



Station Brokers for Small and Medium Market Broadcasters™

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July, 2013

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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INNOVATING IN RADIO



As Radio approaches its 100th anniversary in 2020, the world is a different place, especially in the media landscape. Radio is sometimes taken for granted but it's always there.

The innovation that we see in the internet and app spheres are breathtaking. If Radio can harness the power of some of these next-gen apps, that could work to the advantage of our companies and drive our listeners to the advertisers.

Let me give you an example which I heard on a podcast "Under The Influence with Terry O'Reilly". Terry is co-founder of media production house Pirate Radio & Television. Here's how Terry used the Shazam app in a Radio commercial - in his words:

Shazam is a free smart-phone app that can identify audio. So, for example, if you hear a song in a bar and you want to know the name of it, just click on the Shazam app, and it will "listen" to the song, and instantly tell you the name and artist, direct you to the music video, the song lyrics and link to iTunes in case you want to buy it.

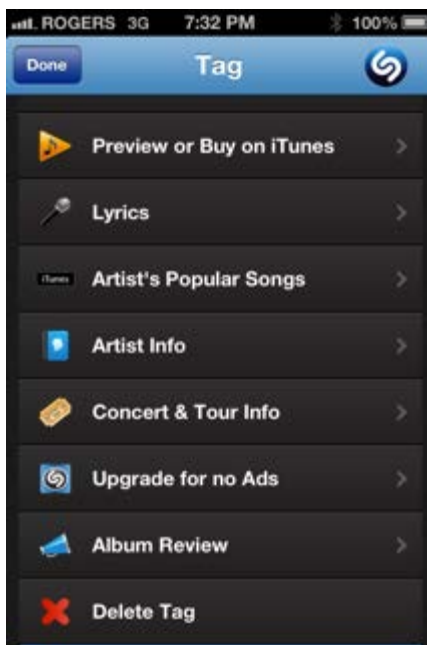
The conversation continues...stay In touch!



Forward to a Friend



Here's what Shazam gives you when you search a song



When you scroll down, here's the rest of the song information.

I called Shazam's headquarters to ask if the app could be used for a retailer on radio. In other words, could someone be listening to a Bay [Department Store] radio commercial, click Shazam, and actually "see" the product being advertised right on their smart-phones. Shazam said they'd never tried it on Radio before, but it could be done.

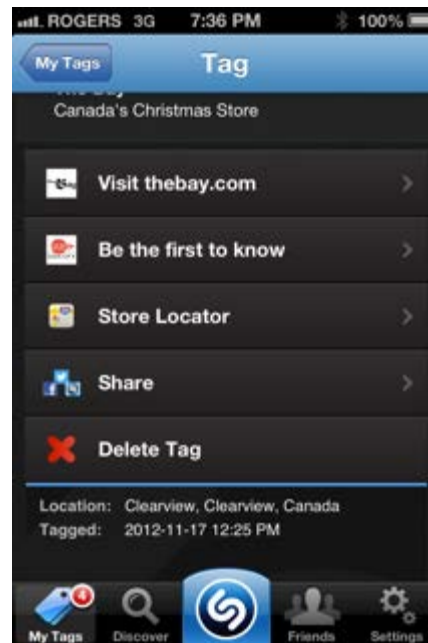
So that Christmas, as Bay President Bonnie Brooks described gift ideas on air...[\[click here\]](#) to hear the Radio commercial for the Bay Department store]

...listeners could use the Shazam app and actually see the product being advertised - in real time - as they heard her talking about it. And they could buy the

product right there on their phone.



The landing page for the Bay's Shazam-enabled Radio commercials.



Here Radio listeners would have seen the actual products (not shown here).

That's a big jump for the medium of Radio - by converging with smart-phone technology, listeners can finally, after nearly 100 years, actually see the product advertised.

And do it in real time.

source: [Under The Influence](#)

Incorporating Shazam into the commercial and linking to the landing page at the advertiser is just one cool feature we can offer to our advertisers. What are some others you like?

Roger

[Roger Rafson](#)

[CMS Station Brokerage](#)

(412) 421-2600

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.

CFSI -FM Salt Spring Island BC
Canada sold to Satnam Media Group

FM Translator W280EE Lewes DE sold to Delmarva Broadcasting Co.

FM translator W203BP Monticello FL sold to Community Public Radio.

FM Translator W257CI Athens-Clarke County GA sold to The B&GRS

WXJO 1120 AM Douglasville, GA sold to Monte Sinai, Inc.

