

Subject: Newsletter from CMS Station Brokerage



October, 2009

The Broadcaster

A Newsletter From CMS Station Brokerage

In This Issue

[Ideas From the NAB
Radio Show](#)

[Station Sales](#)

[Stations Under
Agreement](#)

[Stations For Sale](#)

[News We Can Use](#)

[Closing Quote](#)

Quick Links

[Visit Our Website](#)

[About Us](#)

[Current list of stations
for sale](#)

[Archived Newsletters](#)

[Join Our Mailing List!](#)

IDEAS I TOOK AWAY FROM THE NAB RADIO SHOW



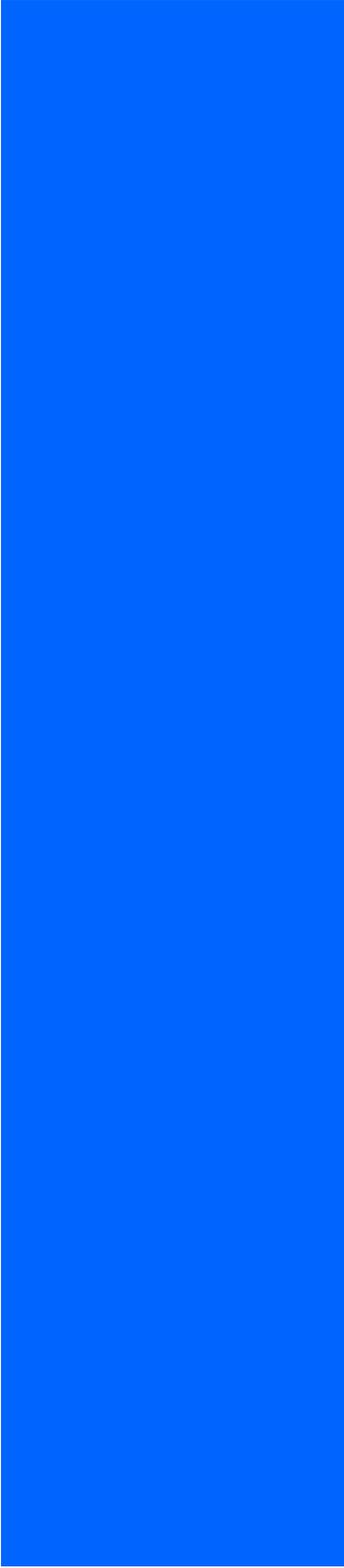
They say that if you come away from a convention with a few good ideas you bring back to improve your operation ... then it was worthwhile. I heard many more than a handful. Since many of my newsletter readers didn't make the show in Philadelphia, I am happy to share these concepts and ideas which are my favorites (in no particular order). I hope they are helpful to you and will help to make your business grow and become more profitable.

- Responding to the recent drop in Radio's revenue after years of 40 - 60% profit margins, Regent's Bill Stakelin said "**We got fat and happy**". We've been out-shouted by other media, we've been out-promoted by other media. We've pulled back on marketing, pulled back on research." Charles Warfield of ICBC (and the current NAB Radio Board chair) says "**I see us pulling away from our industry" at exactly the wrong time**". Warfield preaches that radio operators need to support the



