Wyoming. CMS Station Brokerage acted as the exclusive broker for this transaction.

Stations For Sale

[listed alphabetically by state]

We have a number of **FM Translators** for sale

in AL, AR, AZ, CA, GA, IA, IL, IN, KS, KY, MI, MT, NE, NM, OH, OK, OR, SC, SD, TN, TX, VA, WA, WI, WV, WY. Contact Roger Rafson (412) 421-2600 and he'll be happy to send you the list.

We have a number of **Non-Commercial FM Construction Permits** for sale in several states. Including:

Sylvania, Alabama - Class A FM
Banks, Arkansas - Class C1 FM
Murfreesboro, Arkansas - Class C3 FM
Star City, Arkansas - Class A FM
Kaibito, Arizona - two Class C1 FMs
Susanville, California - Class A FM
Pitkin, Colorado - Class C3 FM
Lee, Illinois - Class A FM
Paxton, Illinois - Class B1 FM
Smithboro, Illinois - Class A FM
Hampton, Iowa (Waterloo) - Class C1 FM
Iowa Falls, Iowa - Class C3 FM
Mystic, Iowa - Class C3 FM
Storm Lake, Iowa - Class A FM
Goodland, Kansas - Class A FM
Hays, Kansas - Class C1 FM
Oketo, Kansas - Class C2 FM

...and we have others available in the following states:

KY, LA, MN, MO, MS, MT, NE, OK, OR, TN, TX, VA, WV, WY.

Contact Roger Rafson (412) 421-2600 and he'll be happy to send you the entire list.

Radio station for sale in **Flagstaff, Arizona**.
Serves a growing market. Priced to sell quickly.

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

KPCO-AM, **Quincy, California**.
5,000 watts day; 500 watts night.

WDSP-AM Defuniak Springs, Florida 24 hour.
Includes real estate. Growing market. Priced to sell quickly.

Hispanic TV station in Fort Myers FL
Includes print publication and website.

10,000 watt AM station Construction Permit
licensed to **Hilo, Hawaii**

Full Service FM station **Tama, Iowa**.
Includes studio real estate as well as transmitter site real estate.

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

AM radio station **Springfield, Massachusetts**. Profitable.

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

5,000 watt heritage AM station for sale in **Ann Arbor, Michigan** (market #147).
Active trading area population is 575,000.

Powerful FM station Central Mississippi. Can be moved to Starkville, Mississippi. Includes real estate. Priced to sell quickly.

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.

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

Radio station for sale. **Pittsburgh, Pennsylvania**.
Profitable. Includes real estate.

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.

FM Construction Permit for sale. *Price just came down!*
Licensed to **Farmington Township, PA** (Forest County)

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

Most powerful AM station in **Johnson City-Kingsport-Bristol, Tennessee**.

KLJK (formerly KLSN) Class A FM serving **Lufkin & Nacogdoches Texas**.

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.

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

News We Can Use



More Than 234 Million Listen to Radio Every Week Reports Arbitron

*PPM and diary-based national listening estimates show continuing increase in total radio audience;
In MP3 generation, ninety percent of teens tune in to radio;
Ninety-three percent of adults 18-34 are radio listeners*

NEW YORK; December 10, 2008 –Radio reaches more than 234 million persons age 12 and older over the course of a typical week, according to the RADAR 99 National Radio Listening Report which releases Tuesday, December 16.

The latest national cumulative audience to radio is up from the 232 million persons age 12 and older reported over a year ago in the September 2007 RADAR 94 National Radio Listening Report.

Since the December 2007 RADAR 95 report, the RADAR national radio listening estimates and network radio audience reports have been based on PPM respondents from within commercialized PPM markets and on diary respondents from the balance of the United States. The combination of PPM and diary respondents have shown more listeners to radio over the course of a week versus the 2007 RADAR listening reports which were based on diary respondents alone.

Listening to RADAR Network Affiliate stations has also risen year over year. Over the course of a typical week, more than 210 million persons age 12 and older tune to the 7,700 RADAR Network Affiliated stations up from 206 million listeners in RADAR 94.

Radio Has Strength and Stability

Radio reaches more than 92 percent of persons 12+ each week, despite the adoption of MP3 players and the growth of Internet-only stations. Even 90 percent of the youngest radio audience, teens ages 12-17, most accustomed to using new technologies and forms

of media, continue to tune in each week. All radio stations reach nearly 93 percent of listeners in the 18-34 age group, a percentage that has held steady since RADAR 95 reportings.

RADAR Network Affiliates (which account for over 50 percent of all radio stations) reach 84 percent of the coveted 18-34, media-savvy demographic and 85 percent of persons 25-54 and 18-49.

Radio Has Universal Appeal

The diversity of formats in radio attracts advertiser-coveted demographics in both Black Non-Hispanic and Hispanic persons.

- Ninety-three percent of Black Non-Hispanic persons and 93 percent of Hispanic persons, age 12 and older tune into radio over the course of a week.
- Radio reaches about 94 percent of both Black Non-Hispanics and Hispanics age 18-49 over the course of a week.

Radio Reaches the Educated and Affluent

Radio reaches nearly 95 percent of college graduates ages 25-54. Ninety-five percent of adults 25-54 with a college degree and an annual income of \$50,000 or more tune into radio over the course of a week.

Network affiliated stations reach nearly 85 percent of college graduates ages 18-49 with a household income of \$75,000 or more. All radio stations reach 95 percent of this age group.

On Tuesday, December 16, 2008, Arbitron will release the complete RADAR 99 Radio Network Audience Report results. RADAR, the standard currency for national network radio ratings, measures 58 individual radio networks. These networks are operated by ABC Radio Networks, American Urban Radio Networks, Crystal Media Networks, Dial Global Inc., Premiere Radio Networks, United Stations Radio Networks and Westwood One Radio Networks.

Continuing the sample increase initiative, the sample size for RADAR 99 is now composed of 300,103 respondents. This larger sample ensures more stability for key demographic estimates, dayparts and Market-by-Market Analysis reports, which report the Top 150 DMAs[®].

Source: <http://www.onlinepressroom.net/arbitron/>

Closing Quote



“If you can't say anything nice, don't say anything at all.”

Dorothy Rafson
Roger Rafson's Mom