



March, 2012

The Broadcaster

A Newsletter From CMS Station Brokerage

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The conversation

Recruiting Good Salespeople



You'd be surprised at how many stations are out there with no salespeople. I suppose the owners expect business to walk in the door by itself. Not surprisingly these stations don't bring in much revenue and then we get the call to help them sell the station.

But even among stations which manage a professional sales staff we hear how hard it is to recruit and hold onto good salespeople. We've invited sales consultant Jim Taszarek as our expert guest (below) to offer some suggestions as to where to look for good, committed salespeople who can help you with top line revenue.

We encourage you to send your sales staff to sales training seminars offered by your state broadcasters association as well as the materials and other resources offered by the Radio Advertising Bureau. Having the professional sales staff in your market will pay big dividends to you for years to come.

Radio is a business after all and maintaining and motivating

continues...stay In touch!



 Forward to a Friend

a good sales staff is critical for profitability each year and for building the value of your stations when it becomes time to sell them.

I hope Taz's suggestions are helpful to you. Please let me know what you think! The conversation continues at our [Facebook](#) page and [Twitter](#) feed. **Please "Like" us!**

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.

FM Translator W234BB Moores Mill, AL
sold to Hundley Batts & Virginia Caples

FM Translator K239BC Batesville AR

FM Translator K233BF Greenbrier AR sold to
Wagenvoord Advertising Group, Inc.

Non-Commercial FM Construction Permit Susanville, CA sold to IHR Educational Broadcasting

KOOW-FM CP Crook, CO sold to Cedar Cove Broadcasting, Inc.

Tower and related vertical real estate business, Crawfordville, FL.

FM Translator W300AY Hartwell, GA sold to Tugart Properties, LLC.

FM Translator W249BS Savannah, GA sold to Clear Channel.

KRTK-AM Pocatello ID sold to Inspirational Christian Radio.

Non-Commercial FM Construction Permit Lee IL sold to

American Education Foundation, Inc.

Non-Commercial FM Construction Permit Paxton, IL
sold to Lyles-Anderson College

FM Translator W259AZ Petersburg, IL sold to Saga
Communications of Illinois LLC.

**Non-Commercial FM Construction Permit KVDM-FM
Hays KS** sold to Divine Mercy Radio.

NCE FM CP Natchitoches, LA to General Habitat Corp.

FM Translator K248BA Slidell, LA sold to Spotlight
Broadcasting of New Orleans, LLC

FM Translator W218BJ Bangor, ME sold to Dan Priestley.

KFOY-AM Sparks (Reno) NV sold to Huth Broadcasting.

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

WDUQ-FM Pittsburgh PA sold to Essential Public Media.
CMS Station Brokerage represented Duquesne University the
seller, Public Radio Capital represented EPM the buyer.

FM Translator K269FG Odessa TX sold to Family Life
Communications, Inc.

NCE FM CP Tatum TX sold to Grace Public Radio

**Non-Commercial FM Construction Permit Craigsville
WV** sold to West Virginia Educational Broadcasting Authority.

FM Translator W262BR Beloit WI sold to Maverick Media
of Rockford License LLC.

FM Translator W229AP Rothschild WI sold to Midwest
Communications, Inc.

FM Translator K297AV Casper WY sold to Canned Ham
Communications.

FM Translator K222BL Laramie, WY sold to Appaloosa
Broadcasting.

Stations Under Agreement

KVTU-LP Low Power TV licensed to **Los Angeles CA**

FM translator W203BP Monticello FL under agreement to Community Public Radio.

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

WXJO 1120 AM Douglasville, GA under agreement to Monte Sinai, Inc.

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

FM Translator K205FH Shelby MT (Great Falls) under agreement.

Non-Commercial FM CP KXNK Berthold ND 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
Please share this list with fellow broadcasters who would want to know!

FM Translator W262BQ Livingston AL (Meridian or Tuscaloosa) for sale

Full power, **non-commercial FM CP** for sale **Piedmont AL**. Facility ID 177189.

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

FM Translator W212CB York AL (Meridian) for sale.

Six station cluster of stations in Anchorage AK for sale. Market #170. Incorporates strong web presence. Includes real estate.

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

Full power, **non-commercial FM CP Banks AR** for sale.

Class C1. Facility ID 177200

FM Translator K288FC Camden AR for sale.

FM Translator K210DV De Queen AR (Texarkana) for sale.

FM Translator K210EA Fordyce AR for sale.

FM Translator K269EN Monticello AR for sale.

Full power, **non-commercial FM CP Murfreesboro AR** for sale. Class C3. Facility ID 177180

FM Translator K254AS Nashville AR for sale.

FM Translator K224CT Pine Bluff AR for sale.