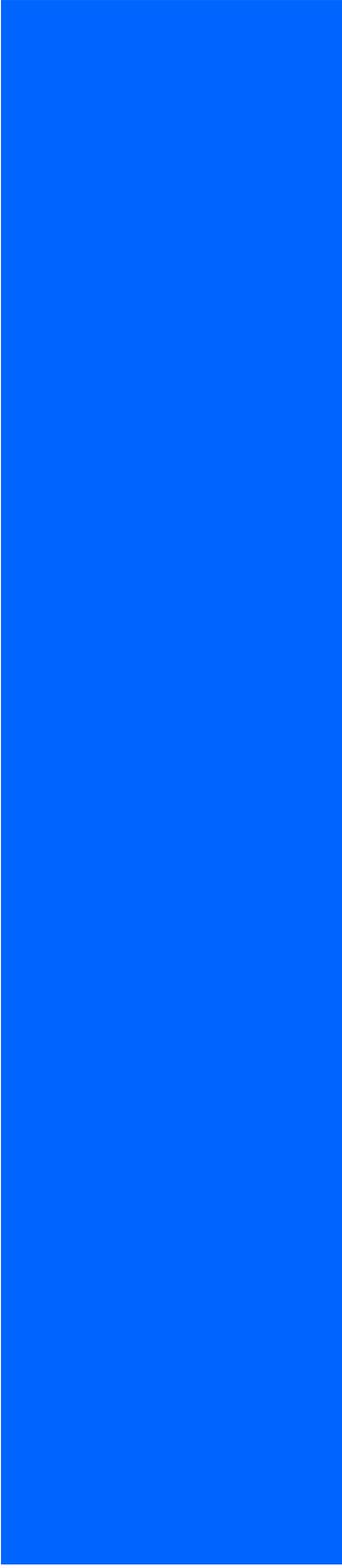
NAB, RAB, state broadcasters associations and local groups such as NYMRAD in New York. That's one way to present a strong, united front for our industry.

- David Oxenford of law firm Davis Wright Tremaine, speaking to the National Assoc. of Media Brokers meeting gave a status report on the issue of Performance Royalty. It's still something to be really scared about. Even though there's a majority of congress people in the House against it, it is still alive in the Senate. In fact, several key Senators support broadcasters paying the record labels performance royalties. Oxenford's concern is not that a performance royalty bill will be voted on, but rather that **performance royalty could easily be tacked onto larger bills** (like a defense budget authorization or a health care bill). So the need to continue to build relationships with your congress people and senators is crucial. BTW, if the record labels get past the radio broadcasters you can count on them going after TV broadcasters and public venues for money as well. It's an enormous problem that we need to fight.
- **Your station has a personality - a format - on the air. But on the internet you can be anything you want!** Your station can be a local news resource on the web; you can have a job openings and recruiting site; you can encourage your air talent to build the brand with social networking; you have many ways to reach the different audiences in your market with different web pages, several web sites, email marketing as well as social networking. **It's all out there we just need to embrace it.**
- **9 ½ out of every 10 people listen to radio each week across all demographics.** TV (especially the hundreds of channels on Cable TV) has



become more focused, there are fewer mass appeal programs - like the Super Bowl - than there used to be. Newspaper circulation is in a severe nose-dive. People don't use the Yellow Pages nearly as much as they used to. (In fact lots of people resent having them dropped at their door!) So **in each of our markets Radio is really one of the only ways to enjoy impressive reach.**

- **This is our time.** Joe Schwartz of Cherry Creek Radio, put forth an important concept: coming out of this recession, **everything is up for grabs.** TV, Newspaper, Yellow page directories, yes even Radio are seeing down years. But these declines mean that that many marketing dollars are not being spent. Marketing budgets at the client level are being reevaluated. This is an historic opportunity for our sales staffs to go to their clients, do a thorough Client Needs Analysis, and put together long-term marketing plans that will work. **We have this chance to grab much larger slices of the marketing pie for each of our clients because so much is now up for grabs.**
- David Field of Entercom was preaching rate integrity when he said: "radio has the potential to be up low to mid teens [in percentage of revenue increases next year], but we have the potential to shoot ourselves in the foot. We can snatch defeat from the jaws of victory."
- Perry Sook of Nexstar Broadcasting Group (a TV broadcaster who was at the Radio Show) runs a group of 63 TV stations in middle-sized markets. He has each of his GMs handle a list. **Their list is 20 of the largest businesses in their market that are NOT on the air.** He charges his GMs to build relationships with the senior management at each of these companies



and to work with them to solve their marketing problems (part of which will be by using his stations and their other platforms). He feels that **the biggest growth opportunity for broadcasting is by developing relationships with clients which are not currently on the air.** *What a concept!*

- Radio in the iPod Nano is a truly exciting development. Rick Cummings of Emmis: "There are a number of choices available now for entertainment, all accessed through a mobile device. That's cool to [the next generation]. And they have those devices with them, everywhere. So in order for radio to be cool again, it has to be available through those same mobile devices." Radio One's Jay Stevens adds - "And [younger listeners] expect us to bring it to them. **We can't just expect them to come to us anymore.**"

As an industry, Radio has always been a low-overhead business. And in the past few years we have cut back on spending even more. Now the focus has to shift to improving profitability by increasing revenue and streamlining operations. This is why I am so [pleased to announce an alliance between CMS Station Brokerage and Tony Renda's Velocity Radio Management.](#) Velocity Radio Management offers consulting services that CMS Station Brokerage, to date, has not been able to offer.