FM Translator W248AG Commerce GA sold to Community First Radio, Inc.

FM Translator W227CB Alpena MI sold to Northern Lights Enterprises.

FM Translator K210EM Spring Creek NV sold to Ruby Radio Corp.

Non-Commercial FM Construction Permit Taylortown NJ sold to Redeemer Broadcasting.

NCE FM CP Carlsbad NM sold to Educational Media Foundation.

FM Translator K223BH Roswell, NM sold to Majestic Communications.

KYCT-FM Ruidoso NM sold to Educational Media Foundation

WAVQ-AM and W240BQ Jacksonville NC sold to CDV Broadcasting LLC.

KNDL-FM Berthold ND sold to Educational Media Foundation.

FM Translator K233BR Brookings SD sold to Angus Dei Communications, Inc.

FM Translator K237ED Huron SD sold to Dakota Communications Ltd.

K281BF Riverton WY sold to Edwards Communications LLC

Stations Under Agreement

Non-Commercial FM CP Piedmont AL under agreement to Megaphone Radio, Inc.

WIWA-AM St. Cloud FL under agreement.

FM Translator W225BA Hastings MI (Grand Rapids) under agreement.

KBIJ-FM Guymon OK under agreement to OMI Oilfield Investments, LLC.

WMOV-AM and FM Translator Ravenswood WV under agreement.

FM Translator W284AS Boscobel WI under agreement.

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

Full power, **non-commercial FM CP** for sale **Union Springs AL**. Class C3. Facility ID 177056.

KZGL-FM Flagstaff AZ for sale. Market rank 146.
Terms available.

FM Translator K239BC Batesville (Jonesboro) AR for sale.

FM Translator K291BM Searcy AR for sale.

Full Service **AM/FM combo available in the Eastern Sierra of California**. Positive cash-flowing. Comes with many FM translators/repeaters. Includes real estate.

Full power, **non-commercial FM CP Paicines CA** for sale. Class A. Facility ID 177123

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

FM translator K273BI Truckee CA for sale.

KILE 89.5 FM Woodland Park CO for sale. Class A FM.

2 AM station combo available on Gulf Coast of FL.
24 hour stations. Includes real estate.

WCRM 1350 AM Fort Myers FL
for sale. 24 hour station. Includes 4 acres of land in Fort Myers.

3 Station Cluster WTOT AM & FM and WJAQ-FM

Marianna/Graceville Florida. Growing market; includes real estate.

FM Translator W232AB Camilla GA for sale.

FM Translator W276BK Cochran GA for sale.

FM Translator W286BE Dawson GA for sale.

FM Translator W284BU Louisville GA for sale.

FM Translator W222BC Sandersville GA for sale.

FM Translator W272CK Tifton GA for sale.

FM Translator W270BT Wadley GA (Royston) for sale.

FM Translator W277AY Wadley GA for sale.

AM CP Keaau (Hilo) Hawaii for sale.
5,000 watts days/1,000 watts nights.

FM Translator K233BJ McCall ID for sale.
100 miles North of Boise.

6 station cluster in Illinois for sale. Profitable. Includes Real Estate. Seller requires non-disclosure agreement.

FM Translator W238AX Savanna IL (Clinton IA) for sale.

FM Translator W201BO Vincennes IN for sale.

FM Translator K239AF Burlington IA (Fort Madison, Mount Pleasant, Muscatine) for sale.

FM Translator K234BB Harlan IA (Omaha NE) for sale.

FM Translator K254BI Eureka KS for sale.

Full power, **non-commercial FM CP Sun City KS** for sale.
Class C2. Facility ID 177275.

Full power, **non-commercial FM CP Upton KY** for sale. Class A Facility ID 176940.

AM radio station for sale in Maine.

WBCQ-FM Monticello (Presque Isle) ME for sale.

FM Translator W273CC Alpena MI for sale.

FM Translator W227BB Fremont MI (Grand Rapids) for sale.

FM Translator W243BH Muskegon MI for sale.

FM Translator W288BT St. Clair MI for sale.

FM Translator W219DG South Haven MI (Kalamazoo) for sale.

FM Translator K226BF Moose Lake MN for sale.

WBIP 1400 AM, Booneville, Mississippi

Includes real estate.

WNAU 1470 AM, New Albany, Mississippi

Includes real estate.

Full power, **non-commercial FM CP Chillicothe MO** for sale.
Class C2. Facility ID 176981.

FM Translator K205FH Shelby MT for sale.

FM Translator K300BT Alliance NE for sale.