FM Translator K205CQ Prescott AR for sale.

FM Translator K242AZ Searcy AR for sale.

FM Translator K291BM Searcy AR for sale.

FM Translator K266BH Sheridan AR for sale.

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

FM Translator K214DE Antonito CO for sale.

FM Translator K266BB Fort Morgan CO for sale.

FM Translator K203EK Holyoke CO for sale.

FM Translator K207EG Yuma CO for sale.

2 AM station combo available on Gulf Coast of FL.

24 hour stations. Includes real estate.

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.

WXTO 780 AM CP Mulberry FL for sale. 24 hour non-directional. Price just dropped!

FM Translator W238BK Americus GA (Columbus) for sale.

FM Translator W257CI Athens-Clarke County GA for sale.

FM Translator W232AB Camilla GA for sale.

FM Translator W276BK Cochran GA for sale.

FM Translator W294BB Cuthbert GA (Albany) for sale.

WDCY 1520 AM Douglasville, Georgia for sale. Comes with a CP to increase power to 50,000 watts which will cover Atlanta.

FM Translator W290AQ Fort Valley GA for sale.

FM Translator W279AR Jesup GA for sale.

FM Translator W284BU Louisville GA (Augusta) for sale.

FM Translator W290BD Montezuma GA (Columbus) for sale.

FM Translator W229AJ Pembroke GA for sale.

FM Translator W222BC Sandersville GA for sale.

FM Translator W254AR Sandersville GA for sale.

FM Translator W258AT St. Mary's GA for sale.

FM Translator W226AK Sylvester GA for sale.

FM Translator W287BH Thomson GA for sale.

FM Translator W270BT Wadley GA (Royston) for sale.

FM Translator W290AX Waycross GA for sale.

FM Translator W274BD Wrightsville GA for sale.

Full power, **non-commercial FM CP Ludlow IL** for sale.
Class B1. Facility ID 176971.

FM Translator W290BH Savanna IL for sale.

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

FM Translator W254BO Princeton IN for sale.

FM Translator W201BO Vincennes IN for sale.

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

FM Translator K213EP Eagle Grove IA for sale.

Full power, **non-commercial FM CP Hampton IA (Waterloo)** for sale. Class C1. Facility ID 176983.

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

Full power, **non-commercial FM CP Iowa Falls IA** for sale.
Class C3. Facility ID 176936.

FM Translator K202DW Storm Lake IA for sale.

FM Translator K216GA Chanute KS for sale.

FM Translator K254BI Eureka KS for sale.

FM Translator K256BT Goodland KS for sale.

FM Translator K252DT Seneca 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 Blaine KY** for sale.
Class A. Facility ID 177054.

Full power, **non-commercial FM CP Smiths Grove KY** for

sale. Class A. Facility ID 176881.

Full power, **non-commercial FM CP Harrisonburg LA** for sale. Class C1 Facility ID 176967.

FM radio station for sale in Maine for sale. Profitable.

AM radio station for sale in Springfield, Massachusetts. Profitable.

Combo in Massachusetts for sale. Profitable.

FM Translator W286AU Allegan MI (Kalamazoo) for sale.

FM Translator W227CB Alpena MI for sale.

FM Translator W270AY Alpena MI for sale.

FM Translator W234BP Caro MI (Saginaw, Bay City) for sale.

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

FM Translator W248AQ Harrison MI (north Detroit suburbs) for sale.

FM Translator W219DK Manistee MI for sale.

FM Translator W243BH Muskegon MI for sale.

FM Translator W211CA Paw Paw MI (Kalamazoo) for sale.

FM Translator W288BT St. Clair MI for sale.

FM Translator W219DG South Haven MI (Kalamazoo, Battle Creek, Grand Rapids) for sale.

FM Translator K273BQ Blue Earth MN for sale.

FM Translator K204FM Fairmont MN for sale.

FM Translator K226BF Moose Lake MN for sale.

FM Translator K283BF St. Charles MN for sale.

WBIP 1400 AM, Booneville, Mississippi

Profitable station in growing county. Includes real estate.

FM Translator W203BN Macon MS for sale.

WNAU 1470 AM, New Albany, Mississippi Profitable station in growing county. Includes real estate.

FM Translator W278AT Winona MS for sale.

Full power, **non-commercial FM CP Bethany MO** for sale. Class C2. Facility ID 177107.

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

FM Translator K262BJ Macon MO for sale.

FM Translator K219KS Maryville MO (St. Joseph) for sale.

FM Translator K295AM Trenton MO for sale.

FM Translator K262BU Unionville MO for sale.

FM Translator K260AU Great Falls MT for sale.

FM Translator K300BT Alliance NE (Torrington, Scottsbluff, Sidney, Chadron) for sale.