In the News You Can Use column below Tony offers suggestions as to how management can offer support to their salespeople on the street which will make them more productive and successful.

Please contact Tony at (412) 213-8787 and [visit their website](#) to see how they can help your company improve the bottom line for the short and long-term.

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.

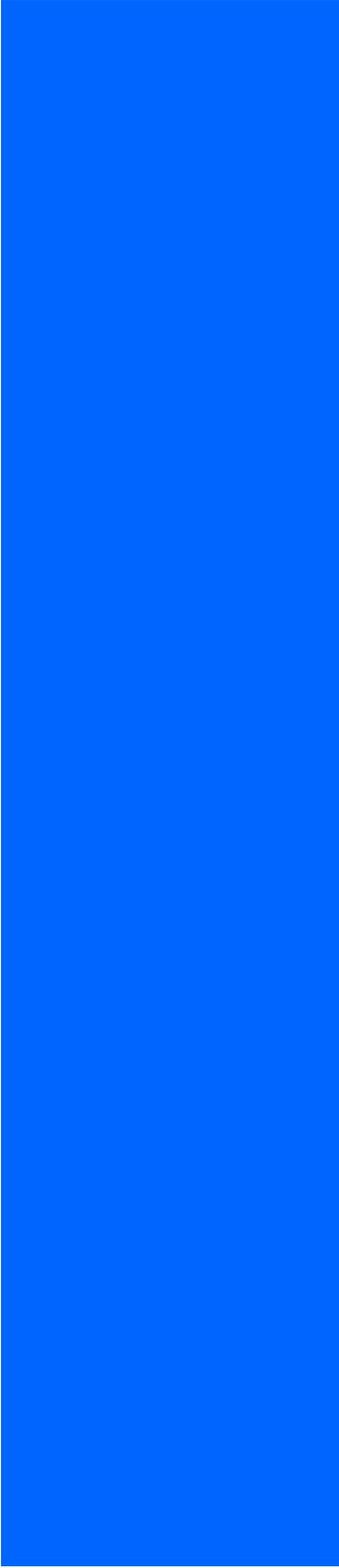
FM Translator

W246BS Florence, AL sold to Benny Carle Broadcasting, Inc.

FM Translator W239BN Headland, AL sold to Patrick Sullivan.

FM Translator K241BK South Lake Tahoe, CA sold to International Aerospace Solutions, Inc.

FM Translator K294BO, Monte Vista, CO was sold to PCL Ministries, Inc.



FM Translator K225AZ, Alamosa, CO was sold to PCL Ministries Inc.

FM Translator W237CN, Perry, FL was sold to Dockins Telecommunications, Inc.

WJEP-AM Thomasville GA was sold to Georgia Triangle Broadcasting, Inc.

FM Translator W249CC Toccoa, GA was sold to Tugart Properties LLC.

FM Translator W229BC, Brainerd, MN was sold to BL Broadcasting, Inc..

FM Translator K268AW, Mankato, MN was sold to Minnesota Public Radio.

FM Translator K281AW, Shiprock, NM was sold to PCL Ministries, Inc.

