

Anatomy of an AMS Move-in

A Brief Glossary of Terms

What is a Move-in?

Under the right set of circumstances, the Federal Communications Commission (FCC) rules permit small outlying radio stations to move closer to Major Markets and increase power and coverage. These manipulations increase the value of the stations dramatically, often to ten times their original purchase price or more.

What is a Scenario?

Move-ins, as described previously, rarely ever can be effectuated without technical changes to other stations that are nearby. The overall plan for changes to all involved stations is called a Scenario. A Scenario can be thought of as the combination to the vault that holds the unrealized value of a Move-in.

What is a Rulemaking?

The FCC accepts and processes requests to change the technical parameters of stations (dial position, location, power and coverage) through a Rulemaking. This is a legal and technical process and the outcome is determined according to published rules and precedents.

A well crafted **Scenario** results in a **Move-in** being granted by the FCC at the conclusion of the process known as a **Rulemaking**.

The AMS Scenario Process

Scenario Development

Most projects at AMS begin with the discovery of a Move-in opportunity. Such discoveries are made regularly by the engineering research team. By carefully analyzing the technical parameters of the stations already in existence, looking for hidden pockets of unused spectrum, re-arrangement possibilities reveal themselves. AMS has developed several proprietary methods and special software for identifying these opportunities. This work is ongoing constantly.

Once a Move-in candidate station is identified, the complete Scenario is developed and checked for a variety of essential criteria. These include FCC Rules compliance and the availability of suitable towers. Intelligence is developed on the other stations in the Scenario as a prelude to negotiations.

Finally, a Scenario that survives the previously described technical and practical fact checking goes on to a budgetary analysis and timeline estimate. It is officially an AMS Scenario when the questions "Who?" "What?" "How much?" and "How long?" can be answered with assurance of a highly profitable result.

Scenario Deployment

The senior staff at AMS, responsible for the fieldwork of Scenario Deployment, contacts station owners and negotiates for their consent to participate in our Scenario. This team is made up of long-tenured radio broadcast professionals, each with a wide network of personal and professional contacts. Each member has worked in multiple industry ownership and managerial roles and in many radio market areas.

We walk the walk and talk the talk because we have been on the front lines of radio for a combined 100+ years. As such, we have an intuitive understanding of the business cycles and motivations of the station owners we must enlist. And we have learned that face-to-face presentations are the most reliable way to accomplish these consent agreements. These are all invaluable tools when timely completion and budgetary discipline are essential.

It's worth mentioning that we seek to have the vast majority of the costs in any Scenario due only when the FCC approves our plan and we are certain of a successful Move-in. This is by design. Participating station payments are set out in standard-form contracts that AMS has developed over the years.

Preparation and FCC Filing

Once all the required stations have given their consent, the process returns to the domain of the Engineers and Attorneys for preparation of the documentary filing. This is the Rulemaking defined earlier.

Through an intimate knowledge of the subtle nuances of FCC Rules and protocol, the constant monitoring of the ongoing activity at the FCC, and the experience of many past successes, these filings are the best they can be.

Of course, it doesn't hurt that our lead FCC attorney used to be Chief of the FCC's FM Branch – the exact department that examines our filings today.

FCC Grant, Finality and Rulemaking Implementation

Just getting the "thumbs-up" from the FCC isn't enough. There must be a team in place to facilitate the completion of the station changes. This means helping licensees who have agreed to change frequency or tower locations get the needed FCC paperwork done and submitted.

And while the Rulemaking is being processed at the FCC, the Brokerage arm of AMS swings into action, with the goal of securing a qualified buyer for the finished Move-in before it's even approved!

Wrap-up

Carefully crafted Scenarios developed using proprietary software and methodology; The best radio minds and broadest radio experience that can be recruited; Careful analysis and budgeting; Intelligence gathering, planning and execution in the field; Systematic management of the implementation phase; these are the hallmarks of AMS. These factors and qualities are why our Scenarios succeed.