FM Translator K300BM North Platte NE for sale.

FM Translator K255BV O'Neill NE (Norfolk) for sale.

FM translator K222BM Moapa NV (Mesquite) for sale.

FM Translator K210EM Spring Creek (Elko) NV for sale.

FM Translator K214CJ Tonopah NV for sale.

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

FM Translator K242BO Carlsbad NM for sale.

Non-Commercial FM CP licensed to Carlsbad NM for sale.

FM Translator K288FK Clovis NM (Lubbock, Portales, Plainview) for sale.

FM Translator K300BR Clovis NM (Amarillo, Portales) for sale.

FM Translator K207CQ Gallup NM for sale.

FM Translator K216AQ Grants NM for sale.

FM Translator K282AS Las Cruces NM for sale.

KYCT 91.3 FM Ruidoso NM for sale. Class C3 FM.

FM Translator K234BN Santa Rosa NM for sale.

FM Translator K231BB Shiprock 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.

WCBQ-AM Oxford, NC for sale.

WHNC-AM Henderson, NC for sale.

WAVQ-AM and 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.

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

FM translator K234BO Langdon ND for sale.

Full service **AM station with FM Translators in Central Ohio** for sale. Profitable. In growing market.

2 Station Combo in Youngstown/Warren Ohio market for sale. Includes real estate.

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

Full power, **non-commercial FM CP Antlers OK** for sale.
Class C3. Facility ID 177139.

FM translator K261DO Tumalo/Bend OR for sale.

Radio station for sale. **Pittsburgh, Pennsylvania**

FM Translator W282AT Hilton Head SC for sale.

FM Translator K233BN Aberdeen SD for sale.

FM Translator K233BR Brookings SD for sale.

FM Translator K264AY Chamberlain SD for sale.

Full power **NCE FM CP KTUT 89.5 FM Frankfort SD** for
sale.
Class C1

FM Translator K232EB Hot Springs SD for sale.

FM Translator K237EL Huron SD for sale.

FM Translator K238BA Mitchell SD for sale.

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

FM Translator K207EB Redfield SD for sale.

FM Translator K256BJ Borger TX for sale.

FM Translator K284AZ Borger TX for sale.

Full power, **non-commercial FM CP Cactus TX**. Class C3.
Facility ID 176964.

FM Translator K233BQ Childress TX for sale.

Powerful FM in North Texas for sale. Profitable. Includes
Real Estate and potential for rental income in studio building.

Full power, **non-commercial FM CP Memphis TX** for sale.
Class C1. Facility ID 176961

KLOW-FM Paris/Bonham, TX for sale. Class A FM

Full power, **non-commercial FM CP Snyder TX** for sale.
Class C2. Facility ID 176966

Full power, **non-commercial FM CP Spur TX** for sale. Class
C1. Facility ID 177229.

KTTY-FM Texarkana TX for sale. Class A FM

KXXN-FM Wichita Falls TX for sale. Class A FM

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.

WMOV-AM and FM Translator Ravenswood WV for sale.

Non-Commercial FM CP Facility Romney WV for sale.

FM Translator W284AS Boscobel WI for sale.

FM Translator W262BR Beloit WI for sale.

FM Translator W214BS Black Water Falls WI for sale.

FM Translator W239BG Darlington WI for sale.

FM Translator W224BL Ladysmith WI for sale.

FM Translator W256BE Lancaster WI (Dubuque IA) for
sale.

FM Translator W219DF Marshfield WI for sale.

FM Translator W262AX Marshfield WI (Appleton) 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 W220DR Neillsville WI for sale.

KKAW-FM Albin WY for sale. Class C3 FM.

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

KREO-FM Pine Bluffs WY for sale. Can move to cover
Kimball, Nebraska.

FM Translator K281BF Riverton WY for sale.

FM Translator K290BJ Rock Springs WY for sale.

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](#).

What Crystal 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 Award winners from 2011.

WRVW-FM Nashville, TN

As Nashville's heritage Top 40 station, 107.5 The River has been enriching the lives of listeners in the Nashville area for over 15 years. The true power of the radio station is not in the fun we have, the number of songs we play or the prizes we award; it's in the ways we're able to live back to our community and affect people's lives in a positive way.

In 2010, 107.5 The River listeners helped raise over \$500,000 for multiple charities in the Middle Tennessee area.

In May of 2010, Middle Tennessee suffered devastating damage due to flooding. Clear Channel Radio Nashville suspended all regular programming for one day to address the immediate needs of our listeners.