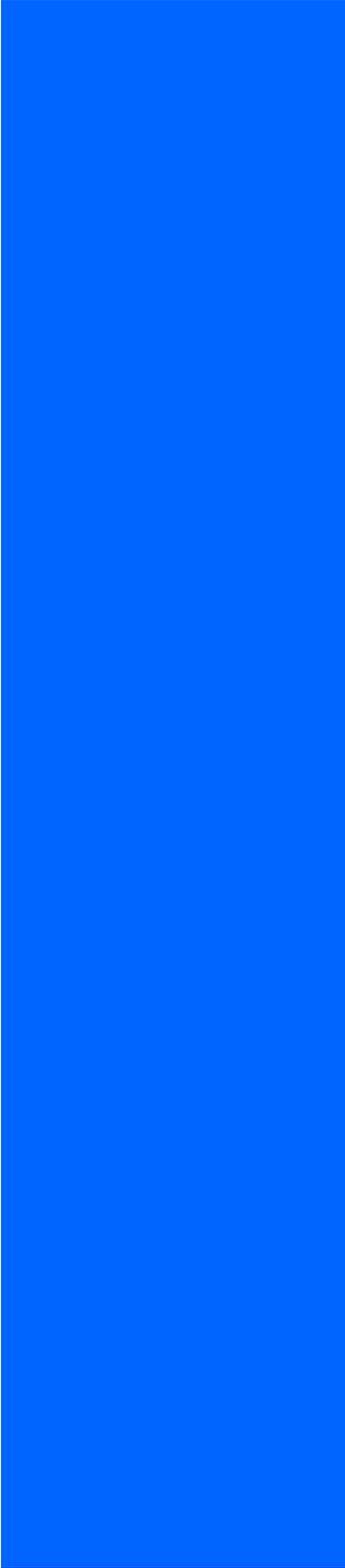
FM Translator K294BF, Shiprock, NM was sold to PCL Ministries, Inc.

FM Translator W289AS Olean, NY was sold to Colonial Radio Group, Inc.

Non-Commercial Educational FM Construction Permit FID 177173 licensed to **Lingle WY** sold to University of Wyoming.

Stations Under Agreement

FM Translator W287BO Enterprise, AL being sold to Patrick Sullivan.



FM Translator W250AT Monticello, IL being sold to Saga Communications of Illinois LLC.

FM Translator W238AX Savanna, IL being sold to Scott Thompson.

FM Translator K243AT Meraux, LA being sold to Clear Channel Broadcasting, Inc.

FM Translator K246BA Bozeman, MT being sold to Montana State University.

KWTR-FM, Big Lake Texas being sold to Sierra Communications Inc.

FM Translator K209BT licensed to Mauston, WI being sold to Baraboo Broadcasting Co.

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

Heritage full-power FM station available in major market Eastern US. NPR affiliate.

WKXN-FM and WKXK-FM Greenville and FM Translator W274BG Montgomery, Alabama for sale.

Radio station for sale in **Riverside-San**

Bernardino (market 25) also serves Los Angeles, California (market 2).

KPCO-AM, Quincy, California. 24 hour radio station for sale. 5,000 watts day; 500 watts night.

TV station for sale Fort Myers-Naples-Marco Island, Florida. Market #62.

3 Station Cluster WTOT AM & FM and WJAQ-FM Marianna/Graceville Florida.

Growing market; includes real estate; WTOT-FM can be upgraded to Class C3 FM and cover the **Dothan AL** market.

24 hour AM radio station for sale in Florida.

Includes real estate. Growing market. Priced to sell quickly.

WBUG 850 AM Cuthbert, Georgia for sale.

Priced to sell quickly. **FM Translator in Cuthbert** is also available.

KZAT-FM Tama, Iowa. Includes real estate. Price reduced for quick sale.

FM radio station for sale in Maine. Profitable.

AM radio station for sale in Maryland

(suburban DC). Serves suburban Washington DC counties. High population growth rate. Includes real estate. New equipment. New ground system.

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

Combo in Massachusetts for sale. Profitable.

AM/FM combo in Mississippi for sale. 100kw FM/5kw AM. Regional audience. Profitable. Includes real estate.

WBIP 1400 AM, Booneville, Mississippi

Profitable station in growing county. Includes real estate.

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.

KZRM-FM for sale Chama, New Mexico. 25kw regional signal.

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.

FM station for sale. Cannon Ball, North Dakota (Sioux County). Serves the **Bismarck, ND** market.

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

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

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.

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

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.

We have a number of **FM Translators** for sale in: AL, AR, AZ, CA, GA, IL, IN, KS, MD, MI, MN, MO, MT, ND, NE, NM, OR, SD, TN, TX, WI, WV, WY.

