

Inspect Your Potential Station With Eyes Wide Open

Publication

July 19, 2016

Radio & Television Business Report

In the last five installments of their “not-too-technical, not-too-basic” guide to due-diligence, Cavell, Mertz & Associates President Garrison Cavell and Garvey Schubert Barer attorney Erwin Krasnow made suggestions on assessing station potential from the technical side and deciphering station coverage maps, and then explored treasures that might be found in cyberspace and by poking through the stacks of station paperwork. Here, they take a look at on-site tire kicking. Read the [full article](#). Subscription to Radio & Television Business Report is required.