FM Translator K255BV O'Neill NE for sale.

FM translator K222BM Moapa NV (Mesquite) for sale.

Radio station for sale in **Albuquerque, New Mexico** (market #70). Fastest growing market in the country.

FM Translator K288FK Clovis NM (Portales) for sale.

FM Translator K300BR Clovis NM (Portales) for sale.

FM Translator K282AS Las Cruces NM for sale.

FM Translator K234BN Santa Rosa NM for sale.

24 hour AM station for sale in upstate New York.

Profitable, Full Service Station. Includes Real Estate.

WSTK-FM Aurora NC for sale. Covers New Bern/Havelock/Morehead City. Has a CP to move further south to Stacy NC.

WPTL-AM Canton NC for sale. 24 hour/day station.

WJNC-AM Jacksonville NC for sale.

Serves the Camp Lejeune Marine Corps base.

WEGG-AM Rose Hill NC for sale.

Comes with FM Translator W240BN Rose Hill NC.

WLGT-FM Washington NC for sale.

Serves Greenville and New Bern.

WIAM-AM Williamston NC for sale. Includes real estate.

24 hour AM station for sale in Bismarck, North Dakota area. Profitable. Includes real estate.

FM translator K234BO Langdon ND for sale.

AM station in Cincinnati OH for sale. Excellent signal.
24 hours.

WDAB 1580 AM Travelers Rest/Greenville SC for sale.

Growing market. 24 hours.

FM Translator K232EB Hot Springs SD for sale.

FM Translator K284AZ Borger TX for sale.

FM Translator K233BQ Childress TX for sale.

Non-Commercial FM CP Cornudas, TX for sale.
Facility ID 176754.

Full service AM station suburban Dallas TX for sale.
Profitable.

KHJA 91.3 FM Tatum TX for sale.

WQWV-FM Fisher WV and FM Translator in Franklin WV
are available.

Non-Commercial FM CP Facility Romney WV for sale.
Facility ID 176876.

FM Translator W239BG Darlington WI for sale.

FM Translator W262AX Marshfield WI (Wausau) for sale.

FM Translator W242BB Medford WI (Wausau) for sale.

FM Translator W220DY Medford WI (Wisconsin Rapids)
for sale.

FM Translator W217BU Merrill WI (Wausau) for sale.

FM Translator K290BJ Rock Springs WY for sale.

CANADA

FM station in suburban Alberta is available.

Tower(s) To Sell



We have been approached by a national tower company which is actively looking for towers to buy. If you know of any broadcasters who might be in a situation where it would be helpful to sell their tower(s), [please let me know](#) and I will put them in touch with each other.

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

If you know of someone who needs a station valuation please refer them to us. We are offering a \$50 giftcard for referrals.

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

What Crystal Radio Award Winners Are Doing In Their Communities



We like to share with you ideas from stations which are truly Full Service. Take some of these and run with them! It's good for the community and it will benefit your bottom line. Here is one of the Crystal Radio Award winners from 2013.

WCVQ-FM Clarksville, TN (Saga Communications)

On November 17, 2012 WCVQ held the First Annual Funk-a-Fied Formal. WCVQ encouraged listeners to purchase tickets to attend a homecoming and prom like party hosted by the morning show Ryan & Gretchen. All ticket and event proceeds went to Soldiers And Families Embraced, also known as S.A.F.E.. Soldiers are an important part of the community in Clarksville, Hopkinsville and Fort Campbell. S.A.F.E. is a local charity that provides free support and counseling for soldiers and their families who are suffering from post-traumatic stress disorder and traumatic brain injury. S.A.F.E. is a safe place for soldiers and their families to get emotional treatment they need. Q108 raised more than \$2,500 for S.A.F.E., which covered the cost for one month of services at the local counseling center. The Funk-a-Fied formal, however, is only a fraction of the community contribution WCVQ has participated in this past year. In 2012, WCVQ enthusiastically responded to local community needs working 474 volunteer hours, supporting over 20 charities, helping raise \$194,213, gathering 8,000 school supplies, giving 275 hours of air-time and collecting 8,000 pounds of food. These numbers are solid proof that WCVQ is determined to effectively respond to the needs of our community.

Dear Roger,

We hope you find the information in our newsletter to be helpful and informative. The conversation continues at our [Facebook page](#) and [Twitter feed](#).

Best wishes for the Summer. I hope you are able to relax and spend time with family.

Roger

Closing Quote



"Innovation is anything, but business as usual."

Anonymous

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