

# Wiley Rein Assists Client Alpha Media in Sale of Broadcast Towers to Vertical Bridge

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## Press Contact

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*Washington, DC* – Wiley Rein LLP served as transaction counsel to Alpha Media on the sale of nearly 200 radio broadcast towers to Vertical Bridge. The portfolio of assets acquired by Vertical Bridge includes 64 sites from Alpha Media’s existing portfolio and 49 sites which Alpha Media recently acquired as part of its purchase of radio stations from Dignity Media, LLC.

The lead attorneys in Alpha Media’s transaction with Vertical Bridge were Jessica N. Rosenthal and Jerita L. DeBraux Salley, partners in Wiley Rein’s Corporate Practice. Wiley Rein recently served as transaction and regulatory counsel to Alpha Media on its purchase of 114 radio stations from Dignity – an acquisition that makes Alpha Media the fourth largest broadcast radio company in the country, by both station count and market count; Wiley Rein also served as counsel to Alpha Media on all related financing arrangements of the Dignity acquisition. Kathleen A. Kirby chair of Wiley Rein’s Media Practice and co-chair of the Telecom, Media & Technology Practice, served as the lead in that transaction.

Alpha Media Chairman Larry Wilson commented on the transaction with Vertical Bridge: “We could not have done this without the hard work and determination from the great team at Vertical Bridge. We’re proud to call them a partner of the Alpha Media family.”

## Related Professionals

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## Practice Areas

Corporate  
Telecom, Media & Technology

Alpha Media is a radio broadcast media company that is headquartered in Portland, Oregon, and formed by veteran radio executive Larry Wilson in 2009. Alpha Media owns and operates over 250 radio stations within 53 markets across the United States covering all formats - including Top 40, Adult Contemporary, Spanish, Urban, News Talk, Sports, Rock, Country, and more. In addition to these radio stations, Alpha Media owns the intimate performance venues Skype Live Studio in Portland, Oregon, and Alamo Lounge in San Antonio, Texas.

Wiley Rein's Corporate Team has handled additional recent tower sales for broadcasters, working closely with the lawyers in the firm's Media Practice. Wiley Rein provides its clients in the radio and television broadcasting, multichannel video, print, digital technologies, online communications, and other new media industries a wide array of services to address the legal and business issues they face, whether regulatory, policy, or transactional.