We also partner yearly with Children's Miracle Network for "The River Hope Radiothon" supporting the Monroe Carell Jr. Children's Hospital. The funds raised stay in Middle Tennessee to support research for children. 107.5 The River donated and additional \$400,00 in airtime and 750 staff hours to causes and organizations in the community. Furthermore, 107.5 The River aired 239 public service announcements, 89 hours of no-charge broadcasting, 52 hours of public affairs programming, 18,383 promotional announcements and 993 hours of news and weather.

Expert Guest - Jim Taszarek



I Can't Find Good Sales Candidates

Allow me to share with you that there's a rich and untapped abundance of great potential salespeople right in front of us—a group we usually disregard.

Just finished the book *The Big Shift* by Marc Freedman. It was written to show that the nation has an entire generation in flux, the 60+ crowd. In the U.S., 10,000 people turn 65 every day. They are the largest and richest portion of the population. The book proposes that this is a competitive economic advantage for our country. His words...

"If we act, the 'encore years' could well become a fulfilling destination - and the individuals flooding into it have the human capital solution to much that ails us in society. As we confront significant challenges in areas like education, the environment and health care, this windfall of talent could help carry us toward a new generation of solutions."

The Old-Fart or Geezer Factor

In past decades, those 65+ were automatically classified as "elderly" or "retiree" or "pensioner," automatically written off as having no value in the workforce. ("They don't even have a Facebook page.") They were a throwaway segment. However, in today's economy we're recycling everything and

finding new uses for old products. So...

Let's re-think our situation as of 2012. Radio needs professional, committed salespeople, right? Here's my experience with most businesspeople in that age group. (Most, not all; see below.) In my experience, Boomers:

- While many in the 70+ group haven't hooked on to Social Media yet, they are the undisputed master of the face-to-face call. Personal 1:1 relationships are their asset.
- Aren't intimidated by titles such as CEO, COO or President and, therefore, cold calling on Vito is nothing to them.
- They understood better how business works (balance sheet, P&L, overhead), an advantage both internally and when talking to a client.
- Have decades of business of experience and business knowledge-resulting in intuitive skills enabling them to pull ideas out of nowhere.
- Because of that experience, they're more likely to also work smarter.
- Are extremely loyal to their employers-they want to see their younger managers and everyone around them succeed. (They're grandparents)
- Need less direction and attention than their younger counterparts.
- Usually have other sources of income like Social Security, IRAs or pensions and, while not motivated any less by money, don't need a big guarantee.
- Most have Medicare or health insurance so you needn't provide benefits.
- You can hire them as an independent contractor.
- Love victories.

Not all Boomers are equal.

Of course, most of us have the old-timer stereotype in mind. It's a veteran sitting on a list and intractable to new ideas, especially digital. "You can't teach an old dog new tricks," said one. But that's not the universal case. There are eons of Boomer workers with Facebook friends and Twitter followers. Conversely I've met people in their 30s fitting the same description.

Here are some tips:

- When you interview them, ask if they have a Smartphone, iPad or a Facebook account. It's not the most important question, but telling.

- Ask them about their past success. That'll give you an idea of accounts and categories where they'll be successful. They seem to do extremely well in categories like financial, banking, legal, insurance.
- Ask them who they KNOW in the market. Clients, leaders etc.
- A retired auto dealer, GM or sales manager could be a goldmine. A retired, successful ad agency exec could be a platinum mine. Likewise grocery or Big Box retail. They understand those businesses-we don't.

Another group VP told me that they usually hire older people to turn over rocks. Nay, nay. Don't let them create their own lists and wander around cold-calling. Rather, sit with them and create a list of targets that need work at the client level. Like all other salespeople, they're most accountable when they have a monthly quota.

Online Helps

Want to see what's out there? There are 364 chapters of SCORE, the Service Corps of Retired Executives. see www.score.org and www.score.org/chapters. Check out the talent.

You can buy the book [The Big Shift at Amazon.com](http://TheBigShift.com) for under twenty bucks.

There's a goldmine of sales and admin talent right in front of us. Take a peek.

Shared with permission by Jim Taszarek. c. 2011 TazMedia, Inc. Contact Jim at (602) 295-4700 taz@tazmedia.com

March marks the 30th anniversary of the date when I took the plunge and started my own business. In that time we have come to know changes - some challenging, some wonderful - and have gotten to know many hundreds of great broadcasters and friends. I value all of you and look forward to the next 30 years of growing together.

We will be attending the NAB Convention in Las Vegas in April. If you would like to get together for a private meeting, or simply to have a drink give me a call and we'll get together.

Roger

Closing Quote



"Recruiting is the lifeblood of any program, so you can't put anything above that,...But it wouldn't matter who you had here if you didn't have the right mental attitude and work ethic. You need all those elements to come together to do something like we are doing."

Pete Carroll, former Head Football Coach at USC,
now with Seattle Seahawks