We have a number of **full power Non-Commercial FM Construction Permits** for sale in several states, including:

Banks, AR - Class C1 FM

Murfreesboro, AR - Class C3 FM

Ratcliff, AR - Class C3 FM

Star City, AR - Class A FM

Snowflake, AZ - Class C2 FM

Susanville, CA - Class A FM

Hampton, IA (Waterloo)-Class C1 FM

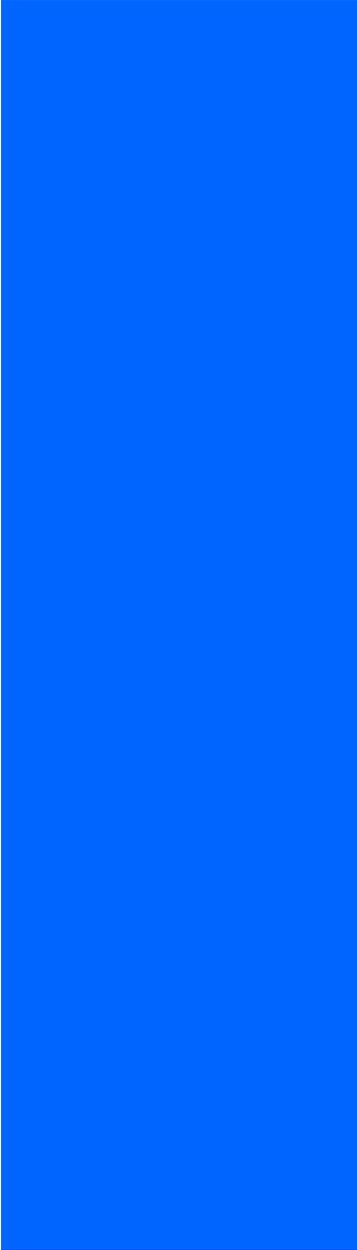
Iowa Falls, IA - Class C3 FM

Mystic, IA - Class C3 FM

Lee, IL - Class A FM

Paxton, IL - Class B1 FM

Goodland, KS - Class A FM



Hays, KS - Class C1 FM
Le Roy, KS - Class C2
Blaine, KY - Class A FM
Smiths Grove, KY - Class A FM
Harrisonburg, LA - Class C1 FM
Natchitoches, LA - Class C3 FM
Patterson, LA - Class C1 FM
Franklin, MN - Class C2 FM
Bethany, MO - Class C2 FM
Chillicothe, MO - Class C2 FM
Tylertown, MS - Class C3 FM
Wyola, MT - Class C3 FM
Broken Bow, NE - Class C2 FM
Franklin, NE - Class C2 FM
Grand Island, NE - Class A FM
Humboldt, NE - Class C3 FM
Loup City, NE - Class C2 FM
Norfolk, NE - Class C3 FM
O'Neill, NE - Class A FM
Shubert, NE - Class C3 FM
Lynchburg OH - Class A FM
Antlers, OK - Class C3 FM
Lonerock, OR - Class C1 FM
Memphis, TX-Class A & Class C1 FM

Snyder, TX - Class C2 FM
Spur, TX - Class C1 FM
Lawrenceville, VA - Class C3 FM
Craigsville, WV - Class A FM
Thomas, WY - Class A FM
Contact Roger Rafson (412) 421-2600 for more
information on any of the above stations.

News We Can Use

A Week In The Life of a Successful Account Executive



Here's a look at a typical week in the life of a successful AE. As you follow along, look for all of the support that this AE receives from station management.

Also note the drive and discipline of the AE. When the 'coach' and the 'athlete' are both working towards a common goal, great things happen!

