

Don't be Misled by Contour Maps

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Performing due diligence is critical when you're planning to buy a radio or TV station. Last week, Cavell, Mertz & Associates President Garrison Cavell and Garvey Schubert Barer attorney Erwin Krasnow described how to assess a station's true coverage. Today, they delve into what those contour maps are really telling you.

[Read the full article.](#) Subscription to *Radio & Television Business Report* is required.