

Assessing a Station's Technical Potential

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So you're going to buy a radio or TV station. Although there's a lot of money involved, you might be tempted to save a few dollars on lawyers and engineers and forego a formal evaluation of the broadcast facilities you are purchasing. Due diligence is critical, write Cavell, Mertz & Associates President Garrison Cavell and Garvey Schubert Barer attorney Erwin Krasnow.

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