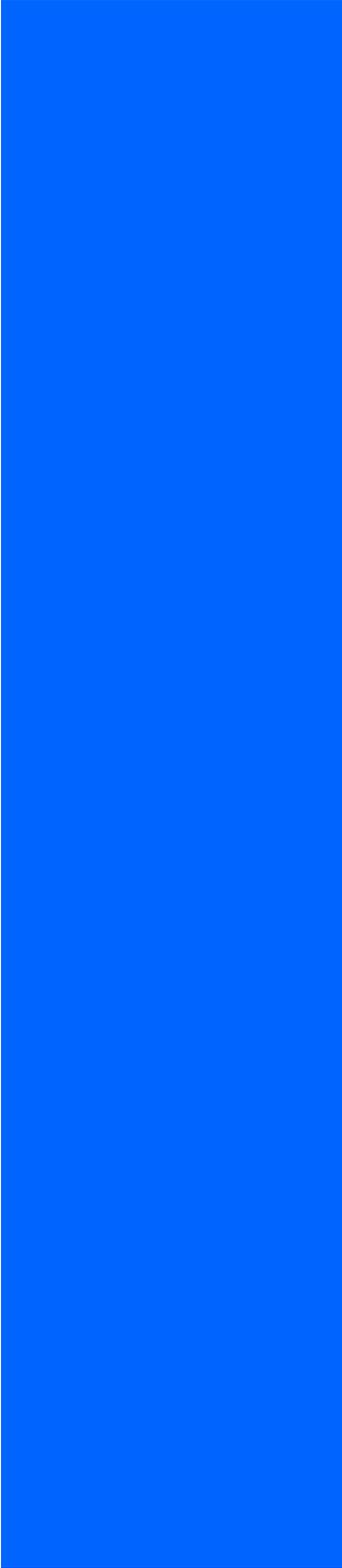
MONDAY

In the office @ 8:15a for our 8:30a sales meeting. I take a good look at my week: I already have several appointments booked. On Friday, I shared my week with my GSM (using Outlook or Google Calendar). The atmosphere in the sales pit is camaraderie, confidence, and competition. I'm on the top of the Sales Thermometer @ 113% of forecast!

8:30a sharp: Sales meeting begins. The door closes @ 8:30a and does not open to latecomers! Our sales meeting isn't a lecture: It's an update from the GSM, and a report from me. It's educational and energizing.

An hour of paperwork, then I hit the streets: If I want to make my personal income goal (based on our commission system and my closing ratio) I've got to pitch a minimum of \$9,793/day! 2 pitches this morning (multi-month and interactive) and 2 CNAs (Client Needs Analysis) this afternoon. Back in the station @ 4:00p to set up more CNAs and create a package using current rates and an interactive element.

Also, this week, I have my one-on-one meeting



with my GSM. Prior to our meetings, our Business Manager provides us our Sales Analyzers: Next month's billing for 2009 & 2008. With this information, I add my 'In/Sure/Expect/Hope' and notes. I'm now prepared for a productive meeting tomorrow.

Before I leave, I fill out a Trade Request Form and get it to my GSM: Client lunch on Wednesday.

TUESDAY

In the office @ 8:30a. Paperwork and a few cold calls. Have my one-on-one meeting and then hit the streets. Two pitches today, 3 CNAs. Back in the office @ 3:30p for a few cold calls and pitch customization. Like clockwork, the Business Manager drops off trade for tomorrow.

