
Report Information from ProQuest

March 01 2014 11:00

Table of contents

[1. 3 radio stations put up for sale](#)

[Bibliography](#)

Document 1 of 1

3 radio stations put up for sale

Author: Chao, Mary

[ProQuest document link](#)

Abstract:

WRMM, with its popular morning combination of Tony Infantino and Dee Alexander, is more profitable than WPXY, but Entercom is selling the adult contemporary station known as Warm-101.3 because it will fetch a higher price, Fybus said. [...] Doyle said he doesn't think the government would have allowed Entercom to keep both WCMF and WRMM due to the level of revenue the two stations generate.

Full text:

Mary Chao

Staff writer

Brother Wease and Scott Spezzano will be moving to High Falls while Tony and Dee will stay in their current home at HSBC Plaza under a deal that would satisfy federal guidelines for the acquisition of CBS radio stations by Entercom Communications Corp.

Pennsylvania-based Entercom said Monday it will take over WCMF-FM (96.5) and WPXY-FM (97.9) while spinning off WRMM-FM (101.3) and WZNE-FM (94.1) as well as its own WFKL-FM (93.3).

WCMF and WPXY will move to Entercom's studios in High Falls while the remaining two stations and WFKL will be packaged as a group to be sold, said Michael Doyle, vice president and general manager of Entercom Rochester.

Regardless of the ownership change, "My show will remain exactly the same," Wease said Monday.

"We'll try and be nice guys and just do our jobs," said the popular WCMF morning host, whose real name is Alan Levin. "We'll miss our old friends and look forward to making new ones across the street."

Last August, Entercom offered to buy 15 radio stations in four markets from CBS for \$262 million in cash. The deal included four stations in the Rochester market: WCMF, WPXY, WRMM and WZNE.

Entercom had to divest at least two of the stations to meet federal regulations on ownership

concentration. Locally, Entercom already owned WFKL and the top-rated country station, WBEE-FM (92.5), as well as WBZA-FM (98.9) and WROC-AM (950).

It has hired consultant David Pearlman from Boston as an adviser in the sale of the three stations.

The shifts will leave Entercom with a well-rounded portfolio to offer advertisers, Doyle said, noting that WPXY attracts young women while Wease and WCMF are popular with men, and WBEE and WBZA draw both male and female listeners.

Doyle said he doesn't know yet how many staffers from CBS will move to Entercom, which currently has 50 full-time employees in Rochester.

The acquisition could give Entercom an edge in the competitive local radio market, said Terry Owen, former general manager of CBS Radio in Rochester and now president of the marketing firm LogicalSolutions.net in Brighton.

"PXY and CMF are legendary stations locally," Owen said. "Both have high-profile talent and have been great earners for CBS over the years. Entercom added some heritage Rochester stations to their stable."

Doyle essentially acknowledged that Owen had it right, that in an era of media fragmentation, the way to keep ahead of the competition is with marquee names such as Wease and WPXY's Spezzano.

The transition will help Entercom snare the much sought-after young male audience that is popular with advertisers, said Scott Fybush, editor of industry newsletter NorthEast Radio Watch.

"The crown jewel and the whole reason they're doing the deal is CMF," Fybush said.

WRMM, with its popular morning combination of Tony Infantino and Dee Alexander, is more profitable than WPXY, but Entercom is selling the adult contemporary station known as Warm-101.3 because it will fetch a higher price, Fybush said.

Besides, Doyle said he doesn't think the government would have allowed Entercom to keep both WCMF and WRMM due to the level of revenue the two stations generate.

MCHAO@DemocratandChronicle.com

Subject: Radio stations; Divestiture

Publication title: Rochester Democrat and Chronicle

Pages: D.8

Publication year: 2007

Publication date: Mar 27, 2007

Year: 2007

Section: Business

Publisher: Gannett Co., Inc.

Place of publication: Rochester, N.Y.

Country of publication: United States

Source type: Newspapers

Language of publication: English

Document type: News

ProQuest document ID: 441927787

Document URL: <http://search.proquest.com/docview/441927787?accountid=47680>

Copyright: Copyright 2007 - Rochester Democrat and Chronicle NY - All Rights Reserved

Last updated: 2012-12-27

Database: Gannett Newsstand

Bibliography

Citation style: APA6

Chao, M. (2007, Mar 27). 3 radio stations put up for sale. Rochester Democrat and Chronicle. Retrieved from <http://search.proquest.com/docview/441927787?accountid=47680>

[Contact ProQuest](#)

Copyright © 2014 ProQuest LLC. All rights reserved. - [Terms and Conditions](#)
