

How to Gauge the Real State of a Station's Technical Facilities

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Erwin Krasnow and Garrison Cavell (Cavell, Mertz & Associates) have made suggestions on assessing station potential from the technical side and deciphering station coverage maps, and have then explored treasures that might be found in cyberspace and by poking through the stacks of station paperwork in various Media Information Bureau columns appearing at RBR+TVBR. Today, they take a look at tire kicking.

Read the complete article on the [Radio & Television Business Report website](#). Subscription is required.