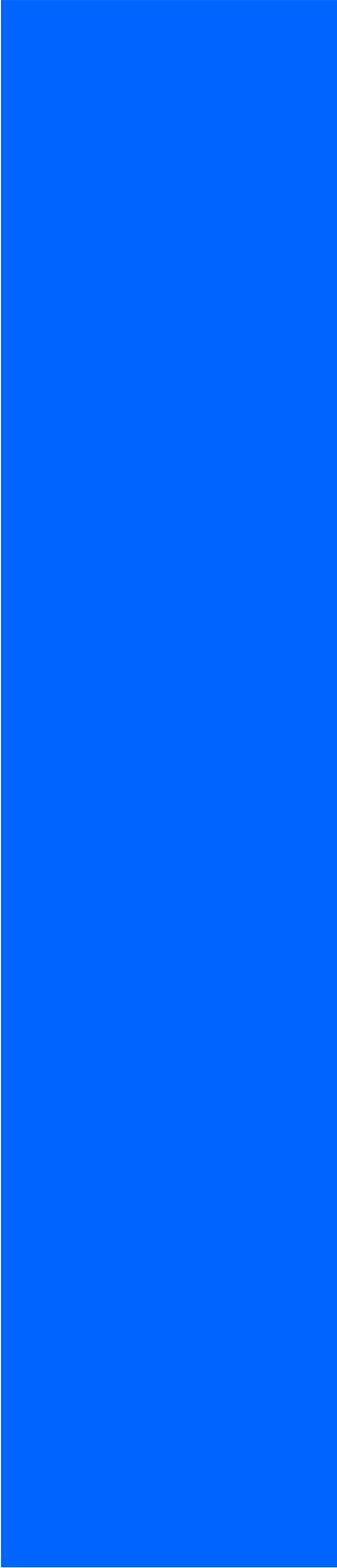
WEDNESDAY

In the office @ 8:15a for our 8:30a NTR (Non-Traditional Revenue) meeting. These are always fun: Lots of interaction and input from the AEs, plus there's always a sales contest going on. Best part: Always over by 9:00 sharp. The NTR Director and PDs are great about coming up with promotions that satisfy the goal of obtaining RATINGS, and also REVENUE & PROFITS. Two new packages this week for an event 4 months from now, lots of time to sell it. In the meeting, we strategized on which categories & clients make sense.

Morning pitches. Lunch with client. Another pitch this afternoon and I've asked the GSM to join me on it: He's a very good closer and an asset to have along on calls. Back in the office at 3:30p. Paperwork and a few cold calls. Still pacing ahead of my daily number.

THURSDAY

In the office @ 8:30a. This new event introduced yesterday is just what my client is looking for: I go



to the shared drive, customize it, save it and print it. I'm taking the NTR director on this call because she knows the event inside & out and will help me close. After that pitch I have 3 CNAs. I'm below my \$16,793 today, but that's OK, I pitched enough earlier in the week to be pacing ahead of my daily number.

FRIDAY

In the office @ 8:30a. Writing up orders, chasing down agency copy. Hit the streets to pitch and collect 2 checks.

3:00p: Back in the office. I share my next week's calendar with the GSM. 4:30 sales meeting is fun, laid back, but interesting. We share our successes and we do some sales role-playing. A productive week comes to a close.

Throughout the week, this AE is given the support he needs to win:

- An environment where competition is encouraged using performance charts for all AEs to see.
- A GSM who leads by DOING and holds productive meetings.
- An NTR department which provides ideas, support, and unique marketing opportunities.
- A Business Manager who provides information and requested resources on time.
- Simple yet vital technological tools that empower the AEs: Scheduling software, access to rates and packages.

When a coach provides support and leadership to a skilled and driven athlete, the result is a sum that is greater than its parts. The same applies to your sales staff. Interested in getting the most out of your sales staff and your entire station? Contact us:

Tony Renda - CEO
Velocity Radio Management

'We Protect and Grow the Value of Radio Stations'
Tony@VelocityRM.com
www.VelocityRM.com
(412) 213-8787

Roger,

I am pleased to announce that at last week's **NAB Radio Show** in Philadelphia I was elected to be an officer of the National Association of Media Brokers for a 2 year term. It is quite an honor.

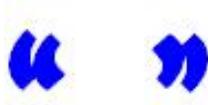
Also, this month marks my 40th year in broadcasting! I started in October, 1969 as the studio engineer for high school football games on WEEF AM/FM Highland Park, IL. I caught the radio bug early. Radio is truly a large part of who I am. In these 40 years I have seen remarkable changes - both good, bad and challenging - but like the Energizer Bunny, we still keep going. I look forward to the decades ahead in the business I love so much.

With best wishes,

[Roger Rafson](#)
[CMS Station Brokerage](#)

(412) 421-2600

PS. If you are a member of the **International Broadcasters Idea Bank** I'll see you at your convention in Park City, Utah later this month!



Closing Quote

"There is only one thing
in the world worse than
being talked about, and that
is NOT being talked about."

Oscar Wilde

[Forward email](#)

 **SafeUnsubscribe®**

This email was sent to rafson@cmsradio.com by rafson@cmsradio.com.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



CMS Station Brokerage | 1831 Murray Ave. Suite 216 | Pittsburgh | PA | 15217